



# February 2009

## FEBRUARY BLOWOUT

Thank you to all merchants who participated in February Blowout on February 21st. The public were pleased to have a chance of winning \$5 to \$100 in gift certificates to go towards their purchases. More gift certificates were redeemed this year than last year which indicates that is still a successful event. Thanks again and hopefully next year can be that much better.

## ART IN THE HEART RETURNS!

The Town of Bracebridge, along with partners Muskoka Arts and Crafts and Muskoka Small Business Centre are pleased to announce the Call For Entry for the second season of Art in Heart. This initiative was originally launched in 2008 and is designed to assist new artists by providing them with an opportunity to showcase their work while at the same time creating a new attraction in the core of Bracebridge.

The program for 2009 has some exciting changes. According to Cheryl Kelley, the Town's Director of Economic Development, "Last summer's successful two week pilot program gave us some valuable experience. Based upon the feedback we received from the public, the artists and downtown business owners, we have expanded this year's event to encompass seven weekends in total. We're also finalizing details on a new element to the event, the addition of performing artists."

One of the most unique components to the Art in the Heart program is the business support that the artists receive. Deena Brock the Managing Consultant for the Muskoka Small Business Centre said, "We are able to provide these new and emerging artists with coaching and guidance in submitting their applications. Once they are approved, we will be hosting a customized workshop to 'ready' them for presenting themselves and their art to the public."

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## CALENDAR OF EVENTS

### **Classic Car Show—June 21, 2009**

*-Details to be announced*

### **Midnight Madness—July 31, 2009**

*-Details to be announced*

### **Septemberfest—September 19, 2009**

*-Details to be announced*

***If you would like to volunteer for any event, please contact Ryan at the BIA office***

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## ART IN THE HEART RETURNS! CONTINUED

Art in the Heart is proposed to take place in the alleyways and public spaces along Manitoba Street on Saturdays and Sundays from July 11 until August 23. The length of the program will ultimately depend upon the number of artists that are accepted into the program. The expanded program will also mean an expanded marketing campaign geared at driving traffic to Downtown Bracebridge.

An improved directional map, outlining locations of artists as well as key downtown landmarks, will be produced and distributed through interested downtown businesses.

BIA members are encouraged to direct any interested artists to apply. The Call for Entry is available through any of the partners or their websites. Deadline for applications is: March 16, 2009 for Visual Artists and April 27, 2009 for Performing Artists. A direct link to the program website is found at [www.theheartofmuskoka.com](http://www.theheartofmuskoka.com), Click on the Art in the Heart logo.

If you have any questions regarding Art in the Heart, feel free to contact Cheryl Kelley, Economic Development Director, Town of Bracebridge, 645-5264 ext 253

## BROADBAND UPDATE

Indigiinet has circulated an information sheet regarding the project and have spoken to many interested members. If you would like more information, please call Indigiinet at 1-866-235-7510.

The first promotional camera is almost ready to be turned on for live streaming. These images will not be recorded at this point but can be viewed on [downtownbracebridge.com](http://downtownbracebridge.com) in the near future.

## 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) and all members are welcome to attend and share their input. If you have an issue you would like on the agenda, please contact Ryan at the BIA office in advance.

### Contact List

Mae Brazier	President	645-3131
Karin Nickel	Vice President	646-1246
Tricia Hunter	Treasurer	645-7763
Kris Orchard	Member	645-0021
Sue Reuger	Member	646-7727
Rod Purvis	Member	645-5695
Mary DaPonte	Member	645-5009
Cheryl Kelley	Appointed by Town	645-5264
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