



Belleville Downtown District BIA
Executive Director Report
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Executive Director Board Report

Enchanted is going well overall. Pedestrian counts are up in November from October and we are seeing elevated traffic on Thursday, Friday nights as well as Saturdays and Sundays as we lead up to Christmas. Member success is mixed. It seems that the members that have invested in additional marketing tactics, such as professional photography, social media ad buys and those that have a strong brand presence are doing extremely well. Pedicabs have been a huge success, any time we open up more availability it fills up quickly. The partnership with Festival of Lights has been successful and I see that improving for next year. We have over 450 votes for window displays and residential decorations along the route. The comments on social media about the look and feel of the Downtown District this year are positive.

Meg Dunning virtually presented Welcoming Streets to a healthy group from the social services sector last week that included Food Programs, Grace Inn, Hastings County, Library, Per Support, United Way. It went over very well, and we have secured a brainstorming meeting with the same group next week to move forward with the project. Note: BPS was unable to attend the presentation but is meeting instead with Meg and her liaison officer to go over the program from a police perspective.

Kelsey and I have been working on 2021 planning, beginning with events and marketing using the budget as a guideline. We have a number of projects that we will be working to prioritize as well. Please refer to the event schedule document for high level details.

Governance Decisions, Monitoring & Accountability

1. Current Significant Issues

We had \$3700 worth of rented equipment stolen on Friday Dec 4th from the carriageway, where we had a lighting display set up. I have put through an insurance claim for this. It has a \$1000 deductible.

We have had a string of vandalism in the downtown core this past month, with 6 windows broken in a short period of time. I am working with BPS to minimize future incidents.

We will not have a new liason in place until the new year. In the interim I have been working with Inspector Barry.

2. Matters for Approval

No pending matters for approval at this time.

3. Finances

I am working on preparation of the year-end. I have also been working to ensure that the Marketplace is accurate and our GL inputting is accurate and ready to send to the auditor in the

new year. I have also been working with Ashley, our bookkeeper, to set up our 2021 budget and add a few additional GL Codes for 2021.

Reconnect Grant money will be in our possession within 2 weeks.

4. Update on Strategic Plan Implementation

This section will be prepared quarterly or biannually beginning in 2021.

Informational

5. Key Accomplishments

- \$27,000 Reconnect Funding from the Ontario Government has been approved, which will assist in funding Enchanted.
- We are working with the City on a second Reconnect Funding grant (They have extended the deadline). for Themed Season: Savour the Chill and Quintelicious.
- The DMS Squad is up to 40 approved grants (100,000 digital marketing dollars towards the Downtown District experience, through our members. There are a total of 16 businesses in the funnel at various stages in the program.
- Emma Travis is the first Belleville business to participate in the Future Proof Program. Congratulations Emma!

6. Pedestrian Stats

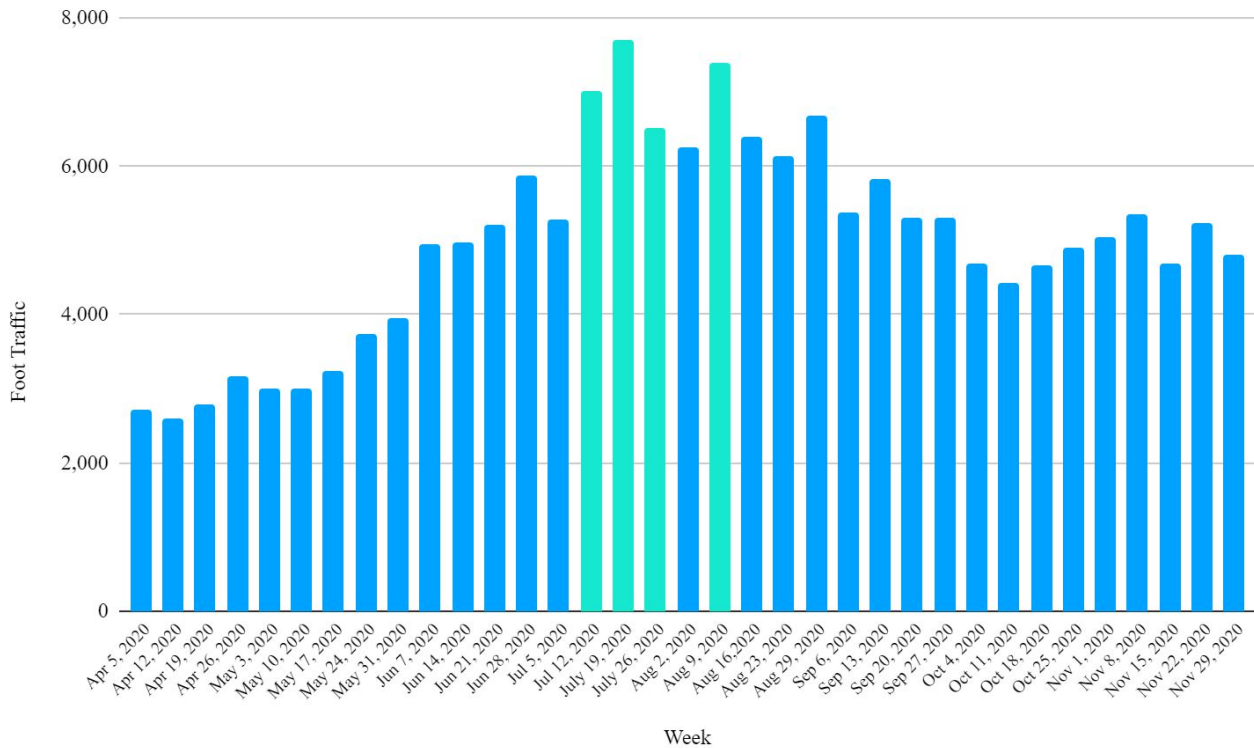
Daily Pedestrian Counts

Shoulder (Fall)									
	Sep 6-12	Sep 13-19	Sep 20-26	Sep 27-Oct 3	Oct 4-10	Oct 11-17	Oct 18-24	Oct 25-31 (Halo'wn)	Average
Sunday	427	449	345	395	306	344	358	347	371
Monday	329	937	788	718	801	250	577	635	629
Tuesday	772	898	810	859	719	780	788	630	782
Wednesday	915	852	754	849	624	831	595	757	772
Thursday	960	883	739	883	756	612	715	806	794
Friday	1,025	948	919	804	853	841	909	1,052	919
Saturday	955	871	953	804	640	775	726	666	799
TOTALS	5,383	5,838	5,308	5,312	4,699	4,433	4,668	4,893	5067

Winter (Low)						
	Nov 1-7	Nov 8-14	Nov 15-21	Nov 22-28 (TO, Peel LD)	Nov 29-Dec 5 (Quinte Yellow)	Average
Sunday	212	421	161	210	436	288
Monday	746	830	646	681	590	699
Tuesday	651	911	711	728	796	759
Wednesday	802	616	707	670	733	706
Thursday	886	977	749	886	822	864

Friday	922	863	996	1,025	653	892
Saturday	835	726	715	1,036	784	819
TOTALS	5,054	5,344	4,685	5,236	4,814	5027

Weekly Pedestrian Counts



7. Incoming and outgoing members:

- Property Purchase: None that I am aware of
- New Business: County Boys Renos 277 Front St (old Gold Exchange)
- New Business: Quinte Elite Dance Team 377 Front St.
- New Business: Christopher Gentile Photography 265 Front St.
- Farewell: None that I am aware of

8. Matters for Noting

- Nothing at this time