

DEPARTMENT REPORTS

The Department report to the Board of Directors is intended to inform, raise issues, ignite questions and evoke pride. After reading the report, Board members should feel up-to-date on relevant, strategic-level issues; prepared to raise issues, ask questions and make decisions; and confident and enthusiastic about the organization and its work. The report is not an activity report but rather a concise documentation of relevant items for the time period it is covering and can be complemented by more detailed reports based on organizational needs.

1. MARKETING AND COMMUNICATIONS
2. EVENTS AND PROMOTIONS
3. HUMAN RESOURCES AND OPERATIONS
4. MEMBER SERVICES
5. OTHER

1. MARKETING AND COMMUNICATIONS

Submitted by Peter Gillespie

1.1. EVENT PROMOTION

One of the essential components of our marketing budget structure for 2022 was to capitalize on the investment inherent in the BIA's signature events. Our larger-scale events are never more condensed than in the summer months. Much of our day-to-day focus was in the promotional support of events such as Movies in the Square, Music in the Park, Kingston Buskers Rendezvous, Chalk Walk, Art After Dark, Princess Street Promenade, the Limestone City Blues Festival etc. In efforts to continue to attract and retain visitors to downtown, we also identified and promoted many 3rd party events led by partner organizations, members, or community groups.

1.2. SOCIAL MEDIA

Our social media production over the last 3 months has been prolific and extremely effective. Emphasizing our impressive roster of events, we projected over 200 Facebook posts, and 152 Instagram posts (plus countless reels, stories and tweets), we have raised the bar for audience engagement on social media. A few key statistics (June-August, FB and IG only):

Impressions: 3,400,752

Engagement: 155,928

Post Link Clicks: 13,682

Web Sessions: 86,409

With this success has come further growth in other key indicators- capping our account followings with gains of 1,000 in FB, and 2,000 new account follows on Instagram over the last year. This growth is very valuable, and something we intend to build on moving forward.

1.3. ASSET CAPTURE

A major contributing factor in our success in social media this summer, has been a new focus on asset capture. Over the summer, we signed contracts with, and utilized, 3 new photographers, and an aerial drone company. Each provider was identified and hired for a specific skill set, which allows us to highlight the special qualities of each of the BIA's events, and the complex character of our vibrant downtown community. We have begun to reorganize our photo library, to build out assets relating to specific topics, to prepare ourselves in advance for pre-promotion of recurring events, and to have assets at the ready for seasonal shifts. This, more complete library of assets, capitalizes on our largest investments, allows us to be more attractive partners to other community and partner organizations through resource sharing, and with the development of better SEO practices in 2023, will significantly enhance the BIAs projected presence online.

1.4. WEB, BRAND AND TARGET PROFILE:

The photo/video assets we've begun to collect are especially useful deployed in our new image-forward website. Over the last few months, considerable time and energy has been put into the strategic expansion and content population of our new website (launched in late May). This ongoing project has helped us better project our brand identity, engage our audience more effectively, and elevate our position in the local online landscape. Further work in fine-tuning our understanding of our target audiences will continue to shape our storytelling work in the months ahead, as we reflect the characteristics of those targets and their values back to them.

1.5. MATERIALS/COLLATERAL DEVELOPMENT:

Over the last few months, 140 downtown businesses and hotels have received new brochure holder displays, for which resupply can be arranged online. We have distributed over 15,000 calendars of events (4 editions), and over 20,000 BIA maps. Many of our event-specific handbills or save-the-dates are now being designed to fit within the displays, which have proven to be very popular with members and public alike. We have just received 20,000 Shopping Guides

(produced in partnership with Post Media), which are currently being distributed to these displays. We hope to expand the number and location of these displays moving forward.

1.6. ADVERTISING:

Although our overall spend in advertising purchases has gone down (re-invested in other initiatives), the BIA has been even more prolific in terms of frequency, and presence in local media. With renegotiated partnerships we have carried out numerous campaigns, making use of an incredibly diverse group of media platforms. This summer, we have produced and run ads on the following platforms: Country 93.5, K-Rock 105.7, Big FM 96.3, Fresh 104.3, Move 98.3, The Kingston Whig Standard, Kingston This Week, Kingston Life, Kingston City Guide, Summer in the City, as well as digital campaigns on the Kingstonist, Post Media's Digital Network, and the Rogers Media Network which include such properties as The National Post, Sportsnet, City News Toronto, City News Ottawa, City TV, Martha Stewart, Food & Wine, Health.com People, AllRecipies, Entertainment Weekly, and many others.

1.7. PARTNERSHIPS:

A special area of focus this summer has been in the growth of key partner relationships. We have highlighted a number of premier events and partnerships we hope to nurture and develop. We have negotiated more robust exchanges of value with The Kingston Frontenacs, The Leon's Centre, Kingston WritersFest, and KPP (Kingston Punk Productions). We intend to further develop the partnerships already in place with Kingstonlicious and KCFF (the Kingston Canadian Film Festival), while developing new, improved relationships with the Grand Theatre, and other targeted events and organizations. These relationships help us engage the community, support our partners, and confirm our kinship with our target audiences.

2. EVENTS AND PROMOTIONS

Submitted by Jan MacDonald

2.1. SPONSORSHIP & GRANTS

We were delighted to be the recipient of two different government grants this summer. The first, from Southeastern Ontario RTO9 through FedDev delivered \$45,000 - \$25,000 to the Limestone City Blues Festival for sound and backline requirements as well as \$20,000 for Springer Market Square furniture assets and the second (received well into the summer) for \$48,100 for our live music summer programming. On the sponsorship front, the major ones were from Rogers for the Limestone City Blues Festival, TD for Movies in the Square and Empire Life for Big Band Fridays. On a personal note, I was delighted, as part of our sponsorship of the Maple Blues Awards, to be able to present the awards for Best Male Vocalist and Best Female Vocalist live at this year's event at Koerner Hall in Toronto and to represent Downtown Kingston as judge for the 2022 Juno Awards.

2.2. MOVIES IN THE SQUARE

Movies in the Square kicked off its 15th season in Springer Market Square on June 16th with Rocketman, a collaboration with Pride and ReelOut. Ten movies were all well attended with the last one being the biggest hit – Encanto – Latin music and dancers and decorated selfie frames set the tone for a huge night in the square. Our summer student, Nayeli, managed the popcorn machine all summer long to delight of every audience.

2.3. MUSIC IN THE PARK

Concerts were back this year with the usual (pre-COVID) schedule. Over 60 performances were held 4 days every week with generous support from the local musicians' union.

2.4. KINGSTON BUSKERS RENDEZVOUS + CHALK WALK

Buskers was back in a big way with the excellent performers, excellent crowds and better than excellent weather. Highlights were the largest crown in recent memory for the Fireshow and the largest 'hat' in a very long time at the Grand Finale with almost \$3,000 going to Success by Six at the United Way. Chalk Walk was a giant success with many teams participating and huge crowds viewing – an annual event for sure.

2.5. PRINCESS STREET PROMENADE

The summer promenade, on the long August weekend, was blessed with excellent weather and the return of community groups. Crowds were excellent and anecdotal reports from businesses reported excellent sales. Fall Promenade takes place on September 17th.

2.6. YOGA IN BATTERY PARK

New this year was Sunday yoga in Battery Park. Three downtown studios shared the teaching duties. It was such a successful event that it has been carried over for the month of September!

2.7. LIMESTONE CITY BLUES FESTIVAL

The blues festival returned to its regular format for the first time since 2019. The 25th anniversary was celebrated with a special commemorative t-shirt that almost sold out. Fewer bars participated than normal, all due to either business closer or a non-return to live music however, we did have several new restaurants participate for the first time. Bracelet and merchandise sales were good and pedestrian counts were the highest of the entire summer.

2.8. BLUES FESTIVAL REVENUE NUMBERS

Year	Merch	Bracelets Sold	Revenue
2022	\$7,870	\$34,375	\$95,995

- NOTE: This does not include a levy attribution, strictly revenue.

3. HUMAN RESOURCES AND OPERATIONS

Submitted by Michèle Langlois

3.1. SUMMER STREET CREW:

- 6 students hired – May/June through to end of August
- Daily chores included street sweeping, pressure washing, planting and weed eating
- Provided support to Events – lifting/carrying/road closure assistance
- Did deliveries – map & directories, event cards, posters, flyers, etc., etc.
- Funded, in part, by Canada Summer Jobs grant

3.2. HR

- With Marijo, researched and developed Performance Evaluation processes and procedures
- Staff evaluations are in progress and will be caught up by year end
- Evaluations will be scheduled for employees' annual anniversaries – includes employee's self-evaluation, reviewed by supervisor and incorporated into supervisor's evaluation of the employee

3.3. POLICY MANUAL

- To be included in advance of Board package for final Board approval
- Manual is policies. Developing/assembling procedures is the next step and is predicted to be an ongoing and will require joint effort

3.4. INTERNSHIP

We have accepted a St Lawrence College student for an internship, September through December. Will Baayen is a fourth-year student working towards his Bachelor of Administration. Will will help us with a variety of administrative priorities including continued implementation of QuickBooks, Employee handbook updates, development of formalized procedures and various audits of existing materials, identifying gaps.

4. MEMBER SERVICES

Submitted by Nicole Solomatenko

- [Click to view powerpoint presentation](#)

OTHER

ADDITIONAL

Notes:



Member Services

September 2022 Report

MEMBER INFORMATION

Member surveys have been paused for the last month due to the busy summer months and higher volumes of visitors to Downtown Kingston.

With the summer season coming to an end, we will resume our member surveys. We are currently working on an exciting incentive to help get surveys done before the AGM in November.

With the information that has been collected, as well as some additional updating, we are able to give somewhat accurate percentages of what types of businesses we have within our BIA boundaries.



Downtown Businesses

#3

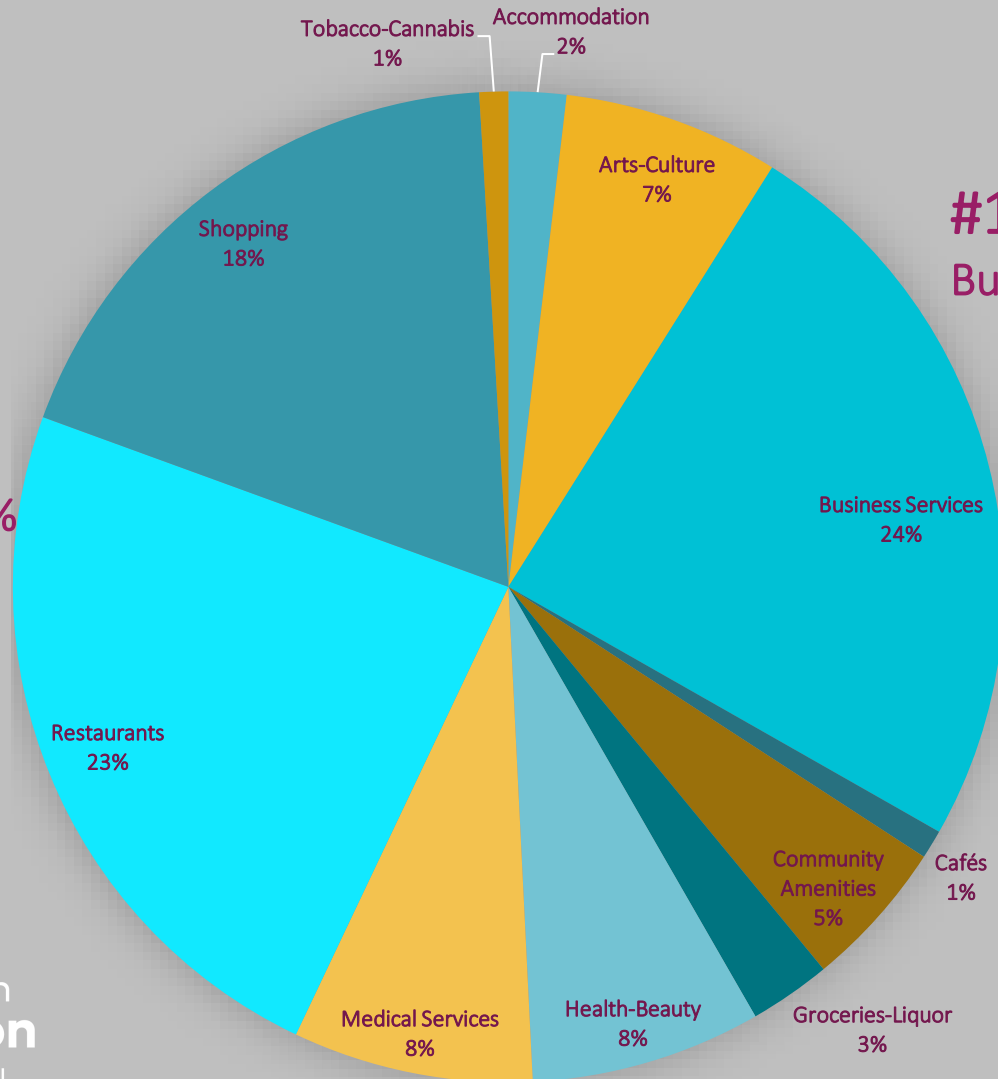
Retail 18%

#2

Restaurants 23%

#1

Business Services 24%



- Accommodation
- Arts-Culture
- Business Services
- Cafés
- Community Amenities
- Groceries-Liquor
- Health-Beauty
- Medical Services
- Restaurants
- Shopping
- Tobacco-Cannabis



MEMBER COMMUNICATIONS



We are continually trying to up our game and improve our member communications.



MEMBER COMMUNICATIONS



MEMBER WEBSITE

Every day we are adding useful information to our member website! Top pages visited this year, listed in order of highest views, are:

BLOG POST

VIEWS

Who to call?	361
Resources for Street-involved & Vulnerable	145
Nominations for Board of Management	143
Meet the Team	119
Market and Ontario St- Possible Closure	110

MEMBER COMMUNICATIONS



EMAIL	SENT	OPEN RATE
Pumpkinferno 2022: Themed Menu Items	361	41%
BIA Umbrellas: Special Member Only Offer	137	38%
BIA Member Bulletin: Aug 17, 2022	392	37%
BIA Member Bulletin: Aug 31, 2022	405	26%

BIA Bulletin:

Open rate increased by approximately 10%

MEMBER COMMUNICATIONS




In Person Visits

Over 40% of businesses have had an in person meet and greet with the Member Services Coordinator in the last 2 months.

MEMBER COMMUNICATIONS



259 total members 

▲ 7.02% vs. Dec 31, 2021

Sep 18, 2022



Member only Facebook Group

Number of Members increase by 7% since the start of the year.

NEW BUSINESSES



We have been building great relationships with our new members from the very beginning of their journey with us!



NEW MEMBERS

Since March 1, 2022, we have welcomed and featured almost 20 new business to the BIA. There are another handful opening soon!

NEW BUSINESSES



Business Categories of new businesses are:



43% = Restaurants



25% = Retail



11% = Health-Beauty



11% = Business Services



7% = Arts-Culture



4% = Other

NEW BUSINESSES



The BIA has been improved our member services, now offering support for new businesses joining our community.

We have been support our new members by offering them the following services:

- press releases to local media
- social media post
- Support with grand openings
- featured on our member site
- welcomed on member only Facebook group

PLANS FOR THE REST OF 2022

2022 is not over yet! There is still room for improvement



TO DO'S

- Complete member surveys
- Add photo and business description on visitor website
- Improve exiting process

