

JUNE 24, 2021

# LOVE YOUR DOWNTOWN



**SHOP  
LOCAL!  
AND WIN!**

Enter your passport to  
WIN a draw for \$50 Downtown Dollars



**HOW TO ENTER**

## **DOWNTOWN PASSPORT PROMOTION**

We are excited to launch the Downtown Passport Program for this summer, where people will have a chance to win \$50 worth of Downtown Dollars. I provide you with an information sheet that should cover everything, but feel free to ask questions if you have them.

Customers can get a Passport at any participating Downtown business. They can spend any amount, but need to make 3 separate purchases (it can be at the same location). Customers with a filled Passport add their name, email and phone number to the back of the Passport and leave it at a participating business. Customers can fill more than one Passport.

Draw Date: July 30, 2021 - 5 winners get \$50 in gift cards.

Draw Date: August 31, 2021 - 5 winners get \$50 in gift cards.

A GLIMPSE OF WHAT'S  
INSIDE:

Passport promotion

Street banners

Traffic boxes

Parking

News From the Street

Summer Banners



## **STREET BANNERS**

We now have a link on our website for requests to hang a street banner at Main West and Fraser.

The page includes frequently asked questions and directs people to an online form that collects contact information and dates requested.

We will track requests in a Google calendar, so as not to overlap requests and streamline the process for community members and event planners.

You can check out the link for your self.



## **JULY COMMITTEE MEETINGS**

The Promotions & Marketing Committee Meeting is scheduled for Monday, July 12th at 8:30 via Zoom.

The Beautification & Safety Meeting is scheduled for Tuesday, July 20th at 8:30 via Zoom.



## **NEW PUBLIC ART - TRAFFIC BOXES GET A MAKEOVER**

We're excited to see the transformation of more traffic boxes Downtown into mini murals, and there are 2 along the waterfront as well.

The City of North Bay put out a call for 2021 submissions, so we can expect to see more of these art gems in the future.

We have added the recently installed traffic boxes along with artist information to our public art map [here](#).

We love when you share our Downtown public art on your social media posts. Remember to tag us @downtownnorthbay, and we will amplify your post in our stories.



## **PARKING INFORMATION**

Did you know that there are Parking and Transit Fee Rebates available for new businesses in Downtown?

- 3 year 50% rebate towards parking or transit passes for new commercial businesses
- 1 year 50% rebate towards parking or transit passes for net new residential units

Parking Requirement Exemption

- Provides a reduction in the parking requirements where applicable

This program is offered through the Growth CIP, within the Downtown Target Area.

Links are included to the [Information Sheet](#), the [Guidelines](#) and the [Application form](#).

If you have questions, please reach out to Adam Curran [GrowthCIP@northbay.ca](mailto:GrowthCIP@northbay.ca)

Application forms can be emailed to [GrowthCIP@northbay.ca](mailto:GrowthCIP@northbay.ca)



## NEWS FROM THE STREET

- Ryan Ivy from Lou Dawgs (167 Main West) shared that they have a new menu with enhanced selections just in time for summer and patios!
- Good Glaze Dessert Bar has moved into their space at 132 Main West. Stop in and meet Jessica, Kyle and the crew.
- Cecil's Kitchen & Brewhouse have expanded their patio; make sure to check it out.
- A reminder that Moose's Cookhouse have their rooftop patio open; it's a lovely spot to relax.
- Brainstorm Productions on Main East are making up free Canada day posters to give away to businesses; free of charge! If you would like one contact Kimberley Brownlee at 905-424-9388 or email [brainstormproductions159@gmail.com](mailto:brainstormproductions159@gmail.com)



### GARBAGE PICK UP

Every Tuesday & Friday morning



### CARDBOARD PICK UP

Weekly on Friday morning



## SUMMER BANNERS

We're working on getting our summer banners printed and installed.

Above is your first look at this year's designs with our new branding, and a nod to our glorious waterfront, which is just a 5-minute walk from Main & Ferguson (not that we're bragging; well maybe a little).

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

"Be nicer to your customers than your competitors."

-Richard Reed, Co-Founder of Innocent Drinks