

SEPTEMBER 30, 2021

DOWNTOWN DIGEST



NEWS FROM THE STREET

The Promotions & Marketing Committee has come up with a plan for holiday shopping Downtown:

We're looking at later hours for shopping on Thursdays, starting November 18th until December 23rd. We will also have a Passport promotion launching with the first Thursday night, where shoppers get DOUBLE Passport stamps each Thursday. Weekly, monthly and grand prize winners will be drawn from the Passports.

Stay tuned for a window decorating competition for business with 1st, 2nd and 3rd place winners.

We will be creating a website with Gift Guides for shoppers, and want to feature your products. We'll be reaching out to ask for your various gift ideas to include.

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NEED HELP CREATING AN INSTAGRAM PAGE?

If you want assistance setting up an Instagram page for your business, [email Amber](#) to set up a date and time.

If you prefer to do it on your own, [this article](#) may prove helpful.

Important information:

- Instagram prefers square images 1080 x 1080 px
- Inserting a link into a caption doesn't allow anyone to click on it
- Remember to add a location to your post e.g. North Bay Ontario
- Crisp photos and videos are preferred
- Hashtags are helpful to include at the end of your caption:
#northbayontario #gatewaytothenorth #northbayontariocanada

You can also use your business name, or create a unique hashtag that you will use in every post.



WANT A 360 VIEW OF YOUR BUSINESS?

The Downtown office has a special camera that will capture a 360 view. This can be uploaded to your Facebook page where your followers can get a full view of your business from their laptop, or phone.

If you would like a 360 photo of your business for your Facebook page, [contact Amber](#) to arrange a date and time to have the photo taken.

OCTOBER COMMITTEE MEETING DATES

Promotions & Marketing Committee - **Thursday, October 7th at 8:30am via Zoom.**

Beautification & Safety Committee - **Tuesday, October 19th at 8:30am via Zoom.**



DIGITAL MAIN STREET - GRANT

Digital Main Street is a FREE service designed to train, promote and grow small businesses throughout Ontario. The program is now supported as part of a partnership between the Government of Canada and the Province of Ontario. [Visit their website.](https://digitalmainstreet.ca)

The Digital Transformation Grant Program is focused on providing qualifying brick-and-mortar small businesses with a digital assessment, online training and a one-time \$2,500 grant to implement their Digital Transformation Plan. **Please note that the Digital Transformation Grant (3.0) funding will be finishing up on October 31, 2021, so get those applications in soon.**

Looking to sell your products online? ShopHERE is a program that provides independent small businesses and artists with a quick, easy and no-cost way to get selling online right away. More information [here](#).

Contact your local Digital Technology Specialist today!

Scott Murphy, Digital Technology Specialist

249-591-8000 | scottmurphydts@gmail.com

OPEN FOR OPPORTUNITY

VIRTUAL DOWNTOWN
COMMERCIAL PROPERTY TOUR

Join Today!

Become a part of this new project looking to support property owners in filling their available commercial property in Downtown North Bay.

We are working together to create a collection of images and listings of available commercial property in Downtown North Bay to share on our platforms and websites.

Also, if you would like new images for your property we will take **free 360-degree photos** of the property to share on our platforms. You will also be given the photos to use however you see fit.

Interested Property Owners and Real Estate Agents can reach out to Vincent Galea at vgalea@tbcnps.ca or call **705-474-0400 ext. 2528** for more information on how to become a part of the tour.



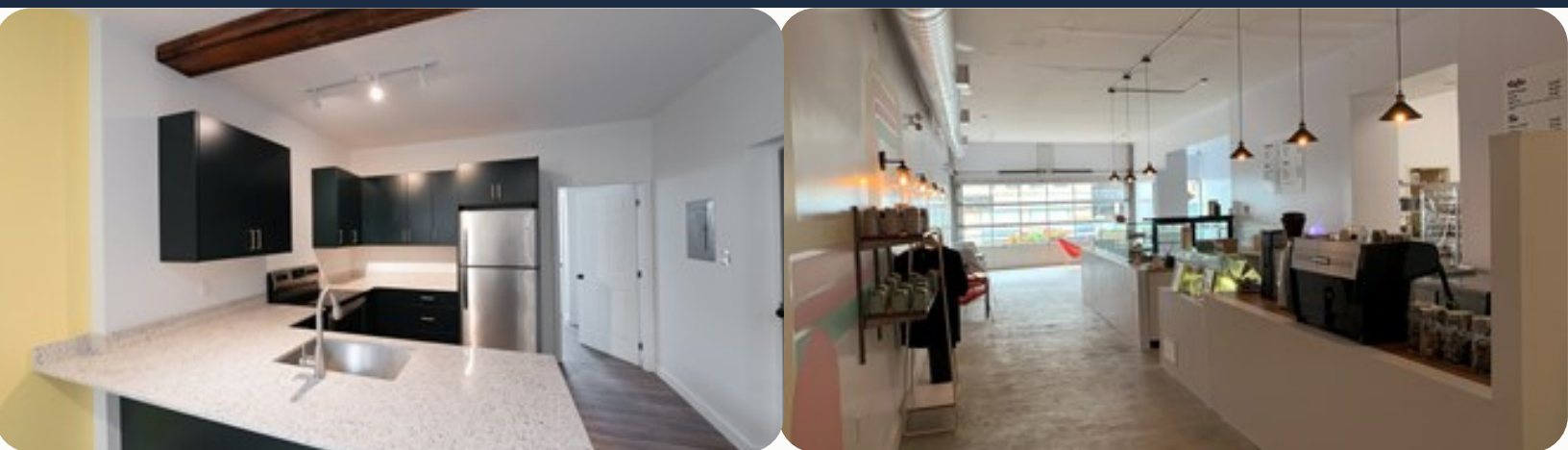
GARBAGE PICK UP

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



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 (GCIP) COMPLETED PROJECT

130-134 Main Street West - Downtown Target Area

Complete renovation, inside and out of a vacant and abandoned former restaurant. Highlights:

- 5 new residential units on the upper floor
- Ground floor commercial upgrades (New location for Good Glaze dessert bar)
- Full façade reconstruction (in progress)
- Improved lighting

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



"Courteous treatment will make a customer a walking advertisement."

-James Cash Penney