



PRESS RELEASE

Downtown Belleville Recognized by Provincial Awards

Belleville, Ontario, September 28, 2021 - The Downtown District Business Improvement Area (BIA) is pleased to announce we are the recipients of **two awards** from the **Ontario Business Improvement Area Association** (OBIAA) for the **Downtown Belleville Rebrand** and **Enchanted Holiday Night Market** in 2020.

The **Special Events and Promotions - Large** Award was presented for the Enchanted Holiday Night Market that exemplified innovation and creativity in the category. The OBIAA judges said they “loved seeing all the fun, creative ideas to engage the community with the downtown during a busy time of year, a nice celebration and collaboration with businesses.”

The **Marketing and Communications - Large** Award was presented for the Downtown Belleville Rebrand that exemplified innovation and creativity in the category. The OBIAA judges described the rebrand as “very nice, with a clean look.”

The awards were presented to Downtown District BIA Executive Director, Luisa Sorrentino, at the OBIAA Conference in Hamilton last night.

Kelsey Moniz and former Executive Director Marijo Cuerrier - partnering with Downtown member business “They Integrated” for the branding initiative - were instrumental in securing these awards with their dedication to the community and brand in 2019 and 2020.

“I am so honored to accept these awards on behalf of the Belleville Downtown District,” says Sorrentino. “We are so grateful to OBIAA and the judges for acknowledging the incredible work done by Marijo, Kelsey and our Board of Directors. We look forward to building on this success in future years and establishing the Downtown District as a true tourism destination.”

These achievements are a testament to the hard work the BIA staff and Board of Directors have contributed in recent years to develop the Downtown District as an innovative brand and tourism destination.

The
DOWNTOWN
18 DISTRICT 16
BELLEVILLE

“2020 was a challenging year for every small business and in particular for the many independent businesses in Downtown,” says Kathryn Brown, BIA Chair and Owner of Kate’s Kitchen Shop. “It’s due to the dedication of our BIA Staff, Board of Directors and more importantly, our members, that with vision and fortitude, we can accomplish great things together.”

For more information please contact:

Tiffany Spencer, Media & Marketing Officer (*Maternity leave for Kelsey Moniz*)

e-mail: hello@downtownbelleville.ca

Phone: 613-968-2242