



JANUARY 2020 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.

Bridge St. Reconstruction Coordination Committee:	Meeting to commence the coordination and communication of the project will be on Feb 18th 3:330 to 5:00 pm. If you have an idea, or thoughts that you would like to me to bring to the group please email me them before the meeting February 14th, would be helpful.
SURVEY Results for Jan reconstruction meeting:	Please see below
Arnprior Construction Meeting:	Monday March 30th, 6:00pm at the Town Hall auditorium. Communication and image will be going out next week. I have already sent a save the date to the Downtown messenger group. Arnprior has recently went through a very invasive reconstruction. They will be presenting their tips and tricks, what worked, what to do better, what they didn't think of etc.
PR Postgraduate Certificate work placement – Humber College – Emma Kinsman	<p>Emma reached out to me in January. She is a Carleton Place native and VERY keen to be placed with the BIA. Placement is 8 weeks or 280 hours starting in May 2020. I would have Emma help with the events and reconstruction communication pre-work.</p> <ul style="list-style-type: none"> - Marketing communications - Special event management - Media relations - Communications planning <p>Emma would work at the office.</p> <p>Compensation: stipend, weekly allowance. This could be a parking pass along with weekly BIA Bucks? \$100.00 or \$50.00 BIA bucks per week perhaps.</p> <p>I would be expected to supply on going feedback on performance via a review form.</p> <p>WSIB: Workplace Safety & Insurance Board is covered through Ministry of Training, College and Universities.</p> <p>I would like to go ahead with this placement.</p>

Entry Sign:	Met with Rod from Sign FX. Spring the sign will be up. He is going to apply for the permit and the locates, and I am going to attempt to meet with the owner (again) from the Carleton Place Vet Clinic.
Digital Main Street:	<p>Workshop has 10 people in attendance. 118 business contacted in total.</p> <p>Our progress is as follows: Grant Approved Giardino Et Cetera Chasin' Turkeys CP Dental</p> <p>Awaiting Approval Wisteria The Grand Surrounding Memories Sinders Acquisti Hamsa The Floral Boutique Darlington Massage Little Loves Co.</p> <p>Value add: Great news! Sasha, one of our Digital Service Squad members, is booking appointments to visit downtown eateries and give them some quick tips on phone photography.</p> <p>360 images: Businesses that wished to be filmed, have been. We will place another reminder in the March Newsletter. In total we have, 15 in total.</p>

Q1

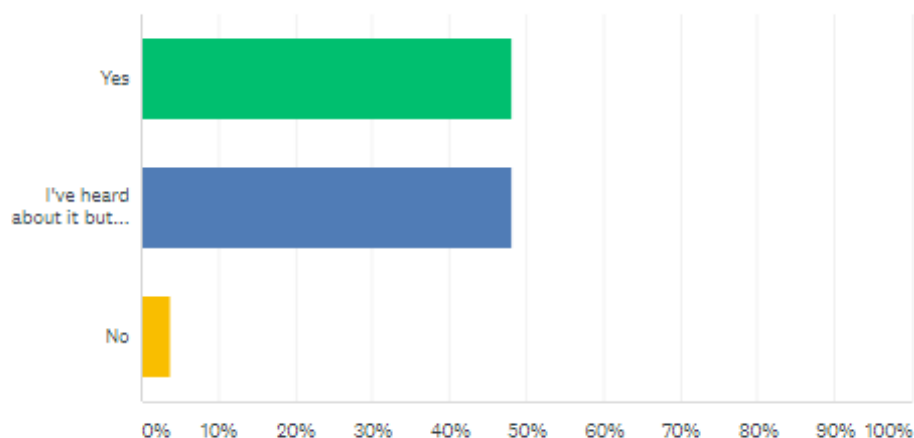


Customize

Save as ▼


Are you aware of the plans for the COMPLETE reconstruction of the Bridge St downtown core area set for 2021?

Answered: 27 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Yes	48.15%	13
▼ I've heard about it but need more informaton	48.15%	13
▼ No	3.70%	1
TOTAL		27

Q2

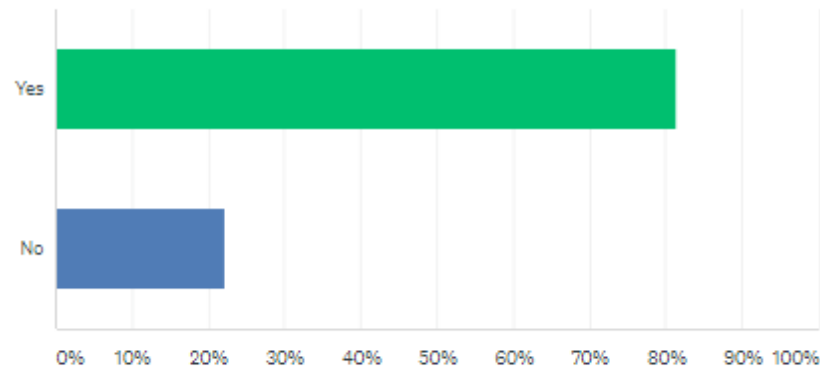


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Do you intend to attend the very important MEETING ABOUT THE PLANS ON Monday January 27th, from 2-3 pm at the Carleton Place Arena? Please note, if you cannot attend meeting from 2-3 pm, there is an additional meeting from 4-7 pm, in the same room and location.

Answered: 27 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	81.48%	22
No	22.22%	6
Total Respondents: 27		

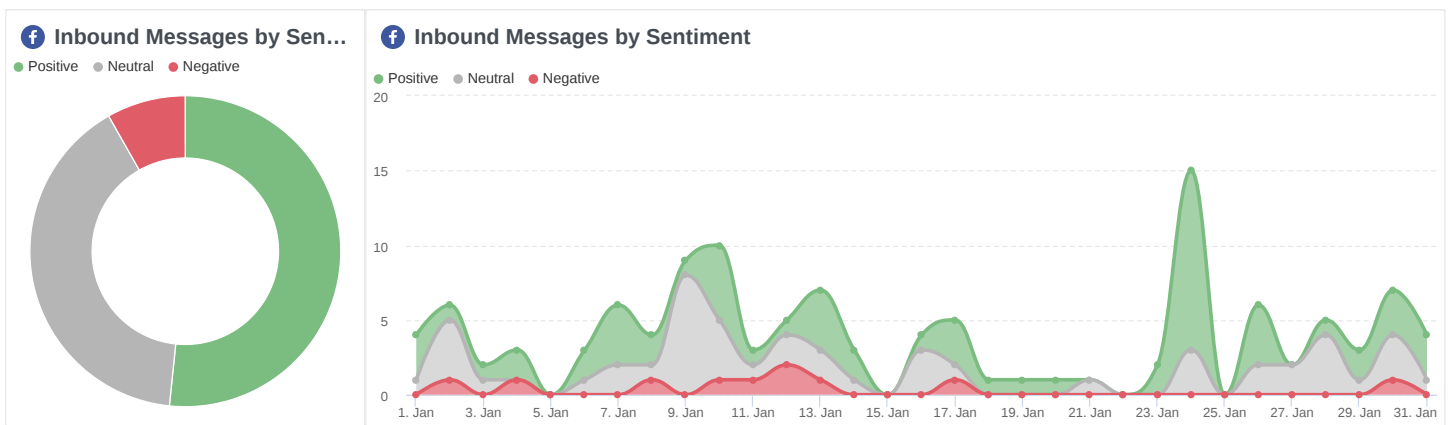


















Facebook Overview



Comparison between [Jan 01 - Jan 31, 2020](#) and Dec 01 - Dec 31, 2019



Downtown Carleton Place



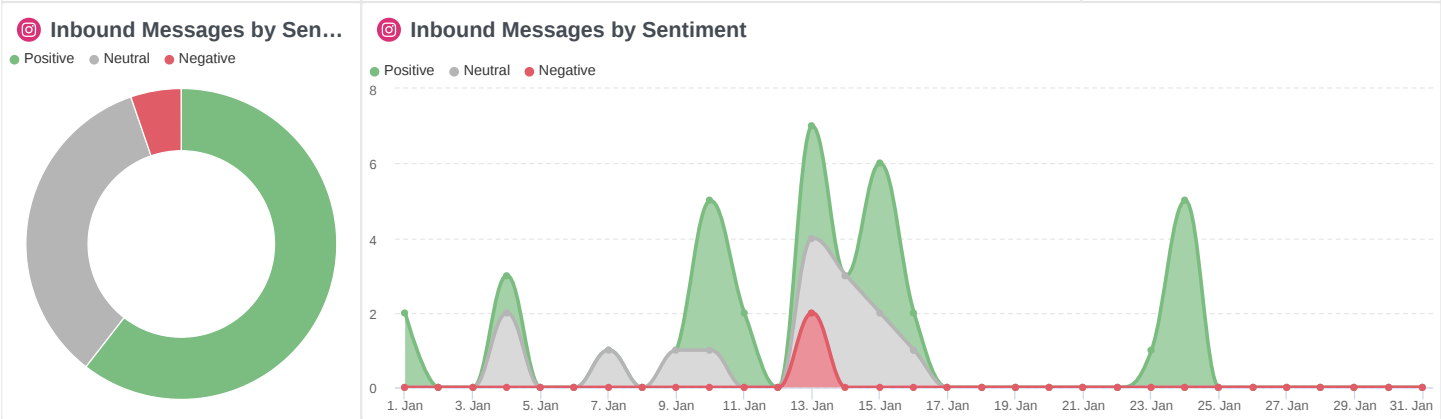
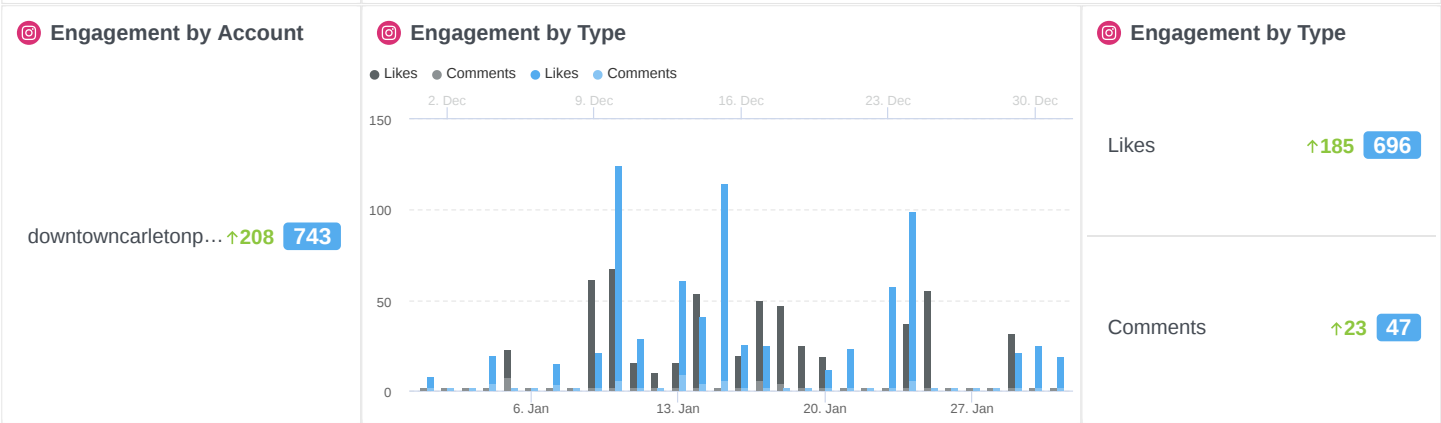
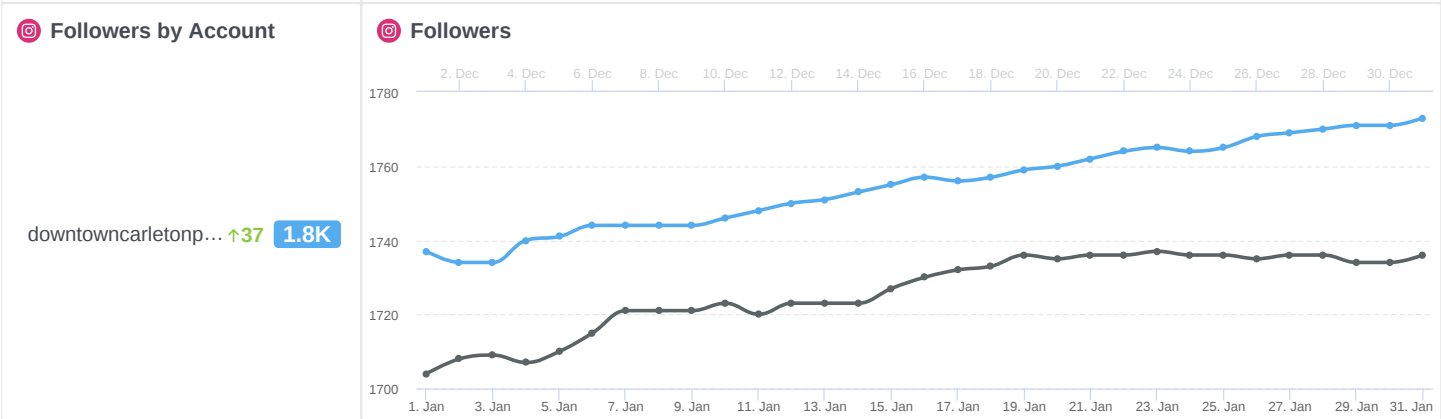
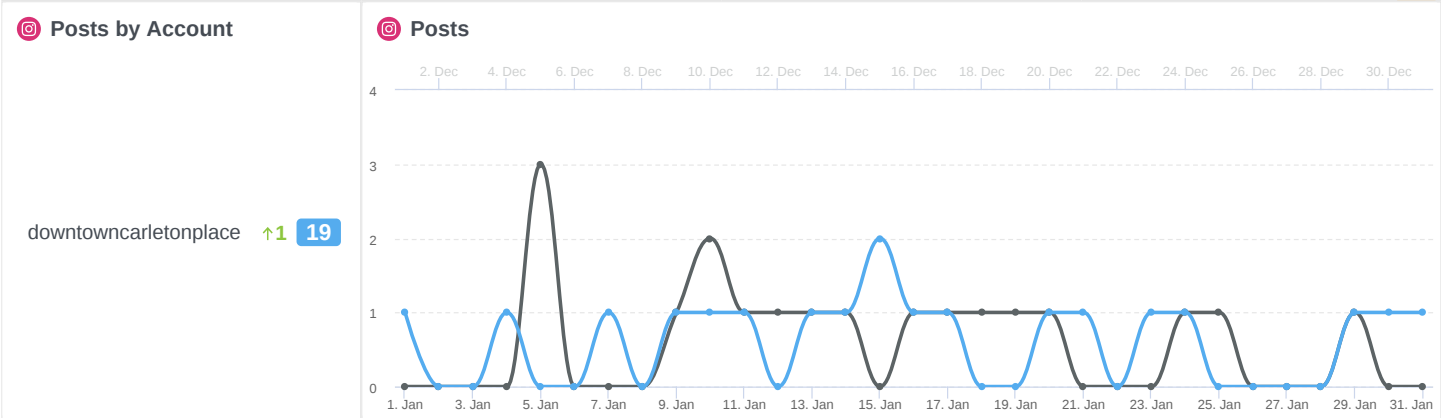
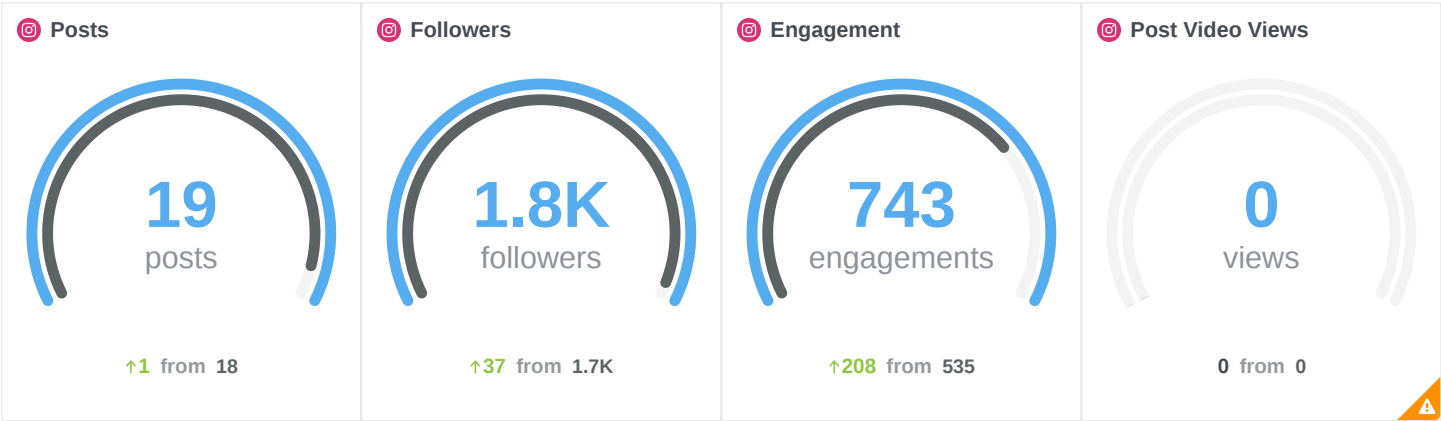
Posts Table					
Date ▼	Message	Reactions	Comments	Shares	
 Downtown Carleton... Jan 31, 12:25	 It's never too cold out to bowl! Shake off the January blues with some good old fashioned fun at Chasin Turkeys!	9	0	0	
 Downtown Carleton... Jan 30, 13:10	 Country Ridge is having a sale!	3	1	0	
 Downtown Carleton... Jan 30, 13:10	 Fashionable? Check! ✓ Warm? Check! ✓ Check out Natural Pet Foods for the latest in winter furry fashion. * #downtowncarletonplace #winterfashion	5	3	0	
 Downtown Carleton... Jan 30, 03:54	 Everyone send positive vibes, hugs and encouragement to Ian and the Black Tartan family. GO BT IN CP!!!	137	13	12	
 Downtown Carleton... Jan 29, 16:10	 Warm up with delicious teas and fair trade coffee at The Granary! #downtowncarletonplace	12	0	1	
 Downtown Carleton... Jan 29, 12:52	Happy Puzzle Day!! We have many stores in the downtown that sell puzzles for all ages and levels. Cozy up with puzzle this week.	8	0	1	
 Downtown Carleton... Jan 28, 18:14	 We had a super turn out to the special consultation held yesterday afternoon for our Downtown Carleton Place business and property owners. They were eager to see the plans so far for downtown reconstruction, asking questions and giving feedback. Well Done! Would you like to see the renderings and give your feedback? Please visit: https://downtowncarletonplace.com/br...	12	4	3	
 Downtown Carleton... Jan 28, 13:35	 (Post with no description)	2	0	0	
					





















Video Views Table						
Date	Video Description	Reach	Views	Video Le...	View Time	Average...
 Downtown Carleton... Jan 07, 13:34	#Peterspicks	1,046	413	2m 35s	0s	0
 Downtown Carleton... Jan 05, 23:20	Amazing!!!	895	421	37s	0s	0



Instagram Overview

Comparison between [Jan 01 - Jan 31, 2020](#) and Dec 01 - Dec 31, 2019



<div>  Posts Table </div>				
Date ▲	Message	♥ Likes	💬 Comments	
<div>  downtowncarletonplace Jan 01, 18:56 </div>	 <p>New Years Day Challenger: Finish that sentence! What will you do this year? #happynewyear #downtowncarletonplace #goalsetting #newyear #carletonplaceontario</p>	6	2	
<div>  downtowncarletonplace Jan 04, 13:25 </div>	 <p>If you're thinking of changing your hair, READ THIS: We caught up with Diane and Nick from Giardino Lifestyle Salon to ask: What are the coolest new hair trends for 2020? Here's what they said: "Women want easy wear styles - long or short. We will see longer and healthier locks because of newer and better ingredients in hair care products, such as Oribe. On the opposite end of the spectrum, shorter lengths will reign with softer edg...</p>	16	4	
<div>  downtowncarletonplace Jan 07, 15:45 </div>	 <p>Attention, Downtown Businesses! Join social media expert Cathy James for this one-hour free workshop and gain the insights you need to further your brand's online reach and convert followers into loyal fans. Cathy loves chatting business, so bring your best questions! This workshop has been made possible thanks to @digitalmainstreet and is hosted by @downtowncarletonplace . #downtowncarletonplace #socialmedia...</p>	12	3	
<div>  downtowncarletonplace Jan 09, 16:25 </div>	 <p>We are so lucky to have two incredible bridal boutiques in #downtowncarletonplace - Sindere's Bridal House and Renewed With Love Bridal Outlet! Tell us, who got engaged over the holidays?! ☺☺ #downtowncarletonplace #weddingbells</p>	20	1	
<div>  downtowncarletonplace Jan 10, 12:25 </div>	 <p>Skating on the Mississippi River, winter 1916. Before the dam was reconfigured, residents of Carleton Place could actually skate on the river in downtown Carleton Place, since the river froze solid. The winter of 1916 is said to have been a very cold winter. Thank you, Carleton Place and Beckwith Heritage Museum for the photo. #downtowncarletonplace #mississippiriver #1916 #oldphotos #carletonplacepast #carletonplacehistor...</p>	119	6	
<div>  downtowncarletonplace Jan 11, 15:10 </div>	 <p>Readers, share your book recommendations! It's the perfect time of year to get cozy with a good book, and there's a great selection at Foundry Books and Novelties! #downtowncarletonplace #foundrybooks #winterreading #carletonplaceontario</p>	27	2	
<div>  downtowncarletonplace Jan 13, 14:01 </div>	 <p>Looking for a cozy place to enjoy a nice warm beverage or treat? Check out Gathering Grounds Cafe! Love the people and the atmosphere! ☺ #downtowncarletonplace</p>	52	9	
<div>  downtowncarletonplace Jan 14, 19:01 </div>	 <p>#comewander</p>	37	4	
<div>  Video Views Table </div>				
Date ▼	Message	👁 Views		
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