

### **Grants and Awards:**

Digital Main Street (DMS): YOU may have met Jessica and Amanda, our Digital Squad Team. At the time of this update, they have:

- secured 5 grants for members
- 3 have submitted applications and are waiting for approval
- 3 have completed videos
- 13 in the process of watching videos.

If all of these members receive grants, that will be \$60K in marketing grants for the downtown.

Restaurants have been presented with Sociavore as the best choice for their needs going forward. They have also been approached by Alex Bruce from the Lark, who is offering another solution. They will be working with businesses that are interested in improving their online presence in case we are shut down again. This includes improving Marketplace offerings.

RT09: All invoices have been sent in for \$2500 Al Fresco Grant. The Enchanted grant has been stacked with the Reconnect Grant (listed below) to help with costs.

RED Funding Grant: Banners went up the week of September 15<sup>th</sup>. They will be replaced by seasonal Christmas banners the week of November 12. Red funding recovery of funds is pending.

COB: We were approved for the remaining in kind services from Al Fresco from the City of Belleville.

### Reconnect Festival and Event Program Grant:

We are applying for a 50/50 grant through the Ontario gov't. It will help to cover some of the costs of Enchanted Holiday in the downtown District. We should know in the next few weeks if the grant is approved. Details of our holiday plans are below. If we are not approved for the grant, we will need to scale back event plans.

### **Downtown District Marketplace**

We will be using DMS Squad team members as trainers and working with ShopHERE as an option for more involved retailers that want to use Marketplace as an online sales channel. We will be testing whether an integration app will allow the seller to have their own Shopify store that will integrate with our marketplace. This will give our sellers more control and ownership, but still allow the Marketplace to be the central hub for online shopping in the Downtown District.

### **Pedestrian Counts and Surveys**

- Please see attached Pedestrian counts. I will go over these in the meeting.
- Although the downtown District pedestrian counts continue to exceed last year at this time, the effects of the spring shut down for many of our members is reflected in our recent member survey. The summer did help, but it didn't repair the damage done in March, April and May. Many businesses are obviously very stressed about the possibility of another shut down.

- Member surveys are complete. We were able to get 29 completed member reports – just over half of last year. Visitor surveys are also done. The results of both will be presented in the annual report.

### **Member Onboarding and Recruitment**

I have been working on a process for member onboarding and exiting as well as recruitment. Once complete, I will be sending via email to the board. Please make time to test the process and review and submit feedback.

### **Upcoming events**

- Merry, Merry Market was cancelled because of COVID-19
- Holiday Plans are below
- Savour the Chill: February, March

### **Enchanted and the Festival of Lights**

November 20 - Jan 4

Highlighting Thursday, Friday Nights and Saturday Day as event days

**Details:** When COVID-19 threatened our original Enchanted one-night event, we had to become creative with ways to offer holiday experiences that didn't place visitors or our members into high risk environments. We were fortunate to develop a collaborative partnership with the Festival of Lights who are offering an innovative driving tour that includes the main streets of the downtown core.

Visitors will enjoy a vast lighting display with years of history behind it while choosing to shop in a historic downtown offering exceptional culinary and shopping experiences. It is an innovative way to support the local economy and keep the community's spirits up during a challenging season.

Enchanted and the Festival of Lights will be launched on Friday November 20, 2020 and will continue until Jan 4th, 2021 in the Downtown District, Victoria Park along the Moira River, and along the neighbourhood that runs south into the Bay of Quinte and along the shoreline (see map).

**Events/Features:** Feature events in the downtown District will be offered on Thursday and Friday nights as well as Saturday (possibly Sunday) in the daytime. It is a non-ticket event for all members of the community, with the intention to ensure that many visitors can enjoy all aspects of the event without creating large clusters of people.



**Pedicabs:** 3 branded and festively lit COVID-Friendly\* Pedicabs will be available for those that would like to enjoy a ride through the downtown on Thursday and Friday nights and also available Saturday during the day and possibly into the evening for lighting tours.

**Thursdays** will focus on extended shopping hours (Nov 20 - Dec 23) at our retail shops as well as food/beverage takeout at many of the downtown restaurants, encouraging takeout after enjoying the Festival of Lights tour as well as Pedicab rides to see part of the lighting tour.

**Friday's** will revive the successful event "Music in the Air" from the summer, where many of our downtown restaurants and cafes host musicians and encourage people to enjoy an evening of music and shopping. Retailers will be asked to stay open late (Nov 20 - Dec 23) on Thursday and

Friday evenings. Pedicabs will be available for tours and travel.

**Saturday mornings** will encourage shoppers to come downtown in the morning to enjoy Breakfast club at the restaurant or cafe of their choice and then shop in our locally owned and

operated shops and boutiques. Pedicabs will be available to move people up and down the kilometer long street.

**Choose Local First:** We will be advertising that we are a hub for local artisans and locally made items. In addition to our retail and restaurant offerings we will be hosting Mistletoe Magic as a pop-up at Pinnacle Music (Nov 12- Dec 12), Bizarre Artisan Market, Art Galleries and a few Side Hustle events.

**Festival of Lights:** We have partnered with Festival of Lights this year, a five kilometer driving tour of several large lighting displays along Moira River and Bay of Quinte shoreline. Our streets will be decorated with over 200 replica light standards, garland, emerald trees, and festive banners. Driving and walking tours can be enjoyed 7 days a week with the optimal viewing time being after dark. The larger lighting displays are on public parks space with a road running alongside, so you can choose to stay in your vehicle the entire time or there are areas where there is parking and an opportunity to walk on groomed trails. Downtown Enchanted lights can be enjoyed on foot, by car, Pedicab.

**Resident Interaction:** Residents in the downtown core, as well as along the trail of Festival of Lights will be encouraged to light up their properties including trees, doors, windows and front porches to be entered into a contest to win \$250.

**Accessibility:** All event information will be available on-line on the City of Belleville accessible website as well as the Downtown District Website. Event features are accessible for those with disabilities.

*\*COVID-Safe Pedicabs: Plexiglass barriers between driver and guests. Pedicabs are sanitized between uses. Masks for drivers and guests are mandatory.*

### Festival of Lights Driving Tour



