

# CREEMORE BIA

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*Annual General Meeting  
Jan 25, 2022*



# OVERVIEW

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- 2021 a Year in Review
- BIA 2022 Plans
  - Experience in Creemore
  - Community Support
  - Marketing
  - Long Term Planning



# BIA BOARD OF MANAGEMENT

- .....
- President: Laurie Severn
  - Treasurer: Sara Hershoff
  - Secretary: Heather Harding
  - Past President: Jackie Durnford
  - Member at Large: Jennifer Yaeck, Linda de Winter
  - Welcome!
    - Milynne Benoit - Chez Michel, Member at Large
    - Councillor John Broderick



# HELLOS AND GOODBYES

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- Goodbye:
  - Seasons
  - Ms.Design Flowers
- Welcome:
  - Creemore Film Lab
  - Creemore Flower Company
  - YF Chocolatier/Patisserie
  - Pizza Perfect new owners
  - Apothecary new location
  - Eastwood Vintage new location
  - Royal Lepage new location
  - Ann Clifford Gallery
  - Sotheby's new location



# ANOTHER PANDEMIC YEAR - 2021

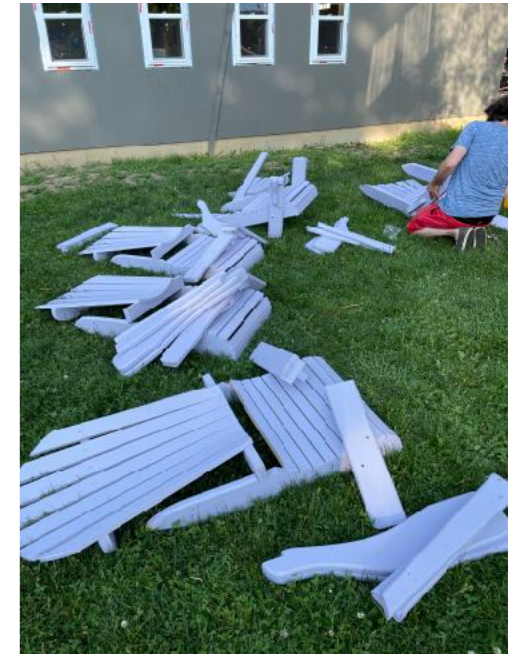
- .....
- Successes & Highlights 2021
- Valentine's Day online campaign during shutdown
- Lavender themed street decor (lavender muskoka chairs, planters, bunting in windows)
- Meet and greet for members at Purple Hill Lavender Farm
- Muskoka Chair sponsorship - Take a Seat program
- Partnership with Clearview township for watering planters
- Chill on Mill - Pedestrian Saturdays
- Trick or Treat on Mill - Hallowe'en
- Christmas in the Valley - draw, wrapping room and Santa Claus Parade

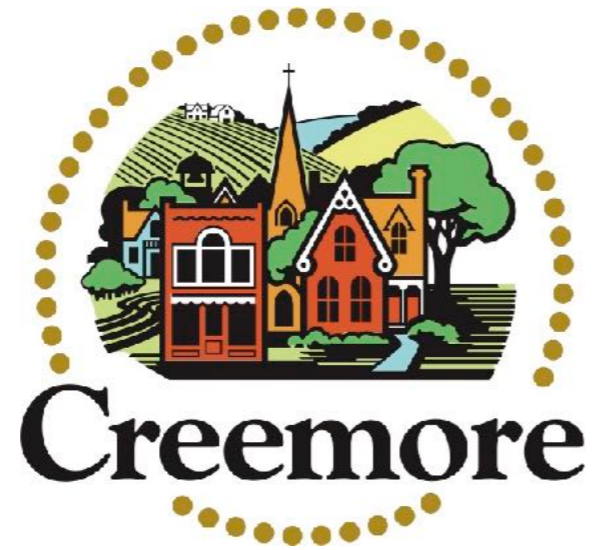
# THE PANDEMIC YEAR (AGAIN) 2021



**CHILL ON  
MILL**

Pedestrian  
Saturdays in  
Creemore





# BIA PLANS 2022

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# KEY PRIORITIES 2022

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## 1. Experience in Town

A. Streetscape

B. Community Support (Art Show 10x10, Farmer's Market)

## 2. BIA Membership Relations - database, newsletters,

## 3. Marketing - tell the Creemore Story

A. Creemore Nights

B. Continuity of our traditions - Easter Hunt, Horse & Hounds, Hallowe'en, Christmas in the Valley

C. Santa Claus Parade

## 4. Long Term Planning - Levy Review



# EXPERIENCE IN CREEMORE – STREETScape



## Income:

- General donations were greater as they included money for the “Take a Seat” donor campaign
- “Other income” included money the Township was able to get a grant for to help us pay for our Chill on Mill Printing and art work which was a wonderful partnership and a small windfall.

## Expenses:

- Most things were under budget or within reasonable excess.
- “Furnishings” is greater because we added more chairs as we had additional donations to cover that.
- “Maintenance” was less as Clearview took care of flower watering which has always been one of our biggest costs. Money spent under this category was to remove weeds.
- “Garbage bins” are greater as we added more service - more events
- Lighting on Mill street? (silhouettes on buildings or tree lighting) not included in budget

| Budget                 | 2021 Actual        | 2021 Proposed      | change            | 2022 proposed      |
|------------------------|--------------------|--------------------|-------------------|--------------------|
| Flowers / Season Decor | \$9,193.96         | \$9,300.00         |                   | \$9,600.00         |
| Garbage                | \$3,639.96         | \$3,016.32         |                   | \$6,040.00         |
| Watering / weeding     | \$554.59           | \$3,500.00         |                   | \$550.00           |
| Furnishings            | \$2,352.58         | \$1,200.00         |                   | \$500.00           |
| <b>Total</b>           | <b>\$15,741.09</b> | <b>\$17,016.32</b> | <b>\$1,275.23</b> | <b>\$16,690.00</b> |

# EXPERIENCE IN CREEMORE - STREETScape 2022

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- Street Decor Committee Chair: Jackie Durnford - volunteers needed!
- Use 40 self-watering planters purchased in 2020. Rural Roots to do flowers - grown locally / no toxins
- Muskoka Chairs to return - possibility to add more
- Continue the “Take a Seat” program - sponsorship of a chair
- Ask Township to refinish the benches as they have done in past
- Contract out weeding under the trees, tree society to prune
- Negotiations with Clearview Township for street cleaning
- Flowers to arrive May long weekend (weather dependent)
- Fall decor to include seasonal pumpkins added to planters
- Planters removed by Nov. 1 - Clearview Township
- Holiday decor - to be decided - decor out mid Nov.
- Evaluate the feasibility of silhouette lights on tops of buildings
  - Lighting on Mill St. is almost impossible as we are not allowed to attached anything to the Epcor poles, nor use the electricity from the poles. There is no electricity on street level to light trees etc. without taking up the sidewalks



# MEMBER COMMUNICATION + COMMUNITY SUPPORT

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- Build better database
- Include building owners in communications
- Continue to use emails, Facebook group and face to face communications, printed materials, ads in Echo, Clearview Township website
- Encourage more participation at meetings, fund-raising, grant writing, and volunteers at events
- Work in co-operation with other community groups (Village Green, Farmer's Market, Legion, Tree Society, PHAHS, Log Cabin/Jail)

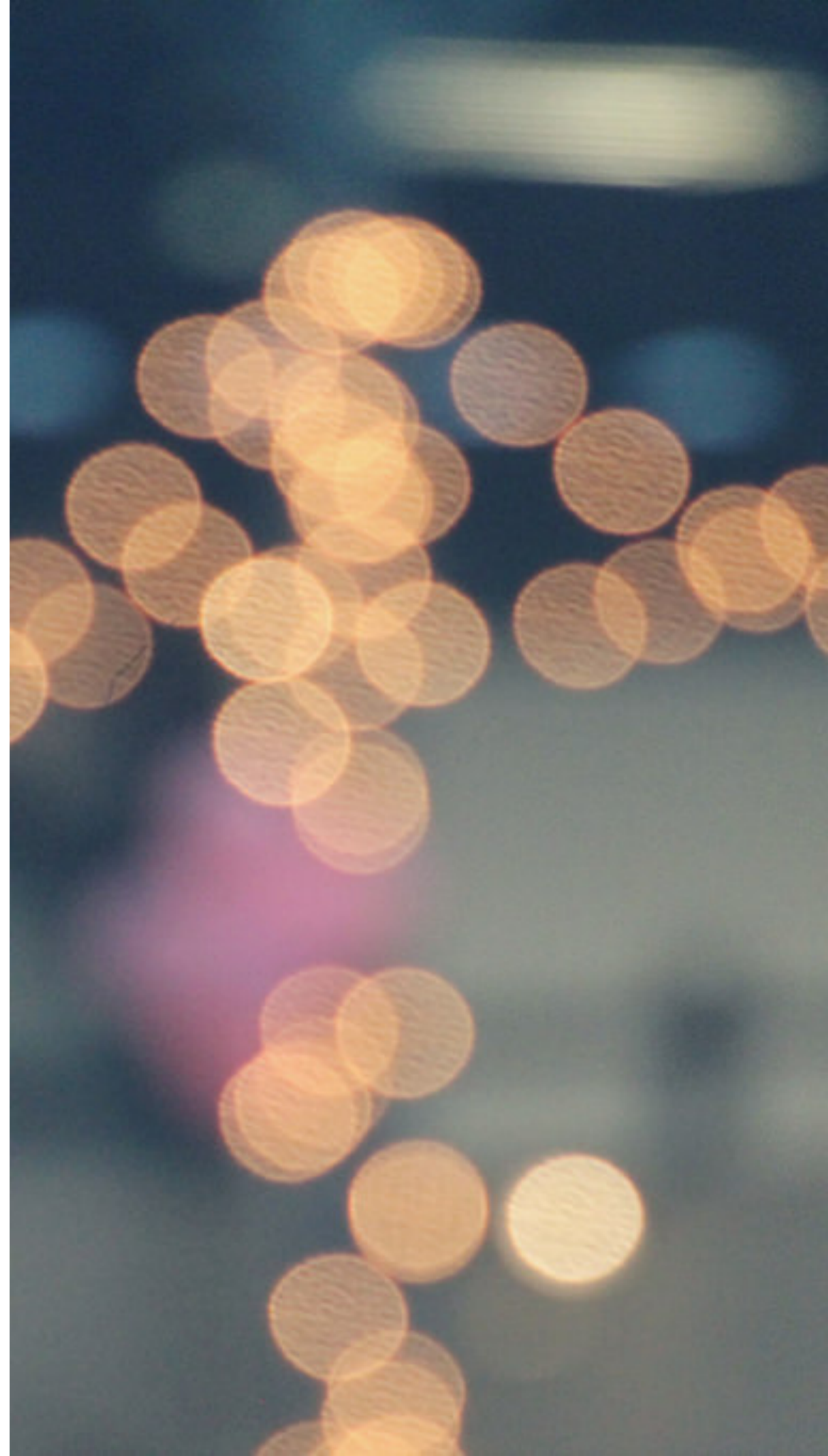
# EXPERIENCE IN CREEMORE – COMMUNITY SUPPORT

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- Work with Village Green Manager
  - Coordinate programs between the Village Green and BIA
- Work with Farmer's Market to support as needed

# MARKETING AND EVENTS

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*2022 - Beyond the Pandemic*



# MARKETING PROGRAMS & EVENTS PROPOSED FOR 2022

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April - Easter Egg Hunt on Mill St.

May 3- BIA Members Social at Creemore Springs - sign up for volunteers who want to get involved!

May 14 - Turas Mor - support Creemore Springs in this event

May long weekend - Street themed decor and planters, chairs etc. Creemore Nights promo begins

July - Creemore Nights, July 1, Opening of Village Green - every Friday night

August - Creemore Nights - every Friday night

August 27 - Copper Kettle - support Creemore Springs in this event

September - Fall Street decor

October 8- Horse & Hound Parade (Thanksgiving)

Oct. 31 - Trick or Treat on Mill

October BIA Election

November - Holiday shopping event/promotion & holiday street decor

November - December - Christmas in the Valley

December 3 - Santa Claus Parade



# Creemore Nights





# CREEMORE NIGHTS OBJECTIVE

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- Attract new visitors to explore and experience Creemore
- Create a sustainable event series that keeps Creemore top of mind - build the Creemore story
- Entice Friday night visitors to the village to support our downtown businesses (restaurants, cafes, shops)
- Connecting our community by bringing some fun to Creemore for local residents, weekenders and supporting the local businesses
- Engage BIA members
- Build long term partnerships with the Creemore Community Foundation and sponsors





# CREEMORE NIGHTS

## BUILD BACK BETTER

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- build a volunteer base to support activities
- Use and improve BIA event planning systems
- Ensure best use of community resources and staffing
- aid in the development of Village Green's programming

# PROGRAMMING IDEAS

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Friday nights throughout July and August in the little village with the big heart invites everyone to gather together to enjoy programming and activities that promote the Creemore BIA as a premier destination and create meaningful relationships which enhance our community and the businesses that contribute to its vibrance.



Programming to be confirmed (once funding is secured- not in chronological order of events)

- July 1 on Mill (Indigenous component & Community Picnic & launch Village Green)
- Jazz on Mill
- Creative Mill - Drum Event
- Sing Along on Mill
- Rockin' Mill
- Fam Jam (family friendly program)
- Mill Street Hoe Down
- Folk on Mill
- Rural Pride
- Copper Kettle Eve



# CREEMORE NIGHTS BUDGET

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- Total proposed budget  
\$73,800
- Sources of Funding:
  - Grant \$37,450
  - Sponsorships (including BIA, Creemore Springs & other Corporate/individual sponsors)
  - Event sales (ex. bar)

# EXPERIENCE IN CREEMORE – EVENTS & MARKETING PROGRAMS

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## Budget Proposal

| Event   | Actual 2021 | Budget 2021 | Proposed 2022 |
|---|-------------|-------------|---------------|
| Events & Promotions   |             | \$6900      | \$5438.00     |
| Season promo - Valentine's<br>Lavender, Canada Day, Mother's<br>Day | \$1689.37   |             |               |
| Chill on Mill   | \$1575.46   |             |               |
| Christmas Promo (not parade)  | \$1385.59   |             |               |
| Washroom (Station on Green)   | \$1466.00   |             |               |
|   |             |             |               |
| Creemore Nights   | NA          | NA          | \$73800.00    |
| Social media management   | \$710.14    | \$1200.00   | \$2100.00     |
| Website - content creation,<br>hosting, maintenance                 | \$372.77    | \$700.00    | \$2450.00     |
| Christmas Parade  | \$5230.00   | \$5800.00   | \$6000.00     |
|   |             |             |               |
| Total   | \$12,429.33 | \$14,600.00 | \$89,788.00   |

# LONG TERM PLANNING

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- Continue to meet quarterly with Parks/Rec and Tourism departments to inform, review and plan future
- Build a volunteer base
- Find resources to research Grants, Funding, Sponsorships
- Partnership with the Creemore Community Foundation and Program Manager in Village Green
- Build relationships with sponsors

# LEVY & BOUNDARY REVIEW 2022

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- While working on the levy in 2021, we have created a process for the review, implemented a member survey in Feb. 2021 and talked to Clearview Township about next steps
- Survey Results:
  - Most of the businesses are not aware of what is paid for the BIA levy but were willing to pay for the services of the BIA
  - Changes on the 2021 Tax bills to accommodate for the removal of the TD Bank building from the BIA levy
  - To increase the levy, we will write it into the budget, Clearview Council approves this and township staff organizes changes to levy
- Levy Review Recommendations:
  - Ensure the levies are equitable and reflect current MPAC Assessments
  - Increase total levy collected for 2023 fiscal year to \$25,000

# LEVY AND BOUNDARY REVIEW 2022

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- How we propose to achieve \$25K levy
  - Increase minimum payment to \$250 per building
  - Increase max payment to \$2500 per building
  - Add adjacent commercial properties to the BIA boundary with the help of Clearview Township staff
  - Increase all other levies if and as required

The Creemore BIA  
**Profit & Loss Budget Overview**  
 January through December 2022

|                                | Jan - Dec 22 |
|--------------------------------|--------------|
| <b>Ordinary Income/Expense</b> |              |
| Income                         |              |
| <b>INCOME</b>                  |              |
| <b>EVENTS</b>                  |              |
| EVENT SALES & SERVICE          | 10,000.00    |
| GRANTS                         | 37,450.00    |
| SPONSORSHIP                    | 16,550.00    |
| <b>Total EVENTS</b>            | 64,000.00    |
| GENERAL DONATION               | 17,700.00    |
| GIFT CARD                      | 0.00         |
| INTEREST                       | 384.00       |
| LEVY INCOME                    | 20,000.00    |
| Other Income                   | 150.00       |
| <b>Total INCOME</b>            | 102,234.00   |
| <b>Total Income</b>            | 102,234.00   |
| Expense                        |              |
| <b>ADMINISTRATION</b>          |              |
| Memberships                    | 234.34       |
| Misc Admin & Meetings          | 500.00       |
| Postal Services                | 173.00       |
| <b>Total ADMINISTRATION</b>    | 907.34       |
| <b>EVENTS</b>                  |              |
| Christmas                      | 6,000.00     |
| Creemore Nights                | 73,800.00    |
| <b>Total EVENTS</b>            | 79,800.00    |
| <b>MARKETING</b>               |              |
| Campaigns/Events               | 3,013.00     |
| Print                          | 2,425.00     |
| Social Media                   | 2,100.00     |
| Website                        | 2,450.00     |
| MARKETING - Other              | 0.00         |
| <b>Total MARKETING</b>         | 9,988.00     |
| <b>SIGNAGE</b>                 |              |
| Billboards                     | 300.00       |
| Tourism Oriented Directional   | 720.00       |
| <b>Total SIGNAGE</b>           | 1,020.00     |
| <b>STREETSCAPE</b>             |              |
| <b>BEAUTIFICATION</b>          |              |
| Flowers                        | 6,000.00     |
| Furnishing                     | 500.00       |
| Maintenance                    | 550.00       |
| Seasonal Decor                 | 3,600.00     |
| <b>Total BEAUTIFICATION</b>    | 10,650.00    |
| <b>GARBAGE</b>                 |              |
| Garbage Bin                    | 2,640.00     |
| Garbage Labour                 | 3,200.00     |
| Supplies                       | 200.00       |
| <b>Total GARBAGE</b>           | 6,040.00     |
| <b>Total STREETSCAPE</b>       | 16,690.00    |
| <b>Total Expense</b>           | 108,405.34   |
| <b>Net Ordinary Income</b>     | -6,171.34    |





**JOIN US FOR A GREAT YEAR IN 2022!**

Instagram

Search



*Thank you*