

*The
Village
of*

ST. JACOBS

BUSINESS IMPROVEMENT ASSOCIATION

St. Jacobs BIA Annual General Meeting

Thursday, January 20, 2022 (6:00pm)

via Zoom

Agenda

- Welcome and Introduction of the Board
- Greetings from the Township
- Area focus – 2021 activities and 2022 plans:
 - Administration
 - Beautification & Maintenance
 - Marketing
 - Events
- Budget Report – 2021 wrap-up and 2022 proposal
- Question and Answer / Open Discussion

Edward Denyer

Fred Redekop

Edward Denyer

Phil Hipkiss

Mike Palmer

Brittany Burgess

Graham Spence

BIA Executive & Board

Welcome and Introduction of the Board

Edward Denyer

Board of Management - Executive



EDWARD DENYER - CHAIR
Owner of Eco Café
Vacancy 2023



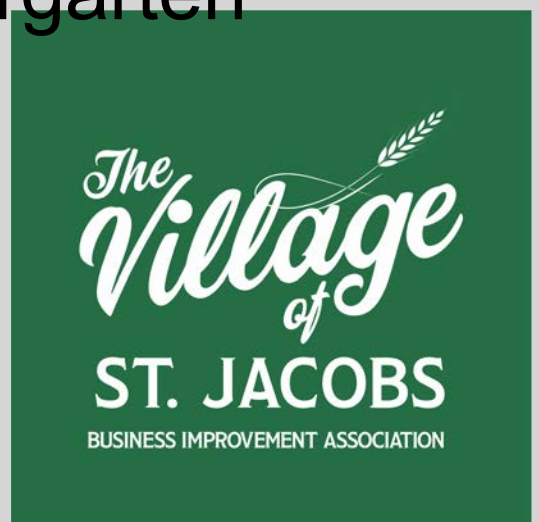
CRAIG MILLER - VICE-CHAIR
Owner of Xclusive Elements



BOB WILBUR - SECRETARY
Owner of Strategic Perspectives
Vacancy 2023



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



Board of Management



FRED REDEKOP
Township of Woolwich
Ward Councillor



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



NICK BENNINGER
Owner of
The Fat Sparrow Group



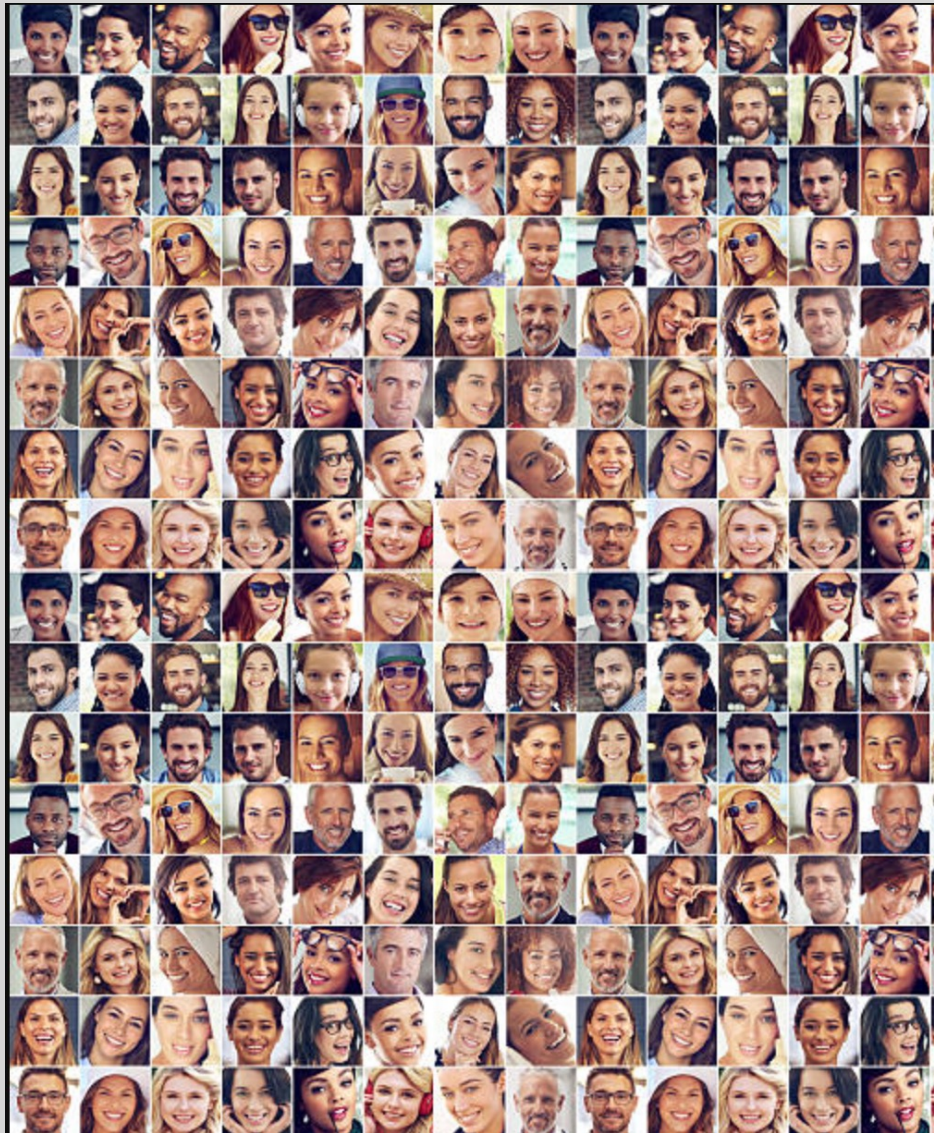
BRITTANY BURGESS
Owner of La Creme
Head of Events Subcommittee



Board of Management



MICHAEL PALMER
Marketing Subcommittee 2021
Vacancy 2022



VACANCY
This Could Be You



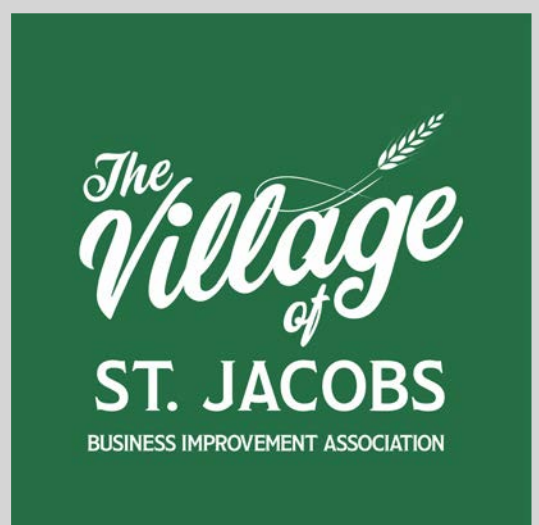
Board of Management Support Staff



CARRIE BRISCOE (TEMP)
Co-Ordinator 2021
Vacancy 2022



LESLIE KAY
Social Media Manager



A warm welcome!

Welcome New Businesses to the Village

- Living Fresh
- CHANGE Lifestyle & Apparel
- Divine Dreams Crystals
- The Shed by Lenjo Bakes
- The Tasting House
- Stroll Walking Tours
- Hotel 52

Welcome Associate Members

Current Associate Members:

- Advantage Insurance Brokers
- Hampton Inn
- Mennonite Story
- Stroll Walking Tours
- St. James Lutheran Church
- The Blue Bruce
- Waterloo Central Railway
- Weber's Fabricating
- Chef Duff at RiverSong *
- Homewood Suites *
- St. Jacobs Country Gardens *
- Courtyard Waterloo St. Jacobs *

* Pending 2022 renewal



Greetings from Township Council

Fred Redekop, Township Councillor

Areas of Focus 2021 Activities & 2022 Plans

Administration

Edward Denyer, Craig Miller

Administration

2021 Accomplishments

Public Washrooms funded, leased & maintained

Event Grant Model – Pilot (Kultrun Festival – success amid Covid)

TBA – Public Space Development Grant

U of W Research Team – Cocreated Vision of Placemaking

- Phase 1 – Interviews Key Stakeholders - Complete
- Phase 2 – Surveys among Local Residents - Complete
- Phase 3 – Community Workshops (TBD)
 - 2 year project – 2 grad students – Mitac’s funding of \$90k / needs funding partner for \$30k
 - RTO4 and Trillium both possible funders



Administration

UNDERSTANDING SENSE OF PLACE IN ST. JACOBS VILLAGE

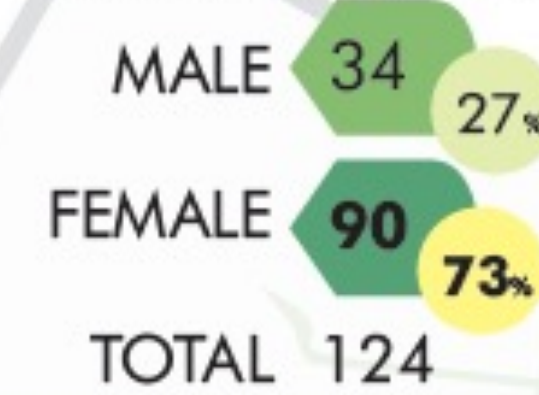


This infographic shares information from the second phase of a research partnership between the St. Jacobs BIA and the University of Waterloo. The project explores how business owners and residents feel about their place in the village.

Critical Connection of people to the place, as they live in, as they understand the space.

PLACEMAKING

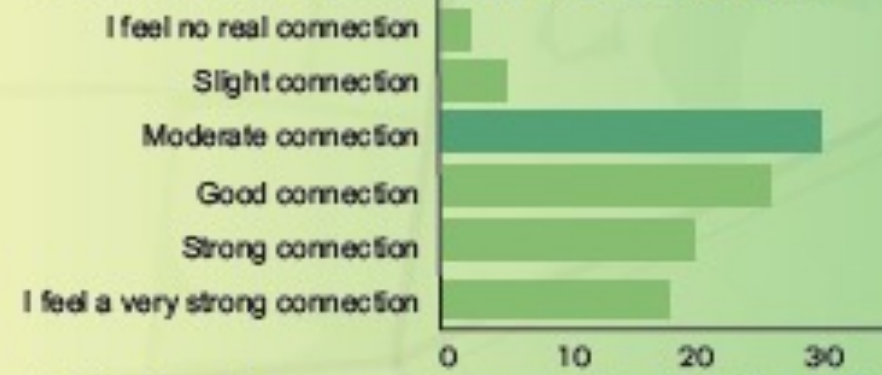
PARTICIPANT PROFILES



FRIENDLY FAMILY CREATIVE QUIET BLENDED PICTURESQUE VILLAGE TOURIST HOMEY
SUPPORTIVE BUSY EXPENSIVE CHARMING OLD CLOSE-KNIT WELCOMING COZY VIBRANT COMFORTABLE QUIANT
TRENDY TRENDSY ECOCLOGY FEEL ENGAGED GENEROUS PEACEFUL

VISUAL VOCABULARY

FEELINGS OF COMMUNITY CONNECTION



Gender had a significant impact on community connectedness and other factors in the survey.

COMMUNITY CONNECTEDNESS SCALE

Residents and business owners had different opinions about tourism development in the village.

- Tensions between growing tourism or emphasising community enrichment.

Residents felt their feedback was often "unheard," "unused," and "shut down".

COMMUNITY PLANNING

Interests of both Residents and Business

Findings from the survey will be used in the planning of community workshops for the development of a co-created vision for St. Jacobs Village.

NEXT STEPS

Facilitating safe spaces for open dialogue

Gender inclusion

FRAMEWORK FOR CO-CREATED VISION

Administration

2022 Plans

- Board Succession
- New Administrative Model
 - Executive Director / Coordinator
- Recovery (Grants), Levy change & Action Plan 2023
- Public Washrooms



Administration

Executive Director Position

- **Why?**

- Departure of key individuals
- Current Board created to transition from private to public
- Vision and sustainability for the future

- **Function**

- Report to BIA Board
- Development needed: memberships, member engagement, revenue & grants, fundraising
- Administration & HR
- Marketing & Public Relations & communications
- Develop, execute, monitor on an array of plans, activities and programs
- Increase funding needed to support initiative (\$75k to \$100k)

- **Other BIAS – OBIAA 2021 Member Salary Survey**

- 80% BIAs have Executive Director (73)
- 44 full time – Wage range (+\$60k, 28) (+\$70k, 16)



Beautification & Maintenance

Phil Hipkiss

Beautification & Maintenance

2021 Highlights

- Spend was primarily limited to general maintenance/beautification: Flowers, garbage, lawncare, staining of benches/garbage bins/flower boxes
- 3 mural contracts were signed and completed (Cellar 52, Three Sisters Cultural Lot and Living Fresh)
- Funding for the murals has been awarded through a RTO4 grant

Beautification & Maintenance

2022 Plans

- With Covid continuing to have an impact on businesses, 2022 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)
- \$25,000 of the beautification budget from FY20 has been retained and is being set aside for a public space- to be started early spring of FY22. 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



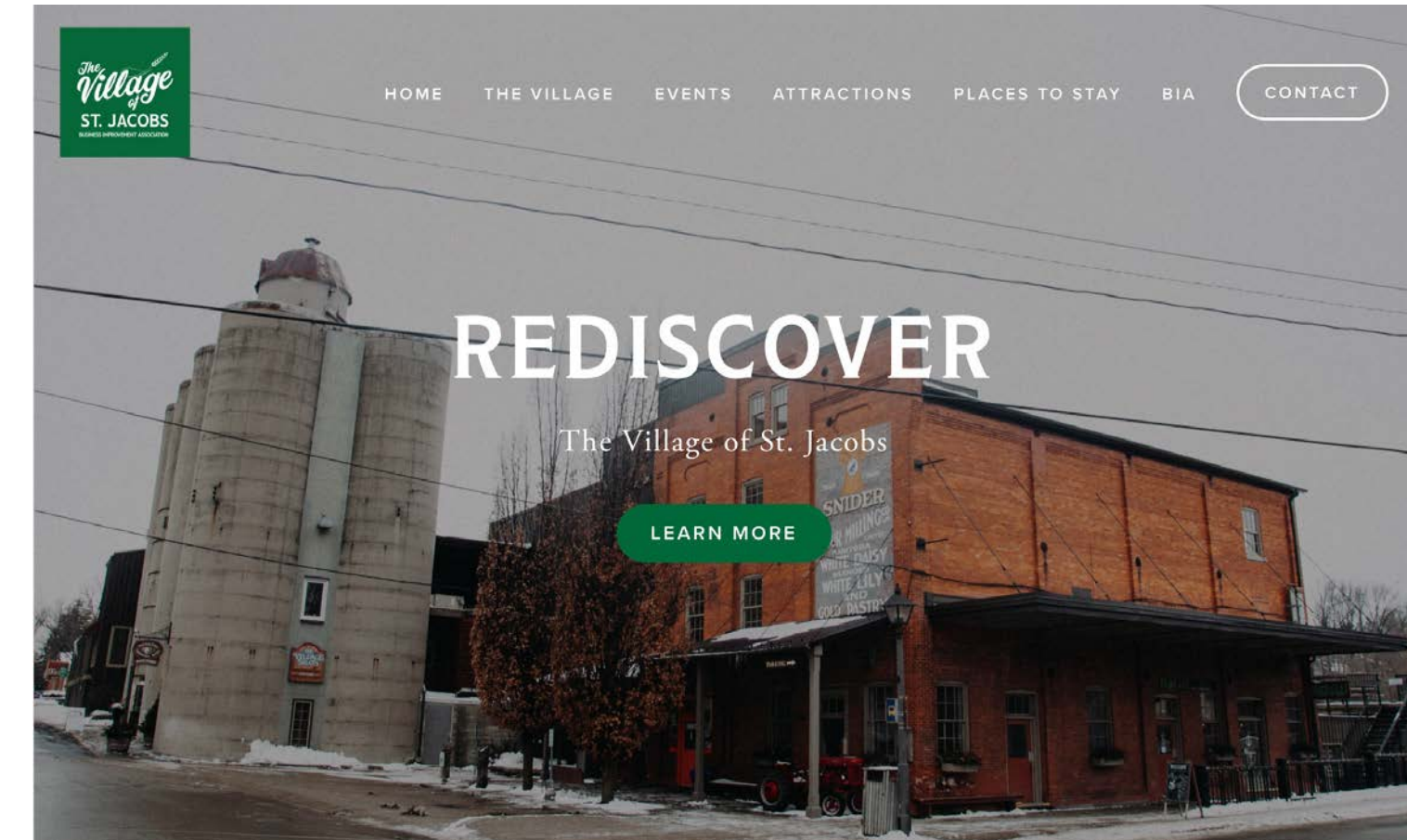
Marketing

Michael Palmer

Marketing

2021 Highlights

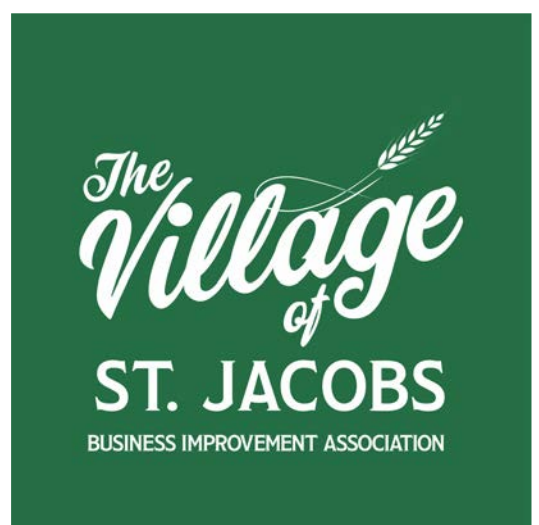
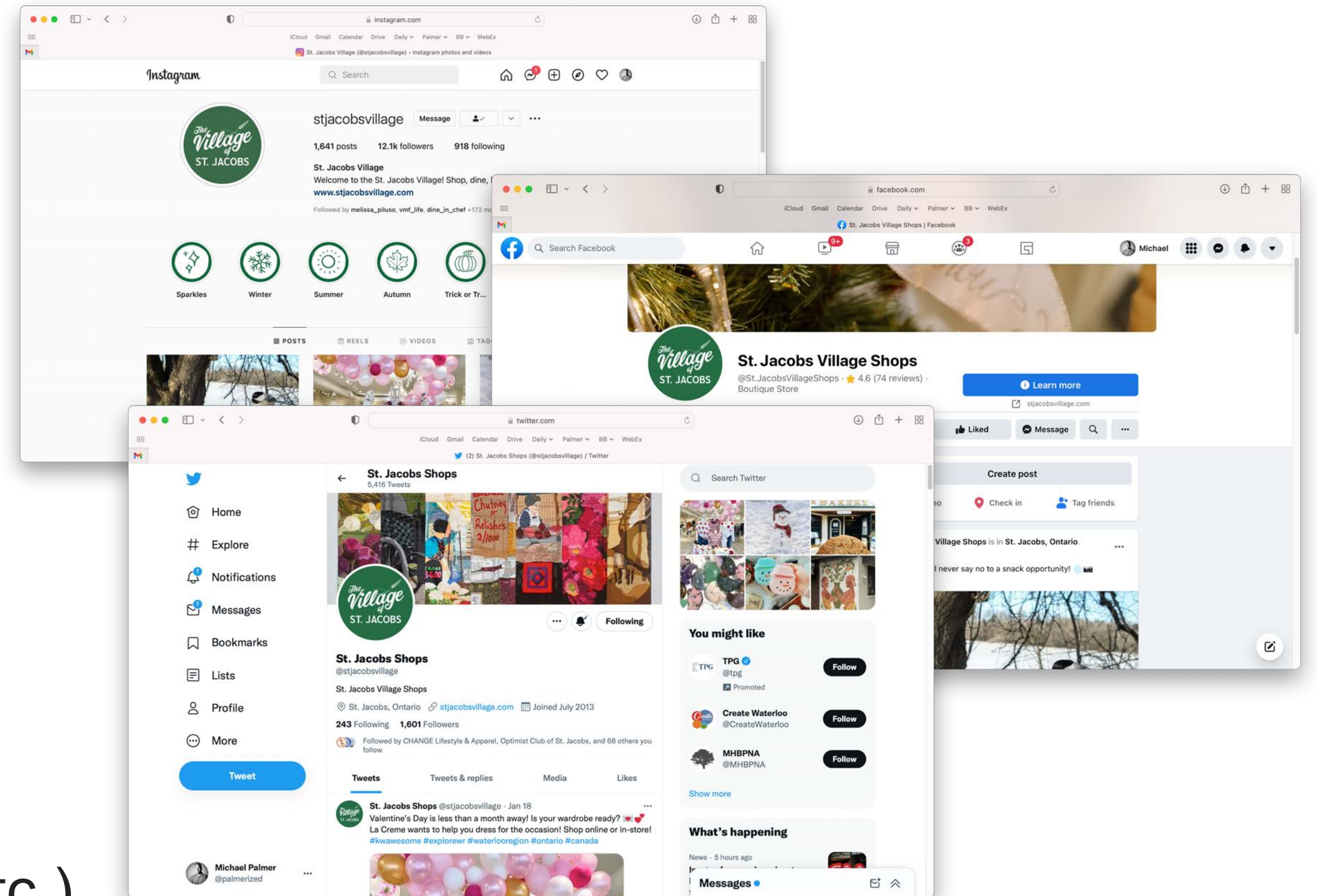
- Continued website growth; up 158% vs 2021
- 82,000 unique visitors/233K page views
- Highest traffic was Nov-Dec
- Top page views; Sparkles, Village Directory, Events, Attractions, Village Biergarten and Stone Crock Bakery
- On-going updates to Village Directory, Events and Attractions sections
- KW Dog Friendly Ads (x2)



Marketing

2021 Highlights

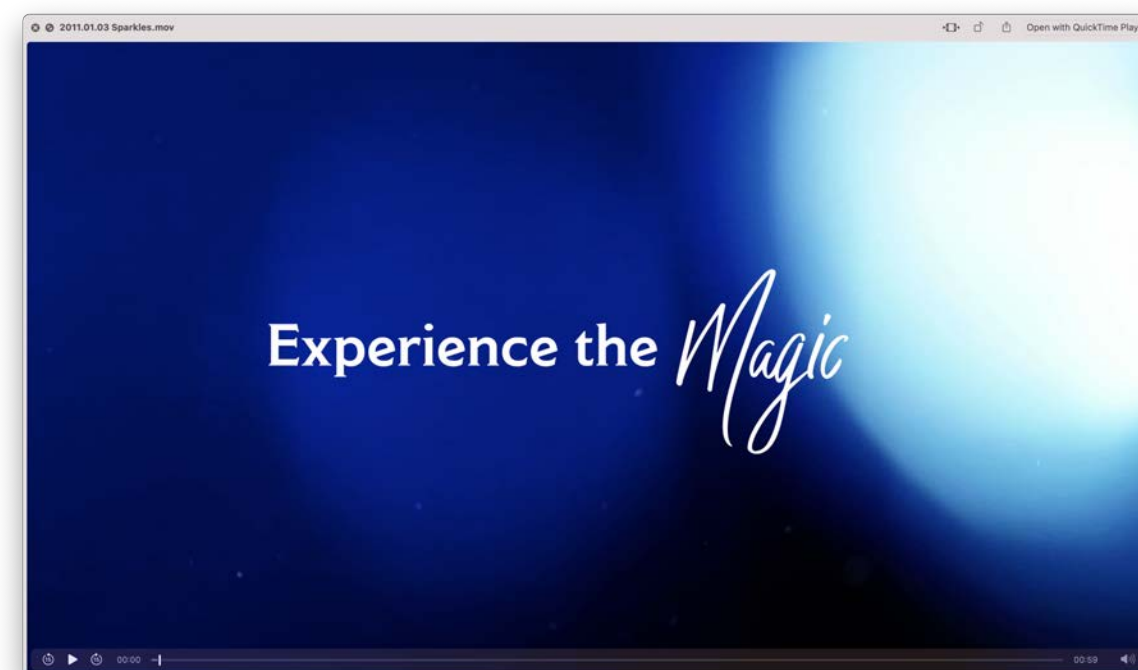
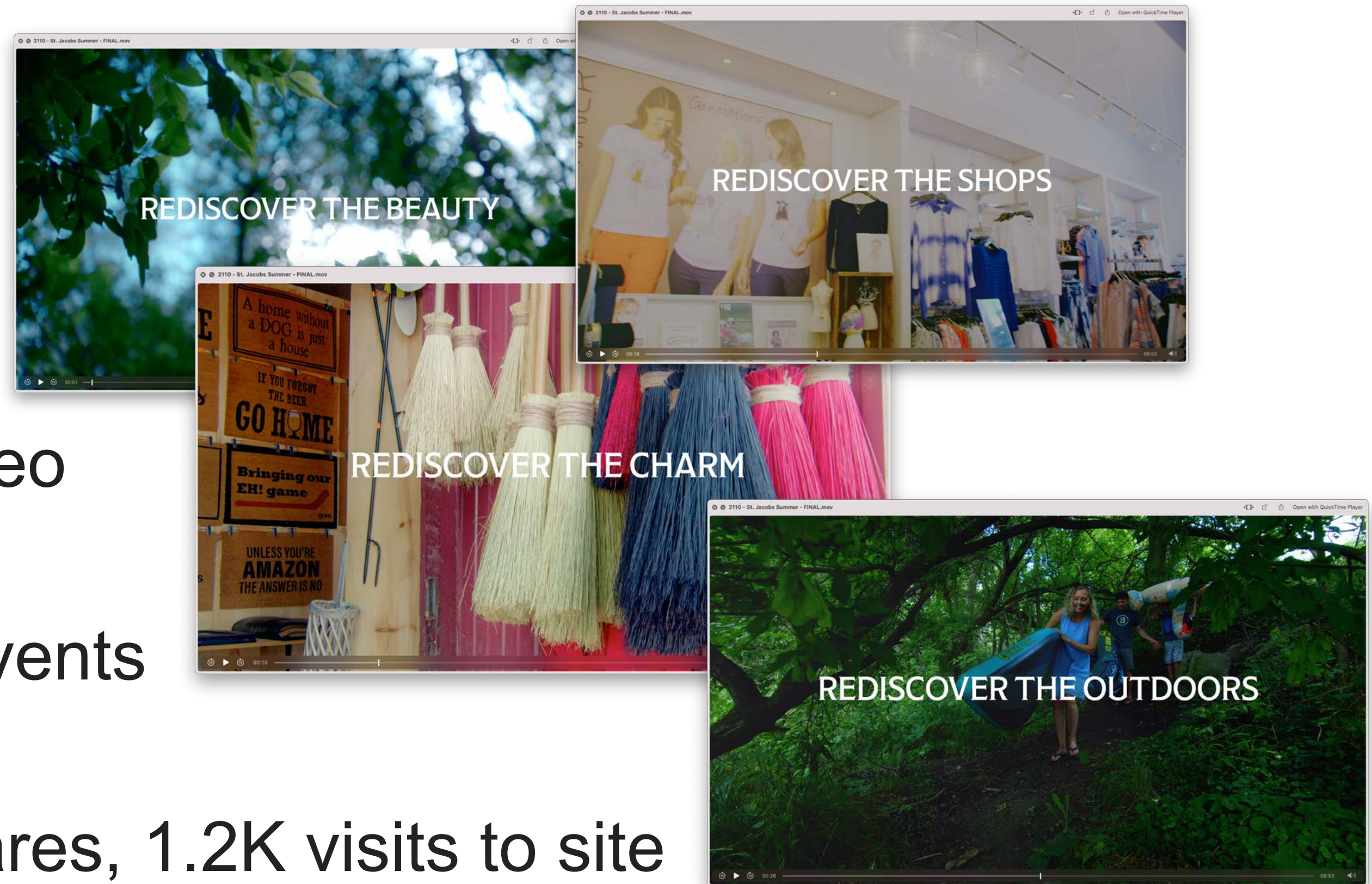
- Social media growth continues:
 - *Instagram: 3,000 new followers, Impressions up 47%, Engagement up 14%*
 - *Facebook: 1,400 new followers, Impressions up 29%, Clicks up 64%*
 - *Twitter: 38 new followers, Impressions up 5%, Clicks up 3%*
- Social media ad buys
 - Monthly ad boosting to GTA
 - Events ad buys (Pumpkin Parade, Sparkles, etc.)
- Rediscover St. Jacobs Village contests
 - 2 promos (2 x \$100 gift cards, 10 x \$100 gift cards)
- Leveraged social media influencers to help promote the Village/Events further



Marketing

2021 Highlights

- St. Jacobs Village Summer Promo video
- \$2,500 grant provided by RT04
- Shared the remaining budget with Events
- Partnered with Skylight Video
- 20.3K impressions, 254 likes, 70 shares, 1.2K visits to site
- Leveraged last year's Sparkles video for this year's event



Marketing

2022 Plans

- Continue to evolve the website,
 - Add new business pages as they join the Village
 - Keep Directory and Events up-to-date (key during Covid/seasonality)
- Keep social momentum going (continued ad-buy to support monthly promotions and key Village events)
- Support two more Rediscover promos
- Budget for social influences to visit the Village/Events
- Social Media 101 training for Village businesses



Events

Brittany Burgess

Events

Walktoberfest

- Well attended
- Almost 100 “gifts” between Spoil the Dog, Stone Crock & Block 3
- Challenges with participation from shops, lack of understanding about event
- Focus for 2022- Event will be shifted to more of a Food & Drink focus

Pumpkin Parade

- Community focused event with very positive feedback despite the weather

Highlights:

- Movie @ The Stone Crock Big Tent Friday
- Music by Mike Palmer Saturday
- Over 400 Candy Bags given out by the Optimist Club
- Almost all 500 pumpkins picked up

Focus for 2022-Bring back Trick or Treat with more interaction with Village businesses



Events

Sparkles

Highlights:

- Three VERY BUSY weekends in the village
- Many Shops participated with sales & specials
- Carolers & Live music throughout the village all 3 weekends
- Santa every Saturday with help from Optimist Club volunteers
- Horse Drawn Trolleys every Saturday
- HC Bar for Stuffin' Stockings first weekend

Focus for 2022

- Two Weekend Event: November 17-20 & November 24-27
- Attractions to be focused on ALL 8 days (as budget allows)
- Advertising will start earlier this year as long as Covid regulations allow
- More volunteers are needed for attractions to run smoothly.
- Space for Santa *new*
- ***More participation is needed with extended hours from all businesses. Many complaints that businesses did not have cohesive operating hours, which deters guests from attending in the future***



Events

2022 Plans

- Winter Wander Weekend – Family Day Weekend (if restrictions allow)
- Easter Themed Event in April
- Long Weekend Sidewalk Sale – During the summer (dates TBD)



Budget Summary

Graham Spence

Budget Report: 2021 Recap

Income	Planned	Actual
2020 Levy	\$124,848	\$121,787
Carryover	\$45,201	\$45,201
Township Contribution - Garbage Collection	\$6,000	\$6,000
Township Allowance - Washroom Maintenance		\$10,000
Associate Member Fees	\$1,200	\$1,500
Grants		\$19,452
Donations		\$1,450
Total	\$177,249	\$205,390

Expenses	Planned	Actual
Beautification	\$63,108	\$63,825
Events	\$20,000	\$9,832
Marketing	\$31,110	\$36,743
Administrative	\$40,830	\$25,125
Total	\$155,048	\$135,527
Contingency	\$22,201*	\$69,863

* Carry over from previous year more than expected



2022 Budget Proposal

Income - Planned	
Levy	\$127,344
Surplus from Previous Budget	\$69,864
Township Contribution - Garbage	\$6,000
Township Contribution - Washroom Maintenance	\$10,000
Associate Member Fees	\$1,500
Total	\$214,708

Expenses Planned	
Beautification	\$98,919
Events	\$35,000
Marketing	\$31,550
Administration	\$38,190
Total	\$203,659
Contingency	\$11,049



Budget Report: 2022 Proposal - Details



Budget Report: 2022 Proposal - Details



Q&A Open Discussion



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Thank you!