



PRESS RELEASE

Passing of the Torch in Belleville's Downtown District

Belleville, Ontario, April 21, 2021 - Over the last two and a half years, under the direction of the BIA Board of Directors, Downtown Belleville has undergone many positive changes. The implementation of the shift in direction was primarily the responsibility of the Executive Director Marijo Cuerrier and Kelsey Moniz, Media & Marketing Officer.

A 4-year strategic plan was developed in 2019 by the board of directors, key city partners and Cuerrier. Using this as a compass, Cuerrier and Moniz had clear direction, and just as importantly, the freedom to develop new events, participate in collaborative partnerships and execute big ideas. This has led to a positive change in the overall perception of downtown Belleville locally and in the tourism industry, which resulted in increased foot traffic and revenue last summer, during the height of the pandemic.

Downtown Belleville will see a change in leadership this June. The Downtown District board of directors has announced that current Executive Director, Marijo Cuerrier has accepted a position with a neighbouring BIA and will be passing the torch to a new Executive Director.

"Taking on a new project was a difficult decision both personally and professionally." says Cuerrier. "There are so many exciting things coming for Downtown Belleville that I was hoping to be a part of. That said, I am confident that the next ED will be fully capable of continuing to drive the vision forward."

The BIA is actively seeking the next Executive Director that will bring downtown Belleville to the next level.

"Marijo has been an integral part of our evolution to becoming a tourism destination. She has been the "driver" of our creative journey and she will be greatly missed by our members, partners and our Board. We wish her every success in her new adventure and hope that we'll have a chance to work with her again in the near future." Kathryn Brown, BIA Chair and Owner of Kate's Kitchen.

The
DOWNTOWN
18 DISTRICT 16
BELLEVILLE

Exciting summer plans are in place to have another exceptional outdoor experience for Al Fresco, with restaurants extending their patios and retailers ready to welcome shoppers when it's safe to do so.

For more information please contact:

Kelsey Moniz, Media & Marketing Officer

e-mail: hello@downtownbelleville.ca

Phone: 613-968-2242