

NOVEMBER 11, 2021

DOWNTOWN DIGEST



MERRY & BRIGHT THURSDAY NIGHTS

Tonight is our second Merry & Bright Thursday Night. We will post a video today promoting the businesses that will be open.

I have LED warm white lights for you to add to your window. Let me know if you would like a set.

If you have a special or sale, tag Downtown North Bay in your post so that I see it and share it on our social media. If you tag Downtown in your Instagram stories, I can reshare those as well.

We're drawing our first 10 x \$25 winners from our Passports today... use your social media and invite people to spend their Downtown Dollars at your location.

WHAT'S INSIDE:

Merry & Bright Thursday Nights

[Instagram GIF Sticker](#)

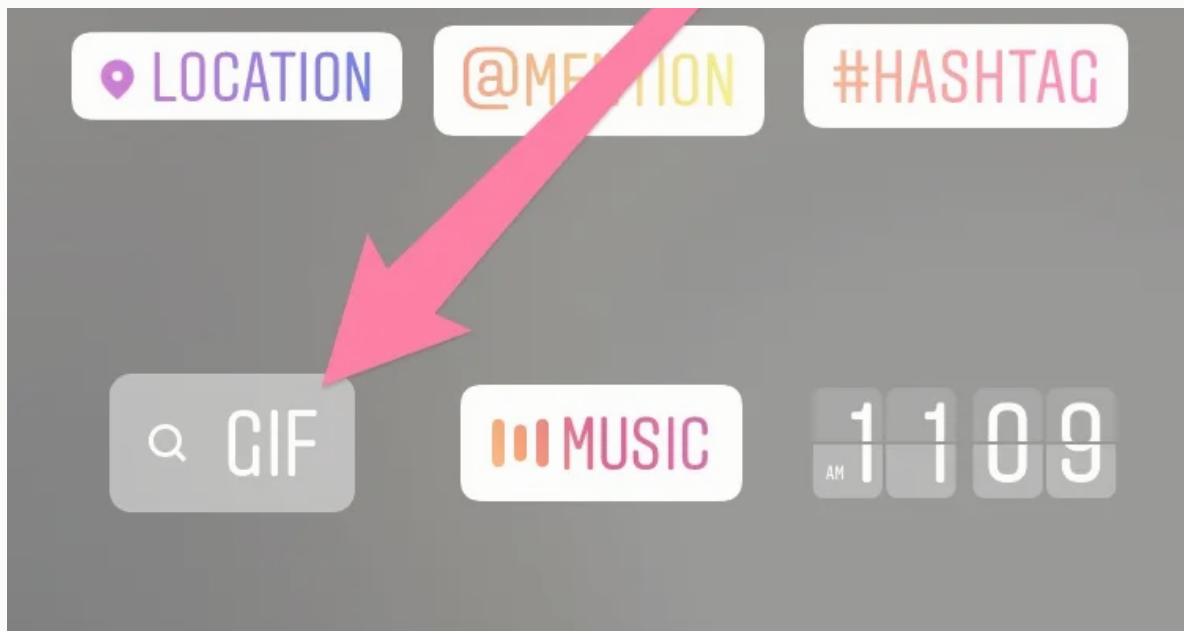
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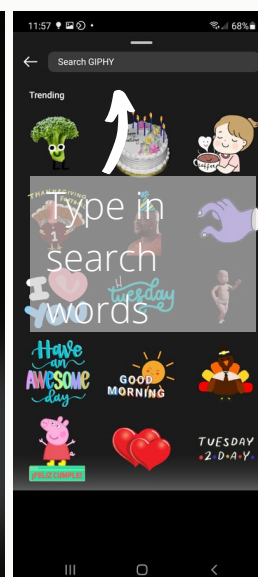
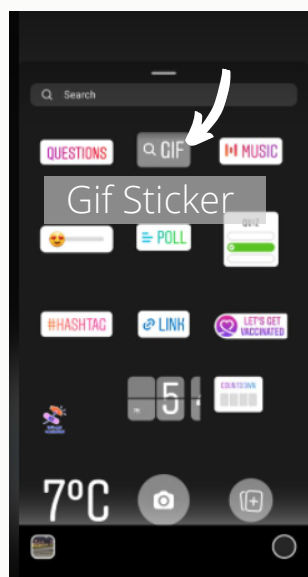
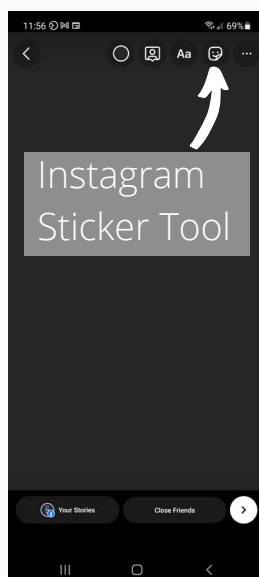


HOW TO FIND CHRISTMAS/WINTER GIFS FOR YOUR INSTAGRAM STORIES

Use the GIF sticker to add a gif to your Instagram story.

To add a GIF sticker:

- Capture or upload content to your story
- Select the sticker tool from the top navigation bar
- Tap the “GIF” sticker
- Type in a suggestion from below
- Choose the gif you like to go with your story



Type in these words:

luxusthomate winter
lifeisrosier christmas
christmas candy
december
christmas red
winter
snoopy christmas
christmas white
christmas deco
minimal christmas



ONLINE HOLIDAY GIFT GUIDE

There's still time to have your business/product added to Downtown's Holiday Gift Guide. [Have a look at it here.](#)

There are gift guides for families, children, staff/corporate, teachers, him, her, secret Santa and stocking stuffers under \$10.

We post a photo of the product, along with the price and business. If your business has an online store, we can link directly to the item on your website. Have something to add to the Gift Guide, let us know and we will add your product listing to it. You can have different products in various guides.

UPCOMING COMMITTEE MEETING DATES

[Promotions & Marketing Committee - **Wednesday, December 8th at 8:30am via Zoom.**](#)

[Beautification & Safety Committee - **Tuesday, January 11th 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

- **Building Improvement Grant** • Up to 50% to a maximum of \$30,000 towards eligible building improvements
- **Parking Requirement Exemption** • Provides a reduction in the parking requirements where applicable
- **Tax Increment Rebate** • Up to 5 years incremental municipal tax rebate

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



“Pretend that every single person you meet has a sign around his or her neck that says, 'Make me feel important.'”

-Mary Kay Ash