

**2024 08 14**

**Promotions Committee**

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**1. Overview of the tourism (TNB) winter market:**

Saturdays, November 2, 9, 16, 23. 4-8pm.

Radio ads on KISS FM: October ads to promote Winter Market Experience

TNB working on winter street banner design to promote Winter Market & Xmas Walk.

The Artisan's Way (TAW) vendors on Main West block. Amazing Train rides on Main East block. Santa at each event.

How to activate other areas?

**2. Ideas to activate the street during the 4 dates:**

Cookie Crawl Nov. 2<sup>nd</sup>. Purchase tickets in advance through Shopify.

Sip & Shop Nov. 23<sup>rd</sup>. Purchase tickets in advance through Shopify.

Winter market passports. November events only. 5 dates to collect stamps. 4 x \$25 draws each week (\$500 max). Stamps available only on November 2, 9, 16, 23, 29. TAW market vendors can stamp passports. Automatic stamp when Cookie Crawl/Sip & Shop experience purchased. Special collection box for filled passports at each event.

**3. Sip & Shop concept:**

Sip & Shop Nov. 23<sup>rd</sup>. Purchase tickets in advance through Shopify. Ask for member participation. Beverages \$4. Shopify ticket price based on number of participants. Beverages can be hot or cold. Beverages should be non-alcoholic something special that isn't available usually.

**4. Cookie Crawl concept:**

Cookie Crawl Nov. 2<sup>nd</sup>. Purchase tickets in advance through Shopify. Ask for member participation. Cookies \$4. Shopify ticket price based on number of participants. End with free cookie from either a member or an Artisan Way vendor. TNB will cover the cost reimbursement for the free cookie. Cookie should be winter themed; something special.

**5. Window Decorating**

Ask members to put holiday windows together to help add to the winter market atmosphere, and pull events together leading to Xmas Walk on Nov. 29<sup>th</sup>.

## **6. Lighting the streets**

Business light up windows. Pull the winter market theme throughout the downtown. Beautification committee to have snowflakes up for event. TNB looking to light up pergola at museum.

## **7. Other ideas to promote DTNB businesses**

Highlight members who stay open for the weekly events. Sales/specials. Advise Cassellholme & Empire; maybe they can shuttle residents over for shopping.

## **8. Set date for next meeting**

September 11<sup>th</sup>, 8:30-10am.