



DOWNTOWN HERITAGE PERTH - THE HEART OF PERTH!

FACE BOOK.COM

Digital Marketing Strategy Launched

We are excited to announce our first Promotional Newsletter "There's a Little Irish in all of Us", which was launched on March 2nd. In the NEW newsletter, we mentioned ways in which everyone can celebrate St. Patrick's Day or their Irish roots. Because let's face it, on March 17th, we're all a little Irish!

The BIA businesses that were highlighted in this month's Promotional Newsletter were the Irish-Scot-Tish-Shop, O'Reilly's Ale House, The Golden Arrow, The Red Fox, the The Book Nook & Other Treasures and The Bookworm.

This was our first Promotional Newsletter and we expect to fine tune the format and

various aspects of the newsletter going forward.

BIA businesses will be notified two weeks before the month they will be featured. They will be asked for photos of their business and whether or not they want to offer a special to their customers that month. If they have something that they would like us to mention, we can do that as well.

The Promotional Newsletter will also promote events occurring within the BIA, as well as other events in Perth that will draw people to the downtown area.

If you know of an event that you think will draw people to Perth, please send an email to the BIA office. bia@perth.ca

Perth Progressive Dinner March 25th

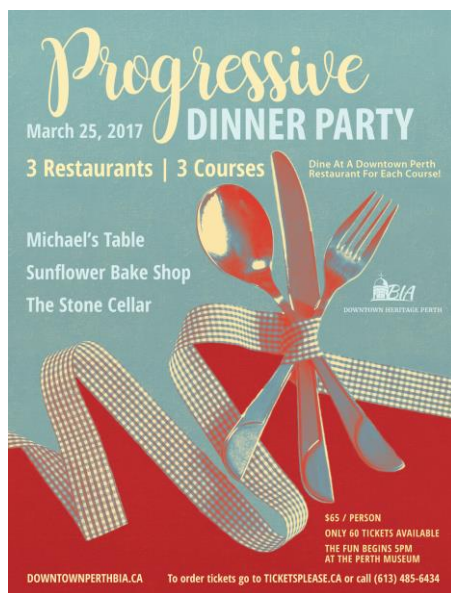
The first of three Progressive Dinners will take place on March 25th. The evening will begin with a glass of wine at the Perth Museum where all 60 participants will meet to be divided into 3 groups of 20 people. Each group will leave for one of the three restaurants to enjoy their appetizers, then move to a different restaurant for their entre and finally, go to the third restaurant for their dessert. The three restaurants participating in the first Progressive dinner are Michael's Table, The Sunflower Bake Shop and The Stone Cellar. The menus for this event will be posted to our website.

Cost per person is \$65.00. This includes your meal and the gratuity. Your drinks are not included, nor the gratuity on any drink that you might order.

This is a fundraising event for the BIA to offset our portion of the installation and removal costs for the Christmas lights in the BIA. Tickets can be purchased at Tickets Please

<http://www.ticketsplease.ca>, or by calling 613-485-6434.

Cathy, Toby and Kari will each coordinate a group of twenty, so grab your friends, relax and come out for a fun evening at three of our [great restaurants!!](#)



The dates for the next two Progressive Dinners are May 27th and November 18th.

[BIA Takes Part in YAK's Career Youth Employment Program](#)

The BIA would like to welcome Lee Lapointe to our office for the next 13 weeks. Lee will be working on projects for the BIA and the Stewart Park Festival and will begin on March 13th. Lee is a graduate of PDCI and has applied for a fine/studio arts program at Queen's and McMaster.



Lee has taken courses in graphic design, photography, filming and video editing. He also has a green thumb of sorts and enjoys working outside. We think that Lee will be a wonderful asset to the BIA and we look forward to working with him.

Lee will be given a lanyard to identify him when he is working downtown. One of his projects will be to update the photography library for the BIA, so you will probably see him taking pictures in front of or inside your business. Please join us in giving Lee a warm welcome to downtown Perth!

[Stewart Park Festival 2017](#)

The Organizing Committee of the Stewart Park Festival is in full gear with plans well underway for the July 14-16th Stewart Park Festival.

There are several NEW additions to this year's Festival. The SPF is partnering with YAK and Bluesfest to create a BE IN THE BAND initiative at this year's Festival. YAK will take the lead in coordinating kids between the ages of 11-17 who have some musical experience and who would

benefit from 12 weeks of musical instruction. The SPF has committed funds to support this program and the qualifying bands will perform at Bluesfest and on the Youth Showcase Stage at this year's SPF. The SPF is proud to support young musicians in our community.

The second NEW addition to the Festival for 2017 is the Gord Downie Piano.



This beautiful piano is making a cross Canada tour this summer and we are very pleased that it will be stopping at the SPF for the weekend. For a nominal fee, visitors will have an opportunity to have a picture taken of them standing with the piano or a short video taken of them performing on the piano.

This fee is then divided in three equal parts with 1/3 going toward the costs of moving the piano from place to place, the second 1/3 goes to the Canadian Cancer Society, and the final 1/3 goes to the hosting venue as a fundraiser. The Organizing Committee decided that the SPF would donate their third back to the Canadian Cancer Society and simply enjoy the opportunity to host this beautiful piano.

Another NEW component to this year's SPF will be bicycle and canoe tours for our visitors. Peter Wood from Heritage Bike and Rentals has graciously agreed to help us organize a parking area for bikes, to encourage people to bike to this year's Festival. Perth Outfitters will also organize canoe or kayak trips on the Tay River during the Festival weekend.

[Volunteering at the Stewart Park Festival](#)



If you or your friends and family are interested in being part of this dynamic Festival weekend, please visit stewartparkfestival.com and join our wonderful team of volunteers. You will even get a free t-shirt and be invited to attend our volunteer appreciation dinner Sunday at the Crystal Palace. There is a reason why people volunteer year after year. It is so much fun!

[Application Deadline for Stewart Park Festival Vendors](#)

If you are a business with handmade products, a wellness person or a restaurant, the application deadline is March 31st. Please visit:

<http://www.stewartparkfestival.com/marketplace/> for a vendor application. Remember that BIA members get a 20% discount on the rental fee to be a vendor at the Stewart Park Festival

[BIA Market at the Stewart Park Festival](#)

Last year the BIA rented vendor spots between the McMillan building and the Crain and Schooley building to those BIA Businesses that wanted to bring their products to the doorstep of the Festival. Signs were made and placed on both sides of Gore St. directly across from the Market. Anyone walking from Stewart Park and going to the Perth Patio at the Crystal Palace will have to walk directly in front of these vendors. Think about taking advantage of this opportunity and more information will follow in the next month or two.

[Presentation to Town Council March 7th](#)

The Perth BIA is required to make a presentation to Council twice each year. We review our events, our marketing and promotions and our communication initiatives with our members and customers

This month's update included our fundraising plans with Cat's Cove Communications, a recap of our Christmas 2016 events, the plans for our BIA Map and our new Restaurant Brochure. We also summarized our Mastermind Meeting, our continued work with the Perth Chamber, our social media

engagement and an update on the 2017 plans for the Stewart Park Festival.

At the meeting the Town agreed to defer the decision on snow removal in the BIA until next fall, therefore giving staff time to research various options.

[New BIA Director](#)

Currently we have 10 Directors on the BIA Board and we have two open positions available. If anyone is interested in joining the Board, please email the office at bia@perth.ca and I would be happy to meet for a coffee to discuss this opportunity.

[Yoga by Donation at the Chiropractic Care and Longevity Center](#)

Yoga Classes by Donation!
Starting March 9th

Thursdays
10:30 am
Chiropractic Care &
Longevity Center
5 Gore Street West Perth, ON
613-264-0516
chirocare@primus.ca
Please bring your own mat,
pillow & blanket

Taught by: Vickie Dickson
Yoga Teacher in Training

Yoga by Donation to
Lanark County Interval House

This is a wonderful fundraising initiative by the team at the Chiropractic and Longevity Center, with all funds going toward the Lanark County Interval House.

[Perth Tea Room Restaurant hosts Arlene Quinn](#)

Arlene Quinn brings her own songs to the Listening Room at The Perth Tea Room- Perth

Restaurant - Sunday March 26th @ 7pm.

Arlene Quinn is one of Lanark's favourite country chanteuse's coming to perform her powerful, uplifting, self-penned, music that will be therapy for anyone's ears.

Tickets are \$20 and are available at the Perth Tea Room or by calling 613-267-7902. A portion of the proceeds will go to Taycare Children's Centres.

Slackoni's Parkside Bistro March events

Thursday March 16th will be jazz night at Slackoni's. This popular event will occur the third Thursday of every month from 6-9 p.m., featuring Peter Brown, Peter Newsom and Glenn Robb.

This month's Wine Tasting Dinner will take place on Thursday, March 30th at 6:30 p.m.

This is a wine tasting dinner with wines from around the world. Each course served is presented by their Chef and a sommelier will discuss the wine to accompany the menu. They will take the time to explain why they have chosen this wine to pair with the food.

Slackoni's is open seven days a week. Call 613-326-0380 to book your reservation, or visit slackonis.com.

Wishberry & Co. Celebrates their Anniversary



April 1st is the day to celebrate at Wishberry & Co! Don't forget to drop by and congratulate their dynamic team and enjoy a piece of cake at the same time.

Studio Theatre presents- "Wrong for Each Other"

Studio Theatre will perform Norm Foster's romantic comedy "Wrong for Each Other" for 7 delightful performances, March 30 – April 9th. This play revolves around a couple who meet, fall in love, marry, and then divorce and meet again several years later.

Two sets of talented and well-known actors play the couple at different times in their lives. On stage they will use rear projected images from local landmarks that you will be sure to recognize in the play.

This performance is presented by Jane Stott- Producer and Stage Manager.

Perth BIA Business Forum

The Perth BIA has created a closed Facebook page to encourage and facilitate discussion between our members. This page will not be open for public viewing, and it is only available to BIA building owners and BIA business owners. This forum page is not for your staff, since staff can often be transient. The conversations on this page should remain private between our members only. One of our members is currently asking who is going to be open during Easter Weekend, and is receiving feedback from other BIA businesses. This is a quick and easy way to get feedback from other members.

The new page for BIA members is called the **Perth BIA Business Forum**. We invite you to join the conversation.

Christmas Lights



The lights will be taken down next week and if you have lights plugged into your building, feel free to unplug them. On behalf of the BIA we want to thank those businesses who allowed us to plug into their building. You showed your true Christmas spirit and support of our downtown!

Small Business Advisory Centre Courses

The March workshop is “Getting Started with Email Marketing” on Monday, March 20th from 1 – 4 p.m. This course will teach the basics of how to get started with email marketing and how to use it effectively.

Small Business Advisory Centre
Smiths Falls | Lanark County

Getting Started with Email Marketing
with Jim Wright
Monday, March 20th, 1:00pm - 4:00pm
At The Small Business Advisory Centre
St. Conleth St. W. Smiths Falls
Cost: \$15
Register online @ www.smallbizcentre.ca

In this presentation, you will learn the basics of getting started with email marketing, and how to use it effectively.

Topic will include:

- What is email marketing?
- How to choose an email service provider
- How to build and grow your email list
- How to use auto-responder sequences
- How often should I email my list?
- How do I create an opt-in list on my website?
- Should I use plain-text emails or HTML?
- Staying within the SPAM laws
- Does email marketing still work?

This session is for people interested in email marketing for their business, and...

<http://smallbizcentre.ca/events/getting-started-with-email-marketing/>

. About the Small Business Advisory Centre Smiths Falls/Lanark County:

The SBAC offers free information and advisory services for anyone interested in starting their own small business and for existing small business operators. The Centre is an initiative of the Ontario Government and partners with the Town of Smiths Falls and the County of Lanark. A counselor is available (free) by appointment for one-on-one sessions. The Centre provides a number of business seminars throughout the year (check out some of our sessions we have scheduled for the spring) at www.smallbizcentre.ca or call 613-283-7002 ext.108/109 or

email
cjames@smallbizcentre.ca.

Lanark County Tourism Association



LCTA's FREE Image Database is nearing completion!

The team from LCTA photographed Lanark County's tourism assets in 2016, and the image database is nearing completion! Keep an eye on the new website www.lcta.ca for more information about accessing the high quality tourism images for free!

OHTO wants you to share what makes you great

(* message is from Ontario Highlands Tourism Association)

Come Wander is an adaptable platform where tourism partners and operators can share their brand message and reach new audiences through storytelling. As business owners, community organizers, and Ontario's Highlands' locals, no one knows the stories of the region better than you. We want you to tell us what makes you unique; what visitors love about you – and then we want to share it!

We know you're busy, so we're asking that you answer just one simple questions. **What are you most excited about for your business and/or your community in 2017?**

OHTO will be sending out guiding questions like this every month to spark creativity, uncover insider insight, and challenge you to go beyond what you would typically submit for inclusion in tourism directory.

The team at OHTO will take your responses, drill down to find the content core, and work with respondents to develop a compelling story to be featured in the new Come Wander.ca website, social channels and through other initiatives, such as “influencer” programs, media trips, and targeted emails. This is the exciting first step for our tourism partners, businesses, and communities to become part of the Come Wander story and inspire people to come to our area and wander.

Please submit your responses by Monday, March 20, 2017.

If you have a question about this opportunity, please contact Jennifer at jennifer.gilmer@ohto.ca

BIA Meeting Dates in February 2017

Merchant Promotion

Tuesday March 14th, at 8:30 a.m. in the Council Chambers of the Town Hall.

Stewart Park Festival

Tuesday March 14th, at 6 p.m. at the Perth Tea Room.

Membership Meeting

Tuesday, March 21st. at 8:30 a.m., in the Council Chambers.

BIA Board of Directors Meeting

Wednesday, March 29th, 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.



Commercial space for lease in downtown Perth Ontario. Located at 77 Gore St. East. Beautiful landmark heritage building. Newly renovated. 900 sq ft plus bathroom and one parking space. Located next to municipal parking. Great opportunity to set up your business in a prime location. Call Ron 613-722-2797

New BIA Service: