

MAY 20, 2021

LOVE YOUR DOWNTOWN



USE YOUR WINDOWS TO CATCH PEOPLE'S ATTENTION

Give potential customers a reason to stop and take in the view that your storefront provides.

Want to make your storefront more inviting? Add a potted plant or two that can be easily be moved inside after hours. The greenery is a small way to add more curb appeal to your business. It doesn't have to be fancy, just make sure to keep it alive. □

Lost when it comes to window displays? Window art is a beautiful way to make an impact without sacrificing space. Consider hiring a local artist to paint your windows and make them eye-catching. White paint is always a safe bet. You can also ask another store owner that inspires you for tips and advice.

A GLIMPSE OF WHAT'S INSIDE:

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[Sign Wars](#)



DO YOU HAVE YOUR CLING ON?

Let people know that they can spend their Downtown Dollars in your business.

Side note: Take a photo of your window cling and post it on social media letting your followers know that you accept Downtown Dollars.

We've got window clings as shown in the photo below.

Need one for your location? [Email me](#) and I can drop one off to you.



NEW BUSINESS



NEW BUSINESSES

We have some new neighbours in the Downtown.

The Culture Club is located at the back of 158 Main West.

LookSeeChecklist is at 146 Main West.

Tattoos by Zandra has relocated into the walkway building at 133 Main West.

Brainstorm Productions is located at 159 Main East.

AIDS Committee of North Bay & Area has relocated to 147 McIntyre West.

Good Glaze Dessert Bar is moving into 132 Main West.

When visiting a Downtown neighbour, introduce yourself and let them know where your business is. Start the conversation, and get to know each other.



MAKE GMAIL WORK FOR YOU

If you're a Gmail user and are overwhelmed by incoming emails, finding a specific email, saving something for later, etc, help is available.

Check out this [video](#) on organizing your Gmail inbox to make it work for you; it's a game changer.

Holding a contest, or looking for a new hire, and want those incoming emails to stand out to you? Then watch this [video](#) on infinite aliases. Then create your filters with help from this [video](#).

Need to save an email as a file on your computer? This [video](#) will show you how; it's super easy.



HELPFUL LINKS

- Tourism and Travel Small Business Support Grant

The Ontario government is providing one-time payments of \$10,000 to \$20,000 to support eligible small tourism and travel businesses struggling to recover from the impact of the COVID-19 pandemic. This grant will support eligible small tourism and travel businesses that did not receive the Ontario Small Business Support Grant (OSBSG), such as travel agents, hotels, motels, resorts, and bed and breakfasts. To qualify, businesses must have fewer than 100 employees and demonstrate they have experienced a minimum 20 per cent revenue decline between 2019 and 2020. [DETAILS HERE](#)

- Restaurant & Bar Support Fund

The Restaurant & Bar Support Fund has been launched to provide one-time grants to financially assist food and beverage establishments throughout Ontario. Their target is to raise \$5 million to assist a minimum of 1,000 Ontario food and beverage businesses through 2021. [DETAILS HERE](#)



GARBAGE PICK UP

Every Tuesday & Friday morning



CARDBOARD PICK UP

Weekly on Friday morning



SIGN WARS

Get in on the fun with Sign Wars.

Share your punny signs in the local [Facebook group](#).

Need a virtual sign? [CLICK HERE](#)

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 look forward to hearing from you!

Cheers,
Amber

“Entrepreneurship is living a few years of your life like most people won't so you can spend the rest of your life like most people cant.”

-Warren G. Tracy's student