

## Promotions

By way of a General Marketing and Promotion Program, a range of ongoing services are provided;

- Promoting your business on our Social Media Sites (Facebook, Twitter, Instagram) the promoting of your business is scheduled according to the Board's guidelines on "Business Features". If there is an upcoming out of the usual/limited time event or discount your business is offering, the Board can assist you to promote your business above its regular standard of promoting
- The Board will provide you with a Social Media representative that will schedule an appointment with your business and assist you with content suggestions or on maintaining your Social Media accounts.
- Advertise in local media listings as well as with Tourism publications
- Purchase and installation of flowers, banners, seasonal décor, bike racks, refuse and cigarette butt containers, benches and signage to enhance the environment and promote the Beautification of the Downtown. Through beautification, the Downtown becomes more attractive to pedestrians, cyclists and the businesses themselves.
- Applying for Grants and Awards on behalf of the downtown
- Changing the Bronze cycle status to Silver status to promote Downtown
- Coordinates and supports ongoing Downtown events
- Working with other members on projects to benefit each other in forging relationships

## Advocacy

Is how your Board is proactive in responding to the concerns of its Members. Coming up with collaborative solutions that are mutually beneficial to the Members, the Board and any other party involved. Stakeholders include government (Municipal and Regional), community agencies, and business peers in the BIA. Advocacy involves consulting and creative-problem solving pertaining to issues in the downtown such as:

- Traffic
- Parking
- Community Improvement Plan
- Municipal and Regional issues
- Constructions and redevelopment
- Streetscaping
- Signage
- Market value assessment

## Communications

This is key in maintaining successful relationships with the members and the Board. Aside from member to member contact other member communications that are key include:

- Website updates and email blasts
- Updates and postings on Facebook, Twitter and Instagram
- Membership publications (membership hand book, seminar and meeting invitations/information)
- Annual General Meeting (AGM)
- Event planning and follow up communication
- On Site Office support –Call the WDBIA office 289 820 7467
- Scheduled and unscheduled visits from the Executive Director and/or Staff
- Periodic letter deliveries with important information/updates with regards to Downtown

## Events

The Board develops, executes and helps sponsor several events in the Downtown designed to promote the businesses in the Downtown and provide community participation. These events include but are not limited to:

- Canada Day
- FEAST STREET NIAGARA
- Lighting of Welland Bridge 13
- Merritt Island Supper Markets
- Santa Claus Parade
- Seasonal Celebrations
- Business Grand Openings and Business Anniversaries