

OCTOBER 28, 2021

DOWNTOWN DIGEST



NEWS FROM THE STREET

Have you stopped into **Golden Syria** yet? They are located at 335B Wyld Street, and offer delicious baklava and other Arabic delights. [Check out their menu.](#)

Our **Downtown Gift Guides** are getting filled up. We would love to include your products too. We just need the item, price and I can come and take a photo for the website. [Check it out here.](#)

Will you be open for Merry & Bright Thursday Nights?

Reminder that we are looking for businesses to stay open from 5-8pm each Thursday from November 18th to December 23rd. Let us know if you will be open, so we can direct people to your business. Our Downtown passport promotion will launch on the 18th, and evening Thursday shoppers will get DOUBLE STAMPS. If you have questions about our promotion, please contact Amber at 705-472-8480 x233 or by [email](#).

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WANT YOUR .CA FEATURED BY CIRA IN THEIR HOLIDAY GIFT GUIDE?

The Canadian Internet Registration Authority (CIRA) is preparing their annual .CA holiday gift guide to help shoppers get gift ideas and fill their carts with products from small businesses.

They're looking for Canadian-owned .CA businesses to be included in the guide, and are putting a special focus this year on:

- **Indigenous**
- **Black**
- **Women-owned businesses**

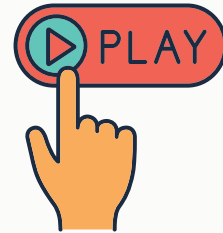
Nominate your favourite .CA business for the guide.



WINTER WINDOW DISPLAY IDEAS

Consider bringing some winter themes to your window displays.

Check out the video for some simple inspirational ideas.



We're hosting a window display contest with our community picking the winners.

There are participant prizes, and the top 3 windows with the most votes will all receive a prize as well.

Start planning your winter windows now.

UPCOMING COMMITTEE MEETING DATES

Promotions & Marketing Committee - **Wednesday, November 10th at 8:30am via Zoom.**

Beautification & Safety Committee - **Tuesday, November 23rd at 8:30am via Zoom.**



APPLICATIONS EXTENDED

The Business Centre Nipissing Parry Sound is thrilled to let you know that applications have been extended for the \$2,500 Digital Main Street Digital Transformation Grants! Applications will be accepted until NOVEMBER 30th 2021, or until funds are fully exhausted. There are a limited number of grants available, so apply early!

NEW LOCATION CRITERIA OPENS UP THE GRANT TO MORE BUSINESSES

Small businesses no longer need to be part of a zoned commercial core or main street area to qualify.

The Digital Main Street program is an exciting initiative that is available across Ontario thanks to renewed funding by Ontario's Ministry of Economic Development, Job Creation and Trade in partnership with the Toronto Association of BIAs and the Ontario BIA Association, to help brick-and-mortar small businesses improve how they use digital technologies to promote and run their businesses.

It is free to apply and the process is simple:

- Register your business at digitalmainstreet.ca/ontariogrants/ and complete the digital assessment.
- Pass the pre-qualification quiz, complete the 2.5 hours of online training, and develop your Digital Transformation Plan.
- Apply for a \$2,500 grant.

In addition to grants, businesses can also apply for **ShopHERE powered by Google** to have an online store built for free and access a digital vendor directory, 1:1 Support with additional online training, free trials and discounts, interesting articles, how-to tips, and much more.

Learn more and see if your business qualifies at digitalmainstreet.ca/Ontariogrants or email scottmurphydts@gmail.com

Apply for your \$2,500 grant NOW!

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)

AVAILABLE INCENTIVE PROGRAMS

- 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



"People are definitely a company's greatest asset. It doesn't make any difference whether the product is cars or cosmetics. A company is only as good as the people it keeps."

-Mary Kay Ash