

*The  
Village  
of*

**ST. JACOBS**

BUSINESS IMPROVEMENT ASSOCIATION

# **St. Jacobs BIA Annual General Meeting**

**Tuesday, January 21, 2020 (6:00pm)**

@ Block Three Brewing Co



# Agenda

- Welcome and Introduction of the Board
- Greetings from the Township
- Area focus – 2019 activities and 2020 plans:
  - Administration
  - Beautification & Maintenance
  - Marketing
  - Events
- Budget Report – 2019 wrap-up and 2020 proposal
- Question and Answer / Open Discussion

**Edward Denyer**  
**Fred Redekop**

**Edward Denyer**  
**Phil Hipkiss**  
**Mike Palmer**  
**Craig Miller**  
**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  
Head of St. Jacobs BIA Events  
Subcommittee



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





# Board of Management



**FRED REDEKOP**  
Township of Woolwich Ward  
Councillor



**MICHAEL PALMER**  
Executive Creative Director at Quarry  
Head of St. Jacobs BIA Marketing  
Subcommittee





# Board of Management



**MIKE GOOD**

Owner of Good's Garage, St. Jacobs  
Place & The St. Jacobs Mill  
Head of St. Jacobs New Business  
Development Subcommittee



**PHIL HIPKISS**

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





# Board of Management



**NICK BENNINGER**  
Owner of The Fat Sparrow Group



**BRITTANY BURGESS**  
Owner of La Creme



# Board of Management Support Staff



**CARRIE BRISCOE**  
Co-ordinator



**AMANDA PALMER**  
Finance & Treasury Support



**LESLIE KAY**  
Social Media Manager



**A warm welcome!**



# Welcome New Businesses to the Village

- Fat Sparrow Group
- Hillside Variety
- Calling Crow
- The Village Biergarten
- The Bath Market
- Feral & Free
- Kultrun Market
- Neruda Arts





# Welcome New Businesses to the Village

- New store name: Raspberry Boutique  
(formally Jewelry Secrets)
- Coming in 2020: Those Pizza Guys





# 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 2020:**

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





# Greetings from Township Council

Fred Redekop, Township Councillor



# Areas of Focus 2019 Activities & 2020 Plans

Edward Denyer, Phil Hipkiss, Michael Palmer, Craig Miller



# Administration

Edward Denyer



# Administration

## 2019 Accomplishments

Wilfrid Laurier University – Lazaridis School of Business & Economics:

- MBA program project – Strategic Plan developed
- Surveys created & executed – 220 responses
- Data tabulated and evaluated
- Strategic Plan finalized summer 2019
  - *Definition of who our visitors are, both local and semi-local*
  - *Suggestions for methods to grow visitor base*

**LAZARIDIS**  
*School of Business & Economics*





# Administration

## 2019 Accomplishments

University of Waterloo Community Partnership:

- Involvement in REC 280/480 course Winter term
- Research project:
  - Phase 1: One-on-one interviews with key stakeholders in St. Jacobs
    - *~20 defined stakeholders*
    - *Interviews on-going (preliminary results for March 2020)*
  - Phase 2: Open-ended surveys with residents (Spring 2020)
  - Phase 3: Community Engagement Workshops (Fall 2020 & Winter 2021)

UNIVERSITY OF  
**WATERLOO**





# Administration

## 2019 Accomplishments

Main Street Beautification Grant received





# Administration

## 2020 Plans

- UofW – Community Partnership research continues
  - *Complete phase 1 this month*
  - *Phase 2 and 3 by the end of the year*
- Associate Memberships
- Grant Model development



# Beautification & Maintenance

Phil Hipkiss



# Beautification & Maintenance

## 2019 Highlights

- 3 year flower/maintenance contract was signed
- New hanging baskets and bridge flower boxes
- All new garbage bins and benches throughout the community
- Recycling program was set in place





# Beautification & Maintenance

## 2019 Highlights

- Community banners were designed and affixed to the designated street poles and bridge lights
- 1 local mural was completed





# Beautification & Maintenance

## 2019 Highlights

- A wayfinding sign from Waterloo Central Railway was designed and displayed
- A new roadside billboard was designed and displayed





# Beautification & Maintenance

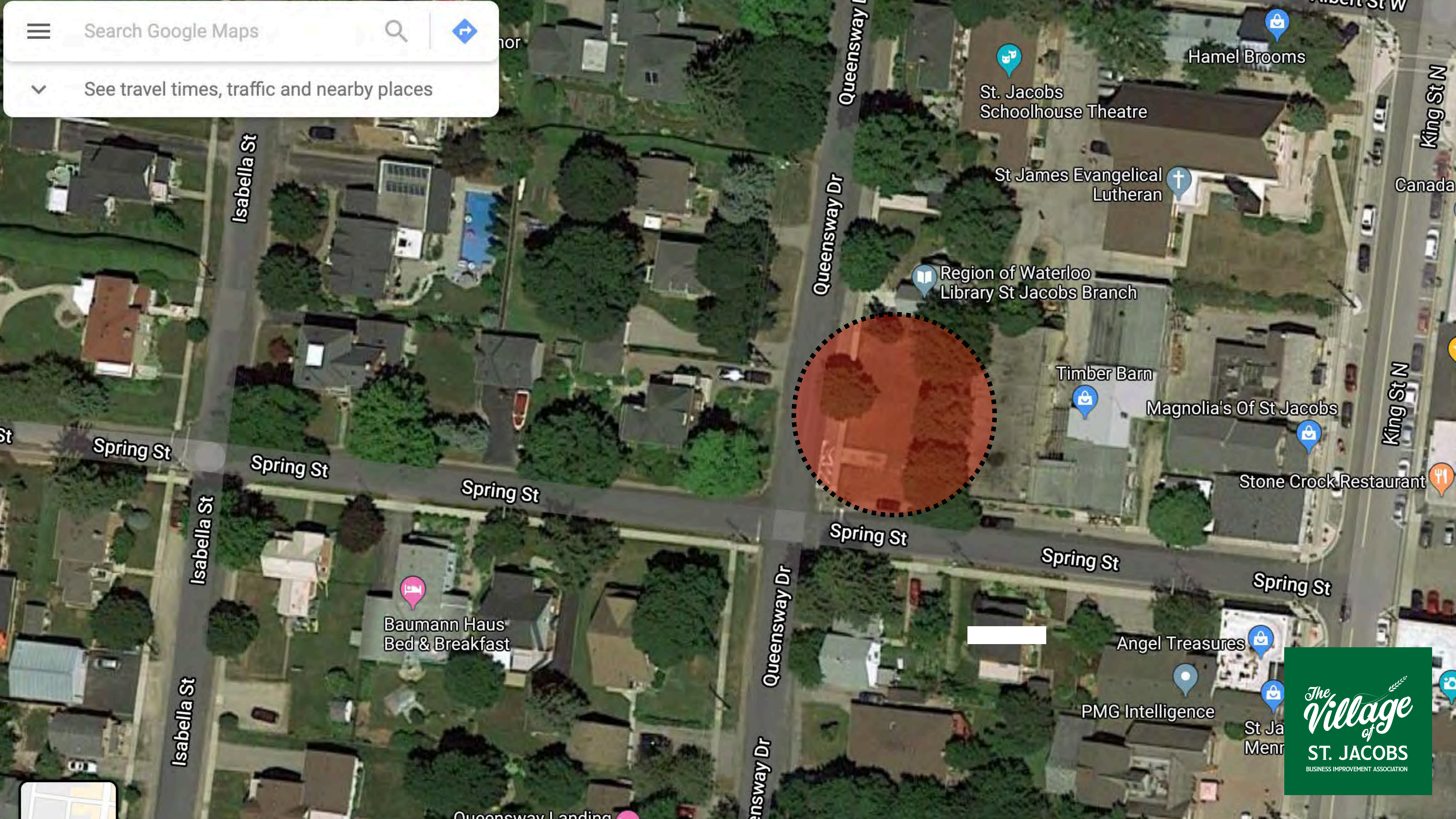
## Planned for 2020

- Additional seating and garbage bins to meet demand
- Continued spend on seasonal beautification (flowers, maintenance, etc.)
- Additional community murals (2)
- **Design and develop a designated community space**
  - *Intention is to work with the township to develop the empty lot beside the library*
  - *Key elements include shelter and seating, green space, gardens, a mural, and an interactive sculpture*

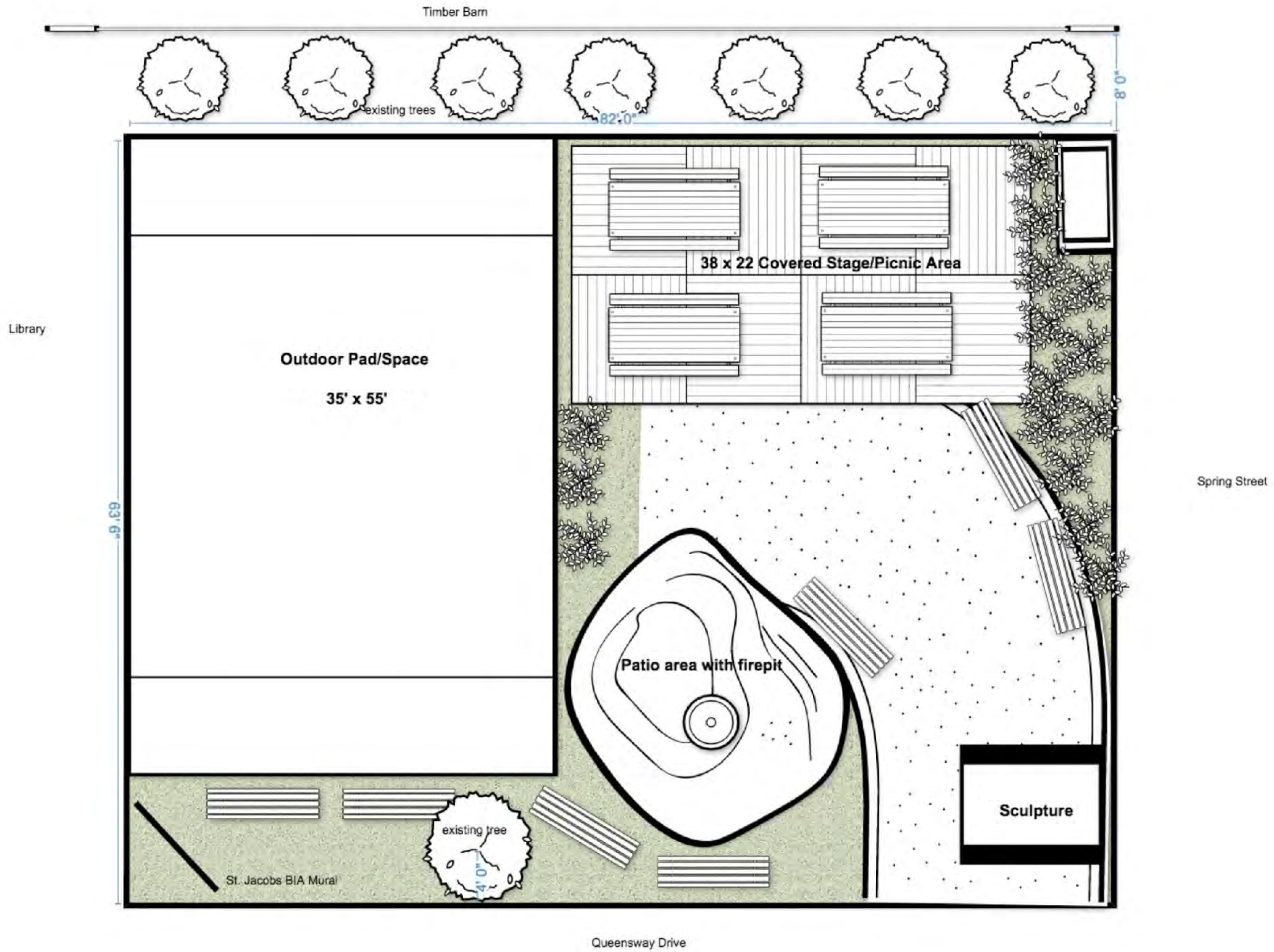


☰ Search Google Maps 🔍 📍

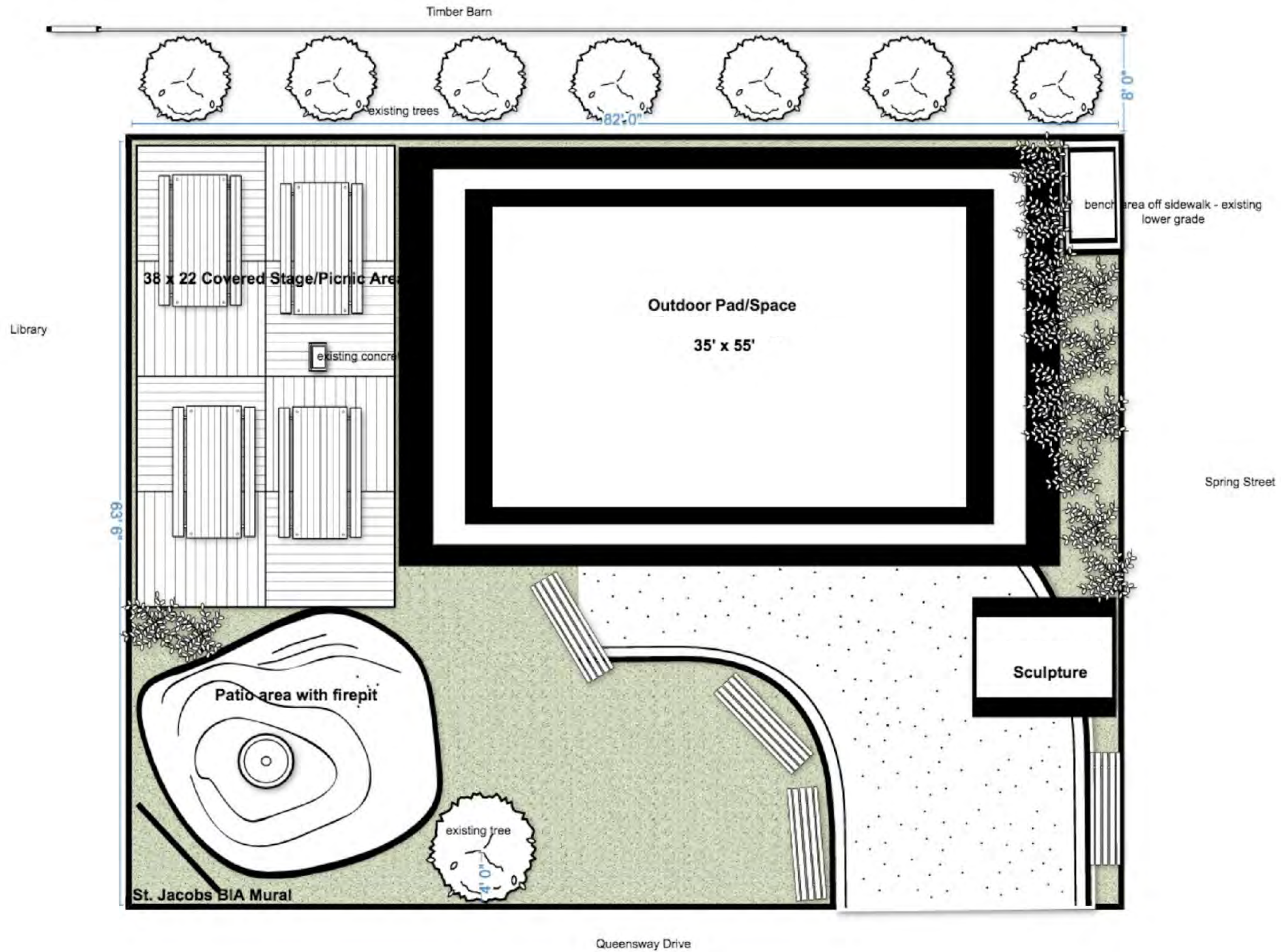
▼ See travel times, traffic and nearby places













# Marketing

Michael Palmer



# Marketing

## 2019 Highlights

- Print ads running in hotel directory booklets at 3 hotels at the Market, reaching over 90,000 guests
- Village photo library creation of local businesses and Village atmosphere (winter, spring, summer, trails, bridge flowers, Eva's, Magnolia's, and Hillside Variety)



**REDISCOVER**

LOCATED JUST MINUTES FROM YOUR HOTEL, THE VILLAGE OF ST. JACOBS IS FILLED WITH AUTHENTIC SIGHTS, SOUNDS, SMELLS, TASTES, AND INCREDIBLE ONE-OF-A-KIND SHOPPING, THAT ARE SURE TO RE-INSPIRE THE SOUL.

DIRECTIONS:  
TURN LEFT ONTO FARMERS MARKET RD.  
TURN RIGHT ONTO WEBER ST N.  
TURN LEFT ONTO KING ST. N. AND CONTINUE FOR 2KM.

[STJACOBSVILLAGE.COM](http://STJACOBSVILLAGE.COM)

 STJACOBSVILLAGE  
 STJACOBSVILLAGE  
 ST.JACOBSVILLAGESHOPS

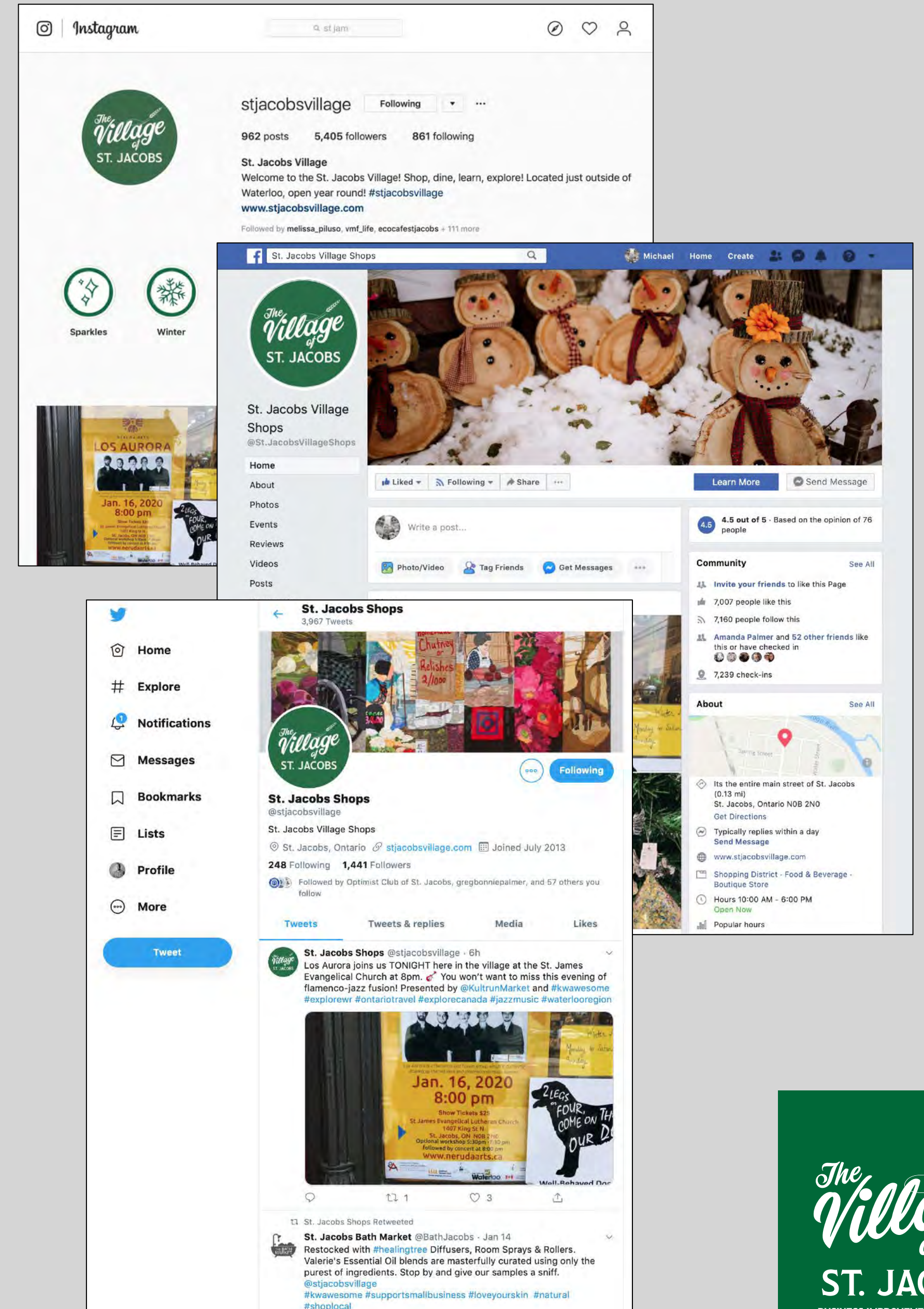




# Marketing

## 2019 Highlights: Social

- **Instagram:** 104% follower increase (2,553 follower net growth), 55% impressions increase, 10% engagement increase — *Two of the photos from our top 3 posts featured the new mural*
- **Facebook:** 171% follower increase (1,204 follower net growth), 70% impressions increase, 2% engagement decrease — *Our 3 top posts of the year were from our contests that we ran in the summer and fall*
- **Twitter:** 22% follower increase (263 follower net growth), 28% impressions increase, 14% engagement increase — *Our most popular tweet was in regards to Sparkles!*





# Marketing

## Rediscover St. Jacobs Contests

- We ran 3 contests this year
- Prize included a weekend getaway in the Village, with a hotel stay at the Courtyard Marriott, packages from Eco Cafe, Block Three, Jacob's Grill and the Village Biergarten

## Christmas in July Giveaway

- Gift packages from Thatch and Fringe mani pedi, stay at Homewood Suites

## Sparkles Giveaway (2 winners chosen )

- Two, one-night accommodations for Courtyard Marriott

**Contests generated over 1,000 unique entries and even more social buzz!**





# Marketing

## Social Media Tips!

- Use Facebook, Instagram and/or Twitter to help promote your business
- Share 1 post a day for 3-7 days of the week to help populate your accounts and promote your business
- Tag **@stjacobsvillage** and **#stjacobsvillage** in your posts to get on local hashtags
- Use regional and national hashtags to help further push the reach of your posts (example: #explorewr, #waterlooregion, #ontariotravel, #explorecanada)
- More tips and tricks will be made available with the "St. Jacobs Village BIA Social Media 101" program that will be made available this spring which will provide each business with a handout full of the do's and don'ts of social media as well as a 1-on-1 meeting with Leslie to get your started!

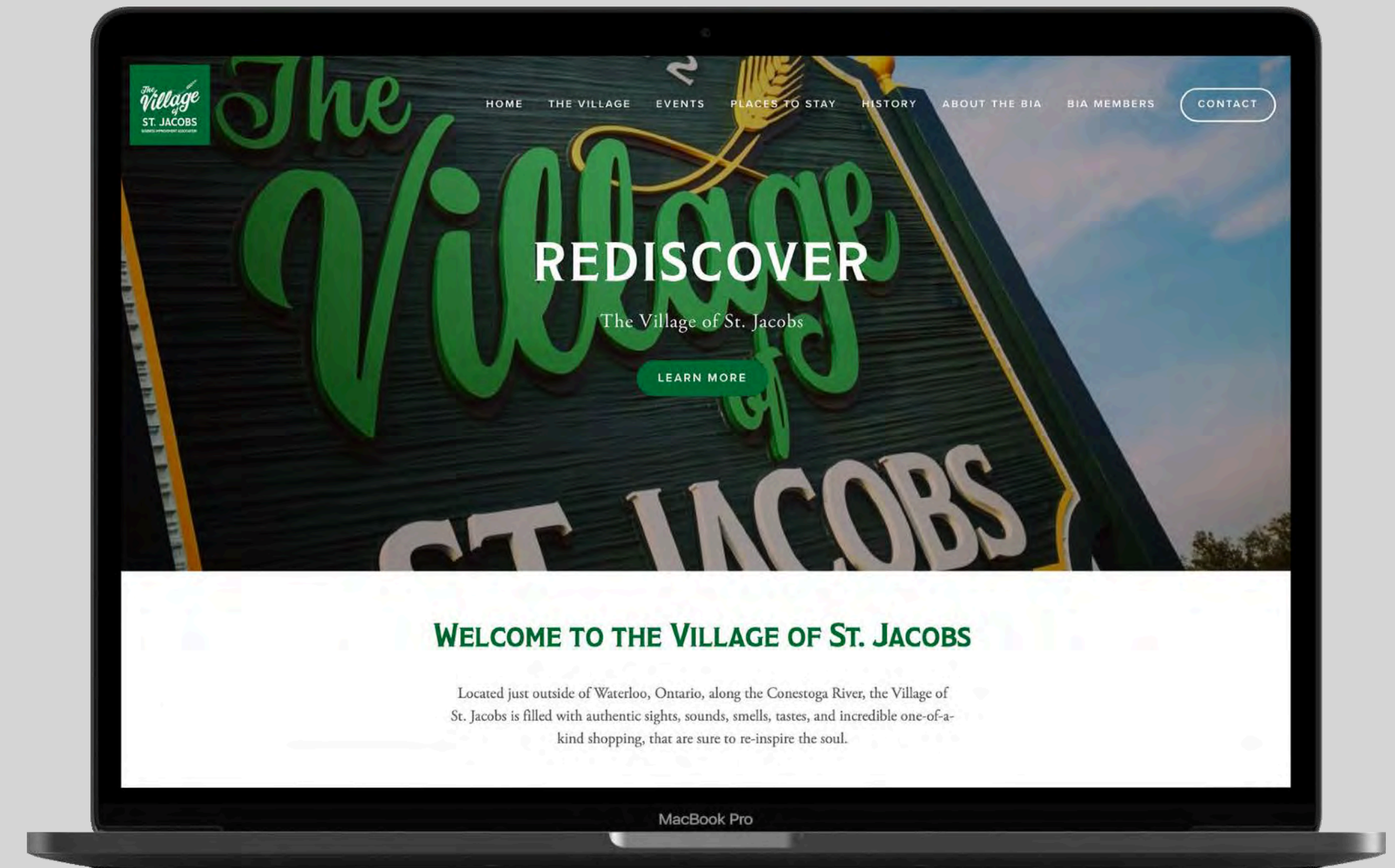




# Marketing

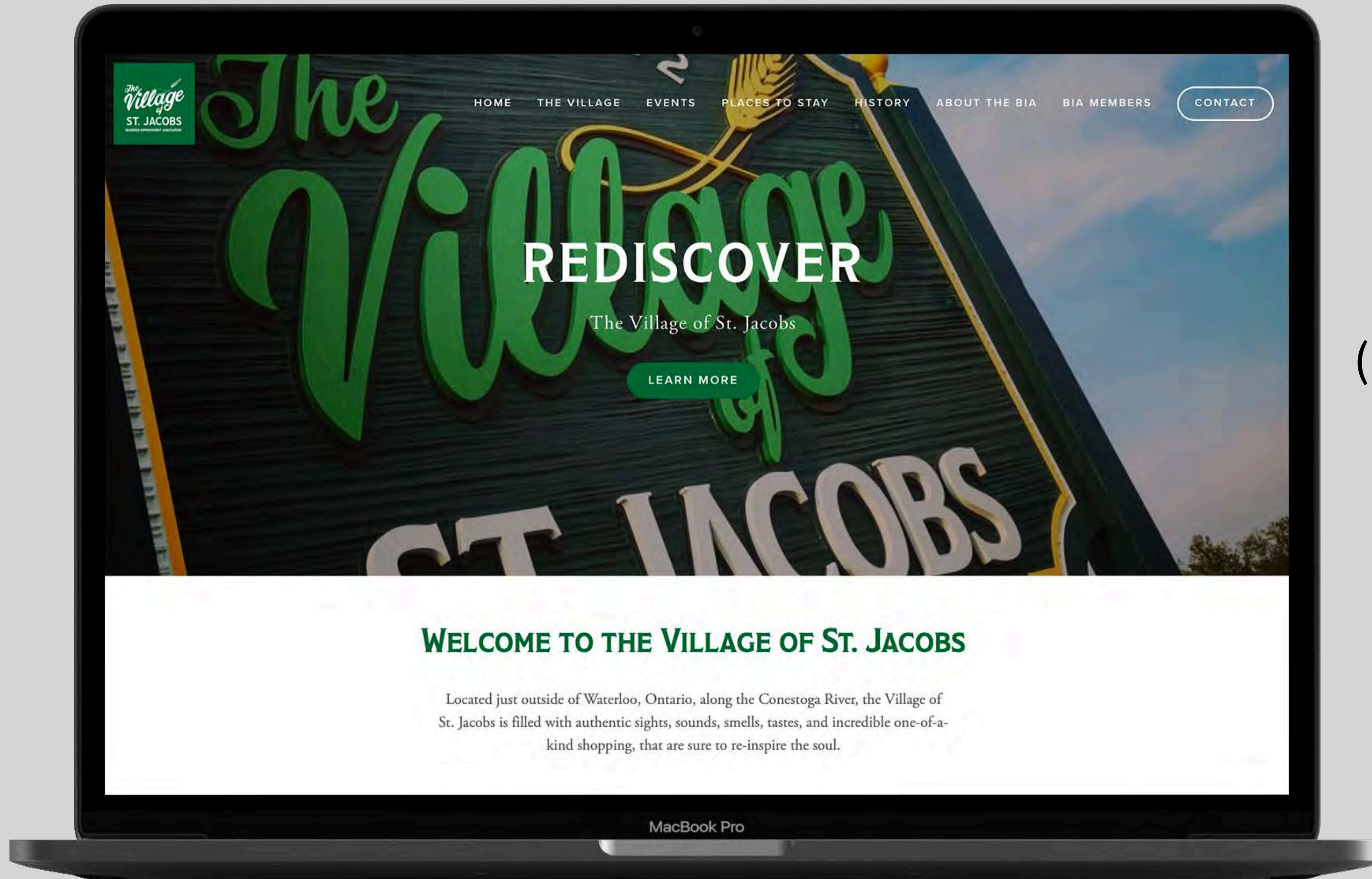
## 2019 Highlights: Website

- Website traffic continues to grow; over 11,000 unique visitors with over 32,000 page views
- Traffic sources: 38% Google, 32% direct, 22% Facebook, 3% OntarioTravel.net, 5% others
- Geography: 94% Canada, 3.4% USA, followed by Ireland, China, UK, Germany, France and India
- Top searched term: St. Jacobs & Sparkles
- Popular pages: Home, Village Biergarten, The Village (directory), Events, Sparkles, Contact, History, Raspberry Boutique, A Gift to Remember, About the BIA, Angel Treasures and EcoCafe
- **We are now on page 1 of Google search for “St. Jacobs”!**





# Marketing



**StJacobsVillage.com**  
(BIA owned & managed, paid for by levy)  
VS  
**StJacobs.com (?)**





# Marketing

## Planned for 2020

- Continue to invest in hotel and social media ads
- New Village Walking Map
- More contests (25 hotel room donations from Courtyard Marriott, looking for other businesses to be included in the prize packages)
- Enhanced website; deeper merchant stories, events section, video partnership with RTO4 and deeper social integration
- Updates to St. Jacobs Wikipedia page





# Events

Craig Miller



# Events

## BIA Events in 2019

- Spring Fling Triumph Car Show (June 8)
- Summer Solstice Sale (June 22)
- Christmas in July (July 20)
- Halloween Trick or Treat (Oct 26)
- Witches Wednesday (Oct 30)
- St. Jacobs Sparkles (Nov 14 to 17)





# Events

## Other Village Events in 2019

- Quilt and Fibre Art Festival (May 21 to 25)  
- St. Jacobs Quilt Shows
- Amazing Race (June 2) - St. Jacobs Community Association
- BT700 (July 14) - Bikepacking.com
- Ghost Walk (Nov 3) - Spoil the Dog Bakery & Leader of the Pack





# Events

## **BIA Events Planned for 2020**

- Summer Solstice Sale (June 20)
- Christmas in July (July 25)
- Trick or Treat Day (Oct 24)
- Witches Wednesday (Oct 28)
- St. Jacobs Sparkles (Nov 12 to 15)

*\*\*Volunteers are needed\*\**

- Also introducing Fun Fridays!





# Events

## Other Village Events Planned for 2020

- Los Aurora, flamenco-jazz fusion group (Jan 16) - Neruda Arts
- Nobuntu, female a-cappella quintet from Zimbabwe (Feb 23) - Neruda Arts
- Quilt and Fibre Art Festival (May 26 to 30) - St. Jacobs Quilt Shows
- BT700 (July 12) - Bikepacking.com
- Ghost Walk (Nov 1?) - Spoil the Dog Bakery and Leader of the Pack



# Events

## 2021 New Event

- **Family fun day February 15th (holiday Monday)**
- Events throughout village
- Optimist free skate at arena
- Other businesses hosting events (face painting, games, etc.)
- Family Train Waterloo Central Railway





# Budget Report 2019 Wrap up & 2020 Proposal

Bob Wilbur



# Budget Development Process

- Board Review of 2019 expenditures
- Committees (Beautification, Marketing, Events, Admin) each met as a team and submitted their plans & desired spend
- Each line item was assessed and discussed at the Board Level until a consensus for total spend was reached
- Opportunities identified for cost savings and direct contributions from our members and supporting community



# Budget Report: 2019 Recap\*

Income	
2019 Levy	\$120,000
Surplus from 2018	\$31,945
Garbage Contribution from Township	\$6,000
<b>Sub total</b>	<b>\$157,945</b>
Main Street Beautification Grant	\$26,070
<b>Total</b>	<b>\$184,015</b>

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





# Budget Report: 2019 Recap\*

Planned Allocation	
Beautification	\$88,891**
Events	\$23,664
Marketing	\$28,000
Administrative	\$43,460
<b>Total</b>	<b>\$184,015</b>

Actual Spend	
Beautification	\$73,671
Events	\$21,856
Marketing	\$25,341
Administrative	\$37,058
<b>Total</b>	<b>\$157,928</b>
<b>Surplus</b>	<b>\$26,086</b>

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

\*\* Includes Main Street Beautification Grant





# Budget Report: 2020 Proposal

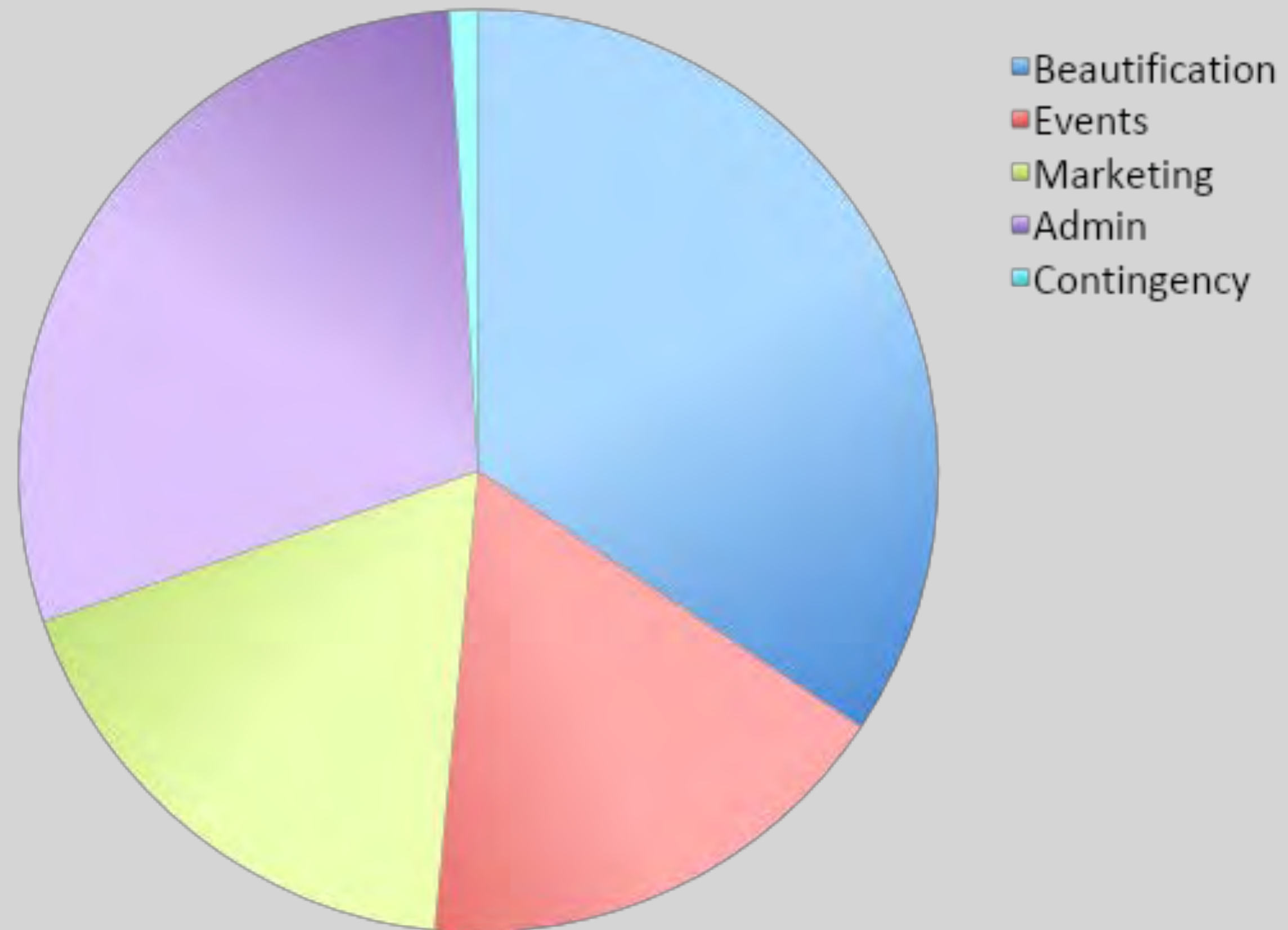
Income	
Levy	\$120,000
Annual Increase	\$2,400
Surplus from 2019 Budget	\$26,000
Garbage Contribution from Township	\$6,000
2019 Income – Reimbursements from décor & associate Member Fees	\$3,000
<b>Total</b>	<b>\$157,400</b>

Proposed Allocation	
Beautification	\$53,317
Events	\$27,319
Marketing	\$28,750
Administrative	\$45,850
Contingency	\$2,164
<b>Total</b>	<b>\$157,400</b>





# Budget Report: 2020 Allocations





# Q&A: Open Discussion



# Budget Report: 2020 Proposal

Events	
<b>Sparkles</b>	
Horse Drawn Trolley's	\$4,596.84
Town Crier	\$100.00
Twin City Harmonizers	\$250.00
Waterloo County Carolers	\$2,665.00
Santa	\$450.00
Limo Bus Shuttle (Church)	\$2,027.13
React Mobile Sign	\$197.75
Bagstuffers	\$835.64
Firefighter Burn Barrel	\$200.00
Photo Booth – Backdrop	\$503.00
Photo Booth – Gemini Models	\$2,576.40
Radio Ads	\$5,817.24
Digital / Print / Social	\$600.00
Co-ordinator Admin Fee	\$1,500.00
<b>Other</b>	
Halloween Candy	\$1,000.00
Contest Promotions	\$2,000.00
Small Events	\$2,000.00
<b>Total (2020)</b>	<b>\$27,319.00</b>

Marketing	
ADS Hotel Ads	\$2,000.00
GSuite Hosting	\$480.00
Squarespace Hosting	\$240.00
Domain Renewal	\$30.00
Social Media Ad Buy	\$6,000.00
Social Media Management	\$12,000.00
Maps	\$2,000.00
Website Maintenance	\$6,000.00
<b>Total Spend</b>	<b>\$28,750.00</b>





# Budget Report: 2020 Proposal

Beautification		
Flowers	Install and Removal	\$400
Flowers	Water and Maintenance	\$3,750
Flowers	Baskets	\$1,350
Garbage	Boxes	\$1,080
Garbage	Double Bins	\$4,407
Garbage Removal	Single Bins	\$2,712
	Increase number of bins/introduce organic waste	\$9,900
Seating		
Seasonal Spending	Benches	\$2,938
Mural	Grass cutting/Fall Décor/Winter Décor	\$5,000
Mural	South End of Village	\$3,390
	North End of Village	\$3,390
Community Space	Library Space (2020) / Large Space (2021+)	\$15,000
<b>Total Spend</b>		<b>\$53,317</b>

Administration	
Administrative Staff	\$31,000
Event Grants	\$10,000
Misc. Office Supplies / Phone etc	\$500
General Membership Meetings	\$1,000
Audit Fee	\$1,800
Waterloo Region Tourism	\$500
Member Communications	\$300
B2B Events	\$500
OBIA Membership	\$250
<b>Total Administrative Spend</b>	<b>\$46,850</b>







*The  
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**ST. JACOBS**

BUSINESS IMPROVEMENT ASSOCIATION

**Thank you!**