



BIA Update

Message from your President!

Hard to believe that the summer is almost over! We have had fantastic weather over the past couple of months which has brought many visitors into the area. I hope that everyone has had a successful summer and that the weather will continue to lure the visitors and cottagers to our unique shops, services and restaurants this fall.

I am happy to report that Midnight Madness was another great success with a record number of people coming out to enjoy the festivities. I would like to thank the Midnight Madness Committee for a job well done! The streets were filled with people who shopped and played right up until the end of the evening. The reviews continue to come back with excellent results. If you have any feedback and/or suggestions on how we can improve this event please contact Tracy at the BIA office.

Plans for the Colourfest Sidewalk Sale are well underway. Please mark your calendar for Saturday October 1st from 10 am til 5 pm. We have made some major changes to this years event. The street will remain open to traffic and we are planning to forgo the Bracebridge's Got Talent Contest. The goal is to put more emphasis on shopping and dining versus the activities that come with a street festival. With this in mind we are asking for members to get involved and make this a street wide sidewalk sale. Come up with some creative and fun ways to celebrate the fall colours. It does not need to be sales oriented.

On an important note all the businesses within Bracebridge have been invited to attend a session with world renowned speaker Roger Brooks. Roger Brooks has a tell it like it is personality and will be coming to Bracebridge to conduct a community assessment and speak to the local businesses. His company has assisted nearly 1,000 communities with branding, tourism, downtown development and marketing. Leading up to the session Roger Brookes and his team will tour Bracebridge and will view it through the eyes of our visitors. At this session he will discuss his findings. The session will be on Thursday, September 15, 2011 8:00 am – 12:00 noon at the Rotary Centre for Youth. I strongly recommend that all of us attend this very informative session.

It has been sometime since we have had a General BIA meeting because of this we are planning a meeting for Tuesday September 27th at 6:00 pm after Roger Brooks visit. If you can attend please contact the BIA office.

In closing, the board continues to be committed in keeping you informed. If you wish to keep up to date with what the board is working on we have made this easier by providing meeting minutes on the webpage. To obtain these details log on to www.downtownbracebridge.com under BIA Members/ Newsletter.

Sincerely,
Mae Brazier



BRACEBRIDGE VISITOR'S CENTRE Summer Hours— 7 days—9 am to 5 pm

We offer maps, brochures, accommodations info, things to do, event info. and public washrooms! They are located at **1 Manitoba St.**, right beside the silver bridge in the same building as Riverwalk Restaurant.

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NOTICE General Members Meeting

Date: Tuesday
September 27th
Location: TBD

Starting @
6:00 pm

Please RSVP if you
are able to attend.

Presenting

A look at Bracebridge, ON through the eyes of our Visitors

- First Impressions
- Lasting Impressions
- Business Mix
- Signage
- Local Attitude
- Beautification
- Ease of Getting Around
- Things to See and Do
- How the Area Stacks Up Against the Competition
- Branding
- Suggestions, Tips and Tricks that can Bring Spending to the Area

Thursday, September 15, 2011
8:00 am – 12:00 noon

Rotary Centre for Youth
131 Wellington Street,
Bracebridge, ON

R.S.V.P.: Jill Harris at jharris@bracebridge.ca or 705-645-5264

Light refreshments will be served.

Sponsored by:



BRACEBRIDGE
The Heart of Muskoka

Presented by Roger Brooks
President of Destination Development International



GENERAL INFORMATION

WELCOME NORTHERN ONTARIO SCHOOL OF MEDICINE STUDENTS

It is that time of year when we once again welcome 7 new medical students to our community as they complete their clerkship through the Northern Ontario School of Medicine.

With your assistance, we are looking for items/coupons/gift certificates from your membership to fill a welcome package for each of these medical students. As with previous years we ideally would like to have 7 of each item, but where this is not possible, 3 of one item will cover the students working out of the South Muskoka Memorial Hospital. If possible we would like to collect your items by Friday August 26th.

YOUR INVITED COMMUNITY BBQ

Tuesday August 30th at 12:00 pm.
Location: Kerr Park

If you would like to contribute to the welcome package please contact the BIA office (705) 646-5590

MEMBERS NOTICE

Parade along Manitoba Street Saturday August 20, 2011 Bracebridge Highland Games

The Bracebridge Highland Games will be having a street parade along Manitoba street on Saturday August 20th from approximately 10:45 am until 11:15 am. The parade will start on James street and proceed along Ann Street, turn on to Manitoba Street and proceed down to Ontario Street. The parade is expected to last approximately 20 to 30 minutes and will take up the use of one lane of traffic only.

Police will accompany the procession. Please come out and support the athletes and drum bands that will make their way thru town in celebration of the Bracebridge Highland Games.

PUBLIC WASHROOMS

Location: Visitor's Center/Riverwalk Restaurant
1 Manitoba Street

Summer Hours—7 days per week.

Monday 9 am—5 pm

After hours when Riverwalk is open.

Location: Bracebridge Public Library

Mon & Fri 9 am—6 pm

Tues to Thurs 9 am—8 pm

Saturday 9 am—4 pm

Sunday closed

Location: Senior Citizen Activity Centre
54 Dominion Street

Location: Bracebridge Arena

Please refer to the BIA brochure when giving directions to these locations as all the washrooms are clearly marked.

Community Calendar

If you are aware of any upcoming tournaments or events that are being held within Bracebridge please let us know.

August 20

Bracebridge Highland Games

Annie Williams Memorial Park
www.bracebridgehighlandgames.com

August 20-21

Reggae Muskoka Bob Marley Festival

J. D. Lang Activity Park
www.reggaemuskoka.com

August 22&26

Muskoka Opera Festival

Rene M. Caisse Memorial Theatre
www.muskokaopera.com

August 27

Muskoka Beer Festival

Annie Williams Memorial Park
www.muskokabeerfestival.ca

October 8, 2011 (Thanksgiving)

The Great Muskoka Paddling Experience

Annie Williams Memorial Park
& Bracebridge Bay

PLEASE HELP GEORGIAN COLLEGE WELCOME NEW FULL-TIME STUDENTS TO THE MUSKOKA CAMPUS

On Wednesday, August 31, 2011 Georgian College will welcome 75 new full-time students to their orientation at the Muskoka Campus. Please help us in welcoming them with your promotional coupons or student offers to let them know you're here!

Each student will receive a goodie bag – **help us fill these with your promotional coupons and student discount offers.** Or, you may wish to **donate the re-usable bag itself**, as businesses have in the past.

For more information, please contact Sandra at 705-646-7629, or e-mail muskoka@georgianc.on.ca, or mail or drop off your promotions to:

THANK YOU....

Many of you may have noticed the street looking cleaner than normal last week. The Bracebridge BIA would like to thank the Town of Bracebridge for scheduling a street cleaning with the sweeper. It made a huge difference in the look of our street.

Sincerely,
BIA Board of Management

EVENTS

BIA 2011 Events

Colourfest

Sidewalk Sale
Saturday, October 1
10-5 pm

Santa's Moonlight Shopping Party

featuring
Festival of the Lights
Friday December 2nd
5pm—10am

February Blowout
Date TBD

COLOURFEST

Sidewalk Sale

Saturday October 1st
10 am till 5 pm

This years event is taking a bit of change from past years. The Board of Management has made a decision to keep the road open this year and return back to a traditional sidewalk sale. The focus on this day will be the members. We want everyone participating and putting items out in front of their stores. Also to help celebrate the day we are asking members to come up with some fun and exciting way to attract people into your stores. It does not need to be a "sale" it could be a dealer demonstration, featured item, fashion show. The skies the limit on what you do.

Another main focus for this fall will be the Street Decorating. Our plan is to decorate the lamp-posts again with corn husks and flowers and we are looking for people to help. If you are able to assist please contact the BIA office immediately. Details of when will follow.

Please stay tuned for further details.

Tracy

Midnight Madness Review



Most of you are reporting a successful Midnight Madness event. The street were packed with visitors who took advantage of all the activities and great bargains that many of you had offered.

I would like to thank all the BIA volunteers that assisted in planning such a great night.

- Jessica Gowanlock—CC Fashions North
- Jim Dwyer—Scott's of Muskoka
- Beth Kelly— The Creative Cook

I would also like to recognize several individuals that assisted me on the day of the event without their assistance the event would not have gone so smoothly.

- Rod Purvis—Who stuck by my side all day and night and jumped in when I needed him.
- MS Rental
- Ted Minty-Northern Timbermart
- Campbell's Sports Women's Baseball Team who assisted with all the activities throughout the evening.
- Town of Bracebridge—Use of Bird's Mill Mews Park

Without the volunteers and donations, this evening could not have happened. If you are interested in sitting on this BIA committee please let Tracy at the BIA office know as we are looking for a few more members to help out with the planning of the event for 2012.

Thank You.....

Tracy Larkman—BIA Administrative Coordinator

MARKETING

BIA Advertising Co-Op

The Bracebridge BIA has recently allocated \$3000.00 from the General Marketing Budget to give back to those members who purchase radio ads and use the BIA Jingle within the ad. Your ad can be any length i.e. 15 seconds, or 30 seconds and does not need to be apart of any ad campaign. To be eligible you must use the BIA approved background music and the tag line "Living it up in Bracebridge" at the end of your ads. In return the BIA will provide a refund to each member that uses the jingle. The amount of the refund will depend on the number of times you use the jingle as well as how many members are apart of the co-op. Each time you use the jingle you will receive a credit towards it. The advertising co-op will commence on July 1st. It will be based on a 6 month trial and during the trial the \$3000 will be divided into 6 equal amounts (\$500.00 per month). Payouts will occur after the 6 month trial period is over. We will tally up all the ads that used the jingle each month and provide a refund based on this. Please note we will be unable to determine the amount of the refunds as it will depend on the number of participants per month however there will be a maximum payout of \$5 per ad.

If you are interested in being apart of the BIA Advertising Co-op all you need to do is contact your Moose FM Reps – Kate Randall, Jenny Hodge, Phil Ward, John Wright and let them know you would like to use the BIA jingle as part of your ad.

Call the Moose Monday to Friday 9-5 @ 645 2218.

Please see attached sheet for the MooseFM summer ad campaign rates.

This is a BIA initiative therefore all refunds provided to its members will be thru the Bracebridge Business Improvement Area Association and not by MooseFM.

Sample Ad:

CR Flowers in Downtown Bracebridge, where you'll find beautiful bouquets, arrangements and baskets to brighten your day. Use their FTD service, order party balloons or gift baskets. See our flowers at CR Flowers and Gifts in Muskoka's Downtown (Jingle: "Living it up in Bracebridge")

If you have any questions regarding this new initiative please contact the BIA office not MooseFM.

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DECEMBER FREE PARKING CAMPAIGN

The BIA Board of Management is currently discussing which charity they wish to support during the FREE PARKING CAMPAIGN for the Month of December

If there are any particular charities that you wish the BIA Board to consider please forward the charity details to Tracy at the BIA Office—info@downtownbracebridge.com or fax—705 646-5591. The BIA will review each of these charities and make a decision at one of the next Board meetings. .

DO YOU HAVE AN EMAIL ADDRESS?

The easiest way for the BIA to contact each member is thru email. It is fast and immediate! If you have an email address or if you have recently changed it and are no longer getting our updates please let us know a.s.a.p. so we can get you added to our distribution list. Please send an email to info@downtownbracebridge.com to get added immediately.

UPCOMING MEETINGS

General Members Meetings

To ensure you are available, please keep the below dates open for our General BIA meetings. It is important that we all try to attend these meetings as it is a great opportunity to share ideas and/or concerns. Location and start times will be provided in upcoming newsletters. To assist with planning please RSVP if you are able to attend the meeting. You may do this by sending us an email at info@downtownbracebridge.com or by contacting the BIA office (705)646-5590.

Upcoming General Members Meeting

Date: September 27, 2011

Location: TBD

This is an opportunity for each business to get to know the other businesses within the BIA and become familiar with what you sell or what services you offer. This is open to all BIA members (retail, restaurants/café and professional businesses). It is a great way to get to know your neighbors. The number of walkabouts done will depend on the number of members who indicate they are interested in participating. Each store will have an opportunity to talk to the members about their business. Cross selling within the BIA is extremely important and this will give everyone a chance to become familiar with what is currently being offered within the BIA.

BIA Board of Management Meetings

The Board of Management meets on the last Tuesday of every month. Meetings are held in the Council Chambers (1000 Taylor Court). All members are welcome to attend and share their input. If you have an issue you would like added to the agenda, please contact the BIA office in advance.

Next Board of Management meeting

September 18 , 2011

6:30 p.m.

Contact List

Mae Brazier	President	645-3131
Cindy Rushton	Vice President	645-9990
Glenn Gordon	Treasurer	645-5255
Mark Gauthier		646-2274
Christine Marshall		645-6451
Beth Kelly		645-0027
Liz Mitchell-Duran		646-2142
Cheryl Kelley	Appointed by Town	645-5264
Liam Cragg	Appointed by Town	646-8122
Tracy Larkman	BIA Coordinator	646-5590

BIA Office

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