



# Monthly Update

## A Message from your President!

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### **NOTICE General Members Meeting**

**Date: June 15, 2010**

**Location:  
Signature's Eatery**

**Starting @ 6:00 pm**

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

### **WINDOW DECORATING CONTEST**

**Date: June 18  
Theme: Celebrate  
Summer**

Get your creative juices flowing as the next scheduled window decorating contest is fast approaching. Please have your windows ready by June 17th for judging.

With summer so close I am happy to report that the board has secured Sublime Graphics to complete several beautification projects for the BIA which includes new parking lot signage and street banner's. The artwork has been completed and everything is currently being printed. The parking lot signs should be installed within the next 2 weeks by Sublime Graphics and the banners by Bruce Baker Electrical and Pole Construction Inc.

To further beautify the street the Town of Bracebridge has replaced all the Canadian and Provincial Flags that are located on the buildings in the lower downtown area. They have also repainted the Bracebridge sign that is located at the corner of Taylor Road and Manitoba Street. Season's in the Country will be looking after the flowers again this year and we will be including several new locations for the barrels and there will also be 22 new flower baskets on the new lampposts that were installed this spring.

With regards to Marketing, the BIA continues to be involved with the Festival and Events group and are advertising within the the Escape from the City publication this June. It will reach over 50 000 in the GTA. The new "Celebrate in Bracebridge all summer long" rack card is now available which outlines all of the Bracebridge events that will be occurring this summer. Tracy will be dropping these off to all the businesses for your customer's to have. A new brochure has been created for the BIA and is currently being printed. It has a new map to assist many of you when giving directions to the public. Furthermore we are launching a new BIA flyer

this July that will be distributed throughout the BIA and other key areas within the community and will also be featured on our webpage. The ads will be cost effective for everyone and will be a great way to let the public know what our great downtown has to offer. See inside for further details. Lastly based on the feedback received from our marketing subcommittee we are concentrating on Radio ads this year . We have chosen the MooseFM and the new 105.5 based out of Huntsville to air our BIA jingle which was recently re-recorded. Advertising for our events will remain the same for 2010.

Over the past several months there has been a lot of change on the street and the Board of Management is no exception. I would like to take a moment to welcome Beth Kelly—Creative Cook, Cindy Rushton—CR Flowers, Mark Gauthier—Hock Shop to the board of management. We look forward to working with these individuals. I would like to also remind everyone that this year is an election year if there are any individuals interested in running for the Board of Management this October please contact the BIA office.

It has been quite sometime since our last members meeting I would like to invite everyone to come out to Signature's Eatery—16A Manitoba Street on Tuesday June 15th, starting at 6 pm It is an excellent opportunity to share ideas/concerns that you may have and for those who are new on the street it is a great opportunity to network with others on the street.

Sincerely,  
*Mae Brazier*

# CALENDAR OF EVENTS

## **BIA Events**

### **FATHER'S DAY CAR SHOW**

Sunday, June 20  
11am—4pm

### **Midnight Madness**

Friday July 30  
6pm—Midnight

### **Colourfest**

Saturday October 2, 2010  
10am—5pm

### **Santa's Moonlight Shopping Party featuring Festival of the Lights**

Friday December 3, 2010  
6:00 pm—10-pm

Volunteers needed to assist with the planning of the above events. If you are interested in volunteering please contact the BIA office.

## **Welcome to the BIA!**

Please take a moment to welcome our new members.

### **The Ice Cream Shop**

3 Manitoba Street

### **Silverbridge Gallery** (new owners)

4 Manitoba Street

### **Blackbird Vintage Gallery**

13 Manitoba Street

### **Trends by Tigg's**

14 Manitoba Street

### **Signature's Eatery**

16A Manitoba Street

### **Your Home Interiors**

24 Manitoba Street

### **The Tattoo Shop/Jonathan Pignataro Photography**

95 Manitoba Street

### **Studio K**

85 Manitoba Street

### **International Pool and Spa**

157 Manitoba Street

### **J.A. Solo Portrait Photography**

12 Chancery Lane

## **Community Calendar**

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

**June 25-26**

**Cottage Country Comedy Festival:**  
CBC The Debaters and the World Leaders of Comedy  
*Rene M. Caisse Memorial Theatre and Club One*  
[www.cottagecomedy.com](http://www.cottagecomedy.com)

**July 9-11**

**Muskoka Pioneer Power Association:  
Farm and Forest**  
*J. D. Lang Memorial Park*  
[www.bracebridgechamber.com/mppa](http://www.bracebridgechamber.com/mppa)

**July 3-August 1**

(Saturdays & Sundays)

**Art in the Heart**

*Downtown Bracebridge*  
[www.artintheheartbracebridge.com](http://www.artintheheartbracebridge.com)

**July 16-18**

**48th Annual Muskoka Arts & Crafts Summer Show**

*Annie Williams Memorial Park*  
[www.muskokaartsandcrafts.com](http://www.muskokaartsandcrafts.com)

**August 7 & 8**

**Muskoka Model Railway Show**

*J. D. Lang Activity Park*  
[www.muskokamodelrailwayclub.com](http://www.muskokamodelrailwayclub.com)

**August 10-13 / August 17-19**

**PRISM presents "A Twelfth Night"**

*Annie Williams Memorial Park*  
[prismtheatre1@gmail.com](mailto:prismtheatre1@gmail.com)

**August 21**

**Bracebridge Highland Games**

*Annie Williams Memorial Park*  
[www.bracebridgehighlandgames.com](http://www.bracebridgehighlandgames.com)

**August 21**

**Reggae Muskoka Bob Marley Festival**

*J. D. Lang Activity Park*  
[www.reggaemuskoka.com](http://www.reggaemuskoka.com)

**August 21**

**Muskoka Beer Festival**

*Annie Williams Memorial Park*  
[www.muskokafestival.ca](http://www.muskokafestival.ca)

# MARKETING

## BIA set to launch Flyer!

After a lot of discussion and planning the BIA is finally ready to launch its Flyer. The goal of this flyer is to offer our members an affordable alternative to newsprint ads. The cost of the ads will vary from \$45—\$200. Which in comparison to newsprint is extremely affordable!

Our initial launch will consist of 5000 flyers. These flyers will be distributed throughout the BIA area and will also include many of the hotels, resorts, campsites, restaurants, professional and medical offices within the area. In addition we will also be adding a new page to our website for the flyer to be displayed and we will include a printable version of the flyer for anyone who wishes to download it. Adding it to the webpage will be a great way to draw traffic to the website and will give additional opportunity for those who advertise in the flyer to be seen. This flyer will also be great way for you to cross market along the street and to educate the public on what types of product/services you have to offer. Simple ads that let people know what you sell is best and the ads do not need to be associated with a specific sale that you are doing.

Our goal is to launch this flyer for July and run it monthly. It will be reviewed in September so send any comments to the BIA office. Ultimately our goal is to produce the flyer regularly and have it distributed through the Weekender or Canada Post once the program is launched and running smoothly. If you wish to participate please see below.

## How to Participate!

To become involved all you need to do is call us after June 10th at 646-5590 or email to [info@downtownbracebridge.com](mailto:info@downtownbracebridge.com) to book your spots. It will be based on a 1st come, 1st serve basis. You will be required book and pay for the months you wish to participate in upfront. Once the office has been notified Tracy will contact you and arrange a time that she can come and pick up the payment. Only once payment is received is your ad space booked. For our initial launch we will be booking ads for July, August, September. There are only 20 BIA member ads per month available. The BIA will accept Cash or Cheque. All cheques are payable to The Bracebridge BIA. **Ads must be PRINT ready by the specified deadline below.** The 1st ad must be **print ready by June 15th**. There will be **no refunds** for ads that are not received on time. It will be up to each individual member to produce the ads and get it to the BIA on time.

See below a sample set up of the proposed flyer. The BIA will be purchasing the first 2/3 of the front page to run general ads. The flyer will be 11x17 folded and will be in full colour on gloss paper. Exact sizing of each ad still needs to be verified by the printer. Below is just an approximate size. At time of booking Tracy will provide those participating with the exact ad size.

**Ad space is as follows:** width x depth these are approximate sizes and may vary once designed.

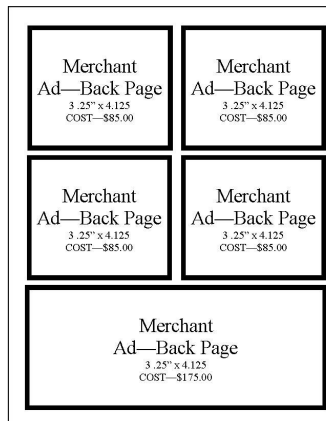
### Front Page:

One Space Available  
3.25" x 8.25 Cost—\$200.00



### Back Page:

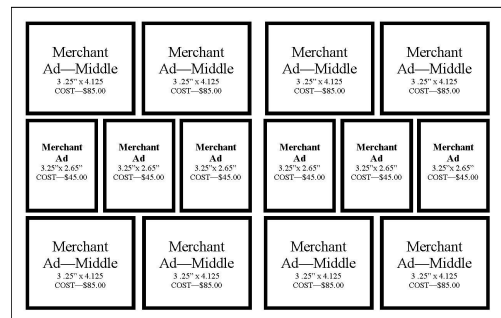
One Space Available  
3.25" x 8.25 Cost \$175.00  
4 Space Available—3.25 x 4.125



### Middle Pages

8 Space Available—3.25 x 4.125 Cost—\$85.00

6 Spaces Available—3.25x2.65 Cost—\$45



## Print Deadline

June 10—Start to reserve ads  
June 18—Ad deadline for July  
July 9—Ad deadline August  
August 9—Ad deadline September

# EVENTS

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## *Father's Day Car Show*

Sunday, June 20th

11am—4pm

This is a reminder that the car show is fast approaching. We would like to remind all members that we need you to be open on this day. This day is a great day to show off our downtown and what we have to offer.

As part of the event I am looking for items to put towards our door prizes. I will be out in the next couple of weeks to collect these prizes please let me know if you are able to donate. Thank you to all the members that are donating Trophies to the event we currently have secured 12 Trophies.

The road will close at 8 am and re-open at 5pm.

We will have several overflow parking area's as Manitoba Street will hold no more than 80 cars. If you are planning to bring a car to the show please arrive early to ensure a spot on Manitoba Street. The BIA is not reserving spaces for members. It will be done on a first come, first serve basis so please arrive early if you are planning to show a car off.

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## Midnight Madness Friday July 30th—6pm til Midnight



The Midnight Madness Committee is in its final stages of planning this year's event which will be on **Friday, July 30th**. 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](mailto:info@downtownbracebridge.com) if you are interested in booking space. If you are within the closed off area you must notify the BIA before June 10th if you plan to use the space in front of your business. This will allow us time to map the street and ensure our entertainers and vendors have space.

Entertainment will include live music from Bon Jovi tribute band "One Wild Night". Zero Gravity Performers will be doing a fire show and circus style act throughout the evening. Also to keep visitors entertained we have re-booked the 24foot Climbing wall, and the "Gyro Space Ball" which was a great hit last.

The BIA is still finalizing entertainment for the start of the evening please contact the BIA office if you know of any musicians that would be interested in performing. The Midnight Madness committee will be screening all performers prior to approving them. Please send an email to [info@downtownbracebridge.com](mailto:info@downtownbracebridge.com) if interested.

Sincerely

Your Midnight Madness Committee

Beth Kelly, Jim Dwyer, Lindsay Woods , Jessica Gowanlock, Tracy Larkman

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### UPCOMING EVENTS

#### MEETINGS

The BIA is still looking for members to assist with the Colourfest event which will be held on October 2nd. If you wish to help with the planning process please contact the BIA office.

*Colourfest*

**Meeting Date:** June 17

**Time:** 6pm

**Location:** Old Station Restaurant

# GENERAL INFORMATION

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## **BIA Board of Management Election**

The Board of Management will be looking for candidates for the upcoming elections. The election will take place at this years 2010 Annual General Members Meeting and will coincide with the Municipal election.

### **What does the BIA do?**

The BIA has a two fold mandate:

- To improve, beautify and maintain public lands and buildings within the BIA, beyond that which is provided by the municipality at large, and
- To promote the area as a business and shopping area.

### **What can you expect if you become a board member?**

A monthly board meeting which is held on the 3rd Tuesday of the month starting at 6:15 p.m. Additional meetings will be required from time to time for the planning of special events and projects. Board members are required to Chair a sub-committee which would be appointed by the Board of Management. The chair of a committee is accountable to the board. The committee chair is also responsible to the board for all expenditures within the committee budget. In addition the committee chair would have several other important responsibilities.

- Organizing and planning programs and projects in the committee's area of responsibility.
- Presenting progress reports to the board on all programs and projects undertaken by the committee.

If you are interested in participating in the election please contact Tracy at the BIA office  
705-646-5590 to discuss the process.

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## **Parking on Manitoba Street and the Surrounding Side Streets**

With the warmer weather now upon us I would like to send a friendly reminder to the members to refrain from parking on Manitoba Street and the surrounding side streets during peak hours which includes weekends unless you are loading or unloading your vehicles. It has been brought to the BIA's attention that some of the parking spaces are being abused by members, employees and tenants. The BIA understands that at times you may need to park near your business for short periods of time however once you have completed your deliveries we ask that you move your vehicle to your designated parking spaces at the rear of your buildings or use the municipal parking lots that are available to you free of charge. There are several all day parking lots for you to choose from.

The BIA has been protecting its parking spaces for a great number of years, and as expressed in the past, they are extremely valuable to the health of our Downtown core. The BIA has gone to great expense to purchase off street parking lots but our Manitoba Street and side street parking spaces continue to be invaluable. We must ensure that there are parking spaces available for those potential customers who choose not to use the free designated parking lots that we provide.

We are coming up to our busiest time of the year and we need to make sure that our businesses have every opportunity to attract customer's. The Bylaw department is out in full force now, they will ticket and possibly tow any members and employee's that continuously park on the street. Please take this into consideration before you park on the street.

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# UPCOMING MEETINGS

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## 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](mailto:info@downtownbracebridge.com) or by contacting the BIA office (705)646-5590.

### Upcoming General Members Meeting

**Date:** Tuesday June 15, 2010

**Location:** Signature's Eatery—16A Manitoba Street

**Start Time:** 6:00 p.m.

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.

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## **BIA Board of Management Meetings**

The Board of Management meets on the 3rd 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**

**June 22, 2010**

**Start Time: 6:30 pm**

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## **Contact List**

Mae Brazier	President	645-3131
Karin Nickel	Vice President	646-1246
Rod Purvis		
Glen Gordon		645-5255
Cindy Rushton		645-9990
Beth Kelly		645-0027
Mark Gauthier		646-2274
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

**Email:** [info@downtownbracebridge.com](mailto:info@downtownbracebridge.com)

**Fax:** 646-5591

[www.downtownbracebridge.ca](http://www.downtownbracebridge.ca)