



## October 2019 Office Report

BIA Office Report will include, but is not limited to; beautification, façade Improvement, promotion and event updates. Subcommittee reports: (when available), meeting updates from outside the BIA, possible issues, insights and happenings in and around the BIA.

<p><b>Pumpkinfest Recap:</b>  <b>Saturday, October 19th</b>  <b>11am-3pm</b>  <b>Carleton junction</b></p>	<p>Huge turn out! We (me) needs to rethink the cost of the hay, pumpkins, and loot bags. It is not sustainable OR we need to secure funds earlier. The new location was good. Lots of space. If the new rink is in by next year, we will create a haunted maze, rather than a hay climber.</p> <p>The weather was perfect. Food vendors did very well or sold out. Maker Market wasn't successful. We are in competition with Esty Markets and Cheerfully Made Good night market. Sister City was very happy, however, there is talk that we may not be given funding next year.</p>
<p><b>Escape Road Recap:</b></p>	<p>Two teams went through the course. I had stated to Rob, before we started this, that we needed more marketing time. He said he would like to come back and try again with more lead time. We said we would keep in touch. The feedback from the businesses that participated was positive and they would be happy to try again.</p>
<p><b>'All Wrapped Up' in Downtown Carleton Place November Shopping Night</b>  <b>November 14th</b>  <b>1pm-8pm</b></p>	<p>Retail businesses are excited about this event. I am hoping we can move this event to later in the month, to be on the same day as chocolate party. Perth, Almonte has their shopping night on the same night, which the events committee were told. I could not get enough restaurants to commit to offering an outside option so that idea did not pan out, not because of a lack of interest, but because they are BUSY! A group from the Carleton Place Town Signers are joining us on that night to sing on Bridge St., in stores and in restaurants. I am doing sneak peek videos of the retail offerings in the downtown and posting them to the event page. We also have a store called Jolie Folie joining us for a pop-up shop, they are out of Shawville Que. When I was vacationing, I went into the store and we got to talking and we both decided to try it out, she will be in 127 Bridge St.</p>
<p><b>Santa Claus Parade:</b>  <b>Saturday Nov 23rd, 2019</b></p>	<p>Rob has agreed to be 1 of our live streaming hosts! We are almost full. We can take 45 entries. We have three band sponsors. We will need to cover one and half of the bands. This cost will be \$750. I would like to take that out of the COOP Grant. WE have the money to do that. It could be a nice sentiment from the BIA businesses.</p>

<b>Chocolate Party &amp; Golden Ticket – Granary led event/contest in the downtown Saturday November 30th, 2019</b>	HUGE Downtown involvement – Dena has been able to secure pretty much each retail business and restaurant. They are all working together and that is really great to see.
<b>AGM Update:</b>	<p>Monday January 13th, small ball room at the Grand Hotel. Cash bar. Price to attend is, \$25.00 per person, which must be paid in advance. I will be going to each business with already made up invoices to make things easier, and to get the word out. I will also send out a December newsletter with the AGM information. I will send an email to the property owners that we have as well.</p> <p>We will split the room into two parts, one will be for mingling the other will be set up for sitting if one would like to sit for the presentation.</p>
<b>Entry Sign update</b>	Report to council has been written. We received a note back from Diane. Please see attached.
<b>Digital Main Street Update:</b>	No kickoff needed, the squad is hitting their targets and the response has been very good and beyond what they had expected. January at the AGM, we will have them report to us how they are doing, and we hope to have more businesses sign up for the Squad services. The last day to sign up for a possible \$2500.00 grant is Dec 31st, 2019. The businesses have been given that information via November emailed newsletter and by the squad.