

JUNE 10, 2021

LOVE YOUR DOWNTOWN



MARKETING PLAN FOR RE-OPENING

We are all very eager for a successful re-opening.

As per the provincial 3-Step plan, Step 1's target date is June 14th.

We will be running radio ads letting the community know that retailers will be open for in-store shopping with limited capacity, reminding customers/clients about free parking options, and curbside pickup availability.

We are also launching the Downtown Passport Program, where people will have a chance to win \$50 worth of Downtown Dollars.

A GLIMPSE OF WHAT'S INSIDE:

Marketing our re-opening

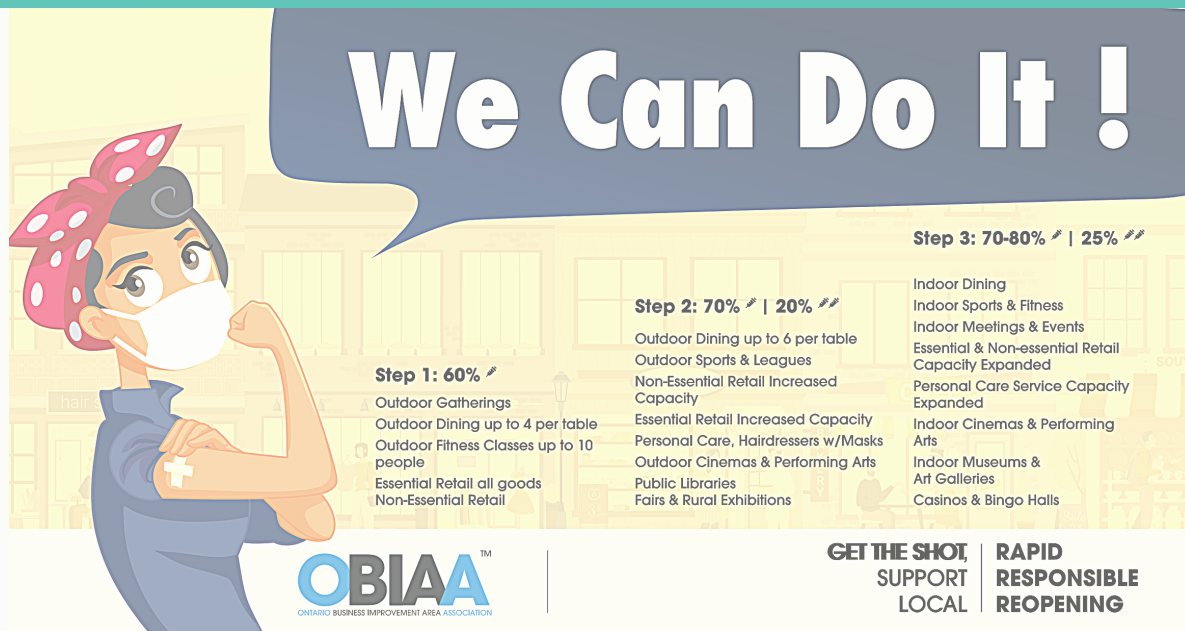
Rapid Responsible Recovery

North Bay Farmer's Market

Have you booked your vaccine?

Helpful Links

OTK Zoom meeting surprise guest



RAPID RESPONSIBLE RECOVERY

Together, we need to send a message that recovery will start with our main street BIAs and their reopening. #IBelieveinRapidResponsibleRecovery

The Ontario BIA Association (OBIAA) is calling on the Federal and Provincial Governments to lead the way by creating recovery solutions and a phased-in approach. OBIAA says that by creating a phased strategy, we can begin to create balance – a balance which includes physical, mental and economic health.

Main Street small businesses are poised and ready. Over the past year they have worked hard to update their business and work plans with the goal of keeping their customers and employees safe. They have invested significant funding in creating a safe, physical location and are working hard to adhere to government guidelines, in a time when revenues are significantly impacted.

Details are linked below.





NORTH BAY FARMER'S MARKET IN THE DOWNTOWN

The North Bay Farmer's Market kicked off their Summer season on May 22. They will be open Wednesdays 10-2 and Saturdays 8:30-1 until Thanksgiving weekend.

The market is located in the parking lot behind the transit station on Saturdays and in front of the museum on Wednesdays.



SOCIAL MEDIA TIP

Invite your followers/customers to place an order for pick up, while they will be visiting the market to streamline their trip.

If they're making a trip to the market, they can swing by your business too.



HAVE YOU BOOKED YOUR VACCINE?

You can book a vaccination appointment for yourself or a family member through the provincial government's website; be sure to have your health card number ready, or your family member's card.



First Dose Appointment Standby List

How it Works: A standby list is available each day clinics are running. Eligible individuals seeking their first dose of vaccine can put their name and phone number on the list and the clinic they are available to get to within 30 minutes of being called. Only names entered on the form starting at 9 a.m. each day will be added to the list. Having your name on the list does not mean you are sure to get an appointment. If you do not receive a call, you are welcome to put your name on the list for the next available clinic another day. The list is cleared on a daily basis and starts new the next day at 9 a.m. The Health Unit is not accepting phone calls to be put on the list. Please complete [this form](#) to be put on today's standby list.



IMPORTANT INFORMATION ON 3-DAY PAID SICK LEAVE PROGRAM

Information on how employers receive their reimbursement is about half way down the page. There is a link under "Apply for reimbursement" that links them to a claim to send to the Workplace Safety and Insurance Board (WSIB) who is administering the program.

The client should keep the link/ web address above, because there is a link under "Check the status of your claim" where the employer will be able to self-check the progress of their reimbursement claim. Please direct them to use this feature.

The reimbursements are run bi-weekly starting at the end of June. Processing of a complete, straight forward claim takes about two weeks. Claims that are incomplete or are complex will take longer. Click the button to read more.

CLICK HERE



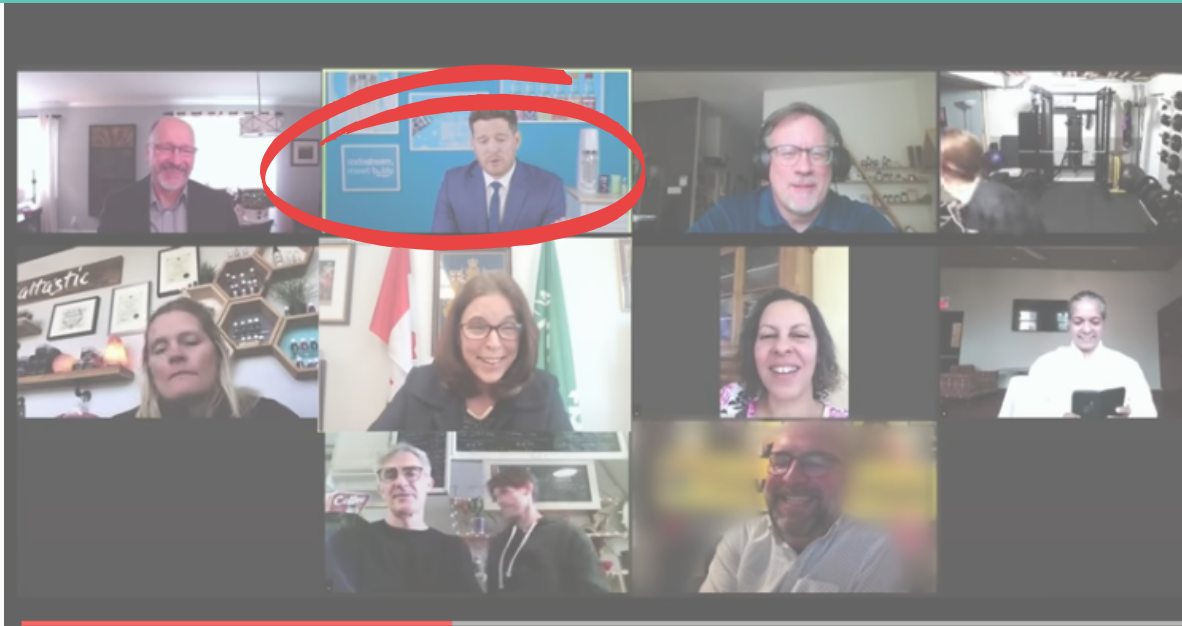
GARBAGE PICK UP

Every Tuesday & Friday morning



CARDBOARD PICK UP

Weekly on Friday morning



OLD TOWN KEMPTVILLE'S DOWNTOWN GETS A BIG SURPRISE

A Zoom meeting with Downtown members from Old Town Kemptville were shocked when they had a celebrity 'drop in.' It was all part of a campaign to announce the launch of bubly drops™, they surprised unsuspecting Canadians by having Michael Bublé "drop in" to virtual business meetings, birthday parties, mom groups, fitness classes, cooking classes - and even a Municipal Council meeting.

Kemptville is featured at the 1:23 minute mark.



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

"The purpose of a business is to create a customer who
creates more customers."

-Shir Singh