



Monthly Update

Publication for
BIA Members

President's Message	1
Calendar of Events	2
What's Happening around the BIA?	2
Events	3
Marketing	5
Upcoming Meetings	6
BIA Contact Information	6

A Message from your President!

Finally the children are finished school, which means that summer is now in full swing. This is our busiest time of the year and many of you are already geared up and ready for the visitors.

With hopes of luring visitors to town the BIA has joined forces with a number of Bracebridge Festival and Event organizers in an effort to creating a summer-long series of events to make Bracebridge the must-visit event destination.

Under the marketing campaign of "*Celebrate in Bracebridge all summer long*" the group has developed a Festival website www.bracebridgefestivals.com, created a rack card that features each one of the participating members events and did a three (3) page article promoting Bracebridge Events within Sun Media's "Escape from the City" publication which was distributed in early June to various publications in Toronto and the Greater Toronto Area (GTA).

Bracebridge Festival Network members include:

- Bracebridge BIA
- Muskoka Pioneer Power
- Muskoka Summerfest
- Art in the Heart: Discover Emerging Artists
- Muskoka Arts & Crafts, Summer Show
- Cottage Country Comedy Festival
- Bracebridge Highland Games
- The Muskoka Beer Festival

The committee will continue to meet throughout the year to discuss additional options for festival-oriented promotions to continue promoting Bracebridge as a must see destination.

I would also like to take a moment to thank those members that were able to attend our last general members meeting. It was an opportunity for your ideas and suggestions to be heard. Some of the key suggestions from this meeting include:

- Increase advertising to the Seasonal Customers
- Create a tent card with all BIA events
- Unified signage for store hours
- Support core business hours within the BIA

- Free Parking—Trial in July and December
- Promote the BIA as an art designation
- Improve way-finding signs
- Create new Banners
- Survey Visitors at events
- Refresh old events and create new events to draw people

The members that attended the General Members meeting had wanted to create core hours for the retail store. Based on the information received via the online survey and by talking to the members it has been determined that more than 60% of the retail members did not want to adjust to the suggested hours.

*Monday to Friday - 9:30 or 10:00 a.m. to 8:00 p.m.
Saturdays - 9:30 or 10:00 a.m. to 6:00 p.m.
Sundays - 11:00 a.m. to 4:00 p.m.*

Based on these results the BIA will leave the business owners to determine their own hours and we will work towards developing a unified sign that members can use to post.

Lastly the BIA recently sent out an on-line survey to determine what direction the board should be taking in the future. The information provided to us is very valuable and will assist in setting our new goals and objectives. If you did not receive this on-line survey please advise the BIA and we will make sure we have your correct contact information so that you can be included in any future survey's. Results of this survey are being compiled now and will be posted on-line in the next couple of weeks.

In closing, the Board is committed to making the BIA a better place to work, shop and play. If you wish to keep up to date with what the board is working on we have made is easier by providing meeting minutes on the webpage within BIA Members/Newsletter.

Sincerely,
Mae Brazier

NOTICE

GENERAL Members MEETING

**Date: Tuesday
September 15th
Location: The
Dairy Bar
Restaurant
9 Manitoba Street
Starting @ 6:15pm**

**Please RSVP if
you are able to
attend.**

CALENDAR OF EVENTS

What's Happening around the BIA?

If you are hosting an event or have hired a new employee and wish to share the details with other BIA members please contact us and we will put it in our newsletter and our weekly email blasts.

WELCOME NEW MEMBERS

CR Flowers & Gifts

32 Manitoba Street

BEAUTIFUL CLOTHING

&

LINENS

14 Manitoba Street

Charlee's

Sports Pub & Billiards
27 Manitoba Street
(705) 637-0382

The Lilac Porch

12 Manitoba Street

The Creative Cook

New location at
35 Manitoba Street

Muskoka

Pewter

72 Manitoba Street

Bombay Bulldog

270 Manitoba Street

Beyond the Vine

200 Manitoba Street

The Cottage Winery

208 Manitoba Street
Under new ownership

Community Calendar

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

Muskoka Summerfest

July 11-12
Bracebridge Bay

Pioneer Power: Farm & Forest

July 10—12

Art in the Heart

Saturday & Sundays
July 11-August 23
Downtown Bracebridge

47th Annual Muskoka Arts & Crafts Summer Show

July 17-19

Cottage Country Comedy Festival: A new Wave of Comedy

July 31—August 1

Bracebridge Highland Games

August 15
Annie Williams Park

Muskoka Beer Festival

August 29
Annie Williams Park

UPCOMING EVENTS

MEETINGS

These meetings are open to any member who wishes to attend.

Colourfest

Meeting Date: July 14

Time: 6pm

Location: Charlee's Sports Pub & Billiards
27 Manitoba Street.

EVENTS

BIA Events

Midnight Madness	Friday July 31st, 2009 6pm til Midnight
Colourfest	Saturday October 3, 2009
SANTA'S MOONLIGHT	To Be Determined



Midnight Madness

Friday July 31st—6pm til Midnight



The Midnight Madness Committee has been working hard to make sure this year's event on Friday, July 31st is bigger and better than before. In order to accomplish this, we need your assistance and participation! This event is an opportunity for us to promote the BIA and what "Muskoka's Downtown" has to offer. Our goal is to ensure that every member of the BIA has an opportunity to participate.

As in the past we are planning a road closure for Manitoba Street between Ontario Street and Taylor Road and we are offering space within the closed off area for any member that wishes to set up a booth. This is a great opportunity for you to promote and advertise your business. Please contact the BIA office @ 646-5590 or info@downtownbracebridge.com if you are interested in booking space.

There will be entertainment for all ages. From 6pm til Midnight you will enjoy live music from the best ROLLING STONES Tribute Band in Canada "Voodoo Lounge". Zero Gravity Performers will be doing a fire show and a glow in the dark circus style act throughout the evening. Also to keep visitors entertained there will be a 24foot Climbing wall, a "Gyro Space Ball" which is a astronaut simulator that all ages can try. Furthermore there will be a bouncing castle to keep the small children amused. Heather's Floral Design will be donating balloons to the small children. To ensure the public can get around we will be offering Trolley service throughout the BIA.

Advertising for the event will commence 2 weeks prior to event with the Muskokan, Bracebridge Examiner/Gravenhurst Banner and the Weekender. MooseFM will run 60—30 second ads effective one week prior to the event and Tracy will be doing a radio interview on Thursday July 30th at 8:10am to help promote the event. In addition to the advertising mentioned, we will be printing 100—11x17 posters to distribute throughout the area 3 weeks prior and will be placing 18x24in corrugated plastic signs to be displayed throughout the Bracebridge boundaries one week prior to the event. We are looking for members that could assist with poster distribution outside Bracebridge—Port Carling, Gravenhurst, Bala, Huntsville etc. If you are able to assist with putting a few posters out in other communities please contact the BIA office—646-5590.

Manitoba Street between Taylor Road and Ontario Street will be closed at 4pm to allow for a two hour set up and will be re-opened at 1am, to allow for a one hour clean up period. We are encouraging all members to remain open from 6:00pm til Midnight. If you have any questions or wish to set up a booth within the closed off area please contact us.

Sincerely
Your Midnight Madness Committee

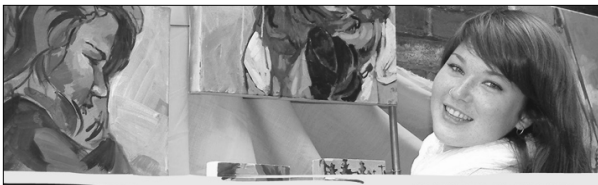


Photo taken by Muskoka Today

Art in the Heart

Weekends in JULY & AUGUST

Art in the Heart is an outdoor art market featuring the works of new and emerging visual and performing artists from throughout Muskoka. This arts initiative takes place on the streets, alleys and public spaces.

Discover Emerging Artists in
Downtown Bracebridge

Contact the Bracebridge Visitor Centre for dates and times.

1-866-645-8121

theHeartofMuskoka.com
Bracebridge, Ontario



Art in the Heart is entering its second summer and will be starting on July 11th. The program will run over 6 weekends throughout July and August. The program serves to celebrate local artists and help bring visitors to the downtown core. Sandra Beausoleil has recently been hired by the Town of Bracebridge, Economic Development Department as their Special Event Coordinator for this summer's "Art in the Heart" program. There will be over 20 artists displaying their art in 5 key locations downtown.

- Bird Mills Mew
- Appletree Parkette
- RBC Bank
- Chancery Lane
- Watson Labour Lawyer's

If you have any questions regarding Art in the Heart please contact Sandra at info@artintheheartbracebridge.com

....AND THE WINNER IS...

The BIA would like congratulate **SHINE** on winning this summer's window decorating contest. Shine has won ¼ page ad with Metroland North Media and also \$250 towards and advertising campaign with MooseFM.

HONORABLE MENTION:

- Worth Repeating
- The Picket Fence

Please stay tuned for the next contest which will be held this September.

Did you Order a Custom Number Sign?

Please be advised that the individual responsible for creating our number signs has run out of material and is awaiting more product to complete the remaining signs. We will continue to keep you posted on this project and once we have a more approximate date of when the final signs will be ready we will let you know.

VOLUNTEER'S NEEDED

If you or you know someone that would be interested in volunteering for one of the many events that the BIA sponsors please contact the BIA office. We are currently looking for assistance in planning for the following events.

- Colourfest—October 3rd
- Christmas/Santa's Moonlight Shopping Party

"CHRISTMAS IS" DINNER

YOU ARE INVITED
To
"CHRISTMAS IS"

Location: Bracebridge Legion
Date: December 5th

BIA MEMBERS WELCOME

\$25 per person
Includes: Christmas Dinner & Dessert
Wine on the Table
Live Entertainment

ALL BIA MEMBERS ARE WELCOME TO CELEBRATE THE CHRISTMAS SEASON. IT WILL BE A FUN NIGHT TO GET TO KNOW OTHER BIA MEMBERS. CONTACT THE BIA IF YOU ARE INTERESTED IN ATTENDING THIS DINNER—

705-646-5590

MARKETING

During the remainder of 2009 , the following is what we have scheduled for newsprint and radio.

Metroland North Media:

General ads within the Bracebridge Examiner / Gravenhurst Banner, will begin to run July 8th. This generic ad has been developed to promote the public to “Rediscover the Heart of Muskoka”. These ads will run—July 8,15, August 3,10,17,24. Midnight Madness will run July 22,29. September, October, December will also see ads leading up to our events.

MooseFM:

The entire summer we will be promoting radio listeners to visit the BIA with weekly ads. There will be 5 ads per day and we will be using parts of the jingle. We have also scheduled key advertising for September, October , November and December. The radio campaign consists of 7 weeks of scheduled ads and it is effective June 29 thru to July 26th, August –3rd to 23rd. Midnight Madness will run July 27 thru 31st.

Our goal to continue to promote our town as a great shopping and events destination and do our best to advertise monthly in both print and radio to ensure that people continue to see and hear about our downtown.



Downtown Bracebridge 10 Weeks of Summer

It's that time again! Our broadcast area is at its absolute busiest - filled with the right consumer that every business wants!

The 10 Weeks of Summer in Downtown Bracebridge!

You will receive 60-15 second commercials over the ten weeks when paired with another business from Manitoba Street to promote downtown Bracebridge as the destination to shop and enjoy Muskoka!

And it's only \$300.00 for the whole ten weeks!

We hope that you will join in this cooperative venture to ensure the continued vitality and success of the shops and services in Downtown Bracebridge.

Presented by: Gord Kidder

Moose 99.5 CFBG Muskoka

Tel: 705 645 2218 ext 233

gkidder@moosefm.com

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: Tuesday September 15, 2009

Location: The Dairy Bar—9 Manitoba Street

Start Time: 6:00pm

Light Snacks and Beverages to be served

If you wish to host a members meeting , please contact Tracy @ the BIA office (705)646-5590. Please check out the website for a complete listing of meetings.

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
July 28th
6:15 pm—Council Chambers**

Contact List

Mae Brazier	President	645-3131
Karin Nickel	Vice President	646-1246
Kristopher Orchard		646-9782
Rod Purvis		
Mary Da Ponte		645-5009
Sue Rueger		645-7727
Cheryl Kelley	Appointed by Town	645-5264
Lori-Lynn Giaschi-Pacini	Appointed by Town	646-8122
Tracy Larkman	BIA Coordinator	646-5590

BIA Office

35A Manitoba Street
P.O. Box 845
Bracebridge ON
P1L 1V1

Tel: (705) 646-5590
