

JULY 8, 2021

LOVE YOUR DOWNTOWN



DOWNTOWN DOLLARS GIFT CARDS REFRESHER

DIA Gift Certificates: If you are presented with a gift certificate, simply treat it as cash. There is no declining balance, so the shopper must spend the entire value of the gift certificate at one location.

To remit the gift certificate, please sign the back and indicate where it was used, then email Amber with the amount redeemed, and you will be reimbursed within a day or two.

There are still some older gift certificates in the community. The same rules apply as above.

A GLIMPSE OF WHAT'S INSIDE:

Downtown Dollars Gift Card Refresher

Email Signature

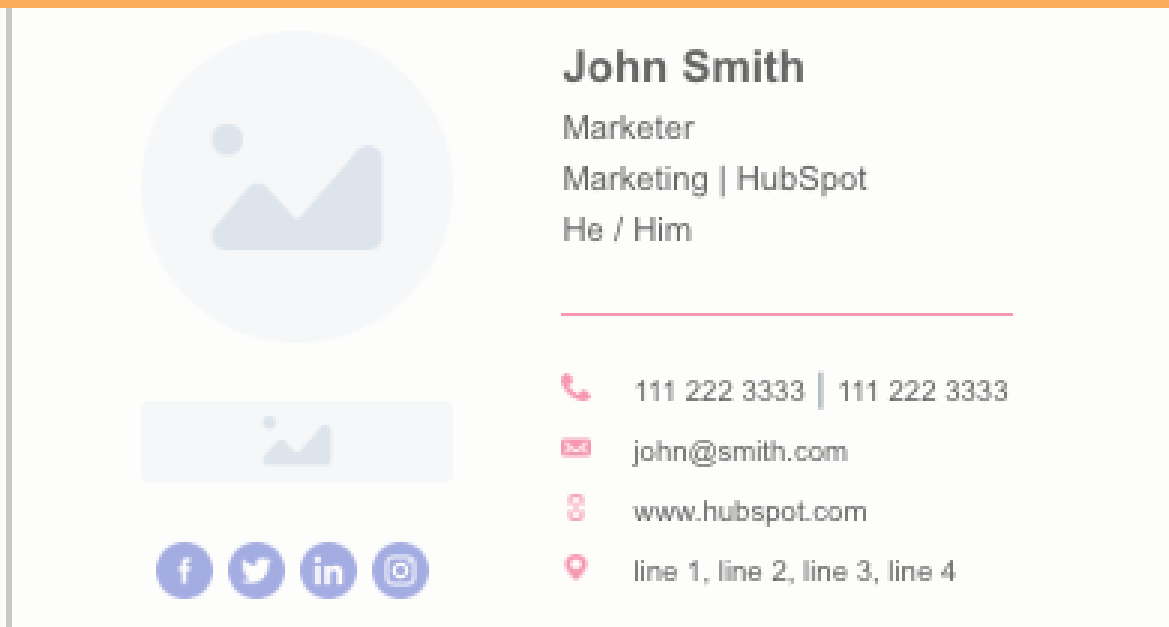
Create Product Display Graphics

Film Industry

News From the Street

New Murals





QUICK FIX FOR YOUR EMAIL SIGNATURE

If you want a more professional look for your email signature, I can help.

This is a FREE tool to help you create the signature and look you want, and it walks you through how to add it to a variety of email platforms.

You can include social media account links and really customize it with your brand colours.

Hit the link to get started.





CREATE PRODUCT DISPLAY GRAPHICS IN CANVA

In Canva, search Product Display under the elements tab. Choose 'photos' to view display backgrounds and choose one you like. Upload a photo of your product. If you have Canva Pro then click the Effects button and use the Background Eraser. If you're using the free version of Canva, go to this [website](#) to upload your photo and remove the background. Then add shadows, your logo and you're ready to post!

I made the photo above using items from The Annex' website and Canva Pro then I added a shadow effect to the individual products.

You can use the free, web version of Canva on your desktop or mobile; visit www.canva.com. Looking to try out the Pro version; they have a 30-day trial available.

Windows users can also download the desktop Canva app [here](#).

There are many tutorials on YouTube to help you get started using Canva.



FILM INDUSTRY

The film industry has started shooting locally in the last month. If you have been approached by a production or received a scouting letter expressing interest in your property and have concerns, please feel free to call the Economic Development Department to confirm the legitimacy of a production company, the Location Manager and any assistants or scouts. [Visit this link](#) to find out more information and what questions to ask if you are approached by a film company.

Production companies recognize that they are guests in your neighbourhood and typically work directly with residents and business to resolve concerns. Should you have a concern about filming, we encourage you to contact the production's Location Manager as a first step. Location Managers are typically onsite or have contact with crews working onsite who are able to respond to your concern. Contact details for Location Managers are listed on the filming notification letter, or you can approach a member of the crew and ask them to have the Location Manager contact you directly. The Location Manager is the member of the production responsible for managing the site during filming and minimizing impacts to the community. It is important that they are made aware of any issues or concerns so that these can be resolved quickly.



NEWS FROM THE STREET

Coming soon...we are printing 100 circular window clings with the artwork above and will be offering them to our membership to add to your windows.

The movement was started by a mother in Oakville; you can check out the news article [here](#).

If you would like to reserve one for your business, please send an email to yourdowntownnorthbay@gmail.com



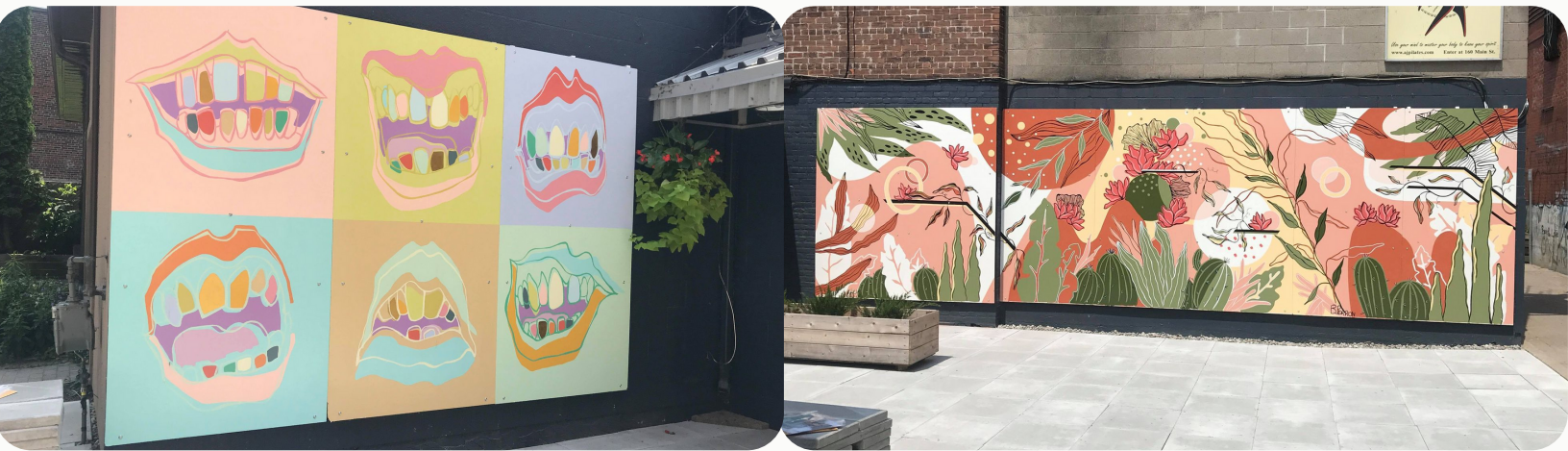
GARBAGE PICK UP

Every Tuesday & Friday morning. Please hold off on putting garbage bags out until after 5pm Monday and Thursdays.



CARDBOARD PICK UP

Weekly on Friday morning. Please hold off on putting your cardboard out for pick up until after 5pm on Thursday evenings.



NEW MURALS

Remedy Developments installed two new murals at the back of 158 Main Street West on the pedestrian walkway.

The left one is from local artist Hannah Smith. The one on the right was created by local artist Bridgette Perron.

The murals have brought life to the Culture Club's patio space. You NEED to see these in person to really appreciate them.

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



"There is no finish line. There are only mile markers."

-Michael Ventura