

Full-Time Hours: As you know, as of the week of April 29th, I have been working full time at the BIDA as Executive Director, while continuing to cover marketing related items and overseeing our Digital Main Street Crew. I look forward to being able to fully concentrate on Executive Director priorities once we are fully staffed. Thank you for entrusting me with this position. I look forward to growing the downtown together with you! The only thing I ask is that you are direct in your communication and feedback to me, both positive and negative. I thrive in open, direct relationship. I will promise the same.

Media & Marketing Officer: We have hired Kelsey Moniz full time to take over Media & Marketing initiatives in the BDIA office so that I can concentrate my time on strategic initiatives going forward. Kelsey has an impressive portfolio of marketing experience and I am looking forward to introducing her to you. She will join the office early June, so until then we are still not quite fully staffed - but doing our best!

New office: We are in the process of moving to a smaller office on the second floor of the Bridgefront Tower, on the corner of Bridge & Front, 1 Bridge St. Suite 203 as of June 1st. Please take time to come visit the office once we are settled!

Digital Main Street: We are on day 10 of Digital Main Street and it is going well. The squad has booked 44 active* businesses booked as well as 4 passive**. As the team gets more familiar with members, we are concentrating on the businesses that are most receptive, while continuing to build relationships with those that are not as receptive to see if we can help them get more comfortable with accepting help.

**Active businesses: booked full assessment, applying for grant, accepting follow up appointments to work on specific digital projects*

***Passive businesses: Filled out assessment only, may apply for grant independently, do not want further assistance*

Non-receptive: Have had contact, but are not receptive to the program.

Downtown @ Dusk, June 21st: We are 5 weeks away from this event.

Preparation has included working on the street closure and applying for grants from the City of Belleville, booking street performers and food truck vendors, looking into security issues with our local police, Joel from Artisan Collective Market has been taking care of vendors and Melanie has been dealing with music artists and sponsorships for buskers along with Dwane.

DOWNTOWN BELLEVILLE IMPROVEMENT AREA MEDIA & COMMUNICATIONS

1-PAGE STATS

APRIL 16- MAY 13, 2019

Prepared for BDIA BOARD OF MANAGEMENT

Prepared by MARIJO CUERRIER

Report Issued May 14, 2019

FACEBOOK: APRIL 16- MAY 13, 2019

Followers: 3468 -> 3855 11% INCREASE (March 21)

Likes: 3472 -> 3541 2% INCREASE

Average growth followers 7+/day

INSTAGRAM

AS OF MARCH 7, 2019

dt. Belleville

Followers: 1484->1659 11% INCREASE

SITE SPEED

LOAD TIME

November

1.9s

January

3.6s

March

3.8s

May

2.4s

PageSpeed Score 83% Yay!

EBLASTS TO BDIA ACTIVE MEMBERS

Average Open Rate: 28.8% -> 47%

21 E-blasts sent (segmented markets)

EBLASTS TO VISITORS

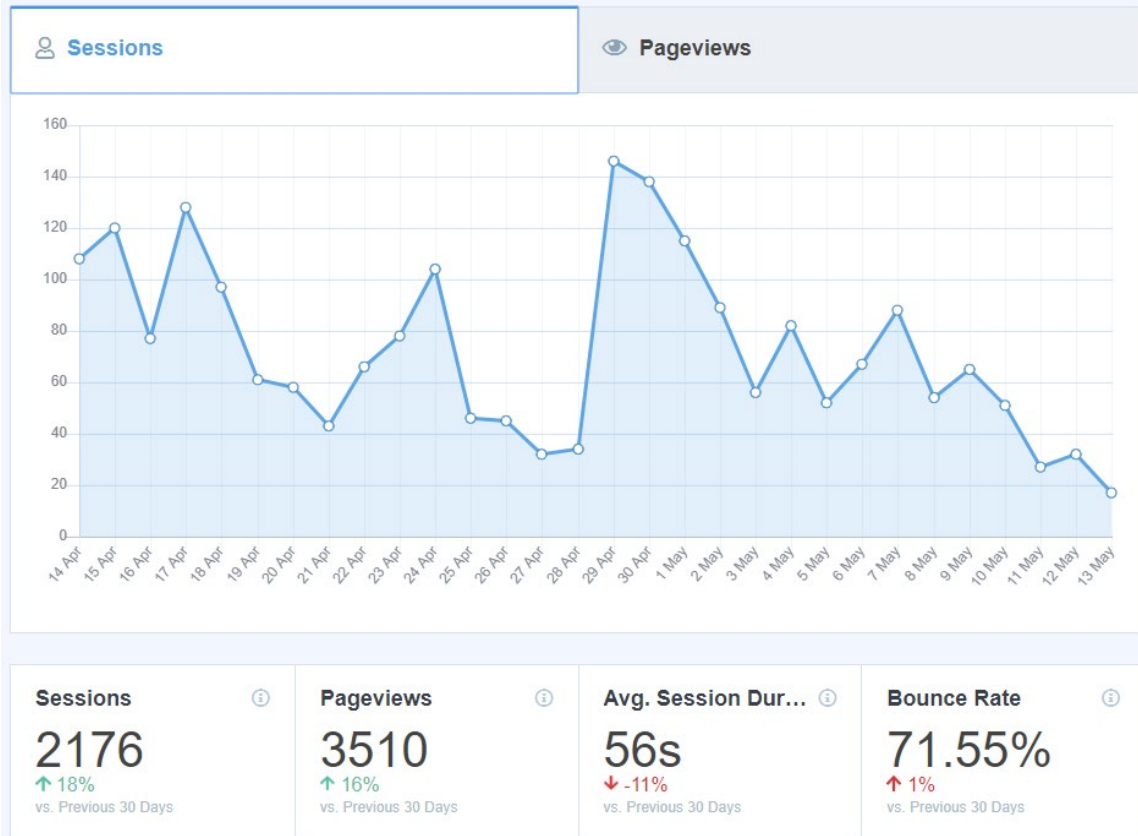
Average Open Rate: 29% -> 33% Clickthrough: 4.7%

Average 1 Eblast per month

WEBSITE LAST 30 DAYS

Sessions: 5751 -> 2176 -62%

Pageviews: 13,773 -> 3510 -74%



IN THE MEDIA :

ALL ARTICLES: <https://downtownbelleville.ca/in-the-news/>

April 2019

[New Executive Director for BDIA](#) | April 20, 2019 | Quinte News

[Methadone clinic moving out of downtown core](#) | April 16, 2019 | InQuinte

[CHEAP SEATS: Council Needs to Take Care With More Committees](#) | April 8, 2019 | InQuinte.ca

[Council may cancel Meagher Place bike route](#) | April 7, 2019 | InQuinte.ca

[BDIA launches Digital Main Street Service Squad](#) | April 4, 2019 | The Intelligencer

March 2019

[Squad to boost online business](#) | March 21, 2019 | Quinte News

[Downtown Businesses to Get Online Assistance](#) | March 20, 2019 | InQuinte.ca

[LETTER TO THE EDITOR: When the system fails...](#) | March 13, 2019 | The Intelligencer

[CHEAP SEATS: BDIA moving in the right direction](#) | March 12, 2019 | InQuinte.ca

[BDIA bylaws, board approved](#) | March 11, 2019 | The Intelligencer

[Belleville looking at four per cent MAT](#) | March 8, 2019 | InQuinte.ca

[UPDATE: BDIA takes next step in moving forward](#) | March 1, 2019 | InQuinte.ca

IN OTHER NEWS

Interim membership directory is almost ready to go

This directory is in place of Member 365 while we wait for the new site to be built. It will go out to the membership this week for testing and to ensure accuracy. Once we get feedback and changes done, we will cancel Member 365.

<https://downtownbelleville.ca/business-directory/>

Vacancy Page almost ready to go

This page will be going out to all realtors that have property downtown to ensure accuracy in the next week. Once we receive changes back, we will launch to the public. <https://downtownbelleville.ca/vacancy/>