

BOARD REPORT  
MEDIA & COMMUNICATIONS COORDINATOR  
DATE: February 12, 2019  
Reporting Period: January 1-31, 2019

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**Savour the Chill Preparations:**

- 17 committed restaurants, 4 Secured Judges
- Dinkel's Secured for Judges Event
- Buskers Booked
- Launch Press Release picked up by Belleville Intel, 01031, 19:
  - [intelligencer.ca/news/local-news/savour-the-chill-returns-this-month](http://intelligencer.ca/news/local-news/savour-the-chill-returns-this-month)
- Radio ads beginning Feb 13-23, with Starboard Communications
- Facebook/Instagram Feature Chef Post Campaign Ongoing
- Social Media Ads purchased Split Campaign totaling \$450, See stats below
- Participant Outdoor Signage booked (GLI)
- Tables and Waste Receptacles secured by Dwane Barratt
- Voting Stations secured using Bay of Quinte Kiosks at BDIA and Brake Room locations
- Maps Designed and quoted for print
- Posters distributed to all main floor businesses
- Bowl recycling secured with Northumberland Recycling Depot
- Event Stats as of Feb 8, 2019: 1028 Interested, Going 133 (COCI: G:82, Int:1211)

**Savour the Chill Facebook Advertising Stats**

*Ad Campaign 1: Launch Week*

Target 18-65+ Belleville, \$50 spend

4733 Reached, 166 Event Responses, Link Clicks 101, Comment 6, Shares 37

*Engagement Outside Belleville (Kingston, Cobourg Oshawa, Peterborough)*

Ad Campaign #2: Feb 4-23, 2019, Spend \$200

Scheduled: 10 am – 8 pm

Target 25-55

Event Responses: 67, Reach 6033, Impressions 8109, Cost/Result: .78¢

*Engagement Local within 50K of Belleville*

Ad Campaign #3: Feb 4-23, 2019, Spend \$200

Scheduled: 10 am – 8 pm

Target 25-55

Event Responses: 112, Reach 5436, Impressions 9996, Cost/Result: .40¢

**Bay of Quinte Discovery Map (Sell Sheet provided in Board Package):**

I have been in talks with Bay of Quinte Regional Tourism. They produce an annual map each year for tourists to the area. Distribution is 50,000 across Ontario. Locals also collect and use their maps for reference. This year they have redesigned the map and there may be an opportunity for the BDIA to collaborate with them. I will go over details so at the Board meeting to see if the collaboration is viable.

**Go Digital Program:**

I have been in talks with AMS Digital a BDIA member that has been working with small businesses to help them become more efficient at managing their online footprint. We have come up with a week long workshop series for the downtown businesses to help increase their digital comfort level when it comes to online promotion of their business. I would like to explain the concept to the Board for feedback and permission to continue. There is no direct financial investment, other than my time to oversee.