

DOWNTOWN HERITAGE PERTH - THE HEART OF PERTH!

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## Spring is Finally Here!

Thank you to all of our BIA members who took part in our NEW Easter Scavenger Hunt this year.

Feedback indicates that participating stores felt the event was worthwhile and we certainly received positive feedback from those that participated. Many felt that it was a great family event and that it allowed the kids that were too old to participate in the Easter Egg hunt in the park to have something fun to do that day.

### May Promotional Newsletter

The goal of the newsletter is to promote our businesses in a way that will appeal to our consumers and bring shoppers

to downtown Perth! This newsletter will only be effective if all of our members support this initiative in two ways.

The first is to share the Promotional newsletter each month on your social media sites. When we share it on our Facebook page, we reach 1359 people and approximately 5000 when we boost the post. We randomly chose 5 members pages to see what the difference would be if they simply shared it on their page. The result was, it would reach almost 6500 people!

When we forward a graphic to you for an event or a promotion, please share it on your Facebook page or website. This will make a huge

difference when we are trying to promote Perth.

The second is when you share the newsletter, invite your followers to go to the [downtownperthbia.ca](http://downtownperthbia.ca) and sign up to receive the newsletter. Tell them that it will highlight store promotions and they will also see the events that are occurring that month in our downtown.

Time and effort is taken each month to write two newsletters, one to appeal to our customers and the second to inform our members. If we don't actively promote our promotional newsletter, then we are wasting our efforts. The effectiveness of this NEW newsletter will dramatically increase if we work together to market this new promotional product.

We received positive comments when the newsletter

was posted on the BIA Facebook page in April and since then 61 people have signed up to receive the newsletter. It is up to everyone to work together to promote our monthly newsletters!



The theme of the May Newsletter is "Say Thanks to Mom." We are highlighting different businesses that offer ways in which to spoil our special Mom's on Mother's Day.

The businesses that are being highlighted this month are Apropos, Fashion Envy, Wishberry & Co., Fall River Fashion, Kelly's Flowers & Gifts Boutique, Best Western Parkside Inn and Spa, and Lavender and Lace.

Each month a new theme is introduced and an email is sent to the BIA members requesting a few sentences describing their store, any promotion for that month and pictures for the digital newsletter.

Only one photo can be used in the newsletter due to the size of the newsletter, however when we post the newsletter to

our website, we can easily add slide shows for each business and elaborate on their products.

Lee Lapointe, our student has been visiting businesses to take interior photos for the promotional newsletters and then sending the pictures back to the stores for their own use on their social media sites.

We are trying to use Lee's skills as expediently as possible, since he will only be in the BIA office until mid-June. During the week before Maplefest, Lee started to take short videos to promote businesses. It takes much longer for Lee to take a video and then edit the video on his computer at home, so we will do our best to take more videos during his time with the BIA. Our focus is to get most of the photos for the remaining promotional newsletters.

### BIA Theft Prevention Breakfast - May 25<sup>th</sup>



#### **BIA Theft Prevention Breakfast**

- Thursday, May 25, 7:30 a.m. Presentation begins at 8:00
- Hosted at Maximilian's, 99 Gore St E, Perth
- Tickets \$22 each, full breakfast included
- Purchase tickets through [www.ticketsplease.ca](http://www.ticketsplease.ca) until May 19th

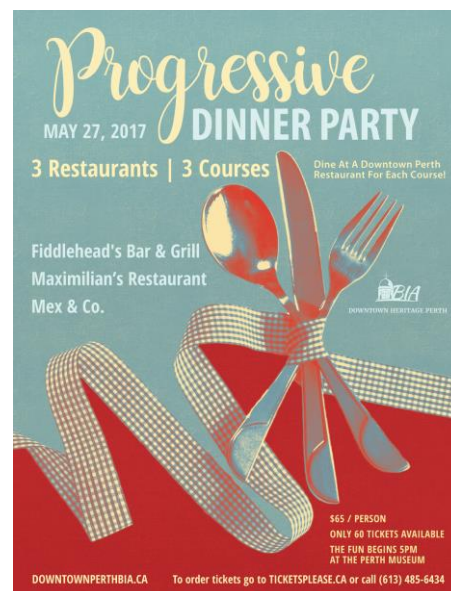
*The OPP will present information regarding shoplifting, handling difficult customers, your rights as a business owner, and how to recognize counterfeit currency. There will be a question and answer period after the presentation. All Perth business owners are invited to attend.*

The Perth BIA is hosting a Business Breakfast on Thursday May 25<sup>th</sup> at 7:30 AM at Maximilian's Restaurant in Perth. We have invited the OPP to give a presentation on

theft prevention, the rights of business owners to ask someone to leave their business and counterfeit detection. The officer will be available afterwards to take any questions that you might have.

The cost to attend is \$22 and tickets are available at [ticketsplease.ca](http://ticketsplease.ca). This breakfast will be open to all BIA members and their staff as well as all other businesses in Perth. The last day to purchase tickets is May 19<sup>th</sup>.

### May 27<sup>th</sup> Progressive Dinner



We are 3 weeks away from another exciting Progressive Dinner and this time we are featuring Mex & Co., Maximilian's and Fiddleheads Bar and Grill.

The evening begins with the 60 participants meeting at the Perth Museum for a complimentary glass of wine or beer as we break into three groups of 20 guests. Each group is led by one host and

we begin our culinary journey at one of the three participating restaurants. Once our appetizers are finished, like a choreographed dance, all three groups switch to a different restaurant for their entrees. After lots of laughter and conversation and a much sated appetite, the groups journey to their final restaurant to enjoy a delicious dessert.

We ask that you share the graphic of our poster and share it on your social media sites. We would appreciate your support of this event and we hope that you will join us for a great evening in our downtown.

For more information visit <http://www.downtownperthbia.ca/bia-news>

### Kelly's Flowers & Gift Boutique



After introducing "Kelly" Monday night in the Atrium of Code's Mill to an excited crowd, the woodland fairy created by the talented team at Kelly's Flowers & Gift Boutique was transported the next morning to the prestigious

Fleurs De Villes show at Bayshore Shopping Center.



"Kelly" was recognized Tuesday by winning the "Florists Favourite" category for her design and creativity.



### Code's Mill on the Park Wins Award

Our congratulations to the team at Code's Mill on the Park for winning the prestigious "People's Choice Award for Reception Venue Beyond Ottawa" at the Ottawa Wedding Awards Gala Banquet on April 27<sup>th</sup>.



Code's Mill was recognized as a leader in the industry and this recognition will benefit all of Perth and enhance the idea of Perth being the "Wedding Capital of Eastern Ontario."

It was extra special to receive this award since Krista Mackler from Kelly's Flowers and Gift Boutique made the presentation to Michelle Kerr since she won the People's Choice for Florist in 2016.



## Sound of Music @ Maximilian's Restaurant



On May 7<sup>th</sup> Maximilian's will be hosting a "Sound of Music" themed fundraiser luncheon to benefit the Alzheimer Society. The fundraiser consists of a Bavarian style buffet which includes Maximilian's most popular menu items. A sing-along version of the movie will be playing, there will be a photo booth, trivia contest and lots of themed door prizes. The grand prize is a gift certificate to Maximilian's and season tickets to the Studio Theatre. Tickets are \$25 and are available at Maximilian's Restaurant or by contacting the Alzheimer Society.

Maximilian's was approached by the Alzheimer Society to become the first "Dementia friendly" restaurant in Perth. Their front of the house staff and owners participated in a training session given by the Alzheimer Society that explained the disease, different symptoms/characteristics of those with dementia and possible ways to serve them

and make them comfortable as a customer.

With the assistance of the Lanark County Camera Club and the Alzheimer Society a special menu is being developed. This will be an easy to understand menu that features pictures instead of words to make it simple for the person to point at the selection he or she would like.

## The Book Nook Celebrates 10 Years in Downtown Perth!



During the month of May the Book Nook & Other Treasures is hosting four wonderful events with draws at each event.

### Saturday May 6, 1- 3 p.m.

#### **Children's Author Natasha Peterson, Reading & Signing**

**Draw:** The Great Pretenders, Ravensburger and Brio

Natasha has published three children's books. Her first two books each won a Canada Book Award which is an award that "recognizes the timelessness of a book's merit."

### Saturday, May 13<sup>th</sup>, 11-4 p.m.

#### **Artist Lynn Wallack-Maraczi, Meet and Greet/Art Show**

**Draw** – Art and Craft supplies

Working with acrylics, mix media, and copper embossing, Lynn's main focus is abstract, inspired by her connection to the natural world.

### Saturday, May 20, 12-3 p.m.

#### **Author Arlene Stafford-Wilson, Meet and Greet/Signing**

**Draw**-Stacking shaker boxes generously donated by Simply Shaker Custom Furniture

Arlene Stafford-Wilson writes about local history, and has authored articles for both Canadian and Irish Genealogical publications.

### Saturday, May 27, 1-2 p.m.

#### **Multiple Awards Winning Author, Charlotte Grey**

Meet & Greet/Signing

**Draw:** Ravensburger, Canadian Collection puzzles

Charlotte Grey is one of Canada's best-known writers, and author of ten acclaimed books of literary non-fiction.

Charlotte's most recent book is The Promise of Canada: 150 years – People and Ideas That Have Shaped Our Country. Pre-order/pay by May 5<sup>th</sup>, receive 20% off any of her books.

## [BIA Open House – Wednesday, April 26<sup>th</sup>](#)

Unfortunately we cancelled the Open House scheduled for April 26<sup>th</sup>, from 5:30 – 7:30 in Council Chambers, due to lack of attendance.

At our next Membership Meeting we will review the option of choosing a date in June or delaying the next Open House until later in the summer.

## [Perth BIA Business Forum](#)

The Perth BIA has created a closed Facebook page to encourage and facilitate discussion between our members. We invite you to join this private page and be part of the conversation.

## [New to the BIA Website](#)

Our website continues to receive enhancements and we have 3 new features and 1 more feature coming next week.

If you scroll to the bottom of our home page, you will see our 4 BIA brochures. If you click on a brochure, you are able to print the brochure from your home computer. This will be a great asset to visitors coming to Perth.

The second addition is a link on the top of the home page which will allow you to view our NEW Promotional Newsletters. Past copies are also available.

The third addition is more administrative. The Agendas and Minutes from our

Committee and Board meetings are now available for all to see. We can only post Minutes and Agendas that have been approved, therefore the postings will always be one month behind calendar. These are located under the BIA Organization tab on the Home page.

The final addition for the foreseeable future will be the Business Listing. This has proven to be difficult as we try to add beautiful photos and create a page that is informative and visually appealing. Thanks to Lee we have lovely up-to-date photos to use. The new listings will appear next week and we will build and add to this page in the coming weeks.

## [Slackoni's](#)

Slackoni's continues to host their monthly Jazz Night on the 3<sup>rd</sup> Thursday of every month. This month's Jazz Night will be featured on Thursday, May 18<sup>th</sup>. Their Wine Tasting Night occurs on the last Thursday of each month, and this month it will take place on Thursday, May 25<sup>th</sup>!

Both nights are a wonderful way to step back from your busy life and enjoy an evening out with friends.

## [2017 CIP Funding Opportunities](#)

The Town of Perth is pleased to offer another round of funding incentives for 2017 made possible by the Town's

Community Improvement Plan (CIP). **The intake deadline for applications is the last Friday of every month at 4 p.m. until funds run out.**

Applications are welcomed and encouraged for the Building Code Compliance and Energy Retrofit Loan Program, as well as the Façade and Signage Improvement Grant Program and Tax Increment Rebate Program. These programs stimulate new development and support re-investment in property improvements in the designated CIP area of town.

How to apply? Applications and guides are available for download at <http://www.perth.ca/en/do-business/Grants-and-Funding-Opportunities.aspx>, or you can contact Jeryn Daly at the Town of Perth at 613-267-3311 ext. 2240 or by email at [ecdev@perth.ca](mailto:ecdev@perth.ca).

## [Rocky River Cafe is Hiring](#)



The Rocky River Cafe is looking for a responsible cook for full time work. This is your opportunity to enjoy this dynamic team!

This is a long term position that is perfect for someone who wants to build a career and not just a job.

Drop by and speak to Keith or Brian, if you are looking to start your career! They are located at 8 Wilson St. East in beautiful downtown Perth!

### [Chamber of Commerce After 5 at Code's Mill](#)

The Perth Chamber of Commerce is hosting an After 5 Event on Wednesday, May 24<sup>th</sup> in the Atrium of Code's Mill for Chamber members. This event will feature Kelly's Flowers and Gift Boutique, Perth Chocolate Works and Fiddlehead's Bar and Grill. This will be a night that you don't want to miss!

### [Creating a Marketing Campaign for Small Business](#)

On Wednesday, May 31, 2017 the Perth Chamber will be hosting a workshop on CREATING A MARKETING CAMPAIGN FOR SMALL BUSINESS. The workshop will be held at 40 Sunset Blvd, from 2-5 PM and the cost is \$10 for Chamber members and \$15 for non-members

The course will provide a small business approach to assessing your marketing strategies. Bring your campaigns that you are presently working on, or past ones. Ideas can be invaluable when put into action. Develop a personalized plan that can grow your bottom line and increase awareness. We will focus on financial costs and how to maximize output for less but still keep your image attractive.

### [Social Media Workshop](#)

Coming on Wednesday June 7<sup>th</sup>, from 2-5 PM at 40 Sunset Blvd, this workshop will cost \$10 for Chamber members and \$15 for non-members.

The workshop will discuss how social media networks offer small business owners new tools and opportunities to connect and engage with consumers. For example, Facebook can send out product updates, and contests. Twitter can post newsy updates and answer customer service questions. Pinterest and Instagram are perfect for sharing inspiring images and live video. This hands-on, interactive workshop will help you learn how to effectively market your business online. It is ideal for businesses who want to set up and understand Facebook, Twitter, Pinterest and Instagram.

### [BIA Meeting Dates in May 2017](#)

#### [Merchant Promotion](#)

Tuesday, May 9<sup>th</sup>, at 8:30 a.m., in the Council Chambers of the Town Hall.

#### [Stewart Park Festival](#)

Tuesday, May 9<sup>th</sup>, at 6 p.m. at the Perth Tea Room.

#### [Membership Meeting](#)

Tuesday, May 16<sup>th</sup>, at 8:30 a.m., in the Council Chambers.

### [Downtown Environment](#)

There is no meeting scheduled for May

### [BIA Board of Directors Meeting](#)

Wednesday, May 31<sup>st</sup>, at 8:30 a.m. in the POA Courtroom of the Town Hall.

**Please note that a calendar showing our meeting schedule and all BIA events has been added to our website for your convenience.**