

ST. JACOBS BIA Annual General Meeting

Tuesday, March 7, 2023

@ St. Jacobs & Aberfoyle Model Railway

Agenda

- Welcome and Introduction of the Board
- Greetings from the Township
- Area focus – 2022 activities and 2023 plans:
 - Administration
 - Beautification & Maintenance
 - Marketing
 - Events
- Budget Report – 2022 wrap-up and 2023 proposal
- Question & Answer / Open Discussion

Edward Denyer
Eric Schwindt

Edward Denyer
Phil Hipkiss
Mike Palmer
Brittany Burgess
Graham Spence
Old Chair/New Chair



Welcome and Introduction of the Board

Edward Denyer

First, a thank you!



BOB WILBUR - SECRETARY
Owner of Strategic Perspectives
Former Treasurer of St. Jacobs BIA



Board of Management



EDWARD DENYER - CHAIR
(ACTING 2022)
Owner of Eco Cafe



CRAIG MILLER - VICE-CHAIR
Owner of Xclusive Elements



GRAHAM SPENCE - TREASURER
Owner of Block 3 Brewing Co.
& The Village Biergarten



PHIL HIPKISS
Owner of Block 3 Brewing Co.
& The Village Biergarten
**Beautification and Maintenance
Subcommittee Head**



Board of Management



BRITTANY BURGESS
Manager of La Creme
Events Subcommittee
Head



MICHAEL PALMER
Executive Creative
Director at Quarry
Marketing
Subcommittee Head



NICK BENNINGER
Owner of The Fat
Sparrow Group



DAN VANDERMOLEN
Owner of CHANGE
Lifestyle & Apparel

Welcome to the Board!



LEA RIDDLEPITRE
Taste The Flavour Emporium
New **2023 Board Member**



Board of Management Support Staff



ERIN SCHMIDT
BIA Program Manager



AMANDA PALMER
Marketing & Events Manager



LESLIE KAY
Social Media Manager

Woolwich Township Support



ERIC SCHWINDT
Township of Woolwich Ward
Councillor



JENNA MORRIS
Economic Development and
Tourism Officer





A WARM WELCOME!

Welcome New Businesses to the Village

- Musson Morneau LLP
- My Pop Up Shop
- The Charcuterie Bar
- The Butcher & Market
- Three Sisters Cultural Centre
- Timber Barn Event Venue
- Zehr Group



Welcome New Businesses to the Village

New Ownership:

- Fudge Sakes

Name Changes:

- Carolyn J Parks Studio & Gallery
- St Jacobs Emporium

Coming in 2023:

- Cove Collective

Moved:

- CHANGE Lifestyle & Apparel
- LenJo Bakes (formerly The Shed by LenJo Bakes)



Welcome Associate Members

Allow for businesses invested in the growth of the Village who are outside of the BIA boundaries/levy to be involved in mutually beneficial events and marketing strategies for the village.

Current Associate Members for 2023:

- Weber's Fabricating
- Stroll Walking Tours
- Ives Advantage Insurance Brokers Ltd.
- Josslin Insurance
- St. Jacobs Country Gardens
- Chef Duff at RiverSong
- Art's Auto Electric Ltd
- MayK
- St. James Lutheran Church
- Waterloo Central Railway
- Mennonite Story
- Elmira MCC Thrift & Gift



Welcome Accomodation Associate Members

Allow for Hotels/B&Bs invested in the growth of the Village who are outside of the BIA boundaries/levy to be involved in mutually beneficial events and marketing strategies for the village.

Current Accomodation Associate Members for 2023:

- Homewood Suites
- Hampton Inn
- Courtyard Waterloo St. Jacobs
- The Blue Bruce





GREETING FROM TOWNSHIP COUNCIL

Eric Schwindt, Township Councillor



AREAS OF FOCUS 2022 ACTIVITIES & 2023 PLANS

Edward Denyer, Phil Hipkiss, Michael Palmer, Brittany Burgess

ADMINISTRATION

Edward Denyer

Administration

2022 Accomplishments

Board Succession executed

- Administrative Model defined for 2023

HVT Trail Pavillion - RTO4 funded

- Project completed Dec 2022
- Project managed in collaboration Woolwich Township

Holiday Lights Installation - Ontario Reconnect Grant

- Installed Nov 2022



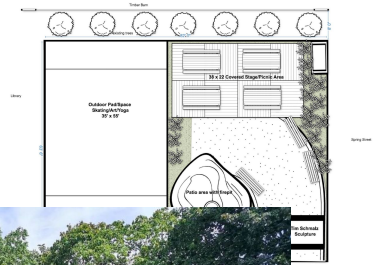
Administration

Queensway Garden Community Space

Grand Opening on November 19, 2022

Corner of Queensway and Spring St.

- Project managed in collaboration Woolwich Township
- Canada Community Revitalization Funding announced
- Queensway Garden - inaugurated
 - Mayor Sandy Shantz and MP Tim Louis



Administration

2023 Plans

- Board Succession - Executive elections to be held - March 2023
- New Administrative Model - staff contracted in expanded roles
 - Program Manager - Erin Schmidt
 - Marketing & Events Manager - Amanda Palmer
- Ontario By Bike Certification



BEAUTIFICATION & MAINTENANCE

Phil Hipkiss

Beautification & Maintenance

2022 Highlights

- New banners installed on main street
- Continued general maintenance/beautification:
 - Flowers
 - Garbage
 - Lawn care
 - Staining of benches/garbage bins/flower boxes
- Washroom Access Program
- Bike racks program
- Community Space




The Village of ST. JACOBS



WASHROOM LOCATIONS IN THE VILLAGE
Washrooms are available for public use at these restaurants and shops during their regular store hours:

- St. Jacobs Emporium
- Block Three Brewing
- CHANGE Lifestyle & Apparel
- Jacob's Grill
- Stone Crock Bakery
- Toots the 4th Season
- The Village Biergarten
- Those Pizza Guys
- Toj Soap

Look for this sign on the windows:



www.stjacobsvillage.com



Beautification & Maintenance

Planned for 2023

- Continued general maintenance/beautification:
 - Flowers
 - Garbage
 - Lawn care
 - Staining of benches/garbage bins/flower boxes
- Washroom Access Program
 - Additional business washroom access welcome





MARKETING

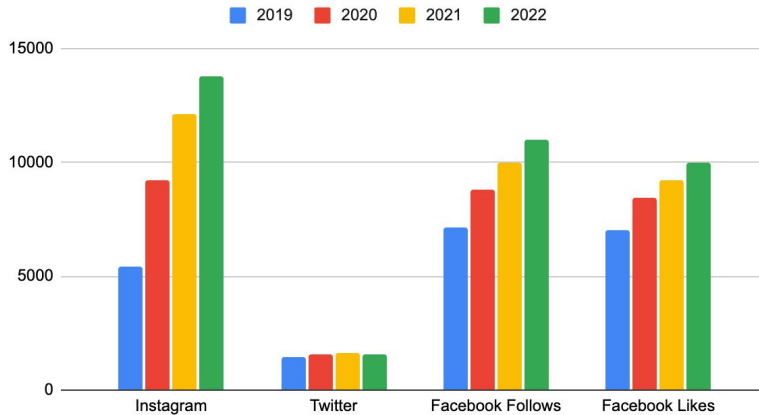
Michael Palmer

Marketing

2022 Highlights: Social Media

- Instagram and Facebook engagement continue to increase

Social Media Growth



Facebook:
Gained 1,329 followers
Impressions are up 14%
Link clicks are up 27%

Instagram:
Gained 3,202 new followers
Impressions are up 36%
Engagements are up 33%

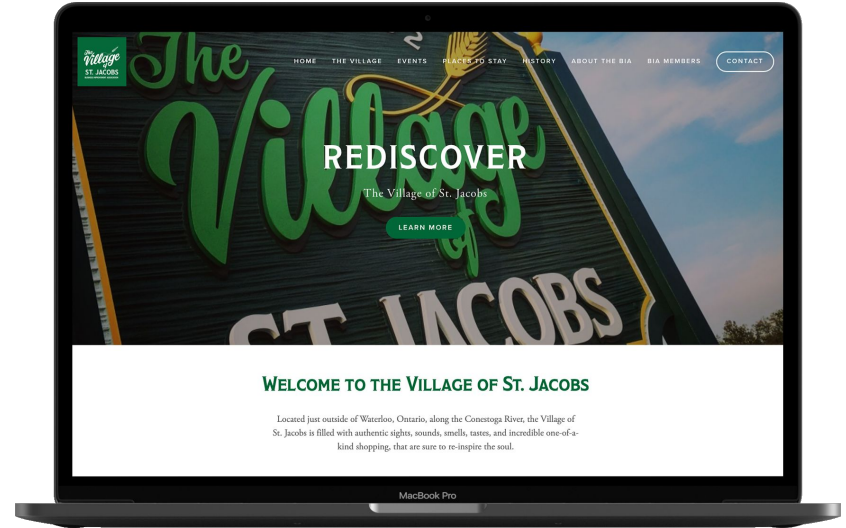
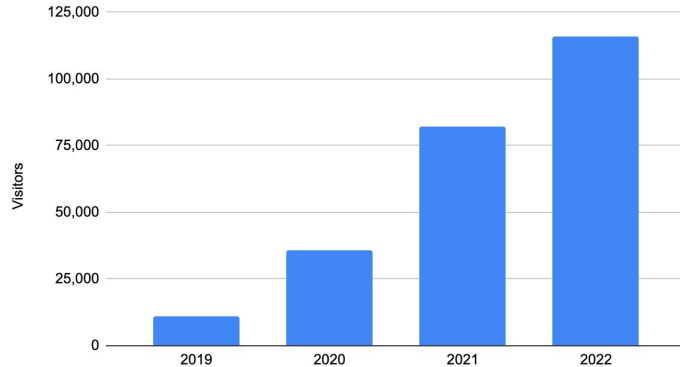


Marketing

2022 Highlights: Website

- Website traffic continues to grow; over 116,000 visitors with over 260,000 page views in 2022
- **We are now the FIRST LISTING on Google search for “St. Jacobs” (Above the Farmers Market and Explore Waterloo)!**

Website Visitor Growth




Marketing

BANNERS & SIGNAGE - BEAUTIFICATION

EST. 1852

The Village of
ST. JACOBS

REDISCOVER
SHOPPING
LOCAL




STJACOBSVILLAGE.COM

EST. 1852

The Village of
ST. JACOBS

REDISCOVER
EATING
LOCAL

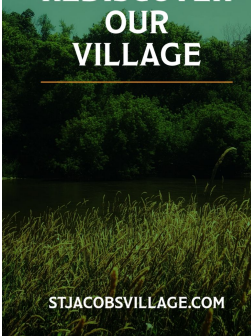


STJACOBSVILLAGE.COM

EST. 1852

The Village of
ST. JACOBS

REDISCOVER
OUR
VILLAGE



STJACOBSVILLAGE.COM

EST. 1852

The Village of
ST. JACOBS

REDISCOVER
STAYING
LOCAL

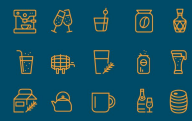


STJACOBSVILLAGE.COM

EST. 1852

The Village of
ST. JACOBS

REDISCOVER
DRINKING
LOCAL



STJACOBSVILLAGE.COM



Marketing

BANNERS & SIGNAGE - EVENTS

NOVEMBER 17-20 & 24-27



The Village of ST. JACOBS

Sparkles
HOLIDAY SHOPPING EVENT

PLATINUM SPONSORS



GOLD SPONSORS



STJACOBSVILLAGE.COM

NOVEMBER 17-20 & 24-27



The Village of ST. JACOBS

Sparkles
HOLIDAY SHOPPING EVENT

THANK YOU TO OUR SPONSORS!



PLATINUM SPONSORS FAT SPARROW BAKERY AND STONE CROCK BAKERY



GOLD SPONSORS HOWE HARBINGER BELLEVAUX TREE FARM AND THREE SISTERS CULTURAL CENTRE



SILVER SPONSORS WILLOW ELEMENTS, BEE COLLECTY, JACOBS THE SPINNA COLLECTIVE AND CHANGE LIFESTYLE AND APPAREL

FOR MORE INFORMATION, PLEASE VISIT:
STJACOBSVILLAGE.COM

The Village of ST. JACOBS

PUMPKIN PARADE
OCT 28-29



SPONSORED BY:



Benjamin Tree Farm
Nursery and Christmas Trees

The Village of ST. JACOBS

WELCOME TO OUR VILLAGE



REDISCOVER WHAT'S HAPPENING AT
STJACOBSVILLAGE.COM

The Village of ST. JACOBS

TO LEARN MORE, VISIT:
STJACOBSVILLAGE.COM/DOGFRIENDLY

WOOF!
OUR VILLAGE IS DOG FRIENDLY!

PLEASE KEEP YOUR FURRY FRIEND ON A LEASH AT ALL TIMES AND REMEMBER TO CLEAN UP AFTER YOUR PET.



The Village of ST. JACOBS

EST. 1883

Cycling Into The Future
Training tomorrow's cyclists today

CYCLE INTO SUMMER

WELCOME SUMMER AND THE
BT 700 GRAND DEPART CYCLISTS, WITH
COMMUNITY WIDE EVENTS AND PROMOTIONS!

JOIN US IN ST. JACOBS VILLAGE ON JUNE 18TH & 19TH
SATURDAY: FAMILY BIKE RODEO, COMMUNITY BIKE RIDE AND BBQ
SUNDAY: BT 700 GRAND DEPART

WALK? STROLL THE BEAUTIFUL VILLAGE OF ST. JACOBS
OR TAKE A HIKE ON THE HEALTH VALLEY TRAIL



The Village of ST. JACOBS

CYCLE INTO SUMMER

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FOR MORE INFO, VISIT:
STJACOBSVILLAGE.COM/CYCLE-INFO-SUMMER



Cycling Into The Future
Training tomorrow's cyclists today

The Village of ST. JACOBS
BUSINESS IMPROVEMENT ASSOCIATION

Marketing

PLANNED FOR 2023

- Continue to invest in social media ads with the addition of REELS
 - Businesses should continue to see 2-3 posts a year
 - Keep tagging the Village Shops (FB) and @stjacobsvillage (Instagram) in stories for reposting
 - Let us know of any upcoming events
- Addition of Influencers to Event Marketing & Sponsorship
- Photography
- Enhanced Website; FAQ page, Events section, Focus on SEO to drive more traffic
- Continue to support Events, Beautification, Administration in Signage and Promotion





EVENTS

Brittany Burgess

Events

BIA EVENTS 2022

- Easter Eggstravaganza
- Cycle Into Summer
- Walktoberfest
- Scarecrow Social
- Pumpkin Parade
- St. Jacobs Sparkles

BIA GRANT SPONSORED EVENTS 2022

- Bow Wow Luau
- Purr & Poochella
- Adventure Race
- Blocktoberfest Family Day
- Kultrun World Music Festival
- All That Worldly Jazz Festival
- Lunarfest
- Wingapalooza



Events

SPARKLES 2022- RECAP AND FEEDBACK

Thank you to the Three Sisters Cultural Centre for their partnership in the Ontario Reconnect Grant to support Sparkles 2022.

Social Stats:

Amazing Response on Facebook

TOTAL RSVP'S FOR 2022: 54,870

- November 17th - 20th: 33.1K RSVP'd
- November 24th-27th: 19.9K RSVP'd

Previous years:

2021: 17.5K

2020: 10K

2019: 21.7K

Website visitors:

40,164 unique visitors to the Sparkles Event Page in 2022



Events

SPARKLES 2022- RECAP AND FEEDBACK

Visitor Feedback

- Loved live music & burn barrels
- Lots of Hallmark Movie references/lights & atmosphere
- Positive shopping experiences
- Many requests for later shopping (9PM)

Business Feedback

- Saturdays busiest days/Thursdays were slower
- First week better attended than the second week
- Continue two weeks
- Open until 9PM Thursday/Friday/Saturday
- Sales were Similar or Better than 2021
- Sales were generally Similar or Better than Pre-pandemic



Events



BIA EVENTS PLANNED FOR 2023

- Family Day Fire & Ice - February 18-20th
- Easter Bunny Visit - April 8th (in collaboration with The Optimist Club)
- Cycle Into Summer - June 17th (bt700 June 18)
- Christmas in July - July 22nd
- Scarecrow Social - September 12th (Tuesday before Walktoberfest)
- Walktoberfest - September 16-17th
- Pumpkin Parade - October 28th All day/One day event
- Sparkles - November 16-19th & 23-26th

Events

BIA EVENT GRANTS AVAILABLE

- 2023 Event Grants Still Available

BIA members may apply for a Special Event Grant to help host their own event in the Village of St. Jacobs. By creating more events, BIA members can attract more visitors to the village and grow their clientele. BIA members can apply for a grant of up to \$1000 per business on a first-come, first-serve basis.

OTHER EVENTS IN THE VILLAGE

- Weft Fest - March 23-April 2 (Quilt and Fibre Festival)- Organized by Three Sisters Cultural Centre
- BT700 - June 18th

*Reminder to let us know if you are hosting a large scale event



Events

FAMILY DAY RECAP

Great turnout, huge interest on event page and lots of very positive feedback on social media.

6 micro grants from BIA to support weekend activities:

- Ice Skate Rental for Family Skate - Block Three & Magnolias (supported by EcoCafe and Tim Hortons)
- Stone Crock Bakery Giveaway
- Fat Sparrow Porch Party with Live Music & S'Mores
- Three Sisters/Tasting House Fireside Music by Monty Greig
- Hot Chocolate Bar - Stella Collective/Cellar 52

Other events:

- CHANGE Lifestyle and Apparel hot dog roast - with hot sauce from Taste the 4th Sense
- Free admission to Model Railway
- Sales and Specials throughout town



BUDGET REPORT 2022 WRAP UP & 2023 PROPOSAL

Graham Spence



Budget Report: 2022 Recap*

Income	
2022 Levy	\$127,345.09
Surplus from 2021	\$69,863.74
Associate Membership Fees	\$2,250.00
Merchandise	\$530.00
Bike Rack Program	\$1275.00
Sparkles Sponsorships	\$6,250.00
Garbage Contribution from Township	\$6,000.00
Township Allowance for Washroom Maintenance	\$10,000.00
Total	\$223,513.83

*Note: Figures are unaudited and subject to year-end review



Budget Report: 2022 Recap*

Planned Allocation	
Beautification	\$98,918.97
Events	\$25,000.00
Marketing	\$31,550.00
Administrative	\$48,190.00
Total	\$203,658.97

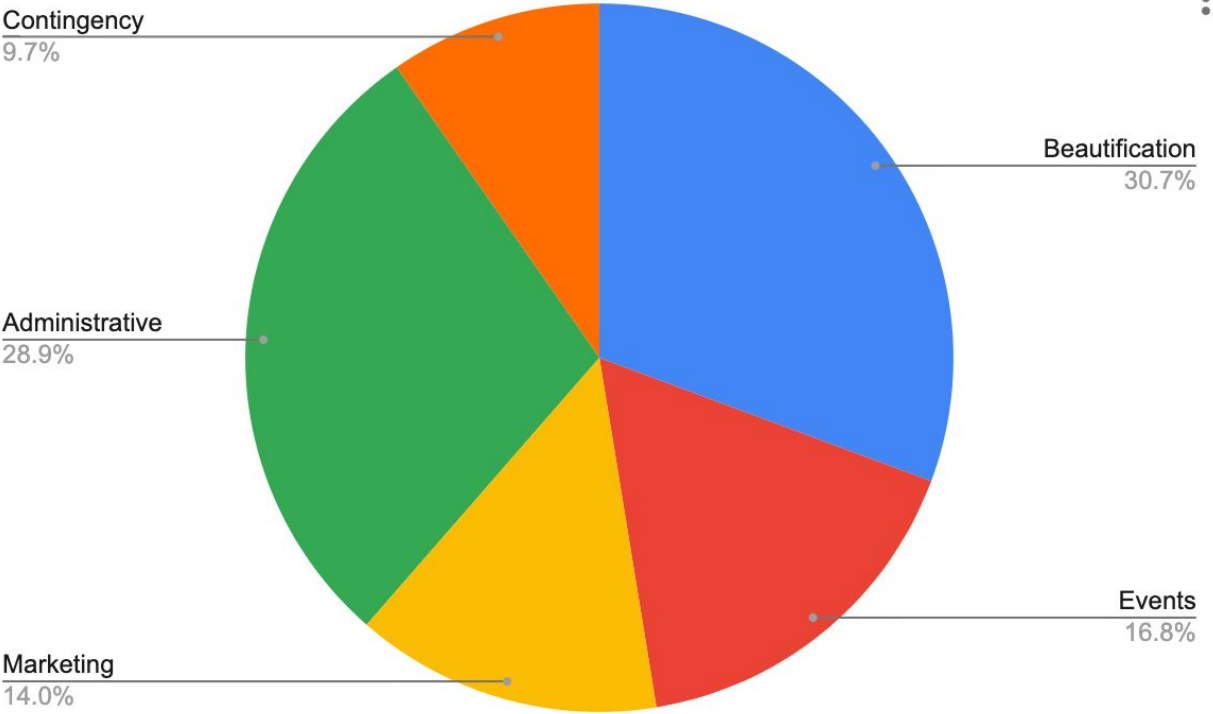
Actual Spend	
Beautification	\$96,653.85
Events	\$30,124.35
Marketing	\$26,425.26
Administrative	\$42,952.42
Total	\$196,155.88
Surplus	\$27,357.95

Budget Report: 2023 Proposal

Income	
Levy	\$127,345.09
Annual Increase	\$2,545.79
Surplus from 2022 Budget	\$27,357.95
Associate Member Fees	\$2,500.00
Sparkles Sponsorships	\$8,000.00
Merchandise	\$1,500.00
Garbage Contribution from Township	\$6,000.00
Washroom Allowance	\$10,000.00
Total	\$185,248.83

Proposed Allocation	
Beautification	\$56,800.00
Events	\$31,050.00
Marketing	\$25,920.00
Administrative	\$53,500.00
Contingency	\$17,978.83
Total	\$185,248.83

Budget Report: 2023 Allocations





Q&A OPEN DISCUSSION



*The
Village
of*

ST. JACOBS

BUSINESS IMPROVEMENT ASSOCIATION

THANK YOU!

Budget Report: 2023 Proposal

Administration	
Item	2023 Budget
Part Time Staff - Marketing & Events Manager	\$23,400.00
Part Time Staff - Program Manager	\$23,400.00
Misc. Office Supplies / Phone etc	\$500.00
General Membership Meetings	\$1,500.00
Audit Fee 2020	\$2,000.00
Waterloo Region Tourism	
Member Communications	
B2B Events	
OBIAA Membership	\$275.00
GSuite Hosting (email accts)	\$900.00
Quickbooks	\$550.00
Banking Charges	\$75.00
OBIAA Conference	
Ontario By Bike Conference	\$400.00
Member Event Grants	
Board Meetings, Misc Expenses	\$500.00
Total Spend	\$53,500.00

Beautification	
Item	2023 Budget
Flowers Install and Removal	\$30,000.00
Equipment Fee	
Flowers Maintenance	
Flowers Baskets	
Flowers Boxes	
Fall Décor - Corn stalks	
Flower Maintenance - Commu	
Bin/Bench Maint.(stain)	\$3,000.00
Garbage Removal	\$12,500.00
Grass Cutting	\$1,700.00
Bike Racks	
Mural*	
Community Space	
Garbage Bins	
Washroom cleaning	
Washroom Access Program	\$9,600.00
Total Spend	\$56,800.00



Budget Report: 2023 Proposal

Marketing	
Item	2023 Budget
Social Media Coordinator	\$13,560.00
Squarespace Hosting (website)	\$500.00
Domain Renewal	\$60.00
Social Media Ad Buy (500/mo) General Village/Shops	\$6,000.00
Other Contests & Promotions	\$2,000.00
Photography	\$2,000.00
Village Swag setup costs and small inventory	\$1,800.00
Unallocated	
Marketing Support Staff	
Total Spend	\$25,920.00

Events		
Event	Item	2023 Budget
Family Day (Fire & Ice)	Grants	\$1,800.00
	Gift Certificates	
	Advertising	
	Permits	
Easter	Gift Certificates	\$500.00
	Posters and Eggs	\$50.00
Cycle Into Summer	Cycling Event TBD	\$400.00
	Posters, Signs	\$50.00
Christmas in July	Entertainment	\$600.00
	Advertising	\$50.00
	Supplies	\$400.00
Scarecrow Social	Supplies	\$500.00
Walktoberfest	Cards	\$0.00
	Posters, Advertising	\$0.00
	Prizes	\$0.00
Pumpkin Parade	Pumpkins	\$1,000.00
	Banners	
	Micro Grant Program	\$1,500.00
	Prizes	\$300.00
	Candy	\$400.00
	Posters, Advertising	\$50.00
	SPARKLES lights	\$2,500.00
Sparkles	Carollers	\$3,000.00
	Replacement for Trolleys	
	Santa	\$1,000.00
	Bag Stuffers	\$1,500.00
	Music	\$2,000.00
	Advertising	\$2,500.00
	Stuffin Stockins	\$0.00
	Burn Barrels	\$400.00
	Additional Supplies	\$500.00
	Member Event Grants	
Total Spend		\$31,000.00