



*The
Village
of*

ST. JACOBS

BUSINESS IMPROVEMENT ASSOCIATION

St. Jacobs BIA

Thursday February 23, 2023

@ Puddicombe House Banquet Hall

History of the 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
- Private enterprise to BIA transition in (2016)

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
- 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

Vision

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
- "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

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

EST. 1852

The Village of ST. JACOBS

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

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STJACOBSVILLAGESHOPS

St. Jacobs Village Shops

St. Jacobs Village Shops

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Photos

About

Its the entire main street of St. Jacobs (0.13 mi)
St. Jacobs, Ontario N0B 2N0
Get Directions

Typically replies within a day
Send Message

www.stjacobsvillage.com

Shopping District - Food & Beverage - Boutique Store

Hours 10:00 AM - 6:00 PM
Open Now

Popular hours

St. Jacobs Shops

St. Jacobs Shops

Tweets

Tweets & replies Media Likes

St. Jacobs Shops @stjacobsvillage · 6h

Los Aurora joins us TONIGHT here in the village at the St. James Evangelical Church at 8pm. e You won't want to miss this evening of flamenco-jazz fusion! Presented by @KulturMarket and #kwawesome #explorewaterloo #ontariotravel #explorecanada #jazzmusic #waterlooregion

1 3

Retweet Like

St. Jacobs Shops Retweeted

St. Jacobs Bath Market @BathJacobs · Jan 14

Restocked with #healingtree Diffusers, Room Sprays & Rollers. Valerie's Essential Oil blends are masterfully curated using only the purest of ingredients. Stop by and give our samples a sniff. @stjacobsvillage #kwawesome #supportsmallbusiness #loveyourskin #natural #shoplocal

Instagram

stjacobsvillage

Following

962 posts 5,405 followers 861 following

St. Jacobs Village

Welcome to the St. Jacobs Village! Shop, dine, learn, explore! Located just outside of Waterloo, open year round! #stjacobsvillage www.stjacobsvillage.com

Followed by melissa_piluso, vmf_life, ecofestjacobs + 111 more

Sparkles Winter Spring Summer Autumn Trick or Tr... Murals

POSTS

TAGGED

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Contests

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



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
- Hotel partnership with area providers
- Associate Memberships

LAZARIDIS
School of Business & Economics

UNIVERSITY OF
WATERLOO

