



DOWNTOWN HERITAGE PERTH - THE HEART OF PERTH!

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Looking Forward in 2019

Message from the Chair



We held our Mastermind meeting on Jan. 16th. There were updates from Perth Tourism and various discussions about parking, shoplifting, social media etc. There was not enough chance to hear everyone's ideas, As it stands, if you didn't get an opportunity to speak, we encourage you to reach out to a BIA Director, myself or Kari, and share your great ideas.

Now I would like to talk about some of the positive things that did come out of the Mastermind meeting. Before I do that, did you know that the BIA puts on eight events throughout the year to attract people to Downtown Perth; Come Wander, Kick off to

Summer, Stewart Park Festival, Launch of Christmas in Perth, Martini Madness, Festival of Good Cheer, Festival of Lights. Stewart Park Festival Christmas Concert.

There was a discussion on shoplifting Thursday night. Thank you to Erin Hirst from Ground Waves as she has arranged for someone to come in and do a presentation on how to be aware of problem people in your store. It will take place on Feb. 7th in the Council Chambers of the Perth Town Hall from 5:30 – 7:30. There will be your opportunity to ask questions and a light dinner will be served.

Other Great Ideas:

- Ask for donations from businesses to purchase items like benches for the downtown. A plaque

could be placed on the bench to say who donated it.

- A portion of the money that the Town collects from parking could go to the BIA to offset their cost
- BIA could look for volunteers such as high school students to deliver flyers and brochures.
- Look at the idea of having a winter carnival to bring people to town. Could there be a skating rink downtown? Perhaps Martini Madness could be held January/February? Or parts of Festival of Good Cheer? This will bring more traffic to the Downtown during the quiet winter months.
- The BIA should focus more on Social Media and track the results. Sherry Crummy offered to assist the BIA with this as well as individual business owners. We will be contacting her to assist the BIA. Sherry offered to assist Business owners as well, at no charge.
- Be cautious about bringing in outside vendors for Stewart Park Festival; it takes

business away from our restaurants

- Businesses could cross-promote. Present the receipt from one downtown restaurant at another store and get a discount. Thank you for these great ideas, and those to come.

We will review these ideas and look at their feasibility.

As I meet with individual business owners I will update you with additional idea's that they discuss with me.

Together we are stronger!

Come Wander Event



This second annual event will be held tomorrow, Saturday, January 26th, in downtown Perth. NEW this year, is the opportunity for shoppers to do workshops at Art and Class, Parkside Spa and the Red Brick Emporium. At present there are 22 businesses, hosting 24 practitioners in downtown Perth.

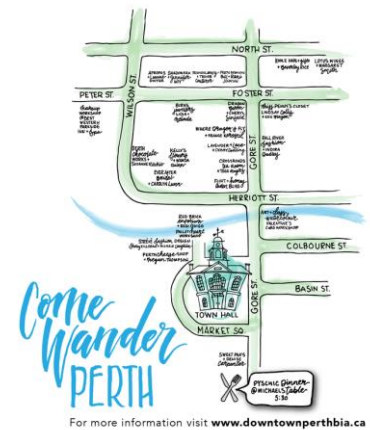
The Workshop at the Red Brick Emporium is sold out, the afternoon workshop at Parkside Spa is sold out, with spots remaining in the morning workshop and you must sign up tomorrow to take part in the morning or afternoon workshop

at Art & Class where you can paint a beautiful Valentine's Day card, using 1 of 3 painting techniques.

Visitors must sign up at each hosting location and the sign up sheets and Come Wander maps are availed at every hosting business.

Here is the list of participating businesses.

<https://www.downtownperthbia.ca/come-wander-perth.html>



Another exciting NEW addition to this event, is a Psychic Dinner Party tomorrow evening at Michael's Table, from 5:30 – 8:30 p.m. featuring the talented Trevor Couturier. Tickets were \$40 and attendees will receive a delicious three course meal and a psychic reading. We are officially sold out, with 85 guests coming for dinner tomorrow evening.

We are already discussing more NEW elements to add for Come Wander in 2020.

Shoplifting Seminar

Shoplifting is a concern in downtown Perth and this issue was discussed at the Mastermind Meeting on January 17th.

Erin Hirst, from Ground Waves, kindly offered to speak to a contact in the industry, who would speak to our members about preventable measures and how to recognize a potential shoplifter.

The seminar will take place on **Thursday, February 7th at 5:30 p.m.** in the Council Chambers of the Town Hall. Business owners and their staff are encouraged to attend.

Please **RSVP** to Kari at bia@perth.ca by Feb 5th. A light dinner will be provided and we will need to know how many members to expect that evening.

NEW Director - Julia Dashkevich



“Local matters. I know this first hand.”

Since 2005 Julia and her husband Georgi and their daughter Nikol have called Perth their home, here in Canada. Their initial plan to settle in Ottawa grew faint after

first few days spent in Perth – it was love at first sight!

For the last 14 years, Julia has operated the local graphic design studio and print shop: Images Inter Alia, which translates to Images “among other things”. Julia is beyond grateful to have a job that gives her an opportunity to get to know so many unique people, and help other businesses to market themselves in the best possible ways. “My own business tends to be a social one, which has helped build personal relationships with local and loyal customers – now knowing them all by name.”- she says proudly.

Being a part of the Perth business cluster, Julia never misses an opportunity to give back to our community through an organization which unites and represents downtown businesses. She has been a member of Board of Directors of Perth and District Chamber of Commerce for three years as well as one year as a member of Board of Directors of Perth and District Community Foundation. Now, Julia feels very honoured to become a part of the BIA board of Directors.

New Director - Sherry Crummy

Sherry has been in the advertising and marketing industry for over 25 years. She is known for her ability to create strategic marketing plans and her social media coaching and training, resulting

in cohesive marketing solutions.



Sherry started Crummy Media Solutions in 2012 with a primary focus on assisting businesses within Lanark County alleviate the frustration of social media and aiding them in using digital marketing to its fullest extent. Sherry has been very involved with several business organizations across the county over the years and continues to keep her finger on the pulse of small-town businesses with her volunteer work, including the Lanark County Business Retention & Expansion Project. She joined the BIA as a strong advocate for both small business and the downtown culture and believes we can continue to grow tourism in the area.

Next month we will introduce BIA Directors Jennifer MacCraken owner of Likkuid Sole and Graydon Hill, Manager TD Bank.

Parking Changes Implemented in 2018

The Mastermind in 2018 identified parking has a hot button issue. A Committee was formed with Town Staff, BIA representatives and business owners to discuss the needed changes.

This committee held several meetings and the results are a positive example of the BIA working with Town staff and businesses owners to make a positive change in our downtown.

Key Issues Discussed by Parking Committee

This comprehensive review of parking within the BIA and adjacent streets, encompassed several different areas of concern. The following is a summary of the key areas discussed by the committee:

1. Improved Directional Signage for Public Parking Lots.

Result - notable increase in usage of parking lots and decrease of tickets

2. Parking Lot - Alleyway Improvements.

- Result - Implemented a cleaning program and improved lighting is being explored
- Result – Parking spots for electric cars were added

to the Crystal Palace parking lot

3. Improved Signage for On-Street Parking.

- Result - Wording is now simple and the print is larger

4. Improved Promotion/Messaging on Downtown Parking.

- Result - Updated Town of Perth Website, BIA Website and added parking information to BIA brochures

5. Additional Handicapped Parking

- Result - Two spots were added, one on Gore and one on Wilson St.

6. McMartin House Parking.

- Result – Town is in discussion with Ontario Heritage Trust about the possibility of adding a parking lot behind the building

7. Improved Customer Service Parking Enforcement

- Result – Additional training for the By-law

officers to encourage them to be ambassadors of our downtown and build a positive relationship between the office and the business community.

8. Adjustments to Current Ticket Fines.

- Ongoing - Parking fees have not been adjusted for 20 years and were not changed in 2018
- We need to encourage our downtown business owners to purchase a parking pass instead of using park spots intended for customers and visitors to Perth

9. Parking Passes for Businesses to give to their customers

Result - Parking Extension passes are available for businesses to purchase

This will allow them to give their customers 1 hour of free parking, courtesy of their business

The cost to purchase a booklet of 10 parking passes is \$20

There is a wonderful public relations opportunity for the business owners

Signs will be provided for the business owners to post in their stores, saying that they have free one-hour parking passes available

10. Contractor Parking Passes

Exempt from parking regulations and is designed for those businesses receiving regular deliveries or contractors working in the downtown core

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Cost is \$100 for a one-year pass.

Patio Tables in Downtown Perth

Some of our downtown businesses have indicated that they are interested in hosting patios during the summer months, from May 1st to October 31st. The term of this lease with the Town of Perth is for a maximum of three years. A maximum of four (4) sidewalk patios shall be permitted in the BIA in any installation season. There is an application process to complete with the Town of Perth and approval of Council is required.

An application must be sent to the Director of Protective Services, by March 15th. I have spoken to Forbes and there is some flexibility with this date, but remember it can take 4-6

weeks to go before council for approval. The application process must be completed by the business, before it is sent forward for approval.

Please let me know if you are interested in reviewing this policy and I will send you the PDF.

Sip & Savour in Lanark County

The Sip & Savour Trail program is created by the Lanark County Tourism Association (LCTA) in partnership with the Ontario's Highlands Tourism Association.

If you are a tourism operator or stakeholder in Lanark County with a focus on food and drink, this is a great opportunity to be part of a NEW food and drink tour in Lanark.

There are 18 businesses in Lanark that have signed up. The logo is almost completed and the website is being developed. LCTA has been asked by Ontario Tourism's to tie the new Sip and Savour Trail, into current biking trails. This tour will be promoted at the Ottawa Travel Show on March 30 and 31st.

If you are interested in receiving information about this opportunity, please contact the BIA office at bia@perth.ca and we will forward information to you.

Shop Til you Drop!

It's back! In partnership with the Perth Parkside Inn & Spa and 20+ downtown businesses,

this promotion is off to a great start.



Shop Til You Drop

With

PERTH PARKSIDE INN + Spa

For A List of Participating Stores Visit:

www.downtownperthbia.ca

OR

Call (613) 328-0082

www.perthparksideinnandspa.com

Offer Valid Until May 31, 2019

From Jan. 3rd – May 31st the Parkside Inn and Spa will offer 15% off their room rate for guests who book in and mention this promotion. Once they have checked into the hotel, they will receive this card with a date stamped on it and a map to the 20+ stores that will give the guests 10% off their purchases. In the month of January, Parkside Inn and Spa already had 7 guests come to Perth to take advantage of this great promotion.

Stewart Park Vendor Applications are Open

Stewart Park MARKETPLACE

Vendor Applications Are Now Open!

DEADLINE FOR APPLICATIONS IS MARCH 29, 2019

For More Information Visit: STEWARTPARKFESTIVAL.COM

If you have handmade products that you wish to sell as an Artisan Vendor in the SPF Market, here is the link

<https://www.stewartparkfestival.com/marketplace/artisan-vendor-information/>

If you are a food vendor wanting a table in the SPF Market, here is the link

<https://www.stewartparkfestival.com/marketplace/food-vendor-information/>

Deadline for applications is March 29, 2019 and all applications will be juried. All BIA members get a 20% discount off the regular vendor fee.

[Welcome to Margaritaville in Downtown Perth!](#)



SAVE THE DATE FOR THE PARTY OF THE YEAR!

Saturday, June 22nd, we will be hosting the party of the year at the Crystal Palace in Perth.

Tailgate party starts @ 5:00 pm with games, giveaways & a Cheeseburger in Paradise contest. We will be inviting our downtown restaurants to enter their best burgers, to determine who makes Perth's best cheeseburger?

Dance will be at 8:00 pm, featuring Brian Neale & Northern Harbour one of Canada's premiere party bands playing the best of Jimmy Buffett, The Eagles & Beach Boys.

<https://www.youtube.com/watch?v=hyX6nOv98sl>

We will be encouraging our restaurants to create some Caribbean foods for that weekend and we will encourage a Margarita Night in Perth on the Friday night. We are working on some ideas to bring the stores downtown in on the fun June 21 and 22 as they welcome you to Margaritaville.

Lots more details to come in the coming months.

[BIA Gift Certificates.](#)

This Christmas we advertised our BIA Gift Certificates to encourage people to shop local. Several people from outside of Perth called to see if they could purchase one as a gift for a Perth resident, and we were happy to accommodate them. I have already reimbursed our downtown businesses for over \$500 worth of gift certificates and based on the number of gift certificates sold, I expect to redeem a lot more in the coming weeks.

If you are presented with a gift certificate, simply treat it as cash. There is no declining balance, so the shopper must spend the entire value of the gift certificate at one location. To remit the gift certificate, please sign the back and indicate where it was cashed, then bring the gift certificate to

the BIA office and we will arrange for a reimbursement cheque to be issued.



[BIA Committee or Board meetings in the month of February](#)

All BIA members are welcome to attend any meeting.

Stewart Park Festival Committee

Tuesday, February 12th @ 6 p.m. at the Perth Tea Room

Promotion Committee

Thursday, February 14th @ 8:30 a.m. in the Kent Room of the Town Hall.

Downtown Environment Committee

No meetings scheduled for February.

BIA Board Meeting

Wednesday, February 27th @ 8:00 in the POA Courtroom. All are welcome to attend.

The BIA office will be closed for Family Day on Monday, February 18th, 2019