



## Downtown Tillsonburg Business Improvement Area

### AGENDA

Meeting - Board of Management

Wednesday, January 29<sup>th</sup>, 2025

7:30 AM 10-164 Broadway, Tillsonburg Web link - <https://us02web.zoom.us/j/4147170612>

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#### 1. MOTION TO ADOPT THE AGENDA

Moved by: M. Bossy

Seconded by: E. Odorjan

THAT the agenda for the Board of Management meeting of January 29<sup>th</sup>, 2025, hereby be approved.

#### 2. DISCLOSURE OF PECUNIARY INTEREST

#### 3. ADOPTION OF MINUTES

##### MOTION

Moved by: E. Odorjan

Seconded by: W. Cameron

THAT the minutes as prepared for the Board of Management meetings of November 27<sup>th</sup>, 2024; and January 16<sup>th</sup>, 2025; hereby be approved.

#### 4. STAFF REPORTS

##### 4.1.1 FAÇADE IMPROVEMENT PROGRAM

The ED attended a special FIP committee meeting which was held on January 16<sup>th</sup>, 2025. The committee essentially referred the matter back to the board for resolution and there was a general concurrence from the FIP committee that the board decides what amount should be paid. For board information, historically, the board has always had a seat on the FIP committee for representation purposes. During the

past couple of years, the board appointee has not attended any of the meetings. This places the BIA in a difficult position particularly when it comes time to voting including approval(s) on all FIP-related matters.

77 Broadway: None of the deficiencies identified in the November inspection have been addressed. The most significant of these are the long siding panels where water/moisture is entering in the gaps. The installed product shrinks in colder temperatures resulting in this issue. There are additional deficiencies which have not been rectified. As per previous board discussions, the only leverage that the BIA has to ensure compliance is to withhold payment(s) until such a time that the works are fully completed and as per the BOM-approved renderings. With other past projects, partial payments resulted in deficiencies never being addressed, corrected, completed or otherwise remediated.

The Chair of the FIP committee suggested that the BIA BOM determines if it is necessary to continue the program, that the program be modified, or other such recommendations of what the BIA feels is necessary regarding the FIP in general terms. The ED believes that the program should continue however there are no funds contributed to the FIP for fiscal years 2024 and 2025 and the residual restricted fund balance will be approximately \$265, when the projects, (4), that are currently in the pipeline are completed and the allocated funds are fully released.

#### Recommendations:

- 1) No new applications to the FIP will be accepted until additional funding is provided by both the BIA and Town of Tillsonburg as per the above. The approved budgets for FY2024 and FY2025 reallocates a transfer from the restricted funds to the general fund as follows:
  - a. FY2024 - \$46,097
  - b. FY2025 - \$69,855
- 2) That the 4 approved projects be funded subject to the inspections and the oversight process, as follows:
  - a. 17-21 Brock Street East; (rear painting);
  - b. 77 Broadway; (3 project segments);
  - c. 18-24 Oxford Street; (front and alley project segments – 3);
  - d. 18 Harvey Street; (multiple improvements including deck/paint/repainting of brick);
- 3) 77 Broadway – the BOM should determine an amount to be paid subject to the concerns previously expressed about the project being incomplete, with none of the identified deficiencies being corrected to date and the rear building is not completed as per the BOM-approved renderings.

- 4) The ED and Chief Building Official attended 18-24 Oxford Street for the FIP works inspection on Friday, January 17<sup>th</sup>. The inspection was not completed and there were no “signoffs” due to the magnitude and number of outstanding issues including the absence of the goose neck lighting on Oxford Street and 2 fully rotted windows on the alley side of the building facing Starbucks. The CBO committed to a discussion with the applicant to follow-up. No action is necessary by the BOM at this time.
- 5) That the BOM further determines the future direction of the FIP including funding, processes, eligible items, etc.
- 6) That a replacement board member be appointed to the FIP committee forthwith.

## **MOTION**

Moved by: C. Heutinck

Seconded by: A. Biggar

THAT the FIP update be received as information and that the BOM establishes a new sub-committee to review the FIP in general terms and to assess all of the current issues including consideration for payments outstanding with resolution by the end of Q2-2025.

Note: The ED has met with Treasurer on several occasions to review the status of the projects and the payments due.

### **4.1.2 UPDATE ON THE BIA ZONE EXPANSION PROCESS AND TIMELINES**

Awaiting a further update from the Clerk’s Department and no action is required by the Board of Management currently.

### **4.1.3 COWORKING SPACE UPDATE**

The space is full and there will be some upcoming changes. Some of the existing tenants will be moving within the existing space to accommodate expansion of the bridal store. There are 2 other tenants that we are working with to find suitable space.

There is not enough onsite storage for all the various BIA assets including capital items. Staff is researching solutions as the current in-unit storage issues are affecting efficient operations and interfere with a professional office environment.

#### **4.1.4 TURTLEFEST**

Planning is well underway with the timelines and action plan coming together. There is a very active sponsorship committee which is pounding the pavement. Exterior funding applications are in process or have been submitted awaiting a response. There are considerations for providing exclusivity to Shaw's Ice Cream and others that are under discussion.

The Town of Tillsonburg Special Event application will be submitted by January 31<sup>st</sup>, 2025. Vendor forms are now live on the [turtlefest.ca](http://turtlefest.ca) website and we are already receiving completed vendor forms and E-transfers

#### **4.1.5 CAPITAL AND OPERATIONAL WORKS UPDATE**

On Wednesday, December 11<sup>th</sup>, 2024; the ED was informed by the contractor that suitable soil was not available for the tree plantings and the Dawyck beech trees were not available as was determined to be the most suitable specimen for each of the 10 bunkers requiring new trees. 30% of the cost of these works is covered by the R.E.D. program and \$2,500 from Community Futures Oxford. These works will now not be completed until Spring 2025.

There were additional crystal snowflake lights which needed repairs, were dropped off at Classic Displays in Mississauga. Members may notice that there are 3 lights missing on Oxford Street between Tillson Avenue and Harvey Street on the north side. Once repaired, these lights will be installed by the Tillsonburg Hydro Inc. team.

Due to availability issues of engineered soil and plant/tree specimens, the Harvey Street project will be deferred for completion in 2025.

The poisonous, decayed and dying Ginko trees were removed on December 13<sup>th</sup>, 2024.

#### **MOTION**

Moved by: M. Gleeson

Seconded by: B. Thompson

THAT the staff reports be received as information.

### **5. PUBLIC MEETINGS**

### **6. CLOSED SESSION MOTION**

Moved by: W. Cameron

Seconded by: J. VanCampen

THAT the Board of Management moves into Closed Session for the purposes of:

**239 (2)(b) Personal matters about identifiable individuals**

Board of Management consideration of Closed Session minutes including board member discussions regarding same.

**7. FINANCE**

**7.1.1 DECEMBER 2024 INCOME STATEMENT**

The income statement shows a net profit of \$7,991. Labour schedules were reduced as there are lower maintenance requirements experienced during the winter period. The offices were closed for approximately 2 weeks with minimal on-street ambassadorial supports. Significant expenses this month relate to debt principal payments of \$10,681.22 and additional interest expenses of \$1,386.36. There are 8 payments remaining for the streetlight debenture and 3 payments remaining for the capital loan. The only other significant and non-recurring expense for the month were the costs associated with the AGM – hall rental and meal of \$2,631.64. All other expenses were well controlled and as expected.

**7.1.2 JANUARY 2025 PRELIMINARY INCOME STATEMENT**

Expenses were well controlled in January with a reported, (preliminary), profit of \$5,619 and there was one capital expenditure related to the tree canopy project which will be moved to FY2024 since that is when work was completed. 30% of this expense is subject to reimbursement from the OMAFRA R.E.D program funding previously approved.

The inclement and bitter cold weather resulted in schedules being significantly reduced. Some additional labour costs were incurred because of the millwright work plan which includes creation of plywood cut-outs for Valentine's Day, assisting with storage management and preparations for Easter-themed egg cut-outs as part of our public art initiative.

## MOTION

Moved by: A. Biggar

Seconded by: E. Odorjan

THAT the income statements from December 2024 and January 2025 be received as information.

### 7.1.2 FEBRUARY 2025 FORECAST

It is forecasted that financial results will meet expectations. There will be expenses, when approved by the BOM, for the FIP program which will be allocated accordingly and as per the revised forecast and business plans and recommendation contained elsewhere in this agenda.

### 7.1.3 GIFT CARD WALLET FUNDING

An additional \$5,000 was added to the People's Trust bank account which is where the cards are activated from. Management oversees the wallet balance and allows for the timing of transfers to the wallet from our bank accounts.

### 7.1.4 YEAR-END, CASH-FLOW, MISCELLANEOUS

Actions are in place to close-off year end 2024. The postal disruption continues to factor into receipt of monies outstanding. The specific items with cash-flows are as follows:

- 1) OMAFRA R.E.D. funding – approximately \$8,000 +/- . All related invoices along with the cashed cheque images must be uploaded to the R.E.D portal for review and payment. Status: in process.
- 2) HST - approximately an \$8,500 credit for FY2024 purchases subject to the Public Sector Rebate (01/01/2024-12/31/2024). The bank reconciliations must be completed to ensure accuracy. Status: In process.
- 3) December invoices have been sent, awaiting payment(s). Status: In process.
- 4) Receivables: There is one longer term receivable that we are following up on. Status: In process.
- 5) All coworking tenants now pay via E-transfer and there are no outstanding coworking tenant payments – all are current. As of January 1<sup>st</sup>, there are 5 coworking tenants with \$1,785 of monthly fees paid. This amount will increase over time as the new coworking tenant agreements come into effect later in FY2025.

## 8. PLANNING REPORTS

## 9. DEPUTATION(S) ON COMMITTEE REPORTS

## 10. INFORMATION ITEMS

### 10.1.1 BUSINESS LISTINGS – OPENS, CLOSING + CHANGES

<u>Location:</u>	<u>Old business:</u>	<u>New business</u>
18 Oxford Street	Tillsonburg Hobby Central	Rosso's Barber Shop
71 Broadway	Loading Screen	Sacred Spells *Opened Friday, December 13 <sup>th</sup> .
200 Broadway	n/a – mall kiosk Ardene (current) Magicuts Lady's a Champ	Just Cozy Ardene (large expansion) Ardene (large expansion) Unit 1 – Stacked Pancakes Unit 2 – Magicuts relocation
147 Broadway	The Salvation Army Hub	Dande Collective
77 Broadway	Radio station	Tech Willow
169 Broadway	Absolute Respiratory	Cloud Nine Beauty Salon
20 Oxford Street	Chamber of Commerce	Tillsonburg Hobby Central
85 Broadway	Roka Billiards + Games	Ann's Clothesline
17 Brock St. East	Vacant	Shades 3 Window Fashions

## 11. HUMAN RESOURCES

## 12. MARKETING

### 12.1.1 MARKETING UPDATE

The 2025 marketing plan including events and activations is attached.

## 13. GOVERNANCE

Pursuant to the constitution, the Board of Management must hold elections for a new Executive Committee. The ED will act as Clerk for this portion of the meeting. The Clerk will call for nominations for each of the following positions:

Chair – Vice Chair – Secretary – Treasurer

If there is more than one nomination for each of the 4 positions, an election will be conducted. Any single nomination is deemed to be an acclamation upon confirmation that the individual being nominated will accept the nomination.

**MOTION**

Moved by: B. Thompson

Seconded by: A. Biggar

THAT the following board members be appointed as the new Executive Committee, (EC), to serve until January 2026 as follows:

Chair - \_\_\_\_\_ Vice-Chair - \_\_\_\_\_

Secretary - \_\_\_\_\_ Treasurer - \_\_\_\_\_

**16. CONSIDERATION OF MINUTES**

**17. MOTIONS/NOTICE OF MOTIONS**

**18. RESOLUTIONS/RESOLUTIONS RESULTING FROM CLOSED SESSION**

**19. BY-LAWS/RESOLUTIONS**

**20. TO CONFIRM PROCEEDINGS RESOLUTION**

Moved By: E. Odorjan

Seconded By: M. Gleeson

THAT resolution 2025-011-B to Confirm the Proceedings of the Board Meeting held on January 29th, 2025, be read for a first, second, third and final reading and the Chair and Executive Director), hereby be authorized to sign the same, and place the corporate seal thereunto.

**20.1 CONFIRMING RESOLUTION 2025-011-B; – Meeting of 01/29/2025.**

**21. ITEMS OF PUBLIC INTEREST/ROUNDTABLE**

**22. ADJOURNMENT**

Moved by: E. Odorjan

Seconded by: A. Biggar

THAT the Board meeting of January 29th, 2025, hereby be adjourned at \_\_\_\_\_ a.m.



## Downtown Tillsonburg Business Improvement Area

### MINUTES

Meeting - Board of Management

Wednesday, November 27, 2024

7:30 AM 10-164 Broadway, Tillsonburg Web link - <https://us02web.zoom.us/j/4147170612>

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**CALL TO ORDER: 7:32 a.m.**

**QUORUM – Yes.**

#### **1. MOTION TO ADOPT THE AMENDED AGENDA**

Moved by: H. Vallee

Seconded by: A. Biggar

THAT the agenda as amended for the Board of Management meeting of November 27th, 2024, hereby be approved.

**CARRIED**

#### **2. DISCLOSURE OF PECUNIARY INTEREST**

**NONE DECLARED**

#### **3. ADOPTION OF MINUTES – MEETING OF OCTOBER 30, 2024.**

##### **MOTION**

Moved by: E. Odorjan

Seconded by: W. Cameron

THAT the minutes for the Board of Management meeting of October 30th, 2024, hereby be approved.

**CARRIED**

#### **4. STAFF REPORTS**

##### **4.1.1 FAÇADE IMPROVEMENT PROGRAM – RELEASE OF GRANT: 77 BROADWAY**

The Chief Building Official and DTBIA Executive Director inspected the FIP works at this location on Friday, November 1<sup>st</sup>, 2024. Several deficiencies were noted during the inspection as illustrated in the “request for release of grant” form which is attached. The supporting documentation from the office of the Chief Building Official is attached for review by the Board of Management. At this inspection, the ED made a comment to the Chief Building Official about the rear of the building being completed as per the approved drawings, (as attached and identified as drawing version 1.3), as the rear of the upper portion of the main building was completed however the rear of the building that abuts the alley was not completed as per the approved drawings.

Note: The timelines regarding this project covered a period of more than 2 years.

##### *Recommendation:*

That the Board of Management provides direction to staff on how to proceed with this grant release request given the documentation as attached and the discussion as per the above from the November 1<sup>st</sup> onsite meeting. It is also staff’s recommendation that there needs to be amendments to the FIP process; documentation and oversight that more clearly delineates all facets of the program to eliminate subjective analysis and confusion.

#### **MOTION**

Moved by: M. Bossy

Seconded by: A. Biggar

THAT the FIP grant release be received as information and further that clarification be sought from the FIP committee and town staff on both the paperwork and variance between the approved drawings and the onsite conditions.

**CARRIED**

#### 4.1.2 UPDATE ON THE BIA ZONE EXPANSION PROCESS AND TIMELINES

The DTBIA team has been meeting with Clerk's Department from the Town of Tillsonburg with respect to the process and procedures to be followed. There are two clear lines of responsibility as follows:

**Legislative:** The Clerk's Department will have a landing page with all the mandated information that is necessary to communicate the process, how to file an objection, and general information with links to the DTBIA website for further information specific to what we offer as a BIA. This landing page is on the Town of Tillsonburg main website. Due to the postal strike, there will be a delay in the statutory mailings to all identified commercial and industrial properties in both the new and existing zones.

**Marketing:** The DTBIA team will be focused on a clear plan of outlining all the positive benefits of being part of the BIA. There will be a landing page on the DTBIA website with next year's activations and events calendars; what services we offer; and other specific attributes.

*Recommendation:*

No action required by the Board of Management. Once the Canada Post strike is settled, the mailings to all the addresses of record can commence.

#### 5.1.3 CAPITAL AND OPERATIONAL WORKS UPDATE

1) The ED has been meeting with representatives of Sequoia Tree Service and Courtland Property Maintenance on the remaining works for the tree canopy, OMAFRA R.E.D. approved programs and streetscape programs. The 10 sub-surface bunkers that are missing trees will be excavated; the soil being removed and new beech trees will be planted with proper engineered soil. The beech trees will alternate in colours from purple to green down each side of the street. Beech trees do not lose their leaves until the springtime so having this specie of tree will enhance the appearance of the downtown during the winter season. Sequoia will be donating some of their time to the project with Courtland Property Maintenance donating most, if not all their time.

30% of the cost of these works is covered by the R.E.D. program and \$2,500 from Community Futures Oxford.

These works will be completed by December 31<sup>st</sup>, 2024.

2) The seasonal pots are in the process of being transitioned to the winter/Christmas theme. This work will be completed by November 30<sup>th</sup>, 2024. The bows are white and teal to match our BIA colours. All supplies were procured locally and where possible, from downtown merchants.

3) Additional crystal snowflake lights that needed repairs, were returned to Classic Displays in Mississauga on November 18<sup>th</sup>. Members may notice that there are 3 lights missing on Oxford Street between Tillson Avenue and Harvey Street on the north side. Once repaired, these lights will be installed by the Tillsonburg Hydro Inc. team.

4) The Harvey Street project scope was impacted by the uncertainty surrounding the location of the new town hall and other projects that are being planned such as the development of a new full-service hotel. Given the uncertainty at hand; the works to upgrade the streetscape in this area is now specific to the west side of the street only and specifically the two grassed areas between Good, Redden, Klosler and the corner of Harvey and Ridout Streets. The locates have been ordered.

This project will be completed by 12/31/2024. 30% of this project cost is covered by the R.E.D program and capital already allocated previously.

5) Our maintenance millwright, Phil Kirby, has successfully completed the following activities:

- a) the painting in black, of the cast iron tree grates;
- b) the painting in brown, of the metal light standards;
- c) the painting in black, of the existing waste receptacles;
- d) created and painted wooden cut-outs for poppies for Remembrance Day and installed same along the main Broadway corridor.

6) The BIA bought and provided \$400 of new multi-coloured Christmas lights for the downtown Christmas tree. Thank you to Tillsonburg Hydro Inc. for the stellar job on the installation and hanging of the lights!

### **MOTION**

Moved by: M. Bossy

Seconded by: B. Thompson

THAT the capital and works operational update be received as information.

### **CARRIED**

## **5. PUBLIC MEETINGS**

## **6. CLOSED SESSION**

## **7. FINANCE**

### **7.1.1 BUDGET PROCESS AND STATUS – AMENDMENT TO COMPLY WITH TOWN GUIDANCE ON YEAR-OVER-YEAR COMPARISON**

The budget was approved by the Board of Management on October 30<sup>th</sup>, 2024. The budget will be presented at the upcoming AGM on December 4<sup>th</sup>, 2024, at the Tillsonburg Legion. The ED has updated the FY2024 forecast with the most recent revenue and expense projections to closeout the year. The next step beyond the AGM is final council approval at the revised meeting budget meeting date of December 16<sup>th</sup>, 2024.

**New and to be noted: Guidance + direction from the town's finance department has suggested that the only correct measure for a year-over-year increase or decrease is predicated on a budget-to-budget direct comparison and not an actual vs. budget. Therefore, the team has revised the previously approved budget and town-provided template by:**

- Recalculating the total levy requirement - FY2024 and FY2025 change of (-2.0%) which results in a total levy of \$217,109 vs \$221,473 in FY2024;
- A reduction in the levy from the 10/30/24 budget meeting by \$3,592;
- Reducing expenses in General and Administration by \$3,592;





same time funding capital internally and reducing the long-term debt to zero by the end of FY2028.

There is also the “**over-performance**” of the actual levy vs. budget for the past three fiscal years as evidenced below:

**Downtown Tillsonburg Business Improvement Area  
Statement of Operations  
Year Ended December 31, 2021**

	Budget	General Fund	Restricted Fund
<b>Revenues</b>			
Tax levy - Town of Tillsonburg	\$ 139,450	\$ 141,250	\$ -

**DOWNTOWN TILLSONBURG BUSINESS IMPROVEMENT AREA  
STATEMENT OF OPERATIONS AND ACCUMULATED SURPLUS**

For the year ended December 31	Budget	2022
<b>Revenue</b>		
Tax levy - Town of Tillsonburg	155,747	159,935

**DOWNTOWN TILLSONBURG BUSINESS IMPROVEMENT AREA  
STATEMENT OF OPERATIONS AND ACCUMULATED SURPLUS**

For the year ended December 31	Budget	2023
<b>Revenues</b>		
Tax levy - Town of Tillsonburg	166,940	167,182

Based upon guidance from the town, it is further expected that the levy will be higher than the approved budget in FY2024 resulting from the assessment file changes – some of which are not yet known however the Revenue Manager has done a stellar job of finding issues and having those corrected as evidenced above.

### **7.1.2 2024 FORECAST**

It is forecasted that 2024 will have a surplus vs. prior year. The team has been focused on reducing costs including hourly labour allocations through the end of the year. Co-working tenant income is up +20% vs year ago which is on top of a 200% + increase in FY2023. Labour costs will be lower than prior year due to aggressive management of the hourly schedules; cost recovery of labour spent on TurtleFest operations; a reduced number of MSC placements vs. year ago; cost savings from unpaid sick leave and other factors. Note that the legal fee credit from the Town of Tillsonburg in the amount of -\$21,055 is included in the full-year surplus. Accruals will be made for R.E.D funding rebates as these are likely not to be received until Q1 of 2025. Invoices for the final capital works of FY2024 are also not likely to be received until FY2025. There are no write-offs expected in the FY2024 financial results.

### **7.1.3 GIFT CARD WALLET FUNDING**

The process of funding the gift card wallet was initiated in Q4, and the program is now fully active. Management needs to wire money on a regular basis to pre-fund the wallet so that we can activate cards in the BIA offices. The marketing team has launched the program using our social media channels. We are seeing a marked increase in merchant sign-ups for the program.

Management oversees the wallet balance and allows for the timing of transfers to the wallet from our bank accounts.

A redacted copy of the wire to People's Trust/EML payments organization is attached as an example.

#### **7.1.4 CREDIT/DEBIT CARD PROCESSING**

Global Payments is in the process of setting up a merchant account and POS terminal to process in-office transactions. Global Payments is aligned with CIBC, and we can access preferential pricing. The terminal is expected to be received in the coming days. Until the terminal is received, we will only be able to accept e-transfers, cash or company cheques.

The credit/debit card processing will facilitate the operations and sale of the new gift card program as well as assist in selling merchandise that is both Tillsonburg and BIA-themed as well as for special events, activations and TurtleFest. We will also be able to sell tickets for the AGM and other designated events with much more ease.

The transaction fees are forecasted into the “general and administrative” line of the annual budget.

### **8. PLANNING REPORTS**

The ED will be attending the Town Council meeting of November 25<sup>th</sup>, 2024, to speak in favour of the Station-View development project as per the previously approved board resolution.

Note: The Station-View report was to receive as information and there was no action by council. The ED did not attend the meeting given that there was no decision or ask by/from council.

### **9. DEPUTATION(S) ON COMMITTEE REPORTS**

### **10. INFORMATION ITEMS**

#### **10.1.1 CLOSURE OF THE SALVATION ARMY HUB**

The Salvation Army Hub was permanently closed in the current Broadway location as of November 22<sup>nd</sup> and has been relocated to The Salvation Army Church on Concession Street West with a reopening date there of November 24<sup>th</sup>, 2024.

The Salvation Army Tillsonburg is still looking for a permanent location somewhere in the central business district.

Minister Drew is also looking for financial supports to transport the clients from the downtown core area to the new hub location.

As outlined below, the space being vacated by The Salvation Army Hub has already been rented out to a new tenant.

#### 10.1.2 NEW STORE OPENINGS

This is a summary for the last few weeks as to businesses that have opened in the downtown zone:

<b><u>Location:</u></b>	<b><u>Old business:</u></b>	<b><u>New business</u></b>
18 Oxford Street	Tillsonburg Hobby Central	Rosso's Barber Shop
71 Broadway	Loading Screen	Wiccan store – name TBD
200 Broadway	n/a – mall kiosk	Just Cozy
147 Broadway	The Salvation Army Hub	Dande Vintage + Thrift
77 Broadway	Radio station	Tech Willow
169 Broadway	Absolute Respiratory	Cloud Nine Beauty Salon
20 Oxford Street	Chamber of Commerce	Tillsonburg Hobby Central
85 Broadway	Roka Billiards + Games	Ann's Clothesline
17 Brock St. East	Vacant	Shades 3 Window Fashions

## 11. HUMAN RESOURCES

### 11.1.1 STAFFING AND TEAM UPDATE

There have been several illnesses and other impacts resulting in a short-staffed situation with the ambassador team. The office team including the ED and marketing department has been filling in the gap including the installation and transition of the empty pots to the Christmas theme.

There is no need to hire back-up supports as we are heading into our slow season where there is minimal outdoor maintenance during the colder months.

## 14. MARKETING

### 14.1.1 MARKETING UPDATE

The Marketing Team will give an update as to the status of the various events activities and results for the past month and upcoming in December.

**15. GOVERNANCE**

**16. CONSIDERATION OF MINUTES**

**17. MOTIONS/NOTICE OF MOTIONS**

**18. RESOLUTIONS/RESOLUTIONS RESULTING FROM CLOSED SESSION**

**19. BY-LAWS/RESOLUTIONS**

**20. TO CONFIRM PROCEEDINGS RESOLUTION**

Moved By: E. Odorjan

Seconded By: B. Thompson

THAT resolution 2024-011-A to Confirm the Proceedings of the Board Meeting held on November 27th, 2024, be read for a first, second, third and final reading and the Chair and Executive Director), hereby be authorized to sign the same, and place the corporate seal thereunto.

**CARRIED**

**20.1 CONFIRMING RESOLUTION 2024-011-A; – Meeting of 11/27/2024.**

**21. ITEMS OF PUBLIC INTEREST/ROUNDTABLE**

**22. ADJOURNMENT**

Moved by: W. Cameron

Seconded by: A. Biggar

THAT the Board meeting of November 27th, 2024, hereby be adjourned at 8:50 a.m.

**CARRIED**



## Downtown Tillsonburg Business Improvement Area

### OPEN SESSION MINUTES

Joint HR + Executive Committee Meeting - Board of Management

Thursday, January 16<sup>th</sup>, 2025

2:00 PM 10-164 Broadway, Tillsonburg Web link - <https://us02web.zoom.us/j/4147170612>

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#### 1. CALL TO ORDER AT: 2:00 p.m.

**QUORUM: YES**

**Members present:** B. Parsons, M. Bossy, E. Odorjan, W. Cameron, M. Witzel

**Staff present:** M. Renaud (excused for Closed Session), V. Fortner

#### 2. MOTION TO ADOPT THE AGENDA

Moved by: M. Bossy Seconded by: E. Odorjan

THAT the agenda for the joint HR and Executive Committee meeting of January 16th, 2025, hereby be approved.

**CARRIED**

#### 3. DISCLOSURE OF PECUNIARY INTEREST

**NONE DECLARED**



#### **4. CLOSED SESSION**

##### **MOTION**

Moved by: M. Bossy Seconded by: E. Odorjan

THAT the HR and Executive Committee moves into CLOSED SESSION for the purposes of:

**239 (2)(b) Personal matters about an identifiable individual, including municipal or local board employees;**

Correspondence received.

**239 (2)(e) Litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board;**

Correspondence received.

Notification to legal counsel.

**239 (2)(f) Advice that is subject to solicitor-client privilege, including communications necessary for that purpose;**

Correspondence + direction: anticipated consultation(s) with Miller Thomson.

CARRIED

**MOVED INTO CLOSE SESSION AT: 2:04 p.m.**

Staff member M.Renaud was excused at 2:04 p.m.

**Members present:** B. Parsons, M. Bossy, E. Odorjan, W. Cameron, M. Witzel  
**Staff present:** V. Fortner



## **OPEN SESSION**

### **MOTION**

Moved by: M. Bossy Seconded by: W. Cameron

THAT the HR and Executive Committee return to OPEN SESSION

CARRIED

**MOVED INTO OPEN SESSION AT: 3:08 p.m.**

## **5. ITEMS RESULTING FROM CLOSED SESSION**

### **MOTION**

Moved By: M. Bossy Seconded By: W. Cameron

THAT the recommendations from the Closed Session; including communications received and matters relating to that correspondence and actions associated therein, hereby be approved.

CARRIED

## **6. TO CONFIRM PROCEEDINGS RESOLUTION**

### **MOTION**

Moved By: E. Odorjan Seconded By: W. Cameron

THAT resolution 2025-001-A to Confirm the Proceedings of the Joint HR + Executive Committee Meeting held on January 16th, 2025, be read for a first, second, third and final reading and the Chair and Executive Director), hereby be authorized to sign the same, and place the corporate seal thereunto.

### **6.1 CONFIRMING RESOLUTION 2025-001-A; – Meeting of 01/16/2025.**



## 7. ADJOURNMENT

Moved by: W. Cameron Seconded by: E. Odorjan

THAT the Joint HR + Executive Committee meeting of January 16<sup>th</sup>, 2025,  
hereby be adjourned at **3:11 p.m.**

# *Tillsonburg* **TURTLEFEST**

## **TILLSONBURG'S SIGNATURE FESTIVAL!**

Learn more at:  
**[www.turtlefest.ca](http://www.turtlefest.ca)**

# 2025

## **WELCOME TO THE SHELL-EBRATION OF THE YEAR!**

As a cherished sponsor, your support not only helps the community thrive but also ensures that this celebration remains a Tillsonburg staple for years to come. Together we can create waves of laughter, smiles and memories that will last a lifetime. Your contribution truly makes TurtleFest an event to remember!



# SPONSORSHIP PACKAGES

**JUNE  
14**

**2025**

**SHOWCASE  
YOUR  
BRAND AT  
TILLSONBURG'S  
LARGEST  
COMMUNITY  
FESTIVAL!**

**\*\* All packages will  
receive website  
recognition and social  
media mentions\*\***

Learn more at:  
**[www.turtlefest.ca](http://www.turtlefest.ca)**

## **DIAMOND**

**\$10,000+**

- Event sponsor OR main stage entertainment sponsor
- Entrance Arch
- End to end recognition on Broadway
- Featured in radio ads
- Print advertising

## **PLATINUM**

**\$5,000 - \$9,999**

- Sponsor your choice of 1 (or more) of the PLATINUM level entertainment
- Marquee signage throughout the Block Party area
- Print advertising

## **GOLD**

**\$2,500 - \$4,999**

- Sponsor your choice of 1 (or more) of the GOLD level entertainment
- Corresponding signage recognition

## **SILVER**

**\$1000 - \$2,499**

- Sponsor your choice of 1 (or more) of the SILVER level entertainment
- On-site signage

## **BRONZE**

**\$500 - \$999**

- Sponsor your choice of 1 (or more) of the BRONZE level options

# Tillsonburg TURTLEFEST

What would you like to sponsor?

PROMOTE YOUR BUSINESS AT  
TILLSONBURG'S  
SIGNATURE FESTIVAL!

## DIAMOND

FESTIVAL SPONSOR	\$10,000
MAINSTAGE ENTERTAINMENT	CONTACT US

## PLATINUM

VIP AREA - FRONT OF STAGE	\$4,000
DAYTIME STAGE	\$3,500

## GOLD

REPTILIA EXHIBIT & SHOWS - 12:00PM - 8:00PM	\$3,000
IMAGINATION STATION	\$3,000
FIRE GUY *TWO - 30 MINUTE SHOWS*	\$3,000
SATYA BELLA - HULA HOOP PERFORMER (NEW) *TWO - 30 MIN SHOWS*	\$3,000
PONCHO LIBRE - POLE PERFORMER (NEW) *TWO - 30 MIN SHOWS*	\$3,000
BATMAN & BATMOBILE (NEW)	\$3,000
COMFORT STATION (NEW)	\$2,500
TIM BURR LUMBERJACK SHOW (NEW) *TWO - 30 MINUTE SHOWS*	\$2,500
PIRATE LIFE SHIP & PERFORMANCE	\$2,500
THE 360 BOOTH	\$2,500
PETTING ZOO - 12:00PM - 7:00PM	\$2,500
CARVER KINGS	\$2,500
TURTLE PUPPETEER/STILT WALKING CHEF *TWO - 30 MIN SHOWS*	\$2,500
ZOE STARDUST - KIDS BUBBLE SHOW (NEW)	\$2,500

Looking for something unique to sponsor? Ask us about the **Independent Pro Wrestling** shows. (NEW this year!)

## SILVER

TURTLE STILT WALKER	\$2,000	CRAYON INFLATABLE	\$1,500
WRECKING BALL	\$1,500	RAINBOW SLIDE	\$1,500
CARTOON BOB - CARICATURES (NEW)	\$1,500	DINO BOUNCY HOUSE	\$1,000
GOLDEN HARPS STEEL BAND (NEW)	\$1,500	SHOOT FOR THE STARS BASKETBALL	\$1,000
PRINCESS PALACE	\$1,500	DOUBLE LANE OBSTACLE	\$1,500

## BRONZE

GIANT GLOW STICKS WITH LOGO	\$750
STAFF & VOLUNTEER SHIRTS	\$500

## COMMUNITY SPONSORSHIP

\$499 AND UNDER - THESE SPONSORSHIPS CAN BE DISCUSSED WITH A TURTLEFEST COMMITTEE MEMBER. LIST OF ACTIVITIES AND ENTERTAINERS SUBJECT TO CHANGE BASED UPON AVAILABILITY. AS SPONSORED ITEMS ARE RESERVED MORE WILL BE OFFERED AS NEEDED.

\*\* If you choose to sponsor multiple "items" you will receive proper recognition in accordance with corresponding monetary value \*\*

**JUNE**  
**14**  
**2025**

# Tillsonburg TURTLEFEST

# SPONSORSHIP AGREEMENT

## JUNE 14TH 2025

## YES, I WANT TO SPONSOR TURTLEFEST 2025!

Please complete and return this form back to the TurtleFest Committee. All cheques must be made payable to "Tillsonburg TurtleFest".  
For more information, text or call 226-970-7005 (A Turtlefest Committee Member will get back to you within 48 hours) or send an email to [info@turtlefest.ca](mailto:info@turtlefest.ca)

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Email: \_\_\_\_\_ Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

## I WOULD LIKE TO...



Be a DIAMOND sponsor (\$10,000+)



Be a SILVER sponsor (\$1,000 - \$2,499)



Be a PLATINUM sponsor (\$5,000 - \$9,999)



Be a BRONZE sponsor (\$500 - \$999)



Be a GOLD sponsor (\$2,500 - \$4,999)



Be a COMMUNITY sponsor (\$499 and under)

Want to sponsor a specific activity? Let us know: \_\_\_\_\_

## SPONSORSHIP AMOUNT

Sponsorship Amount: \_\_\_\_\_ Balance: \_\_\_\_\_

Commitment/Payment Date: \_\_\_\_\_ **Balance Due: April 30, 2025**

## SIGN AND DATE

Sponsor: \_\_\_\_\_ TurtleFest: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_

**TURTLEFEST WILL BE HELD RAIN OR SHINE**

\*\*All activities, events & performances are subject to schedule changes during event operating hours

**BLOCK PARTY - BROADWAY FROM BRIDGE STREET TO BALDWIN STREET**

# Tillsonburg TURTLEFEST

## YOUNG ENTREPRENEUR ALLEY

This year we are looking for young entrepreneurs (age 16 and under) to help us turn a side street into a young sellers dream. Spaces will be limited for this area.

TurtleFest is Tillsonburg's Signature Free Festival, jam packed with fun activities for the entire family, live entertainment, over 100 vendors, food trucks, car shows and now.. Young Entrepreneur Alley!



*TurtleFest 2025*

JUNE  
14

NEW

THIS

YEAR

# Tillsonburg TURTLEFEST

## YOUNG ENTREPRENEUR VENDOR AGREEMENT JUNE 14TH 2025

### YES, I WANT TO BE A YOUNG ENTREPRENEUR AT TURTLEFEST 2025!

TurtleFest gives you the opportunity to bring your small business to a collective group of like-minded young people. A side street will be dedicated to young entrepreneurs from 12pm-4pm. Booths must be set up by 11:30 for an inspection and must remain set up until 4pm.

Remember, space on the street is limited so don't delay! **All applications and payments must be received by April 30th 2025.**

**For more information**, text or call 226-970-7005 (A TurtleFest Committee Member will get back to you within 48 hours) or send an email to [info@turtlefest.ca](mailto:info@turtlefest.ca)

Name: \_\_\_\_\_

Name of Guardian: \_\_\_\_\_

Age: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

### TELL US ABOUT YOUR SMALL BUSINESS!

Name of Business: \_\_\_\_\_

I am selling: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why I started my business: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**TURTLEFEST IS UNABLE TO PROVIDE ANY  
POWER SOURCE TO VENDORS!**

**VENDOR FEE: \$10 (1 - 10X10 SPOT)**

Amount Due: \_\_\_\_\_

Paid By: \_\_\_\_\_

**Please return this completed form  
to the Tillsonburg BIA!**

10-164 Broadway Street, Tillsonburg N4G 5A8

Vendors are responsible for  
providing their own table(s), tent(s)  
and power sources if needed.

**Vendors must be set up by 11:30am and may not take down or leave before 4pm**

\*pending final approval on authorization by TurtleFest Organizing Committee

Vendor: \_\_\_\_\_ TurtleFest: \_\_\_\_\_

Date: \_\_\_\_\_ Paid(\$): \_\_\_\_\_

**TURTLEFEST WILL BE HELD RAIN OR SHINE**

**BLOCK PARTY - BROADWAY FROM BRIDGE STREET TO BALDWIN STREET**

# Downtown Tillsonburg BIA

## Profit and Loss

December 2024

	TOTAL
INCOME	
4055 MOU Income from Town of Tillsonburg	3,126.45
4800 Sales	14,648.17
4805 Social media	500.00
<b>Total 4800 Sales</b>	<b>15,148.17</b>
REVENUE	
4005 BIA LEVY	
4100 Taxes - regular	18,456.08
<b>Total 4005 BIA LEVY</b>	<b>18,456.08</b>
4370 Truck & trailer graphic sponsorships	3,000.00
4395 Office rental income	1,485.00
<b>Total REVENUE</b>	<b>22,941.08</b>
<b>Total Income</b>	<b>\$41,215.70</b>
<b>GROSS PROFIT</b>	<b>\$41,215.70</b>
EXPENSES	
8500 Capital Expenditures	562.46
MARKETING/PROMOTION	
6200 General Advertising	176.21
6305 Marketing and Events	76.19
<b>Total MARKETING/PROMOTION</b>	<b>252.40</b>
OPERATIONS	
7000 COST OF LABOUR	
7150 Executive Director	4,897.20
7160 Events & Marketing Co-ordinator	3,424.62
7170 Hourly Part Time Staff	3,063.32
7222 EI	281.84
7223 CPP	604.02
7226 Benefits - Health & Dental	483.65
7455 ADP Payroll Service	124.52
<b>Total 7000 COST OF LABOUR</b>	<b>12,879.17</b>
7005 Bank and other Interest	40.00
7011 AGM Meals, hall rental	2,631.64
7235 Maintenance supplies	11.04
7240 Office Utilities	347.63
7245 Office Insurance	721.98
7250 BIA Meetings	383.82
7270 Membership fees, dues & subscriptions	566.32
7280 IT & Phone	220.94
7300 Debt Principal	10,681.22
7325 Debt Interest	1,386.36
7450 Office Expense	0.00
7460 Telephone Expense	177.43
7650 Rent	1,015.82

# Downtown Tillsonburg BIA

Profit and Loss  
December 2024

	TOTAL
VEHICLE EXPENSES	
7110 Vehicle Operating Costs	457.41
7120 Vehicle Lease	665.81
7130 Vehicle Insurance	223.20
<b>Total VEHICLE EXPENSES</b>	<b>1,346.42</b>
<b>Total OPERATIONS</b>	<b>32,409.79</b>
Purchases	0.00
<b>Total Expenses</b>	<b>\$33,224.65</b>
<b>PROFIT</b>	<b>\$7,991.05</b>

# Downtown Tillsonburg BIA

## Profit and Loss

January 2025

	TOTAL
INCOME	
4055 MOU Income from Town of Tillsonburg	3,093.08
4800 Sales	1,666.67
4805 Social media	500.00
<b>Total 4800 Sales</b>	<b>2,166.67</b>
REVENUE	
4005 BIA LEVY	
4100 Taxes - regular	18,391.75
<b>Total 4005 BIA LEVY</b>	<b>18,391.75</b>
4395 Office rental income	1,785.00
<b>Total REVENUE</b>	<b>20,176.75</b>
<b>Total Income</b>	<b>\$25,436.50</b>
<b>GROSS PROFIT</b>	<b>\$25,436.50</b>
EXPENSES	
8500 Capital Expenditures	2,539.55
MARKETING/PROMOTION	
6305 Marketing and Events	78.75
<b>Total MARKETING/PROMOTION</b>	<b>78.75</b>
OPERATIONS	
7000 COST OF LABOUR	
7150 Executive Director	4,897.20
7160 Events & Marketing Co-ordinator	3,424.62
7170 Hourly Part Time Staff	3,039.06
7222 EI	277.88
7223 CPP	597.04
7226 Benefits - Health & Dental	528.70
7455 ADP Payroll Service	137.68
<b>Total 7000 COST OF LABOUR</b>	<b>12,902.18</b>
7205 HST	9.31
7240 Office Utilities	293.47
7270 Membership fees, dues & subscriptions	1,316.13
7280 IT & Phone	180.32
7650 Rent	1,015.82
VEHICLE EXPENSES	
7110 Vehicle Operating Costs	392.77
7120 Vehicle Lease	665.81
7130 Vehicle Insurance	223.20
<b>Total VEHICLE EXPENSES</b>	<b>1,281.78</b>
<b>Total OPERATIONS</b>	<b>16,999.01</b>
Purchases	0.00
<b>Total Expenses</b>	<b>\$19,617.31</b>
<b>PROFIT</b>	<b>\$5,819.19</b>



Downtown Tillsonburg

# MARKETING PLAN

2  
0  
2

5

519.842.8880  
[www.downtowntillsonburg.com](http://www.downtowntillsonburg.com)  
164 Broadway - Unit 10  
Tillsonburg, ON N4G 5A8



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# THANK YOU MESSAGE

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## Vanessa Fortner

Events and Marketing Coordinator

As we reflect on the successes and milestones of 2024, I want to take a moment to express my deepest gratitude to everyone who has contributed to making Downtown Tillsonburg such a vibrant and welcoming place. Over the past few years that I have had the privilege of working with the Downtown Tillsonburg Business Improvement Area, I have learned first hand just how truly special this community is.

There is a sense of unity and belonging here that is hard to come by these days, and it is one of the many reasons I am so proud to be involved in this close-knit community. I have had the pleasure of meeting so many wonderful people within the downtown core, and I am continually inspired by the communities passion, dedication, and commitment to our shared vision.

As we look toward 2025, I remain excited and committed to working hard for our membership and promoting Downtown Tillsonburg as a destination that we can all be proud of.

Thank you for your continued support. I am truly grateful to be a part of such an incredible community.



Vanessa Fortner, Events and Marketing Coordinator(Left), Naomi Dubé Digital Marketing and Activations(Right)



# ABOUT DTT'BURG

The Downtown Tillsonburg BIA serves more than 200 businesses located in the heart of the Town of Tillsonburg. As a non-profit organization operating under the Municipal Act, 2001, the BIA is focused on the promotion, beautification, and economic development of the downtown core. Our goal is to create a destination that attracts residents, visitors, and tourists alike by showcasing the many services and businesses available in the downtown core.

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## OUR MISSION

Our mission is to cultivate a vibrant, inclusive, and thriving community by fostering collaboration, creating memorable experiences, and promoting economic growth within our Business Improvement Area. We are dedicated to supporting local businesses by providing the tools, support, and visibility they need to succeed. Through these efforts, we aim to create a welcoming, safe environment where residents and visitors alike can eat, shop, live, and explore.

# 2024 Marketing Summary

---

**Overview:** In 2024, the Downtown Tillsonburg Business Improvement Area (BIA) made significant strides in strengthening our presence, enhancing community engagement, and supporting our local businesses. Building on the foundation of our core initiatives - Ambassador Program, Beautification, Economic Development, Advocacy, and Community Events and Activations - we focused on strengthening our marketing efforts with a clear goal: to showcase Downtown Tillsonburg as a destination and we will continue to do so, moving forward.

## **Key Achievements:**

- 1. Brand Solidification and Social Media Growth:** In 2024, we focused on refining and solidifying the Downtown Tillsonburg brand across all platforms. Our social media presence has grown significantly, with an emphasis on building a sense of community and supporting local businesses. We've created a stronger narrative that highlights the vibrancy and uniqueness of our downtown, and our increased digital engagement has fostered a greater sense of belonging and pride among residents and visitors alike.
- 2. Successful Community Events and Activations:** A key component of our marketing strategy was the expansion of community activations and events. These initiatives were designed not only to celebrate the spirit of downtown Tillsonburg but also to drive foot traffic into the store fronts of our local businesses.
- 3. Building Relationships and Partnerships:** In 2024, the marketing department focused on strengthening relationships with BIA members, local organizations, stakeholders and supporters. Through our dedicated marketing efforts, we were able to assist various businesses in learning, networking and growing their brand and voice.
- 4. Provincial Recognition – OBIAA Award of Merit:** One of the most significant accomplishments in 2024 was being recognized by the Ontario Business Improvement Area Association (OBIAA) with the Award of Merit for our operations. This provincial recognition is a testament to the hard work and dedication of our team in driving positive change within the downtown core. It reflects the success of our organization in positioning Downtown Tillsonburg as a place of pride and professionalism.

**Looking Ahead to 2025:** As we move into 2025, we will continue to build on the momentum gained in 2024. Our focus will remain on enhancing our marketing and promotion efforts, building on our events and activations, and continuing to forge strong partnerships that support our downtown businesses. With a clear commitment to fostering a vibrant and thriving downtown, we will continue to encourage residents and visitors to Eat, Shop, Live, and Explore in downtown Tillsonburg.

# 2025 Marketing Theme: Community, Commerce, and Culture

---

In 2025, we will focus on the theme of Community, Commerce, and Culture, which was inspired by the International Downtown Association. This theme will guide all of our initiatives, aiming to create a dynamic, thriving downtown that balances social interaction, economic vitality, and cultural vibrancy.

## Community

Our downtown is not just a collection of businesses; it is the heart of our community. We recognize that strong relationships and a sense of belonging are essential for fostering a thriving downtown environment. In 2025, we will continue to prioritize initiatives that bring people together - business owners, residents, and visitors alike. Whether it's through hosting inclusive events, organizing community-driven activities, or creating spaces that encourage interaction and engagement. Our goal is to ensure that businesses feel supported by their neighbours and that the downtown core continues to be a welcoming space for all.

## Commerce

The lifeline of any downtown is its commerce - the businesses that drive the local economy and provide the goods and services that residents and visitors rely on. In 2025, we are committed to helping our members succeed by fostering an environment that supports economic growth and innovation. This includes improving communication, enhancing the visibility of our businesses, and offering tools and resources that will help our members thrive. We will work closely with businesses to understand their needs and challenges, and implement initiatives that will help them attract more customers, increase foot traffic, and stay competitive in an ever-changing marketplace.

## Culture

The culture of our downtown is what gives it character and makes it unique. In 2025, we will continue to celebrate the diversity, creativity, and history that make Downtown Tillsonburg a special place. We will look for ways to highlight local art, culture, and heritage through events, collaborations with artists, and partnerships with cultural organizations such as the Tillsonburg Station Arts Centre. By weaving culture into the fabric of our downtown, we will create experiences that attract visitors, foster pride among locals, and enhance the overall appeal of the area. A vibrant cultural scene is not only important for tourism but also plays a key role in shaping the identity of our community.

## Connecting the Dots

By focusing on Community, Commerce, and Culture, we are not just strengthening individual aspects of our downtown; we are creating a more holistic and interconnected downtown experience. These three pillars work together to support and sustain one another. A thriving community supports local businesses; a strong economy enhances the vibrancy of local culture; and a rich cultural environment makes a community feel alive, dynamic, and worth investing in.

We believe that through this integrated approach, we will continue to create a downtown that is not only economically resilient but also a place where people feel connected, inspired, and proud to be a part of.

Our commitment to Community, Commerce, and Culture will guide everything we do in 2025 - from the events we host to the services we offer to the partnerships we foster. We are excited to work with our membership to build a downtown that reflects the best of Tillsonburg, and we are confident that by focusing on these core principles, we can help our downtown thrive for years to come.

# Key Performance Indicators

To ensure the success of our 2025 marketing plan, we will set specific, measurable goals and track our progress with the following KPIs:

**Increase Foot Traffic:** Increase foot traffic to downtown through marketing campaigns and events.

**Social Media Goals** \*See KPI chart on page \*

**Event Participation:** In 2025, the marketing department will focus on increasing event participation by engaging more local businesses and the broader community. We will highlight the promotional benefits for businesses, offering networking and marketing incentives, while emphasizing that most BIA events are free and accessible to all.

Our strategy includes social media campaigns, local partnerships, and email marketing, along with collaboration with nonprofits to reach diverse groups. We'll use both digital (social media ads, emails, contests) and traditional (flyers, radio, press) marketing. Event days will feature clear signage, volunteer engagement, and live content to enhance the experience. Success will be measured by attendance, business participation, social media engagement, and feedback.

These percentages are based on our historical trends and the assumption that our team will continue to invest in the strategies that have worked well in the past (such as paid ads, event-driven engagement, and social media content marketing)

• KEY PERFORMANCE INDICATORS.

GOAL	KPI	DESCRIPTION	TARGET/EXAMPLES
Increase Brand Awareness	Reach, Impressions, Follower Growth Rate, Mentions/Tags	Measure visibility and brand recognition across platforms	Increase social media reach by 25% by end of Q2 2025
Drive Engagement & Build Community	Engagement Rate, Comments/Replies, Social Media Interaction Growth, Average Post Engagement	Track interaction and community-building with our audience	Achieve a 15% engagement rate on Instagram by Q3 2025
Generate Leads & Increase Conversions	Conversion Rate, CTR, Sales from Social Media	Focus on turning social media interactions into leads and visits to Downtown Tillsonburg	Generate 500 new leads via Facebook Ads by end of Q2 2025
Boost Content Reach and Virality	Shares, Viral Coefficient, Video Views, Referral Traffic	Measure content's potential to go viral and attract a larger audience	Achieve 20,000 video views on Instagram & Facebook by the end of Q1 2025
Improve Social Media ROI	Return on Ad Spend	Focus on maximizing cost efficiency and measuring ROI	10% increase on successful outreach through ads - by Q4 2025

# SWOT Analysis

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Market trends show that digital engagement, local shopping, and experience-based retail are key drivers for downtown businesses. Social media and digital marketing are essential tools for attracting both locals and visitors, with increased online activity demanding a stronger digital presence. At the same time, consumers are increasingly prioritizing local and sustainable shopping, aligning with the BIA's focus on promoting local goods and services. Additionally, there is growing interest in experiential shopping, where events, community activations, and unique experiences play a crucial role in drawing foot traffic and creating memorable experiences for visitors.

**\*See swot analysis chart on page 10**

To strengthen the Downtown Tillsonburg BIA's marketing efforts, several key recommendations are proposed. First, investing in targeted digital ads and optimizing social media campaigns will help attract new customers. Additionally, launching a public email platform with regular updates can encourage repeat visits to downtown businesses. Enhancing the BIA website to be more mobile-friendly, interactive, and up-to-date with event calendars and business directories will improve user experience. Finally, collaborating with local businesses for cross-promotions, joint events, and co-branded campaigns will help maximize visibility and engagement within the community.

The Downtown Tillsonburg BIA has made great strides in 2024, but there are continued opportunities to strengthen our digital presence, expand seasonal programming, and leverage partnerships in 2025 and beyond. By focusing on these areas, the BIA can continue to drive growth, increase foot traffic, and position Downtown Tillsonburg as a thriving, sustainable community hub.

## 2025 Marketing Plan

# • SWOT ANALYSIS •



### STRENGTHS:

**Community Engagement:** Strong community pride has led to successful events, growing local participation and support for BIA initiatives.

**Award Recognition:** The OBIAA Award of Merit has boosted the BIA's credibility and visibility.

**Successful Events:** Events like TurtleFest and seasonal activations have contributed to a lively downtown atmosphere and increased foot traffic.



### WEAKNESSES:

**Seasonal Traffic:** Foot traffic tends to decrease in the colder months, posing a challenge to maintain year-round engagement.

**Hours of Operation:** Many businesses have reduced hours, which drives locals to shop in neighboring communities.

**Competition:** Larger retail centers and online shopping continue to pull consumers away from the downtown core.



### OPPORTUNITIES:

**Expand Digital Marketing:** Leverage digital ads and influencer partnerships to broaden DTBURG's reach beyond the local community.

**Year-Round Events:** Develop more indoor activations/ campaigns to keep visitors engaged during the off-season.

**Destination Marketing:** Position DTBURG as a hub for not just shopping, but for cultural, dining, and community experiences.



### THREATS:

**Oversaturation of Digital Content:** The increasing volume of digital ads and promotions can lead to consumer fatigue, making it harder to stand out and capture attention.

**Adapting to Algorithm Changes:** Constant changes in social media and search engine algorithms can impact visibility, requiring ongoing adjustments to maintain reach.

**Changing Consumer Preferences:** The growing preference for online shopping and convenience may reduce foot traffic and in-person visits to downtown businesses.



# MARKETING STRATEGY

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As we move into 2025, our digital marketing strategy will focus on leveraging the pre-existing digital platforms currently being used at the BIA. What we are using now is working, but there is always room for improvement. By enhancing our digital presence (through social media, constant contact, and our website), we aim to create a more clear form of communication for our members, the local community and the visitors of Downtown Tillsonburg.

## 1. Strengthening Digital Presence & Communication Channels

- **Website Improvements:** Ensure the website is mobile-friendly, easy to navigate, and optimized for search engines. A directory of downtown businesses needs to be added as soon as possible - currently working on creating a comprehensive spreadsheet in order to implement this key feature effectively.
- **Social Media Strategy:** Continue to focus on creating compelling content on Facebook and Instagram to showcase local businesses, share community stories, and promote events.
- **(E)mail Marketing:** Update our current Constant Contact e-mailing list as well as develop a mailing list to regularly send newsletters to members with event updates, promotions, news about the downtown core and any other important “need-to-know” information.
- **Paid Advertising:** Invest in targeted ads on Facebook and Instagram to promote seasonal events, sales, and new businesses in the downtown area.

## 2. Event Marketing & Activations

- **Year-Round Events:** Continue to build on our existing events as well as implement smaller activations to attract a variety of audiences. Activations may include holiday workshops, markets, themed weekends, and cultural celebrations.
- **Leverage Local Partnerships:** Collaborate with local businesses, schools and organizations to co-host or cross-promote events, expanding our reach.
- **Event Promotion:** Use digital marketing tools, email, and social media to promote events in advance. Encourage businesses to offer special promotions or event-themed products.

## 3. Community & Stakeholder Engagement

- **Business Support:** Offer marketing assistance to businesses by providing collaborative advertising opportunities and resources for enhancing their digital presence.
- **Practical Participation:** Encourage BIA members to engage in events in order to strengthen their connection to the broader community.
- **Partnership Marketing:** Further explore partnerships with local organizations, tourism bodies, and regional communities to cross-promote Downtown Tillsonburg as a destination.

## Ongoing Improvements: Communication Strategy

---

Effective communication remains one of our key focus areas for 2025. Understanding that each business has unique communication preferences, we strive to create a system that caters to everyone. At the beginning of 2024, we distributed a survey to understand preferred communication methods. The feedback showed a preference for email, followed by social media, though a number of businesses did not respond.

In 2025, we will again, distribute a follow-up survey in January, asking our members to confirm their preferred methods of contact. This time, including a mail-out option. If this method is preferred we will then bring back the “BIA Bulletin”. Our main concern is ensuring that all members are well-informed and engaged. We will also explore the idea of starting a public notification email list to keep residents and visitors informed about upcoming events and promotions.

## Proposed (NEW) Events, Promotions & Campaigns for 2025

---

- **Light Up Downtown Tillsonburg:** Work with Tourism Oxford to bridge the gap between Simcoe and Ingersoll during the holiday season. This could include window light displays, pole and tree lighting, and wooden art displays created by local artists and businesses.
- **Christmas “Wednesday Workshops”:** Host family-friendly Christmas craft workshops with hot chocolate, festive snacks, and a photo booth.
- **Connecting the Dots Campaign:** Launch a campaign to connect job seekers and prospective entrepreneurs with downtown businesses. Attend job fairs and other town initiatives to provide resources for those looking to start or grow a business in the downtown core.
- **Wooden Art Trail Expansion:** Building on the success of 2024, we will expand the transitional Wooden Art Trail by introducing new seasonal themes and engaging more local businesses to create more displays throughout the year.

**\*Check out the 2025 Events & Activations Sheet on page 13 & 14**

# 2025 EVENT SCHEDULE



DATE	EVENT	↙
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<b>MAR 15</b>	<b>PUB SHAMMY 2.0</b>
SATURDAY	Get ready to shamrock and roll at DTTBURG's Pub Shammy - where every pint is a pot of gold.
<b>JUN 13/14</b>	<b>TURTLEFEST</b>
FRIDAY/ SATURDAY	Join the shell-ebration at Tillsonburg's signature festival where community and fun come together
<b>OCT 24/25</b>	<b>CHILLS &amp; THRILLS</b>
FRIDAY	Chills and Thrills: A Wicked Weekend - where Halloween magic creeps around every corner!
<b>NOV/DEC</b>	<b>HOMETOWN HOLIDAY</b>
WEDNESDAY	Celebrate the season with our Hometown Holiday - workshops, movie nights, and memories to cherish!

<b>SUBJECT TO CHANGE</b>	Please note: Event details are subject to change. Stay tuned for updates and check our website for the latest information.
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# 2025 ACTIVATION SCHEDULE



DATE	ACTIVATION	↙
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<b>FEB 14</b>	<b>VALENTINES DAY</b>
FRIDAY	Spread the love this Valentine's Day - Check out the exciting offerings DTTBURG has for you!
<b>APRIL</b>	<b>EASTER COLOURING CONTEST</b>
FRIDAY/ SATURDAY	Unleash your creativity this Easter - join our colouring contest and let your imagination bloom!
<b>JULY 1</b>	<b>CANADA DAY</b>
FRIDAY	Celebrate the True North strong and free - join us in DTTBURG for a day of fun festive Canadian pride!
<b>NOV/DEC</b>	<b>HOMETOWN HOLIDAY</b>
WEDNESDAY	A Hometown Holiday returns to downtown Tillsonburg - where joy and community come together!

<b>SUBJECT TO CHANGE</b>	Note: Activation details are subject to change. Stay tuned for updates and check our website for the latest information.
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# CONCLUSION

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As we head into 2025, the Downtown Tillsonburg BIA is committed to enhancing our marketing efforts with a focus on Community, Commerce, and Culture. By nurturing the connections between businesses, residents, and visitors, we aim to create a dynamic downtown that attracts and retains customers, supports local businesses, and celebrates the rich culture of Tillsonburg. With a strong marketing strategy in place, we are confident that Downtown Tillsonburg will continue to thrive as a vibrant, welcoming, and economically sustainable community.



Vanessa Fortner, Events and Marketing Coordinator(Left), Naomi Dubé Digital Marketing and Activations(Centre), Mark Renaud, Executive Director (Right).