

MMO Report

Prepared by Kelsey Moniz

For board meeting: November 12, 2019

This report provides a brief update on current projects. October has been a heavy planning month for holiday events and getting decorations to all main floor businesses.

Events

1. Trick or Treat in Downtown - October 25 - Complete

This was a successful event with over 26 business participating. The streets were filled with kids and parents during the evening. Social media was positive and puts downtown in a community focused light. Third-party event in partnership with Sandy (Tri & Run Sports).

Marketing tactics:

Social, Boosting Facebook Event, Posters

2. Brand Launch - October 29 - Complete

We saw an excellent turn out for the brand launch. Member, media and collaborators attended. Positive press was released within 24 hours of the event and continued for several days. No negative coverage was received. We continue to receive congratulations from our members on the website. Members engagement is increasing as they are creating events and asking questions about the site.

3. Santa Claus parade - November 17 - In progress

I met with residents from McNabb Towers and Quinte Living centre to organize transportation to the parade. Signup sheets and posters were placed in the 3 buildings. 30 people have signed up to participate. The city will provide 1 bus to transport the residents to the Armouries where they can enjoy the parade and then be returned home.

Marketing tactics:

Social, Boosting Facebook Event

4. Girls' Night Out - November 21 - In progress

We are gearing up for GNO. Posters were designed produced and radio was booked with both board casting companies. As business are confirmed they are being added to the event page. Third-party event in partnership with Kathryn (Kate's Kitchen).

Marketing tactics:

Posters, Radio ads, Social, Boosting Facebook Event

5. Enchanted - December 7 - In progress

So far there are 300+ registers for the event. We saw a direct boost when the Elton Rohn press release went out on November 5th. Social posts are scheduled to share upcoming activities and participants of the evening.

Marketing tactics:

*Posters, Radio ads, Social, Boosting Facebook Event, **digital billboard***

Market Research

2. Visitor/Resident Survey - Complete

Over 800 surveys were completed over the month of October. All surveys are being entered and NPS will be calculated.

[Media & Social Dashboard - November Attached]

BELLEVILLE
DOWNTOWN
DISTRICT
ESTD 1878

Media and Social Dashboard

NOVEMBER BOARD MEETING

NOVEMBER 12, 2019

PREPARED BY KELSEY MONIZ

MEDIA COVERAGE

SEPTEMBER 11 - OCTOBER 9

3 Press Releases (WeThrive, Brand Launch, Elton Rohn)

7 Articles mentioning downtown + radio coverage

Content: Brand Launch, Elton Rohn at Enchanted

Downtown District launches new brand, website
OCTOBER 29, 2019 - 8:13 PM
AMANDA LORSETSKI NEWS, QUINTE

Downtown Belleville has a new brand and website for those looking to learn about upcoming events, programs and more in the city's downtown core.

The Belleville Downtown Improvement Area officially launched the Downtown District at an event at Capers restaurant on Tuesday night.

The BDIIA worked with They Integrated Inc. to re-design the website, encouraging residents and visitors to explore the businesses, services and events that are available. New promotional materials also include the Downtown District t-shirts, that attendees were given on Tuesday.

Board Chair Kathryn Brown said the new phrase 'be a part of it,' welcomes everyone to visit downtown Belleville.

"It's about actually trying to create that customer experience - that people really want to be a part of," she said, adding that the Downtown District includes a combination of services, including restaurants, banking and more.

"The launch is how we're going to reflect that to the audience in Belleville, to the audience outside of Belleville and to our members, in terms of how we want them to look and feel, as we all work together as a collective."

Downtown to be "thriving centre" by 2023, BIA says
Luka Hendry
More from Luka Hendry
Published on: October 30, 2019 | Last Updated: October 30, 2019 4:08 PM EDT

Merje Cuarter, executive director of the Belleville Downtown District Business Improvement Area, smiles while on Front Street Wednesday. The newly rebranded Downtown organization has introduced a strategic plan and details of its rebranding. **LUKA HENDRY/THIS WEEK**

A revitalization of Belleville's downtown is only just beginning, but it's already gaining momentum, those behind the changes say.

The Belleville Downtown Improvement Area is now the Belleville Downtown District Business Improvement Area. Its leadership on Monday briefed city council on their plans and on Tuesday launched their new branding.

"By 2023, downtown Belleville will be the thriving centre of our community," executive director Merje Cuarter told council.

The area's new strategic plan has four objectives, with the first being changing the public perception of downtown Belleville from lacklustre to vibrant," Cuarter said. "There is a misperception that downtown Belleville has just completed a revitalization in truth we're just beginning," she said.

"Be a part of it" is the new brand's tagline.

"It's everybody's responsibility for downtown to succeed," Cuarter explained Wednesday.

The District's signage and redesign of downtown streets were only one part of the plan, she said. Recently-reopened shops and growing interest from visitors are bringing in different people and a new energy downtown.

"The new brand is a great start," said Cuarter.

"If you come down here once a week, even, you are going to start to get to know the downtown better each of their storefronts, you're going to see the sign of

New brand means new optimism
Belleville, ON, Canada / Quinte News
John Spitzer
October 29, 2019 08:06 pm

The DOWNTOWN DISTRICT BELLEVILLE

In the real estate business, it's said to be all about "location, location, location". But as almost 100 downtown Belleville business proprietors learned Tuesday night, in the marketing business it's all about "perception, perception, perception".

That was the main focus hammered home by Sean Patrician of They, a full service advertising agency located in the downtown, as the Belleville Business Improvement Area Board of Directors officially launched a new brand, logo, slogan, and associated other marketing materials to be used across all media platforms.

After months of consultations and surveys with stakeholders and the public, the new brand is built on "The Downtown District - Belleville" and "Be a part of it since 1816".

Patrician says the rebranding was all about setting up a bright future for the Downtown District. "It's not about what the downtown is now, it's all about what it's becoming."

Patrician said that despite lingering negativity about the downtown being dead and a little bit of skepticism, there was a huge amount of optimism amongst stakeholders that the future looks much brighter. "One goal was to make people want to come down and check it out."

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Wild man arrested
Belleville, ON, Canada / Quinte News
John Spitzer
October 29, 2019 03:24 am

There was a bizarre incident on Front Street in downtown Belleville in the noon hour yesterday (Monday).

City police quickly took a suspect into custody and the 30-year-old Belleville man was charged with making threats, weapon dangerous, assault, and breaching a court order.

Meanwhile, also yesterday, Belleville police arrested a suspect believed to have smashed the window of a restaurant on Front Street Sunday. City man Aaron Edwards was charged with mischief over \$5,000. It cost \$8,000 to replace the window.

Window smashed at downtown Belleville business
Belleville, ON, Canada / Quinte News
David Foot
October 28, 2019 12:52 pm

The window of Sans Souci in Downtown Belleville was smashed on the evening of October 27, 2019. (Photo: Facebook / Cafe Sans Souci)

The owners of a downtown Belleville cafe say they are open as usual today after someone vandalized their building overnight.

On its Facebook page, the owners of Sans Souci say someone smashed a front window of the restaurant but they're not letting the act affect their operations today.

Anyone who has information on who smashed the window can call police or Crimestoppers.

Enchanted Night Market will feature Elton Rohn
NOVEMBER 05, 2019 - 9:23 AM
NEWS, QUINTE

Belleville residents will be able to say Goodbye Yellow Brick Road and hello Front Street during the first-ever Enchanted Night Market in downtown Belleville.

The holiday event, taking place Dec. 7, will feature entertainment from North America's premier Elton John tribute band, Elton Rohn.

Elton Rohn has played more than 300 shows in Canada and the U.S. and is considered one of the best tributes anywhere. Elton Rohn was the only Elton John tribute asked to perform at the Elton John convention in Las Vegas.

Every note is played live with no tracks and featuring full four-part harmony.

Enchanted Night Market takes place on Front Street from Victoria Ave to Bridge Street where the street will be pedestrian only.

Along with Elton Rohn, there will be a retail and artisan market, restaurant and food vendors and street performances throughout the evening on Front Street.

Enchanted Night Market runs Dec. 7 from 6 p.m. to 9 p.m. Tickets are free. Register for free tickets here.

Capers teams up with Big Top Productions for Cabaret Live!
Postmedia Staff
More from Postmedia Staff
Published on: October 30, 2019 | Last Updated: October 30, 2019 2:07 PM EDT

Capers Restaurant and event space will host a double header of Cabaret Live! Dinner and Show featuring circus-style entertainers, burlesque performers, drag queens, comedy and mind reading. Cabaret Live! will be held at Capers Restaurant in downtown Belleville on November 22 and 23. Dinner starts at 7 p.m. and the show begins at 8 p.m. Tickets must be purchased in advance at Capers.ca or call 613-968-7979.

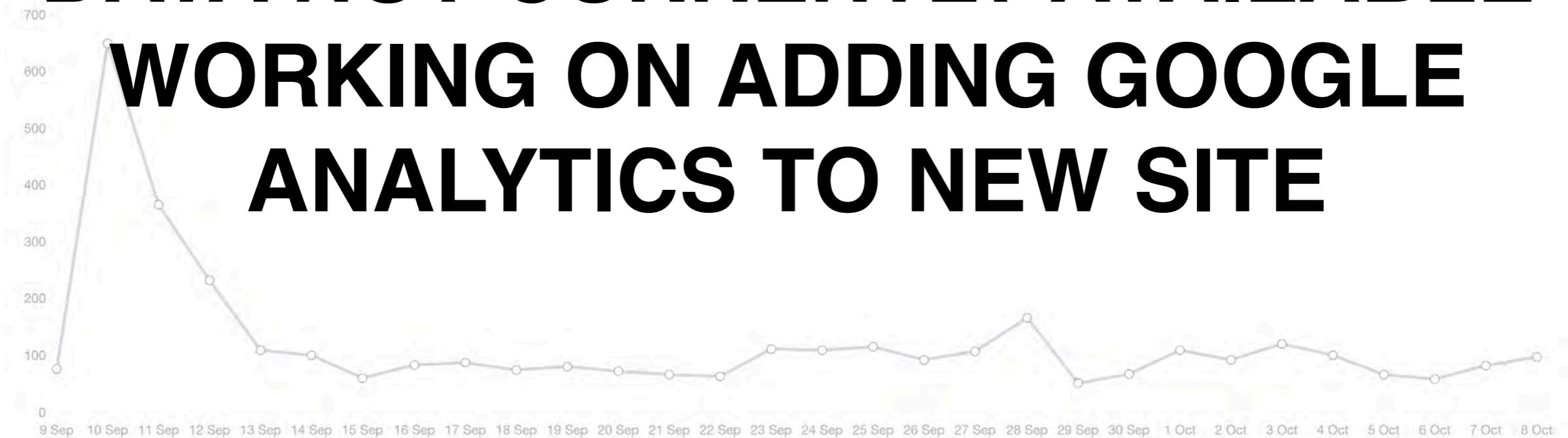
"Capers is always looking for ways to bring fun and diverse entertainment to Belleville and I'm excited to partner with Big Top Productions for this upcoming show," said Capers owner and event coordinator, Melanie Hilmi. "Cabaret Live! brings together a melting pot of talent including magicians, musicians, burlesque performers and drag queens. Its sounds cliché but there is definitely something for everyone."

Cabaret Live! is managed, produced and hosted by award-winning Mystery Entertainment founder and Big Top Productions founder, Lukas Stark. The previous two Cabaret Live! nights hosted at Capers sold out so no doubt tickets for this entertainment-packed show will do the same.



WEBSITE

**DATA NOT CURRENTLY AVAILABLE
WORKING ON ADDING GOOGLE
ANALYTICS TO NEW SITE**



Sessions

3688

Pageviews

6340

Avg. Session Duration

1m

↓ -12%

Bounce Rate

72.45%

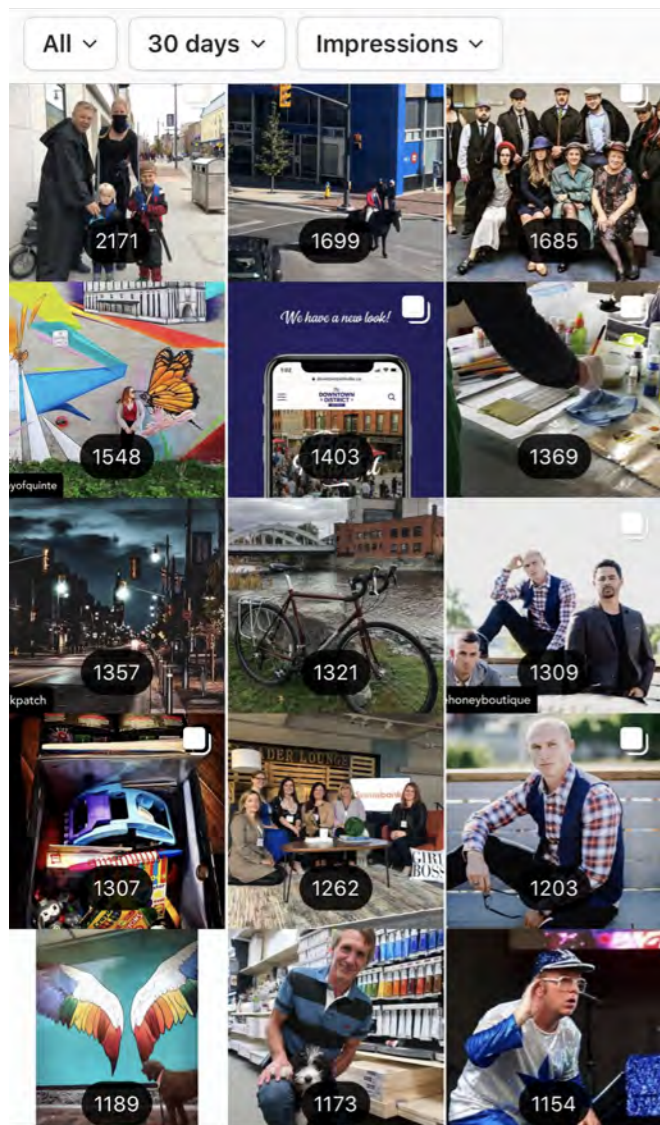
↑ 8%

SOCIAL MEDIA

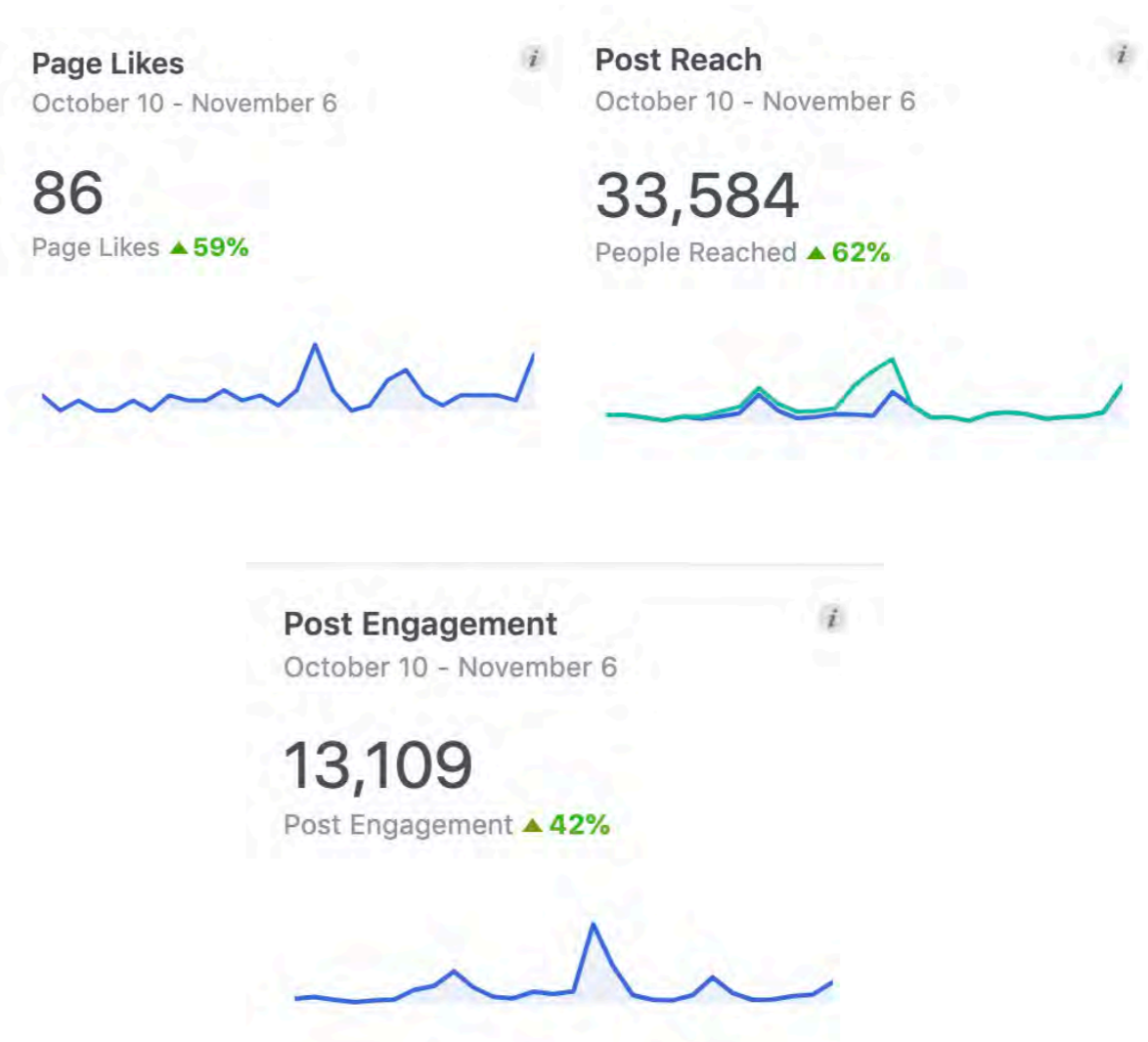
OCTOBER 10 - NOVEMBER 6



Followers: 2,631 **up 6.3%**



Followers: 4,505 **up 2.06%**



EBLASTS

OCTOBER 10 - NOVEMBER 7

MEMBERS

Database: **262** subscribers

5 emails sent to members this period
45% average open rate

Targeted emails for Retails and F&B

Templates with new branding

BELLEVILLE
The DOWNTOWN DISTRICT
18 16
BELLEVILLE

QUICK MESSAGE



Prime Window Space Available for Christmas
There is prime main floor window space available at 1 Bridge Street East in Bridgefront Tower!

Contact Kelsey at hello@downtownbelleville.ca if you're interested in Free window space for November and December!

If selected, your Christmas window must be completed by November 16th just in time for the Santa Claus parade and must remain up until January 2nd. After that time you can redesign your window.

If selected, there will be a commitment of renting the window space for 1 month or 3 months after December.

Contact us by October 31st if you're interested.

The DOWNTOWN DISTRICT
18 16
BELLEVILLE

NOVEMBER

What's happening in the Downtown District

This is a text block. You can use it to add text to your template.

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Browse

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Input caption text here. Use the block's Settings tab to change the caption position and set other styles.

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Read more

The DOWNTOWN DISTRICT
18 16
BELLEVILLE

MEMBER NEWSLETTER



ANNUAL GENERAL MEETING

Please join us for the Annual General Meeting for downtown Belleville members.

When: **Tuesday, November 19th 5:30PM** (meeting begins at 6PM)
Where: **The Belleville Club, 210 Pinnacle Street**

There will be complementary hors d'oeuvres and a cash bar. The agenda will be shared 1 week prior to meeting.

Please RSVP to ensure we have an accurate head count for ordering the hors d'oeuvres.

[CLICK HERE TO RSVP](#)

The DOWNTOWN DISTRICT
18 16
BELLEVILLE

IMPORTANT UPDATE

Drop an image
or
Browse

Header Goes Here

Please take a moment and send an email to hello@downtownbelleville.ca outlining what your promotion or special is and send an accompanying image. A Valentine's post will go out on Facebook and Instagram Monday morning subject to how many submit.

Thank you in advance!