

MARCH 31, 2022



# DOWNTOWN DIGEST



## UPDATING YOUR BUSINESS HOURS

Changing your hours online will improve your accuracy because they are consistent with what customers see at your business location. Be sure to update your hours across every major site that your business is listed on in order to maintain brand consistency.

- ☒ Your website
- ☒ Facebook Page
- ☒ Automatic Messaging on Facebook and Instagram
- ☒ On your Google listing ( you can make edits even if you haven't claimed it)
- ☒ Email the office so that we change it on the Downtown website.

Here's an article that tells you how to change your hours on Google, Facebook and Yelp.

[CLICK HERE](#)



## WHAT'S INSIDE:

**Updating your Business Hours**

**Post Ideas for Social Media**

**Healthy Community Ambassadors Program**

**Extending Your Customer's Paid Parking**

**Downtown Rejuvenation Update**

**Growth Community Improvement Plan (GCIP) information**

**Membership Information**



## **POST IDEAS FOR YOUR SOCIAL MEDIA**

Social media can be exhausting...especially when you're not sure what to post. Here are a few, simple ideas for when you have a creative block.

- Storefront/window photo
- Graphic with current business hours
- Other services offered (delivery, online shopping, in-store gift cards)
- Meet the owner/staff (photo, name and their favourite product/menu item/recommendation)
- Parking information for customers
- Website information
- Quote/meme
- A customer's photo, when they've tagged you
- A positive review (you can also ask for reviews)
- New product, item restock, sale, special of the day

## HEALTHY COMMUNITY AMBASSADORS PROGRAM (HCAP)

Kassidy and Benji have been handing out their new contact cards recently.

You may have noticed that the phone number has changed; the **new number is 249-493-6180**. This number will roll over to both of their phones, and there is an email you can use to contact them.

Kassidy and Benji are a great help in the Downtown; they provide community outreach and navigation to our vulnerable population, and can help you as a business, if an individual comes in and is in crisis, or causing a disturbance. Their hours are Monday-Friday from 8am-4pm.

### Healthy Community Ambassador Program

Community Outreach | Navigation | Supporting Our Downtown

This program provides assistance to people who are experiencing homelessness and also serves as a resource for businesses in downtown North Bay. Outreach "Ambassadors"

Benji and Kassidy engage and build positive, trusting relationships with vulnerable individuals and connect them with the services they need. The team also offers education and on-location support to area businesses.



Kassidy and Benji

#### When to contact HCAP

- Person(s) escalating/in distress
- Person(s) sleeping on premises
- Concerns for well-being (drug/alcohol use, fear of overdose)
- Drug paraphernalia
- Support/referrals
- Heat and cold alerts
- Business support, resources, education
- Guidance on whom to contact and what to do

**In a life-threatening emergency situation, CALL 911**

Monday to Friday, 8 am – 4 pm | T: 249-493-6180 | [hcap@nbd.cmha.ca](mailto:hcap@nbd.cmha.ca)



Canadian Mental  
Health Association  
North Bay and District  
Mental Health – Addiction – Peer Support

Association canadienne  
pour la santé mentale  
North Bay et District  
Santé mentale – Toxicomanie – Soutien par les pairs

## EXTENDING YOUR CUSTOMER'S PAID PARKING

Let's say that you have a customer who is enjoying their experience, and suddenly realizes they need to run out and add some time to their parking?

You could choose to do this for them using the Passport Parking Canada App. You would add in their vehicle's license plate number, and the Zone they're currently parked in (see graphic below to quickly match the Zone number to their location description).

Add the information in, and give them an extra hour of parking as a gift, for about a dollar.

Downtown  
On-street parking  
**Zone 7051**

- Main
- Algonquin
- McIntyre
- Oak (Fraser to Wyld)
- Fraser
- Ferguson
- Wyld
- Sherbrooke

**Zone 7052**

- Oak (Wyld to Sherbrooke)

Lot 2 - Oak Street  
**Zone 7054**

Lot 3 - McIntyre Street  
Capitol Centre parking lot  
**Zone 7055**

Lot 4 - McIntyre Street  
Parking garage  
**Zone 7056**

Lot 11- McIntyre Street  
Across from City Hall  
**Zone 7061**



These zones are within the boundaries for Downtown North Bay, and only work in the Passport Parking Canada app. >>>





## DOWNTOWN REJUVENATION UPDATE

The formal request from the Board of Directors of Downtown North Bay & Waterfront to delay the Main Street Rejuvenation project until spring 2023 has been granted by North Bay City Council.

Council unanimously agreed, March 22nd, with the Downtown Board's resolution proposing to delay the tendering of the project to this December and calling for the construction of the nearly \$6.2-million project to commence in the spring of 2023.

[VIEW THE FULL CITY REPORT](#)



### FERGUSON STREET LOOKING TO MAIN STREET



- **Festoon lighting leading the way to the waterfront link**
- **Official pedestrian cross walks on Main Street**
- **Increased accessibility at intersections**

### MAIN WEST NEAR FRASER



### MAIN STREET AT FERGUSON



## **GROWTH COMMUNITY INCENTIVE PLAN (GCIP)**

The City's new Growth Community Incentive Program is designed to help grow the community through city wide programming for industrial development and targeted intensification for housing and downtown waterfront commercial projects with a number of financial incentives.

**The Incentive Programs offered within the Downtown Target Area are:**

- 1. Tax Increment Rebate**
- 2. Municipal Fee Rebate**
- 3. Development Charges Rebate**
- 4. Professional Study Grant**
- 5. Façade Improvement Grant**
- 6. Building Improvement Grant**
- 7. Public Art Grant**
- 8. Sidewalk Patio Grant**
- 9. Parking and Landscaping Grant**
- 10. Parking Requirement Exemption**
- 11. Parking and Transit Fee Rebate**

**GUIDELINES**



**DOWNTOWN TARGET AREA  
APPLICATION FORM**



**DOWNTOWN TARGET AREA**



**SIDEWALK**



***IMPORTANT NOTE: You must apply for GCIP grants, and and get approval prior to doing any work on your project.***

**More information? 1.800.465.1882 ext. 2414,  
[growthcip@cityofnorthbay.ca](mailto:growthcip@cityofnorthbay.ca)**

MEMBERSHIP INFORMATION

Beautification & Safety Committee Meeting	Promotions & Marketing Committee Meeting
Tuesday, April 12th 8:15am on Zoom	Tuesday, April 12th 8:15am on Zoom

LET ME KNOW IF YOU WOULD LIKE AN AUTOMATIC INVITATION TO THESE MEETINGS.



EMAIL  
AMBER

GARBAGE PICK UP	CARDBOARD PICK UP
Every Tuesday & Friday morning.  Please hold off on putting garbage bags out until after 5pm Monday and Thursday.	Weekly on Friday morning.  Please hold off on putting your cardboard out for pick up until after 5pm on Thursday evenings.

PREVIOUS NEWSLETTERS



BOARD MINUTES



COMMITTEE REPORTS



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



“Be like a postage stamp.  
Stick to a thing until you get there.”  
-Josh Billings

