

**Past month:**

**Safety and Security Downtown:** In this month's agenda is our new Safety and Security Initiative for review. This was a collaborative effort between the Belleville Police Services, the Governance Committee and myself. If approved, I will be working with Kelsey to roll out this initiative not only to our members but to the greater community using positive marketing messaging.

**Event Planning:** We have identified our 2020 events as well as other events that will be happening around the area. **See attached calendar.** We want our members to have an opportunity to be engaged in the planning stages of our events so we have reached out to Food & Beverage and set up brainstorming meetings.

**Member Audit:** At the time of this report, the member and visitor's audit is close to completion. I hope to have the results to the board before the next meeting. Thank you to our coop student, Laura and Kelsey for completing this task and for moving our membership management into HubSpot, a free, advanced CRM. HubSpot will be used as an internal tool to keep track of individual member communication and details.

**Porchfest Afterparty:** This event was very successful considering it was the first year. We have some tweaking to do for next year, but we feel it is a good fit for the downtown brand and would recommend continuing the partnership next year. Here are some interesting Pedestrian Count Stats from the day of the event and a few days afterward (halo or ripple effect of the event):

**Saturday September 28<sup>th</sup>**

- 79% increase in foot traffic from the Saturday prior.
  - 10am-5pm up 67%
  - 12-2 pm up 47%
  - 6-9 pm up 171%

**Sunday September 29<sup>th</sup>**

- 35% increase in foot traffic from Sunday prior
  - 9am-5pm up 50%.
  - 12-2 up 97%
  - 10-11 am up 68%

**Monday September 30<sup>th</sup>**

- 19% increase in foot traffic from Monday prior
  - 7-9 am up 20%
  - Coffee break up 47%
  - 12-2 pm up 30%
  - 10-5 up 27%

**Christmas Planning Report:**

Christmas Décor: At the time of this report our overall lighting strategy is undecided as we wait for a quote from a 3<sup>rd</sup> party contractor. I should know more by the board meeting. Use of Edie's Courtyard has been secured. We are in the midst of purchasing the items we need to dress this as Santa's Courtyard, complete with a custom Santa chair, lights and a mailbox for letters to Santa. We will be ordering horse troughs and dressing them with slim evergreens and red ribbon for 3 identified dead-zones. Holiday banner and snowflake install has been approved by the grant committee.

Santa Claus Parade Holiday Market: We have teamed up with the Chamber of Commerce Claus Parade for the marketing of this event, rather than promoting it as a separate event. We have some challenges with the city and grant committee, but are working through them. We have booked the children's choir as entertainment and are starting to book vendors.

'Enchanted' Holiday Night Market: I am waiting to hear if our street closure for the event has been approved. We have started to have vendors sign up. 2 street performers have been booked. I am working with the booking agent for Choir! Choir! Choir! for the big entertainment act to see if we can come to an agreement on price and expectations. I should know by the meeting if this is the act we will book. If not, I have one other

connection that I will pursue. Vendor applications are beginning to come in. As of this report there are over 500 interested or going 43 registered tickets.

Business Activity: I have been working with local real estate agents and property owners on securing three food & beverage related businesses that are interested in coming into the downtown. More details to come as each project moves along.

**My Fall priorities:**

- Christmas Event
- Business/Marketing Plan for 2020
- 2020 Budget
- Annual Report for AGM

**Upcoming Events:**

- **Brand Launch:** Tuesday, October 29, 5:30-7:30 pm, Capers
- **Halloween Event:** Friday, October, 25<sup>th</sup> 3-7 pm
- **Christmas Season:**
  - **Christmas Décor:** We are aiming to have all Christmas décor up the week of Nov 12-15, the week before the Santa Claus Parade.
  - **Santa Claus Parade:** Sunday, November 17<sup>th</sup> 3-6 pm. We have requested street closure on Front St. South of Bridge to MacAnnany. We chose this area so that no matter what way the parade ends up going, our event will not be affected.
  - **Night Market:** Saturday, December 7<sup>th</sup>, 6-9 pm Street closure similar to DT@Dusk.
- **AGM Member Event:** Tuesday, November 19, 5:30 pm, The Belleville Club
- **Girls Night Out:** November 28<sup>th</sup>, 6-9 pm

Downtown Belleville Event Schedule 2020

	Signature Event	Third Party Events	Other events	Holidays or key dates
<b>January</b>				
<b>February</b>	Saturday, February 22: <b>Savour the Chill</b> , 12 - 3 pm (or until soup runs out)		Chamber event TBD	<i>Friday, February 14: Valentine's Day</i>
				<i>Monday, February 17: Family Day</i>
				<i>Saturday, February 29: Leap Day</i>
<b>March</b>			Downtown DocFest (March 1-3 TBD)	<i>Tuesday, March 17: St. Patrick's Day</i>
<b>April</b>	Shopping Event TBD			<i>April 10-13 Easter</i>
<b>May</b>			Arts En Plein Air Festival (May 23-26)	<i>Sunday, May 10: Mother's Day</i>
				<i>Monday, May 18: Victoria Day (May long weekend)</i>
<b>June</b>	Friday, June 26: <b>Downtown@Dusk</b>			<i>Sunday, June 21: Father's Day + Aboriginal Day</i>
<b>July</b>			Waterfront Festival (July 11-14 TBD)	<i>Wednesday, July 1: Canada Day</i>
			Rockfest (July 16-19 or July 23-25 TBD)	
			Wheels on the Bay	
			Rotary Loves Kids (July 17 TBD)	
<b>August</b>	<b>Longtable</b> (Date TBD)	Saturday, August 22: <b>Spicy Food Contest &amp; Festival</b>		<i>Monday August 3: Civic Holiday (Long Weekend)</i>
<b>September</b>		Saturday, Sept 26: <b>Porchfest + After</b>	Flavours of Fall	<i>Labour Day September 7</i>
<b>October</b>		<b>Trick or Treat in Downtown Belleville</b> (Date TBD)		<i>October Monday, October 12: Thanksgiving</i>
				<i>Saturday, October 31: Halloween</i>
<b>November</b>	Sunday, November 15: <b>Santa Claus Parade + Market</b> (Date unconfirmed)	Thursday, November 26: <b>Girls' Night Out</b> , 6-9 pm	Mistletoe Magic (around Nov 16)	<i>Wednesday, November 11: Remembrance Day</i>
			Merry Merry Market (around Nov 23)	<i>Friday, November 27<sup>th</sup>: Black Friday</i>
<b>December</b>	Saturday, December 5: <b>Enchanted Night Market</b>			<i>Friday, December 25: Christmas</i>
				<i>Saturday, December 26: Boxing Day</i>