AUGUST 6, 2021

LOVE YOUR DOWNTOWN





SHARE YOUR INPUT - DEADLINE AUGUST 31

OAGO Survey on Ontario's COVID-19 Economic Support and Recovery Initiatives for Businesses. <u>Click to take the survey.</u>

The Office of the Auditor General of Ontario is conducting a value-for-money audit of the Ontario provincial government's COVID-19 response with respect to economic support for businesses. The survey is asking for your feedback in regards the impact of COVID-19 public health restrictions on your business as well as your experience with provincial supports for businesses during the COVID-19 pandemic. The survey will take approximately 20 minutes and the OAGO is asking for the survey to be completed by Tuesday, August 31, 2021.

Please Note: The work of the Office of the Auditor General of Ontario and this audit is confidential, including the contents of the survey. Please use discretion when sharing and all individual responses to the survey will be kept in the strictest confidence by the OAGO.

A GLIMPSE OF WHAT'S INSIDE:

OAGO Survey

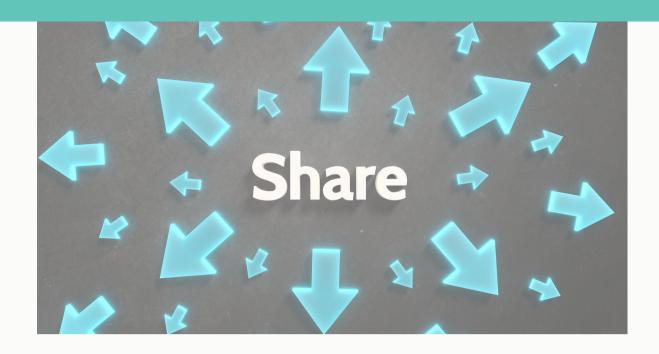
North Bay Cruisers Market Shareable Graphic

Minimum Wage Increase

August Committee Meetings

Digital Main Street Grants Program

Growth Community
Incentive Program
Information for
Downtown



NORTH BAY CRUISERS SHAREABLE GRAPHIC

I've created a generic graphic for you to use to encourage Tuesday evening visitors to the weekly North Bay Cruisers events, to visit downtown businesses. It shows time and location information, and is another easy post for you to add into your social media. Ask your followers to come by for a visit and check out...what's news, your sale, this product, lunch, etc.

<u>Click here</u> to open a folder of Downtown graphics sized for Instagram & Facebook; just right click and save on the graphic you want to use.





MINIMUM WAGE INCREASE OCTOBER 1ST, 2021

Minimum wage rates in Ontario will increase on October 1, 2021. Under the Making Ontario Open for Business Act this increase is tied to the Ontario Consumer Price Index for 2020. The increase to the general minimum wage is 10 cents, which brings the new rate to \$14.35 an hour.

Important to note that if a change to the minimum wage rate comes into effect partway through an employee's pay period, the pay period will be treated as if it were two separate pay periods and the employee will be entitled to at least the minimum wage that applies in each of those periods. <u>Visit the province's website here for additional information</u>.

AUGUST COMMITTEE MEETINGS

The next Promotions & Marketing Committee Meeting is scheduled for Wednesday, August 11th at 8:30 via Zoom.

The next Beautification & Safety Meeting is scheduled for Tuesday, August 17th at 8:30 via Zoom.



MAKE A LINK TREE FOR YOUR INSTAGRAM PAGE

Want to learn how to make a custom link tree for Instagram without having your own website? In this <u>linktree tutorial</u> you'll see how easily you can do that with Canva! This is a great linktree alternative to have an Instagram bio with more than one link. Not only that, you're able to custom design your perfect link tree for free!

Check out Downtown North Bay's link tree <u>here</u> to see what it looks like in action.

After you make your own link tree website, copy the address from your browser and use <u>Bit.ly</u> to make it a shorter link.

<u>Click here</u> to use Canva for free, or try their 30 day free trial of the pro version.

DIGITAL MAIN ST.

OBIAA ANNOUNCES RENEWAL OF DIGITAL MAIN STREET GRANTS PROGRAM

Changes to Location Rules Open Up Grants to More Small Businesses
The Ontario BIA Association (OBIAA) together with the Toronto Association
of BIAs (TABIA) today announced that Digital Main Street's Ontario Grants
Program is now accepting applications. Two grant streams will be
available: the Digital Transformation Grant provides \$2,500 to qualifying
brick-and-mortar small businesses to help cover the costs of adopting
digital technologies; and, the Digital Service Squad Grant is available to
Municipalities, BIAs, Chambers, and Small Business Enterprise Centres
(SBEC) to fund digital technology specialists who will provide hands-on
assistance to small businesses in their areas. Click to visit the website.



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.



GROWING DOWNTOWN

Façade Improvement Grant

- Up to 50% to a maximum of \$15,000 towards eligible façade improvements Building Improvement Grant
- Up to 50% to a maximum of \$30,000 towards eligible building improvements
 Public Art Grant
- Up to 50% to a maximum of \$2,500 towards eligible public art

Download the Downtown incentive program brochure here.

More information? 1.800.465.1882 ext. 2414 • growthcip@cityofnorthbay.ca

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



"Make a customer, not a sale."

-Katherine Barchetti