

*The
Village
of*

ST. JACOBS

BUSINESS IMPROVEMENT ASSOCIATION

St. Jacobs BIA Annual General Meeting

Tuesday, January 19, 2021 (6:00pm)

via Google Meet

Agenda

- Welcome and Introduction of the Board
 - New members and associate members
- Greetings from the Township
- Area focus – 2020 activities and 2021 plans:
 - Administration
 - Beautification & Maintenance
 - Marketing
 - Events
- Budget Report – 2020 wrap-up and 2021 proposal
- Question and Answer / Open Discussion

Edward Denyer

Fred Redekop

Edward Denyer

Phil Hipkiss

Mike Palmer

Brittany Burgess

Bob Wilbur

Edward Denyer



Welcome and Introduction of the Board

Edward Denyer

Board of Management



EDWARD DENYER - CHAIR
Owner of Eco Cafe



CRAIG MILLER - VICE-CHAIR
Owner of Xclusive Elements



BOB WILBUR - SECRETARY
Owner of Strategic Perspectives
Acting Treasurer

Board of Management



FRED REDEKOP

Township of Woolwich Ward
Councillor



MICHAEL PALMER

Executive Creative Director at Quarry
Head of Marketing Subcommittee

Board of Management



MIKE GOOD

Owner of Good's Garage, St. Jacobs Place & The St. Jacobs Mill



PHIL HIPKISS

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



Board of Management



NICK BENNINGER

Owner of The Fat Sparrow Group



BRITTANY BURGESS

Owner of La Creme
Head of Events Subcommittee

Board of Management

Support Staff



CARRIE BRISCOE
Coordinator



LESLIE KAY
Social Media Manager



A Warm Welcome!

Welcome New Businesses to the Village

- Fog Off Clothing Co.
- Those Pizza Guys
- Three Sisters Cultural Centre
- Cellar 52 (New Ownership)

Welcome Associate Members

Current Associate Members:

- St. James Lutheran Church
- St. Jacobs Country Gardens
- Waterloo Central Railway
- Mennonite Story
- St. Jacobs Quilt Company
- St. Jacobs Quilt & Fibre Art Festival
- Courtyard Waterloo St. Jacobs
- Homewood Suites
- Chef Duff at RiverSong



Greetings from Township Council

Fred Redekop, Township Councillor

Areas of Focus 2020 Activities & 2021 Plans

Edward Denyer, Phil Hipkiss, Michael Palmer, Brittany Burgess

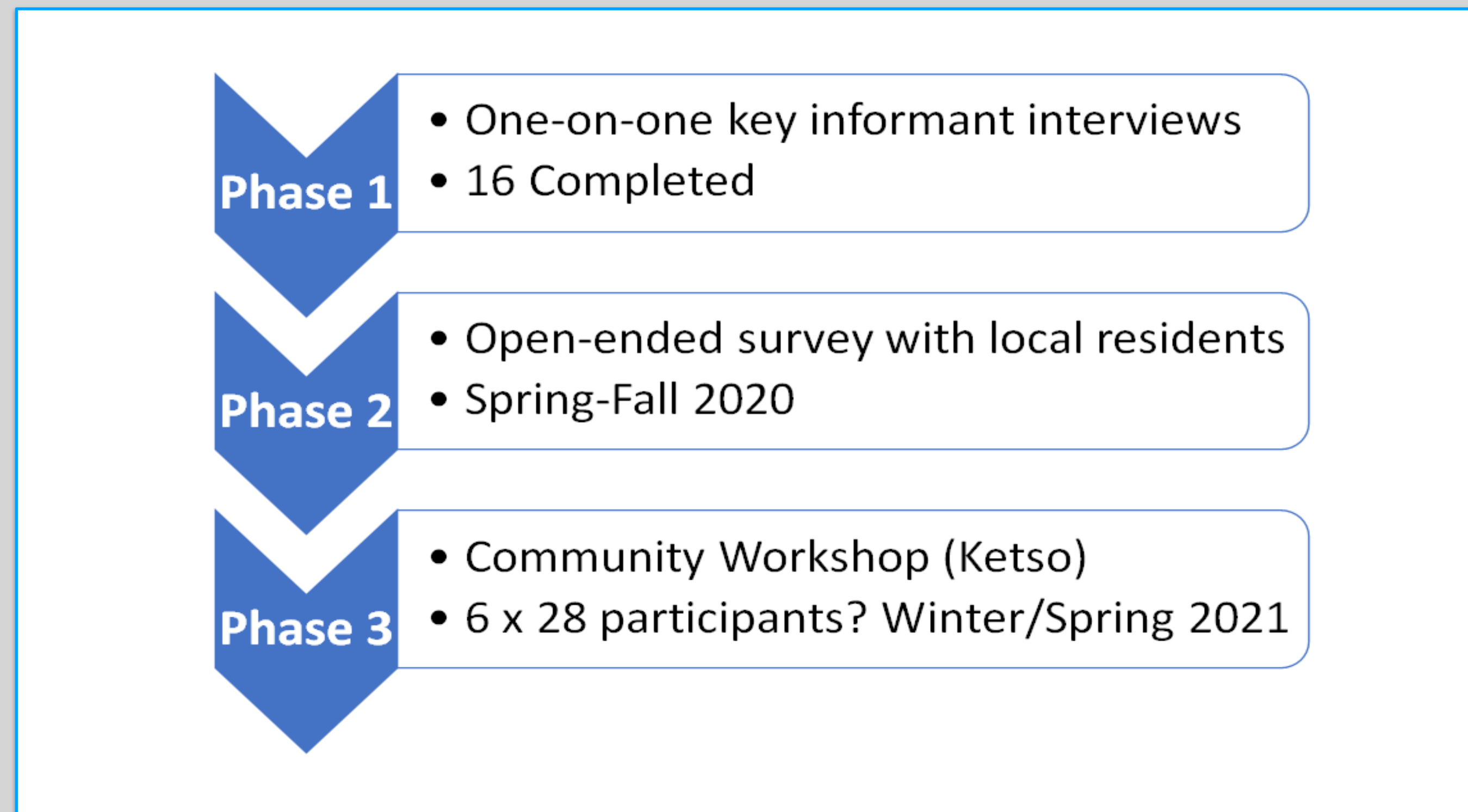
Administration

Edward Denyer

Administration

2020 Accomplishments

U of W Research Team – Phase 1



Administration

2020 Accomplishments

COVID Adaptation

- Public Washrooms - opened & enhanced cleaning funded for 2020
- Online Board Meetings
- Budget adapted to assist all covid specific directives



Administration

2021 Plans

- U of Waterloo Community Partnership - research continues into Phase 2
Online Surveys to St. Jacobs residents
- Associate Memberships continue to grow
- Community Partnerships
- Grant Model development
- Sponsorship package development



Beautification & Maintenance

Phil Hipkiss

Beautification & Maintenance

2020 Highlights

- Due to Covid, beautification budget was re-distributed to other functions (marketing) to further support outreach to support our membership
- Actual spend was primarily limited to general maintenance/beautification: Flowers, garbage, lawncare, staining of benches/garbage bins/flower boxes
- Safe distancing stickers were purchased and distributed throughout the village
- 2 mural contracts were signed, with one mural being completed (St. Jacobs - side of Xclusive building)
- Funding for the murals has been awarded through a RTO4 grant



Beautification & Maintenance



Beautification & Maintenance

2021 Plans

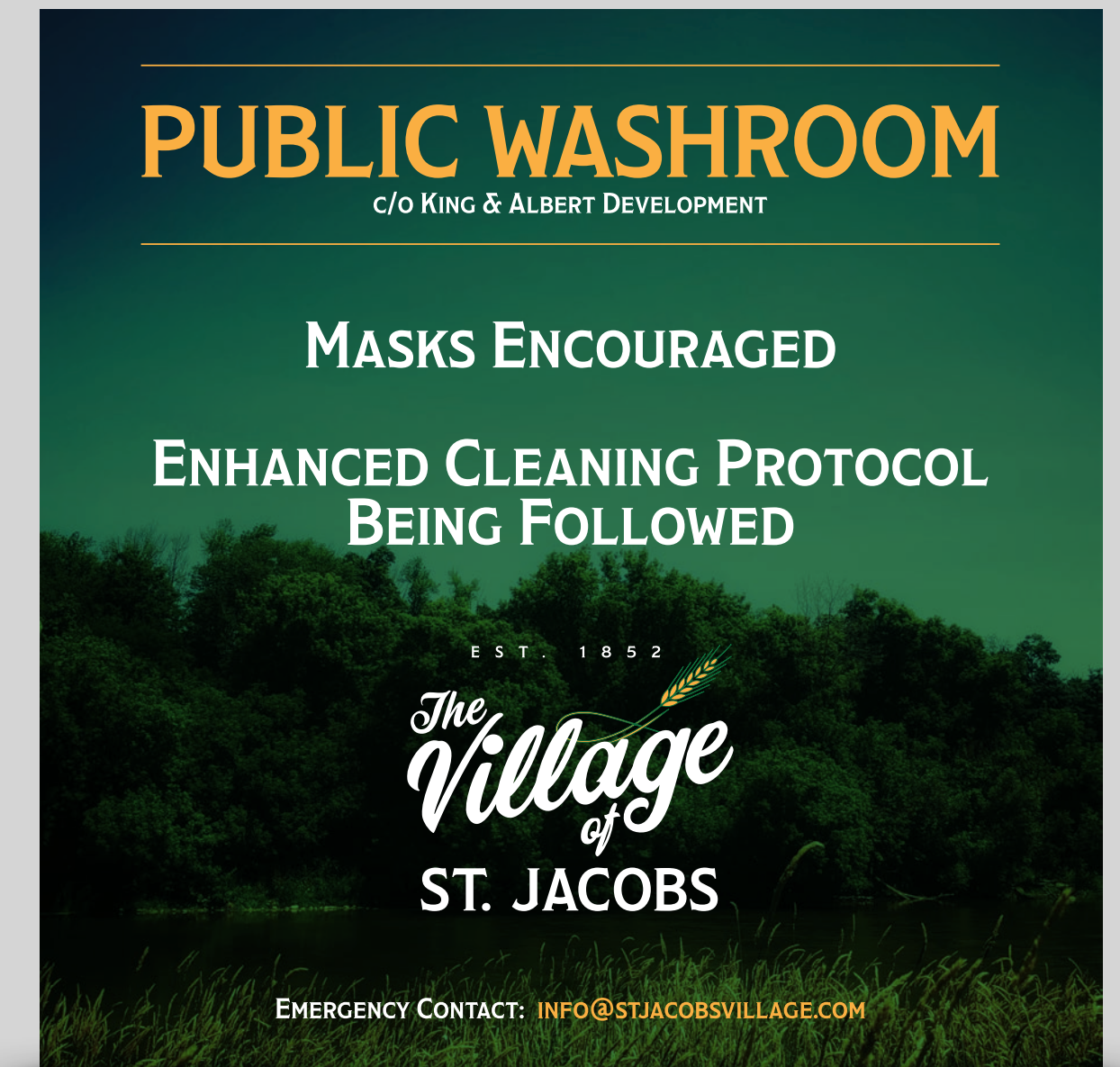
- With Covid continuing to have an impact on businesses, 2021 BU for Beautification is largely focused on the continued maintenance of our existing contracts (Flowers, garbage, seasonal decor, lawncare, and maintenance of our benches/garbage bins)
- The completion of the second funding mural will be in the spring of 2021, and one additional mural has been budgeted for
- \$25,000 of the beautification budget is being set aside for a public space. This is an ongoing, multi year project between the BIA and the township. This project was originally budgeted for in 2020 but delayed due to the impact of Covid



Beautification & Maintenance

Public Washrooms - 2020

- Due to the impacts of Covid, many shops closed their washroom facilities to public use. This raised a new concern for the village in that there are no public facilities in place.
- During 2020, as an interim solution, the BIA was funding the cleaning and maintenance of the washrooms located at the Mill - marketing them as the public facility. The facilities were offered generously by a private land/property owner, however the maintenance of the facility was the responsibility of the BIA. Although the Township provided \$2,500 in funding, cost to clean and re-stock in the last 6 months of 2020 were **\$12,000**



Beautification & Maintenance

Public Washrooms - Short term

- The BIA has been working with the township for both short/long term solutions, however options in the short term are extremely limited, and long term solutions are costly and will not be in place to support our community and businesses for 3+ years.
- For 2021, the BIA is looking to utilize a stand alone washroom (outside of Block Three) to help accommodate easier accessibility without adding additional risk to any particular businesses or land owners.
- BIA is working with the township for additional funding to cover some of the costs to maintain a public washroom during covid, however it is likely that a component of the \$25,000 public space budget will be needed for the restoration and ongoing maintenance of the proposed public facility space.
- The washroom is being updated with hopes of opening for the spring of 2021



Beautification & Maintenance

Infrastructure - Long Term Needs & Solutions

- The BIA has recognized and expressed concerns with the Township regarding the fact that there is no plan, focus or agenda to address infrastructure needs for the village of St. Jacobs (Public Washrooms, Information Centre, Street Lighting, Cross Walks, General updating of existing infrastructure) .
- A subcommittee of the BIA was able to have a meeting with three members of the township where we were informed that:
 - i. Projects related to infrastructure needs are generally on a 5 year plan - currently there is nothing slated for St. Jacobs
 - ii. The Township has no intention of funding infrastructure development for St. Jacobs, but will be open to supporting our fundraising efforts
 - iii. Any proposals for development (i.e. brick and mortar washroom facilities) will need to be addressed by multiple departments, approved by council, and require step by step involvement with the township. This will result in costs upwards of \$200,000 - \$300,000 for a brick and mortar washroom facility)



Beautification & Maintenance

Infrastructure - Long Term Needs & Solutions

- The BIA will continue to work with the Township to gain a better understanding of the steps required, and approvals needed to develop an infrastructure project plan for St. Jacobs; starting with the need for a public washroom facility. However, the end to end timeline for a solution is likely 3+ years away assuming we are able to raise the funds required for such a project.
- The BIA is concerned with the lack of focus/funding from the Township and looking for support from our members in order to raise awareness around the critical need for a infrastructure plan in the Village.



Marketing

Michael Palmer



Marketing

2020 Highlights: Social

Instagram:

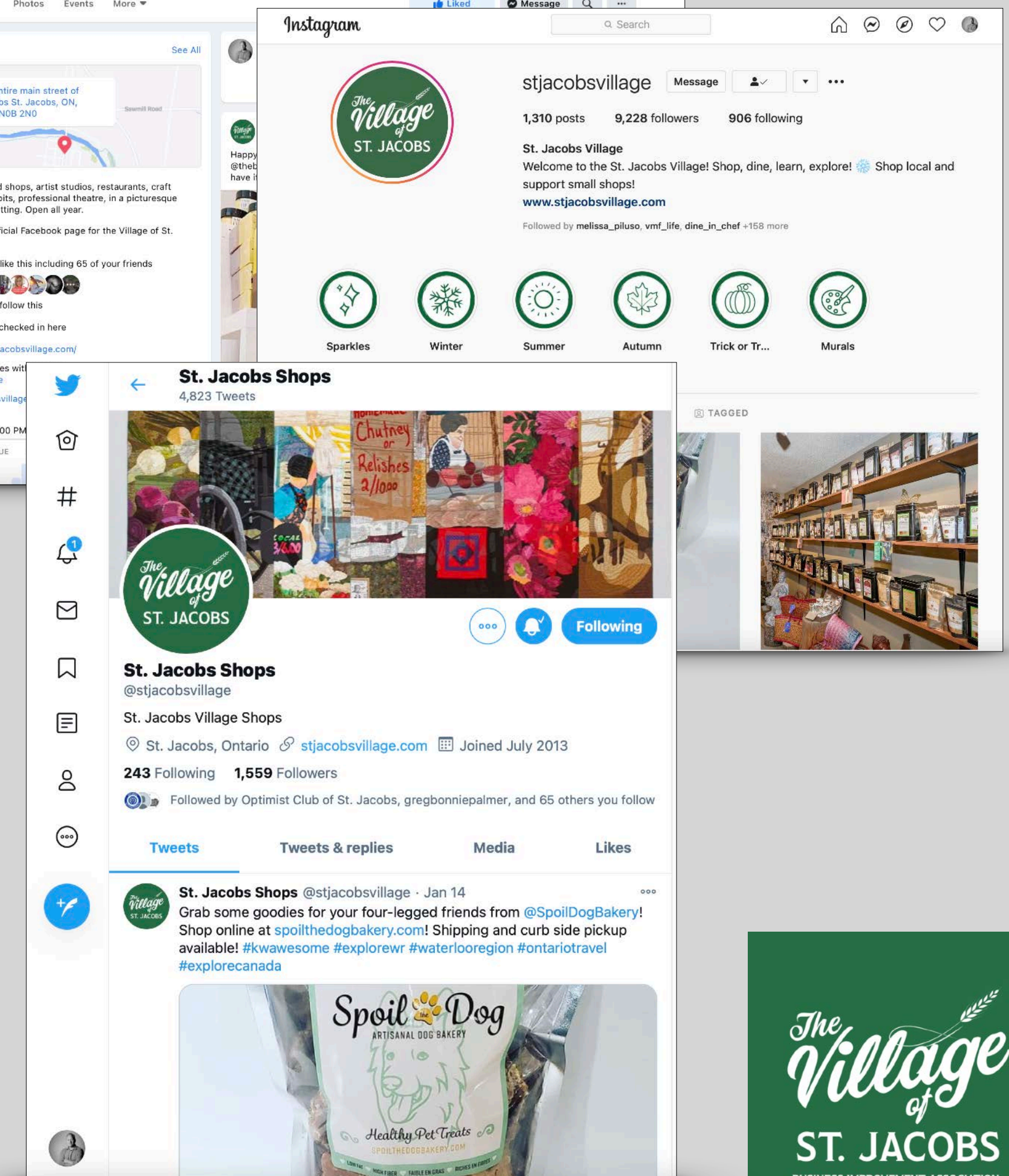
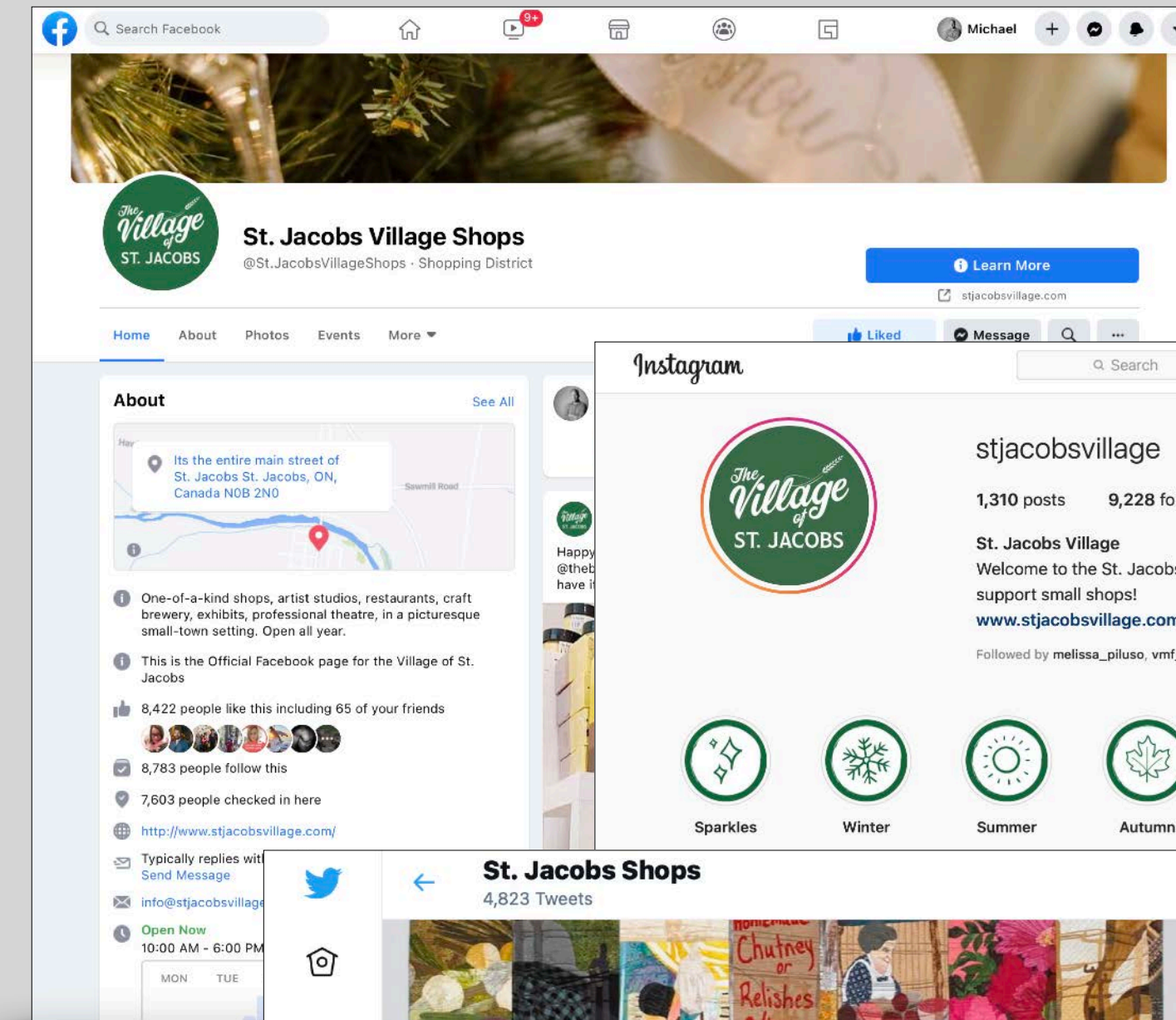
- Impressions are up 157%
- Engagements are up 35.6%
- Website link clicks are up 61.4%
- Followers are up 74.72% (We are currently sitting at 9,210. **We gained almost 3,000 followers this year!**)

Facebook:

- Since Sparkles was a little different this year—our event responses were less than they usually are which made our numbers skewed this year because the reports compare it to the previous year. Impressions are down by 37.2%
- That being said, engagements are only down 4.4%. If we had a normal Sparkles promo year, this would've actually been a great increase for us.
- Post link clicks are down by 13%—again, to be expected.
Less event responses = less post link clicks.

Twitter:

- Our following is up 8.8%, which is great since Twitter has become less impactful over the years.



Marketing

2020 Highlights: Contests

- We ran numerous contests and promotions throughout the year to keep the Village top of mind for the community, while also giving away gift cards to socially-selected businesses
- Prizing ranged from \$100-\$500 gift cards to stores, custom St. Jacobs photo puzzles, Village-branded tote bags and hotel stays with the Courtyard Marriott
- All gift cards were purchased by the BIA and other items were generously donated by partners



Marketing

2020 Highlights: Tote Bags

- St. Jacobs Village BIA was awarded a \$3,000 grant from RT04 to help promote the town
- We matched this funding with \$3,000 from our promotions budget to get hundreds of Village-branded tote bags produced
- Each business in town received 10 tote bags which many used as in-store contests/promos or rewards to their top customers
- We leveraged these for other social promotions and giveaways throughout the year
- These have been very well received and are a great environmentally friendly way to promote the Village



Marketing

2020 Highlights: Social Distancing

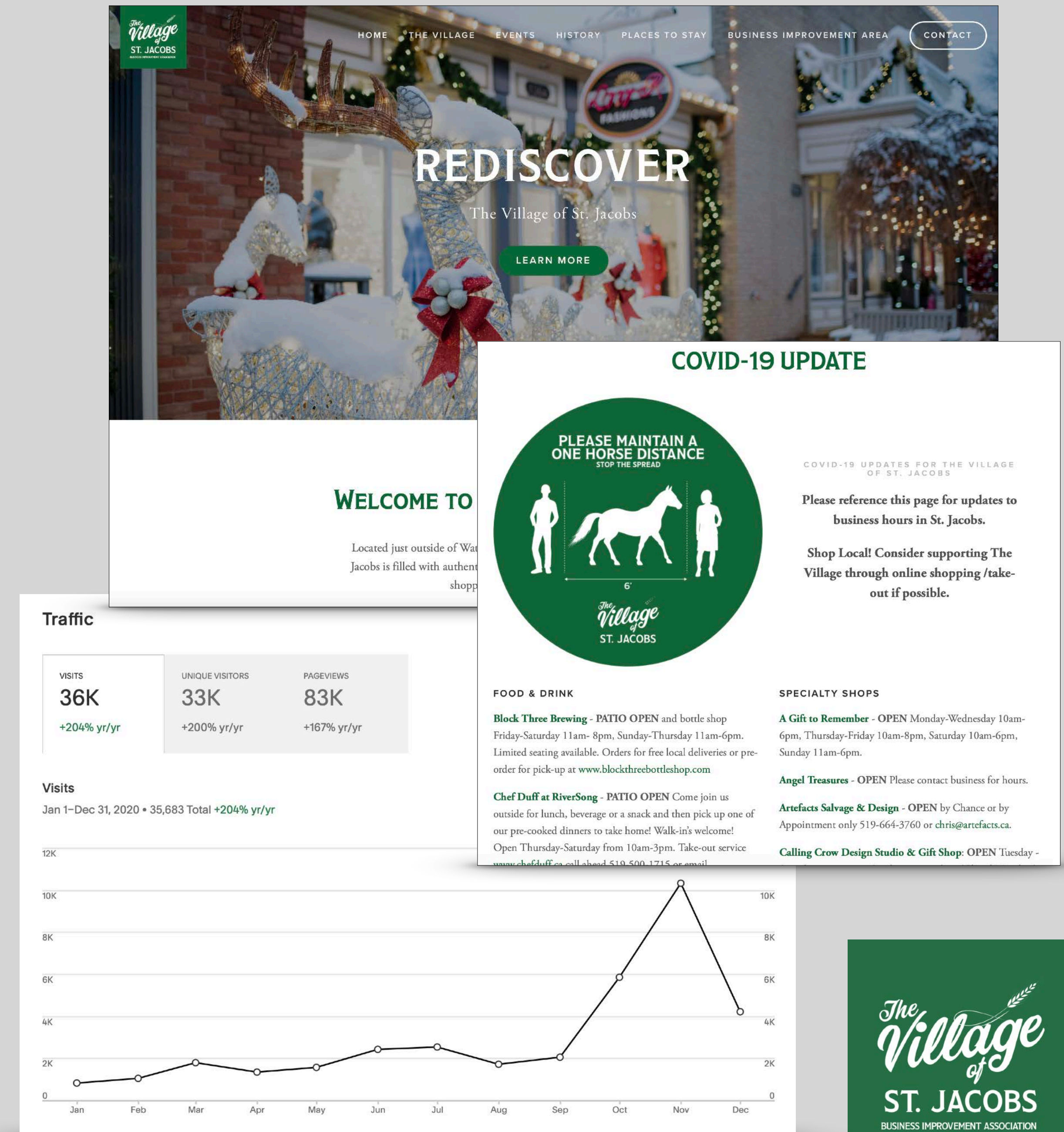
- Given the Covid situation and social distancing guidelines, we decided to create our “Please maintain a one horse distance” Village-branded social distancing clings
- These were put up throughout the entire Village and re-applied to the ground as-needed
- Kept the creative theme for new versions for Halloween and Sparkles
- Turned out to be very popular; many social posts from Village visitors, lots of people stopped in town commenting on them and even offering to buy them!



Marketing

2020 Highlights: Website

- We continued to invest in the growth of our StJacobsVillage.com website
- Saw a **204% increase** in traffic year over year
- Many businesses are now listed in our directory (if you're not, please contact us for your free business listing!)
- When Covid hit, we immediately created a response page that outlined which businesses were open, which offered curbside pickup and any other important details.
- This was updated often daily as businesses shifted to different sales methods
- Continued Googled search and site traffic growth



Marketing

2020 Highlights: Sparkles

- Created a fresh new look for Sparkles this year
- New posters, web and social graphics and signs for Santa's Workshop

NOV. 12TH — DEC. 24TH, 2020
OPEN LATE THURSDAYS & FRIDAYS!

The Village of
ST. JACOBS

St. Jacobs
Sparkles
HOLIDAY SHOPPING EVENT!

ST.JACOBSVILLAGE.COM

ST.JACOBSVILLAGE.COM @St.JacobsVillage

St. Jacobs
Sparkles
HOLIDAY SHOPPING EVENT!

PLEASE MAINTAIN A ONE HORSE (OPEN SLEIGH) DISTANCE. THANK YOU!

ONE SMALL ASK. PLEASE WEAR A MASK.

The Village of
ST. JACOBS

The main poster features a light blue background with falling snow and a pine branch with warm white lights at the bottom. It includes the event dates, location, and social media handles.

St. Jacobs
Sparkles
HOLIDAY SHOPPING EVENT!

The Village of
ST. JACOBS

SANTA'S
WORKSHOP

ST.JACOBSVILLAGE.COM

ST.JACOBSVILLAGE.COM

The sign is a brown paper bag with green text, held by a hand. It features the event logo and social media handles.

The Village of
ST. JACOBS
BUSINESS IMPROVEMENT ASSOCIATION

The logo is a green square with white text and a small leaf icon.

Marketing

2020 Highlights: Sparkles Video

- The BIA received another grant from RT04 (\$6,000) for use to help promote the Village
- We worked with local Skylight Productions to film a Sparkles promo video, featuring many business in the Village
- Posted to our social channels, this video has been viewed over 20,000 times and generated lots of buzz
- This can be re-used for years to come to help promote the event and Village



Marketing

2020 Highlights: “Pivot”

- When the region went into the RED Covid alert restriction level, we needed to halt all “Sparkles” advertising
- We still wanted to promote the town as a safe, socially-distanced shopping experience
- Leveraged our “rediscover” theme, and applied it to a “shop & support local” message and introduced new campaign collateral (website and social images)



Marketing



**Best Local Tourist
Attraction**

- 🏆 @villagebiergarten: Diamond for Best Fries, Diamond for Best Mexican Food, Gold for Best Outdoor Patio
- 🏆 @lacremestjacobs: Platinum for Best Women's Fashions
- 🏆 @homefurniturestjacobs: Platinum for Best Furniture Store
- 🏆 @draytonentertainment St. Jacobs Schoolhouse Theatre: Platinum for Live Theatre
- 🏆 @blockthree: Diamond for Best Craft Brewery
- 🏆 @thatchandfringe: Platinum for Best Hair Salon
- 🏆 @calling.crow.communications: Platinum for Graphic Design Services

Marketing

Planned for 2021

- Marketing support in any Covid-specific collateral (signage, new floor decals, etc.)
- Continued marketing funds directed to our social media channels (this allows us to be hyper-targeted to key regions and demographics, while allowing us to be as flexible as possible as the restrictions change)
- Continue to enhance the website with more robust business profile pages
- Leverage the success of the Village tote bags and create other St. Jacobs Village branded materials (hats, t-shirts, sweat shirts, etc.)
- Look for physical locations in town for selling these items in addition to the creation of an online marketplace via our website
- Event support, as-needed (Christmas in July, Halloween, Sparkles, etc.)



A photograph of two horses, one light brown and one dark brown, harnessed together to pull a wooden carriage. They are standing in a snowy, outdoor setting. The image is overlaid with a semi-transparent green filter. The text 'Events' is in white and 'Brittany Burgess' is in orange.

Events

Brittany Burgess

Events

BIA Events in 2020

2020 was a challenging year for our village events.

Pumpkin Parade October 30 & 31 - This was a fun and successful event based on attendance and feedback. We look to expand in 2021



Events

BIA Events in 2020

Sparkles November 12 - December 24 (expanded to 6 weeks)

Highlights:

- Santa's workshop was off to a great start.
- Light Displays were installed at South End and Tree at Lutheran Church for upcoming events
- Unfortunately we moved to "Red Zone" after the first, which caused us to change our plans and messaging to protect the Sparkles Brand.

"Shop Local" became digital version of sparkles focusing on village businesses and running contests until Christmas.



Events

BIA Events for 2021

- After learning a lot from the 2020 we look forward to both new events and modifying our current ones.
- Focusing on “Pandemic Proofing” our existing events and creating new events that keep restrictions in mind.

- Valentines/Spring (Virtually TBD)
- Christmas in July (TBD)
- Pumpkin Parade/Trick or Treat (TBD)
- Sparkles/Holiday Event (TBD)



Budget Report 2020 Wrap up & 2021 Proposal

Bob Wilbur

Budget Development Process

- Board Review of 2020 expenditures - key learnings
- Committees (Beautification, Marketing, Events, Admin) each met as a team and presented their plans & desired spend for 2021
- Each line item is assessed and discussed at the Board Level until a consensus for priorities & total spend is reached
- Opportunities identified for cost savings and direct contributions from our members and supporting community

Budget Report: 2020 Recap

Income - Planned	
2020 Levy	\$122,400
Estimated surplus from 2019	\$26,000
Garbage Contribution from Township	\$6,000
Est. - Associate member fees & Decor reimbursement	\$3000
Total	\$157,400

Planned Allocation	
Beautification	\$53,317
Events	\$27,319
Marketing	\$28,750
Administrative	\$45,850
Contingency	\$2,164
Total	\$157,400



Budget Report: 2020 Recap

Income - Actual	
2020 Levy	\$117,094
Surplus from 2019	\$24,607
Garbage Contribution from Township	\$6,000
Total	\$147,701

Mid Year Adjustments	
Beautification	\$36,500
Events	\$34,650
Marketing	\$34,090
Administrative	\$38,850
Contingency	\$2,611
Total	\$147,701

Budget Report: 2020 Recap

Additional Income	
RT04 - Totes	\$3,000
RT04 - Videos	\$5,000
RT04 - Murals	\$7,500
RT04 - Loop Contest	\$200
Associate Member Fees	\$1,200
Township Washroom Cleaning	\$2,500
Total	\$19,400

Budget Report: 2020 Recap*

Income - Actual	
2020 Levy	\$117,094
Surplus from 2019	\$24,607
Garbage Contribution from Township	\$6,000
Sub Total	\$147,701
Additional Income	\$19,400
Total	\$167,101

Spend - Actual	
Beautification	\$32,946
Events	\$27,647
Marketing	\$29,127
Administrative	\$37,439
Contingency	1,695
Total Spend	\$128,854
Surplus vs Budget	\$18,847
Surplus vs Income	\$38,247

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



Budget Report: 2021 Proposal*

Income - Planned	
Levy	\$119,435
Surplus from 2020 Budget	\$30,000
Garbage Contribution from Township	\$6,000
Est of other Income	\$1,200
Total	\$156,635

Planned Allocation	
Beautification	\$63,108
Events	\$20,000
Marketing	\$31,110
Administrative	\$40,830
Contingency	\$1,587
Total	\$156,635

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



Q&A: Open Discussion



*The
Village
of*

ST. JACOBS

BUSINESS IMPROVEMENT ASSOCIATION

Thank you!

Budget Report: 2021 Proposal - Details

Administration	
Administrative Staff (Coordinator, Treasurer, Marketing + Administrative Fee)	
15 hr week Coordinator fee	\$19,500.00
5 hr week Treasurer support	\$6,500.00
5 hr week Marketing support	\$6,500.00
Board Liason fee	\$1,500.00
Additional hours for Sparkles (events)	\$1,500.00
Misc. Office Supplies / Phone etc	\$500.00
General Membership Meetings	\$1,000.00
Audit Fee 2020	\$1,800.00
Waterloo Region Tourism	\$500.00
Member Communications	\$300.00
B2B Events	\$500.00
OBIA Membership	\$250.00
GSuite Hosting (email accts)	\$480.00
Total Administrative Spend	\$40,830.00

Marketing	
Squarespace Hosting (website)	\$240.00
Domain Renewal	\$30.00
Social Media Ad Buy (500/mo) General Village/Shops	\$6,780.00
Social Media Ad Buy/Digital/Print Events	\$2,000.00
Social Media Management	\$13,560.00
Update to online sales	\$4,000.00
Rediscover contests	\$2,000.00
Other Contests & Promotions	\$2,000.00
Social Media and Marketing 101 meetings for shops	\$500.00
Total Spend	\$31,110.00



Budget Report: 2021 Proposal - Details

Beautification	
Flowers Install and Removal	\$452.00
Flowers Maintenance	\$4,802.50
Flowers Baskets	\$2,034.00
Flowers Boxes	\$1,220.40
Bin/Bench Maint.(stain)	\$2,500.00
Garbage Removal -currently appx 800/mo	\$9,600.00
Garbage Removal - additional bins	0
Garbage Bins - New/Organic	\$0.00
Benches-Add New	\$0.00
Mural*	\$3,800.00
Mural*	\$0.00
Fall Décor - Corn stalks	\$2,500.00
Grass Cutting Don Rumig (519.664.3949)	\$1,200.00
Community Space Library/Large Space	\$25,000.00
Public Waashroom Updates	\$10,000.00
Total Spend	\$63,108.90

Events	
Sparkles	\$12,000.00
Halloween	\$3,000.00
Spring/Summer Events	\$5,000.00
Total Spend	\$20,000.00

