

MARCH 2021 |



# LOVE YOUR DOWNTOWN



## UPDATE FROM THE DIA BOARD OF MANAGEMENT

Spring is coming, and we are all excited for sunshine and warmer weather.

As the snow leaves our sidewalks, all of the sand and bits of litter become more visible. City workers will be sweeping and removing much of the sand and debris, but you can do your part for your entranceway. Give it a sweep in the morning and toss any litter by your doorways; it shows customers that you take pride in your business and make it more inviting.

In the evenings/after hours consider lighting up your windows and front entrance; it adds atmosphere to the street and is a missed marketing opportunity. Additional light also adds to the safety factor for everyone.

## A GLIMPSE OF WHAT'S INSIDE:

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of Management](#)

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Website](#)

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## NEW MEMBERS AREA ON THE DOWNTOWN WEBSITE

There is a new page on the Downtown website for YOU.

On the [Members page](#) you will find information about business resources, how to get your information updated on the business directory, details on our private Facebook group for business owners, copies of meeting minutes, and more.

This page is for you, so tell us what you would like to see there for yourself and other members.

### Members

#### Welcome to the Downtown North Bay & Waterfront members' page!

This is a space for members like you. Come here to access the resources you need, get involved with and stay up to date on important information.

#### Who is a Downtown North Bay & Waterfront member?

Members of Downtown North Bay & Waterfront are businesses within the Downtown North Bay bc are many ways that you, as a member business, can benefit from the DIA's activities and initiatives, increased number of visitors to your business, boosted awareness and increased customer retention.

Have questions about your membership? [Contact us](#).

Are you a new member? [Let's chat](#).





## **2021 PATIO FEES WAIVED**

It was announced on March 10th that to help support local businesses, the City of North Bay will again be waiving all fees associated with the creation of new or expanded outdoor patio spaces for the 2021 season. First implemented in 2020, waiving of the fees again this year was approved by North Bay City Council Tuesday. This includes any potential building permit fees, applicable parking fees under the existing Sidewalk Patio Program and municipal alcohol license approvals and extensions issued through the City Clerk's Office for the 2021 season. In addition, the existing Sidewalk Patio Program in the Downtown will again be expanded to support the use of sidewalks for outdoor retail space.

Guidelines developed by the City to assist local businesses in the creation of new or expanded outdoor patio spaces, including information about when a permit may be required are available [here](#).







## GET SOCIAL

Looking for an easy, and FREE way to create graphics for your social media posts? Use [Canva](#) to make graphics for your social media. The free version has an area for your branding colours, and font that you use. Not sure what those colours are? Canva's [palette generator](#) can help.



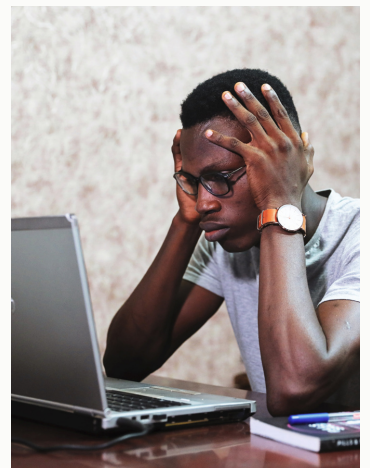
Here's a [helpful tutorial](#) for getting started with Canva.

Digital Main Street Webinar: Social media for your Business, Tuesday, March 23rd 7-8:30pm.  
[Register here.](#)

Wondering what to post?

Here are a few ideas:

- Let people know that you accept Downtown Dollars (gift certificates); invite people to spend them at you store.
- Sales, specials, features
- Introduce your online followers to your employees
- Let people know if you have appointment shopping, curbside pick-up, delivery options.





## **GIFT CERTIFICATES**

In 2020, the Board of Management put a total of \$30,000 into our Bonus Dollars gift card program. With each \$50 gift card purchase, customers received a bonus \$25 gift card. In total, \$90,000 was diverted from big box stores, and moved to Downtown.



## **GROWTH COMMUNITY INCENTIVE PROGRAM (GCIP)**

The City's new Growth Community Incentive Program is designed to help grow the community through city wide programming for industrial development and targeted intensification for housing and downtown waterfront commercial projects with a number of financial incentives.

An application for any financial incentive program contained in this CIP:

- i) Can be made only for development, redevelopment, rehabilitation, and/or adaptive reuse of a building or property within the identified target areas of this CIP;
- ii) Must be submitted to the City prior to the commencement of any works to which the incentive program will apply and prior to the application for a building permit; and
- iii) Must include plans, drawings, studies, reports, cost and/or other studies, details and information as may be required by the City to satisfy the City with respect to project eligibility, design, performance and conformity with the CIP.



### **GARBAGE PICK UP**

Every Tuesday & Friday morning



### **CARDBOARD PICK UP**

Weekly on Friday morning





This newsletter is all for you so, naturally, I'd love your input!

Drop me a line and let me know what you'd like to see and read.

I can't wait to hear from you!

Cheers,  
Amber



"Whenever you see a successful business, someone  
once made a courageous decision."

-Peter F. Drucker