Stacobs BIA

Thursday February 23, 2023@ Puddicombe House Banquet Hall

The Marine Str. JACOBS

BUSINESS IMPROVEMENT ASSOCIATION



History offthe St. Jacobs BIA

- Private enterprise handled all aspects of Village (Advertising, Marketing, Event Planning, Snow Removal, Garbage Removal, Website Administration, Tourism Conference Attendance)
- Liquidation of Assets by private enterprise lacksquare
- Private enterprise to BIA transition in (2016) ullet





BIA Board

- Chair Edward Denyer (Eco Coffee)
- Vice-Chair Craig Miller (Xclusive Elements)
- Secretary Bob Wilbur (Quarry)
- Treasurer Graham Spence (Block Three Brewing)
- Councilor Eric Schwindt (Woolwich Township)
- Brittany Burgess (La Creme) Events Committee Head ullet
- Michael Palmer (Quarry) Marketing Head
- Dan Vandermolen (Change Lifestyle) Community Engagement Head •
- Phil Hipkiss (Block Three Brewing) Beautification Head •
- Nick Benninger (Fat Sparrow Group)



Admin Staff

- Program Manager Erin Schmidt
- Events/Marketing Manager Amanda Palmer
- Social Media Co-ordinator Leslie Kay





We are looking for people to rediscover St. Jacobs as a destination, let themselves be surprised by what they find.

The Atmosphere – a place where people can come to escape their immediate, an easier pace, surroundings to absorb and enjoy; which may be familiar but are refreshing and reinvigorating.

The People – a unique fusion of vintage and modern, blended into a quaint setting filled with warm, friendly and happy people.

The Surroundings – a picturesque rural setting full of curiosities to wander and wonder amongst.

The BIA supports these ideas by adding an administrative effort to manage common services, by adding beautification to common areas, by marketing the business members in their associated specialties and by creating events which will hopefully create more attention and provide more visitors, all of this while giving back to the local community and helping foster an environment which other like minded businesses would want to participate in.



Benefitss

- Bright and vibrant downtown core is healthy for businesses and • local residents
- Attracts more businesses \bullet
- "WE" control our destiny (sense of community and collaboration)
- Unified voice (township and govt grants)
- Provides economic stimulus for the local economy
- Property values usually increase as a result lacksquare



Beautification

- Flower Maintenance Program
- New hanging baskets and bridge flower boxes
- All new garbage bins and benches throughout the community
- Recycling program was set in place
- Washroom program
- Dog friendly shops program









Beautification

- Banners changed seasonally
- Murals throughout Village













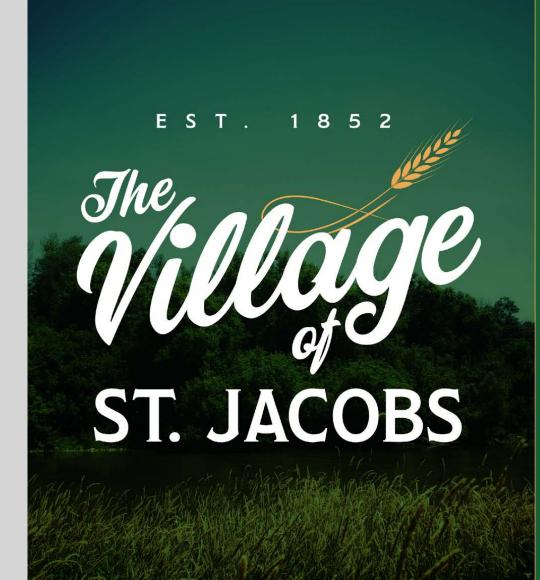
Maintenance

- New wayfinding signs
- New entrance signs at both ends of Village



Marketing

- New website created stjacobsvillage.com
- Facebook (11k followers)
- Instagram (13.9k followers)
- Twitter (1,592 followers)
- REDISCOVER marketing campaign



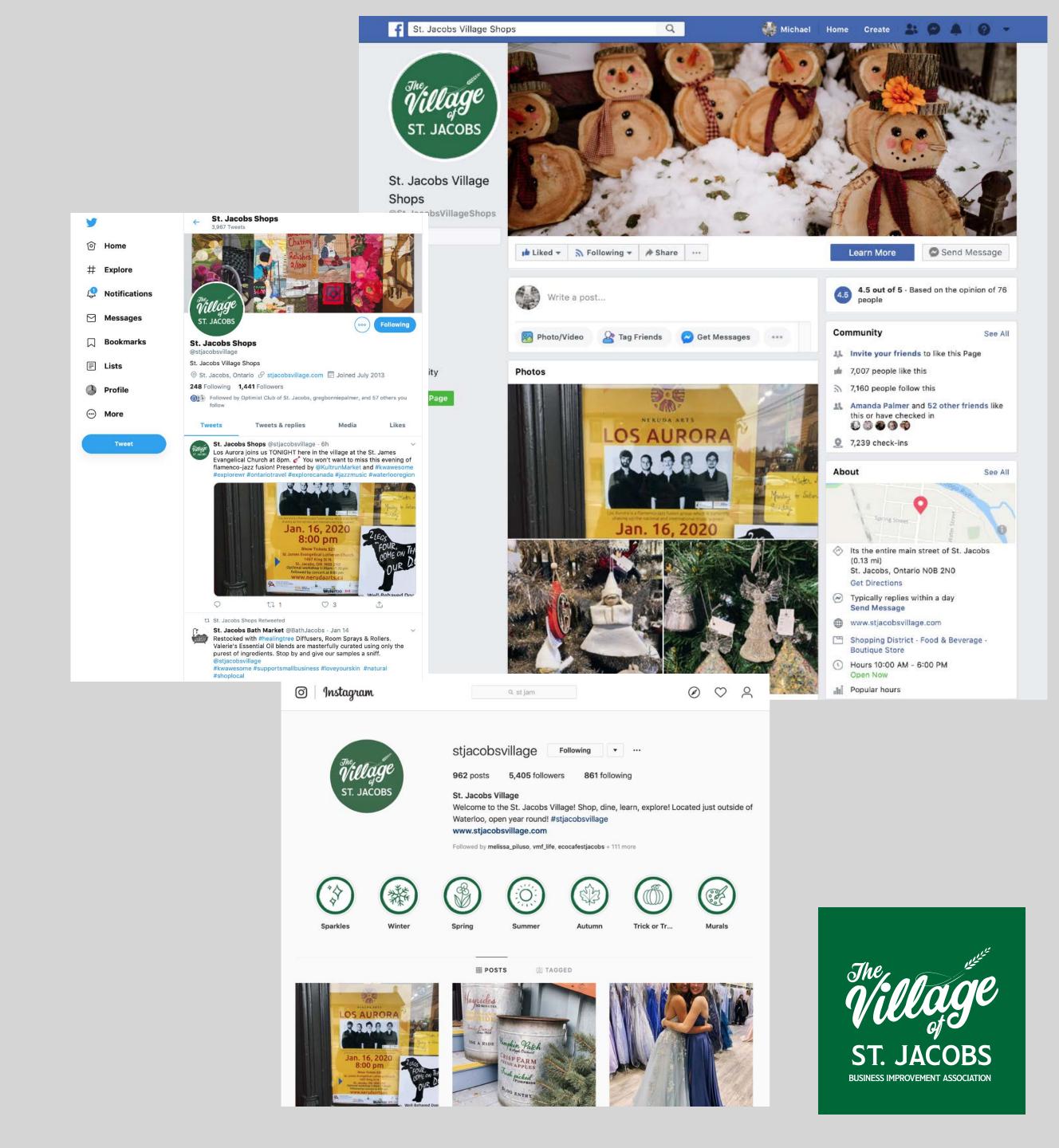
REDISCOVER

LOCATED JUST MINUTES FROM YOUR HOTEL, THE VILLAGE OF ST. JACOBS IS FILLED WITH AUTHENTIC SIGHTS, SOUNDS, SMELLS, TASTES, AND INCREDIBLE ONE-OF-A-KIND SHOPPING, THAT ARE SURE TO RE-INSPIRE THE SOUL.

DIRECTIONS: TURN LEFT ONTO FARMERS MARKET RD. TURN RIGHT ONTO WEBER ST N. TURN LEFT ONTO KING ST. N. AND CONTINUE FOR 2KM.

STJACOBSVILLAGE.COM

STJACOBSVILLAGE
STJACOBSVILLAGE
ST.JACOBSVILLAGESHOPS





Rediscover St. Jacobs Contest

• Prize included a weekend getaway in the Village, with a hotel stay at the Courtyard Marriott, packages from Eco Cafe, Block Three, JJacob's Grill and the Village Biergarten

Christmas in July Giveaway

• Gift packages from Thatch and Fringe mani-pedi, stay at Homewood Suites by Hilton

Sparkles Giveaway - Two Prizes

• Two, one-night accommodations at Courtyard Marriott



Events

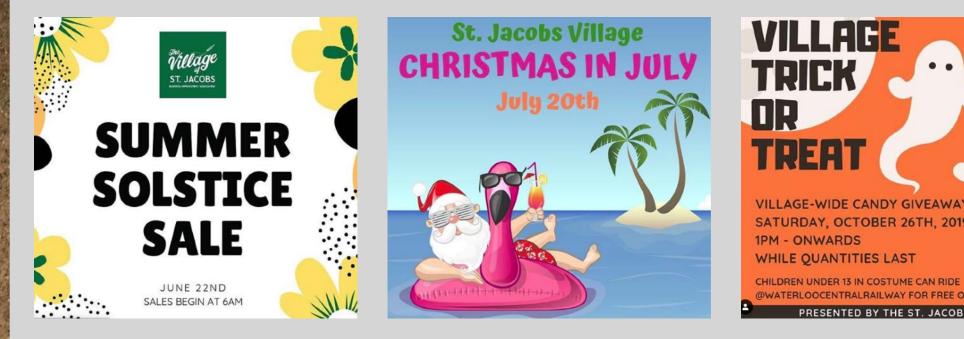
- Summer Solstice Sale
- Christmas in July
- Pumpkin Parade
- St. Jacobs Sparkles



Please maintain a one headless horseman distance stop the spread







THURSDAY NOVEMBER 14TH TO SUNDAY NOVEMBER 17TH, 2019 THURSDAY, FRIDAY AND SATURDAY 10AM-9PM - SUNDAY 12PM-6PM

> St. Jacobs

Spatial States

ST. JACOBS

STJACOBSVILLAGE.COM

ST. JACOBS

NTA'S RKSHOP

HOLIDAY SHOPP

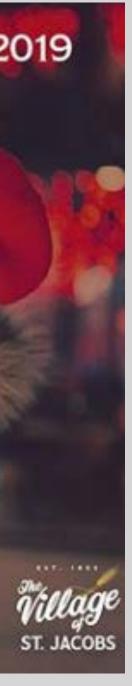
OBSVILLAGE.COM



VENT!

STJACOBSVILLAGE.COM 🔘 🍏 📑



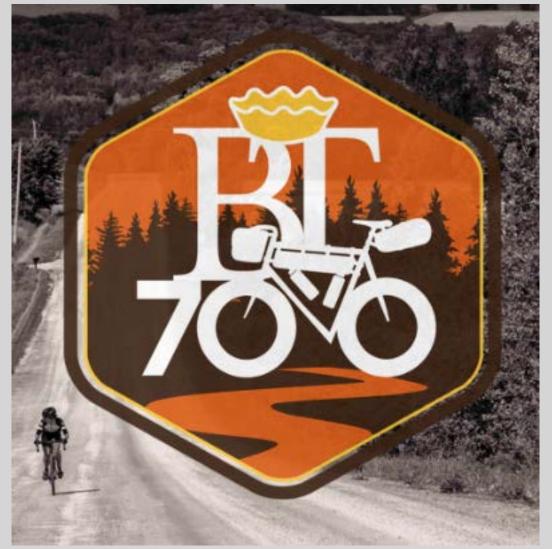


Events

- Amazing Race St. Jacobs Community Association
- BT700 (July 14) Bikepacking.com
- Ghost Walk
- Cycle into Summer
- Walktoberfest
- Easter in the Village
- Fire & Ice (Family Day Weekend)
- WEFT FEST













Achievements

- Partnership with University of Waterloo, Lazaridis School of Business
- Government Grants received (Main Street Beautification, Community Space)
- Bike program lacksquare
- Hotel partnership with area providers
- Associate Memberships





