



BIA Update

A Message from your President!

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Wellington Street Bridge Closure to start at the end of March!

Spring is fast approaching and many of you have started to gear up for the busy season ahead. Up and down the street you can see a flurry of activity. Several businesses are in the process of opening their doors and should be open soon. Furthermore several of our members have taken the winter months to finish renovations within their businesses. I would like to welcome all of our new members and hope that you will be able to attend our upcoming members meeting on Tuesday March 8th at Signatures Eatery—16A Manitoba Street.

With that being said I need to address the upcoming closure of the Wellington Street Bridge. The closure is to commence on March 21st and is expected to remain closed until approximately June 17th. Due to this closure Manitoba Street will be the designated route for ALL vehicles which will include transport trucks. On a positive note it will be a great opportunity for us to showcase our downtown to those travelling through. However, Manitoba Street will be busy with traffic. Due to this the BIA is currently reviewing how the businesses on the lower end of Manitoba Street (from Ontario Street to Taylor Road) will receive their deliveries. At this point in time many delivery drivers pull over to the side of the driving lane to make their deliveries, but during the bridge closure this will not be an option. The flow of traffic must be maintained and trucks will not be allowed to block the roadway.

The BIA Board of Management has discussed this issue and we are currently looking at designating 2 parking spaces on the lower end for delivery trucks to park and make their deliveries. These spaces would be designated for deliveries only. Providing a few spots for the delivery trucks would allow the traffic to continue to flow. The BIA board has not determined which spots to block off yet however we are looking to designate the delivery zone in a central location which would allow large transport trucks to maneuver in and out easily. We understand that this option is not the most favorable one as it will take away several valuable parking spaces on the lower end of Manitoba Street. If there is any member that has a better suggestion on how to keep the traffic flowing while deliveries are being made please contact the BIA immediately. The BIA will need to make a decision quickly and notify the Town of Bracebridge and the District of Muskoka as to how we plan to manage the deliveries during the proposed bridge closure.

Lastly the BIA will be notifying the local delivery companies of the bridge closure and our plan for a delivery zone. To ensure that all delivery drivers are aware of this upcoming closure we are asking each member to do their part and notify any of your companies that plan to have deliveries done during the scheduled closure. In addition the BIA is also recommending that each member attempt to request that their deliveries be done in the morning when traffic is not as heavy. The BIA understands that this will not always be possible but would like each member to attempt to get an earlier delivery time. Notifying these companies in advance will ensure the traffic continues to flow on Manitoba Street and allows the company making the delivery to plan accordingly.

If you have any questions regarding the upcoming bridge closure please do not hesitate to contact the BIA office or myself.

Sincerely

Mae Brazier

REMINDER

Upcoming General Members Meeting

Date: Tuesday
March 8th, 2011

Location:
Signature's
Eatery
16A Manitoba Street
Starting @
6:00 pm

**Please RSVP if you
are able to attend.
705 646-5590**

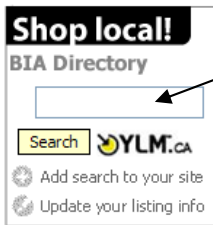
GENERAL INFORMATION

HAVE YOU UPDATED YOUR ONLINE BUSINESS DIRECTORY LATELY?

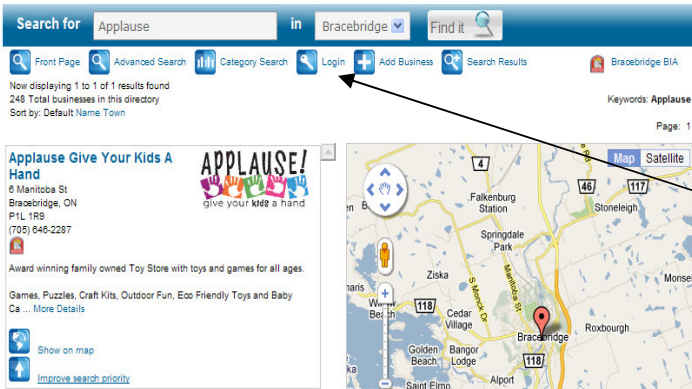
In 2007 the Bracebridge BIA, in partnership with the Town of Bracebridge and the Bracebridge Chamber of Commerce, launched a new searchable online business directory, YLM-Your Local Marketplace. This online business directory provides visitors to the area with information on places to eat, stay, and explore. Businesses and consumers can find products and services they need quickly and easily through the directory. Information in the directory will help the Economic Development Office create valuable reports to help manage the Town's economic affairs. The Town of Bracebridge has sponsored a free Basic Listing for all BIA members to use and with recent upgrades to the YLM system your listing now automatically includes; Driving directions to your location, website links, up to 800 characters of searchable keywords, marketing messages, images, logos, amenities; social networking links (LinkedIn, Twitter, Youtube and Facebook pages). If you are looking for a way to stand out and promote your business, you can purchase an add-on called, "Priority Search Placement". The priority search placement ensures your listings are at the top of searches that include your keywords and categories.

The BIA sets up your initial account however we ask that you update your information on a regular basis. It is up to each individual business to keep your listing current.

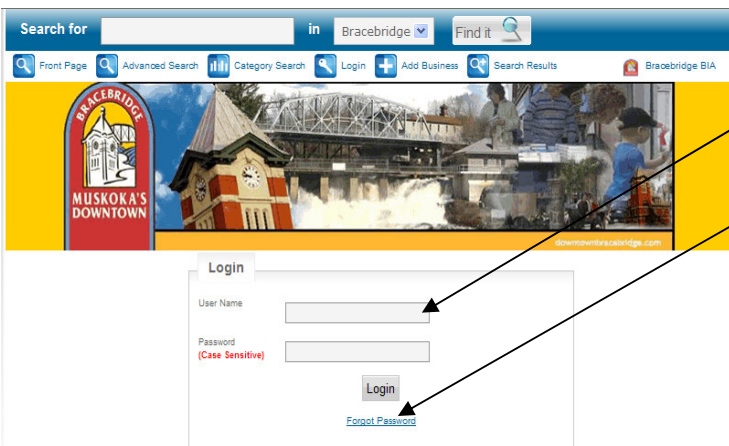
To access your free listing login into the BIA website:
www.downtownbracebridge.com visitor's section—downtown & events tab



Type your business name in the Shop Local! YLM BIA directory box.
If your business is not listed when you type it in please contact the BIA office.



Click—Login



To update your information, click "Login" and enter your personal ID and Password.

The Login and Password would have initially been assigned you by the Bracebridge BIA, if you are not aware of the password or ID, please click "Forgot Password" the information will be sent to your email box.

If you never received a password or Personal ID contact the BIA office.

EVENTS

Father's Day Car Show

Sunday, June 19th
10 am—4 pm

We are hoping to make this year's car show bigger and better than before with the Board of Management requesting an extended road closure. Currently the BIA is awaiting approval from the District of Muskoka to close Manitoba Street from Ontario Street to Anne Street with the exception of the side street traffic being able to pass from Mary to Rene Caisse Lane and from Ida St to Kimberley Avenue. This request was brought about as the car show was unable to accommodate the number of vehicles that wanted to show last year. Furthermore this request will allow the BIA to expand and include many of the businesses on the upper end of Manitoba Street that in the past have not been able to participate.

With that being said we are in the process of planning the event. If members are interested in putting coupons or small gifts into the participants welcome package please advise the BIA office. We will be looking at providing 200 welcome packages. Those that are interested will be required to provide these coupons by the beginning of June to allow time to organize the packages.

Furthermore, the planning committee is looking for members that are interested in sponsoring trophies and to donate door prizes for this year's Father's Day Car Show.

Trophy sponsorship is \$50.00

Your name will be included on the trophy, your business will be mentioned during the award presentations and will be included within the participants information package.

There is a limited number of trophies to sponsor. If you wish to become a sponsor please contact the BIA office info@downtownbracebridge.com.

BIA 2011 Events

Father's Day Car Show

Sunday, June 19th
10 am—4 pm

Midnight Madness

Friday July 29th
6 pm—Midnight

Colourfest

Date to be determined

Santa's Moonlight Shopping Party featuring Festival of the Lights

December 3rd (tentative)

Volunteers are needed to assist with the planning of the above events. If you are interested in volunteering please contact the BIA office. 646-5590 or info@downtownbracebridge.com



Welcome to the BIA!

Please take a moment to welcome our new members.

- **Jacquie's Boutique**
13 Manitoba Street
- **Bliss Boutique of Muskoka**
63 Manitoba Street
- **Mia**
77 Manitoba Street
- **Bohemian Café and Gallery** (Opening Soon)
75 Manitoba Street.
- **Beyond the Vine** (Under new ownership)
200 Manitoba Street

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: March 8, 2011

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.

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

March 15th , 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 Kelley		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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