



DOWNTOWN HERITAGE PERTH - THE HEART OF PERTH!

FACE BOOK.COM

Opportunities for Small Business Grants!

Message from the Chair

Dare we hope that Spring has finally arrived?

I would like to update you on some of the decisions which the Board of Directors has recently made.

The next MasterMind session, which will be held late January/early February 2020, will be devoted solely to hearing YOUR ideas and discussing them. We will look into having a facilitator that night to help enable free flow of ideas.

The Board will hold a special meeting immediately thereafter to discuss the ideas which came up, and how they might be implemented.

In addition, the draft budget for 2020 will be ready in time to be presented at the Annual General meeting in September 2019. We want your input. If there are changes to the budget because of your ideas, this will enable us to put them into the budget before its final approval.

Because of the tough winter, it has been a hard year for Downtown business. We are looking into ways to promote the Downtown right away, to give a kick start to Spring. Face Time Live videos are due to

start this week, and we are looking into doing a CTV campaign.

Judy Brown



Perth Fashion Week

April 1-12 enjoy a Champagne High Tea at **Crossroads Tearoom** with your favorite local shops showing off their spring and summer fashions.



Merchant Martini Monday at Crossroads Tearoom



Crossroads Tearoom hosted their first Merchant Martini Monday last week. Every Monday in April, local business owners and staff are welcome to stop in for a martini and some snacks to network, connect and relax!



Beginning in May, their doors will be open on Friday nights from 4-7pm for Martinis and Appetizers!

Our thanks to Crossroads Tearoom for this wonderful event that brings our businesses owners together to mix and mingle!

OBIAA Ontario BIA Association Conference

There were lots of great courses and learning opportunities at the Provincial conference this week.

Several ideas for small events were discussed as well as ideas to enhance alleys for pedestrian traffic and social media platforms that we should be concentrating on.

The excitement regarding the Digital Main Street opportunities for small businesses and BIA's created a buzz of excitement at the conference.

Digital Main Street



The most important take-away was the availability of \$2,500

grants for small business. More than 1,000 Ontario small main street businesses have started the qualification process for a Digital Transformation Grant. There are 2,000 grants being awarded until March 2020.

It's as simple as 1,2,3.

1. Register your business at digitalmainstreet.ca/biapostcard and take the digital assessment
2. Complete the online training and develop your Digital Transformation plan.
3. Apply for your \$2,500 Grant

They will help you determine what you need help with: Advertising, Analytics, Blogging, Branding, Customer Engagement, Digital Marketing, Ecommerce, Social Media and much more.

<https://digitalmainstreet.ca/tools/>

“Digital Main Street provides main street businesses with digital-readiness assessments, recommendations for quick wins, information and resources to qualifying businesses to bring on digital tools and techniques.”

How do you apply for a grant?

<https://digitalmainstreet.ca/ontario/>

Free Webinars for Small Businesses

They also offer FREE webinars if you want to take a course online. Simply choose your course and sign up. These

courses are offered throughout the year.

<https://digitalmainstreet.ca/events/>

April Topics include:

- Working on the Go for the Time-Starved Entrepreneur, April 10
- Email Marketing Book Camp, April 11
- Optimize Your Business for Productivity on the Go, April 17
- Building an Empire Through Your Cell Phone, April 24
- Web Presence Boot Camp, April 24
- SEO Fundamentals, April 24
- Working on the Go for the Time-Starved Entrepreneur, May 1.

They will also come to Perth and provide FREE seminars on any of the four topics that they are offering. Currently we are trying to book CAMP TECH to come to Perth and do a Social Media for Small Business Course and a Maximizing Your Online and Digital Marketing Budget.

We are trying to book the Founder and CEO of the Camp Tech to come to Perth. At the OBIAA Conference, Avery was fun, dynamic and had a wonderful way of engaging her audience.

If you are interested in seeing some case studies about businesses that have taken advantage of the \$2,500 grants

Click on this link:

<https://digitalmainstreet.ca/case-studies/>

BIA Grant Opportunities

There are larger grants for up to \$10,000 dollars that BIA's can apply to receive, to create a Digital Hit Squad. This grant would allow us to hire someone to visit our businesses and provide one on one training at your place of business. So far 1.5 million has been handed out and there is 2.5 million still available, so we need to take advantage of this wonderful opportunity.

Interesting Statistics to Think About

- By 2025, ages 65+ will account for 33% of consumer spending
- Outdoor dining increases sales by 30%
- Social Media Monthly Active Users- Worldwide
 - Facebook- 2.3 billion people
 - YouTube – 1.3 billion people
 - Instagram – 1 billion people
 - Twitter – 336 million people

Social Media Content Ideas

“Social media is social”

Think:

- How do I want to make people feel?
- Engagement is always key (like, comment and shares)

- Posts with low engagements are less likely to be seen
- Boosting a post will get better engagement, look at your analytics to determine the best time to boost

More information from the OBIAA Conference will be available in the May Newsletter.

Perth BIA Members Survey

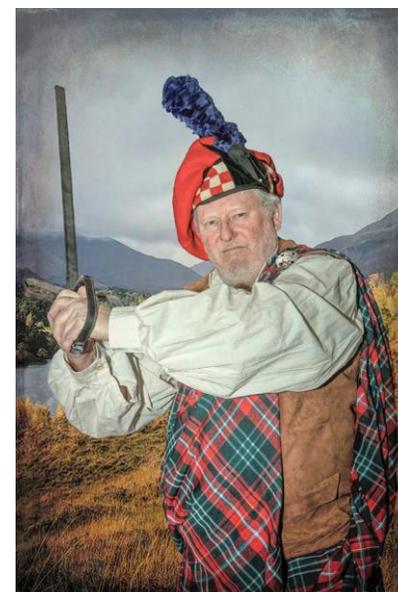


YOUR VOICE
MATTERS!

Please take a few moments and fill out the survey. We are asking for your feedback on promotions, tourism and communication with the BIA Board.

<https://www.surveymonkey.com/r/perthbia>

Studio Theatre presents- Hamish this April



Studio Theatre Perth does a Highland fling into Spring with the lively comedy, "Hamish."

Family history comes alive when Kelli plans a trip for she and her husband Gordon to visit his ancestral home in Scotland. Neither is prepared when they discover a "haunted" past they never knew existed, and the strong ties that bind them to a legacy of family and true love.

Award-winning playwright Michael Grant has written a modern Scots-Canadian legend that's sure to entertain and beguile. Rival clans, kilts, and a motley Highland crew bring heartwarming hilarity to a play that brims with Scottish wit and spirit. In the words of director Sheila Jasiak, "Hamish is a love story, not between a man and a woman, but between family... knowing that you can't go ahead in life without really knowing where you came from."

Hamish runs from April 4th – 14th. Evening shows: 7:30 pm. Sunday matinees: 2:00 pm. Advance tickets are \$24 at Tickets Please in the Matheson House Museum Visitor Centre and at the Studio Theatre on show nights. Student discount available with ID. Save \$5 on opening night! Visit studiotheatre.com for more details.

Article by Dana Ruprecht



PHOTO CAPTION: *Photo by Bruce Raby*

In rehearsal for Studio Theatre's production of *Hamish*. (L-R): Dana Ruprecht, Mark Daley, Jerry Logan, Alan Humphreys.

Easter Festivities

Once again Perth Tourism will be hosting their popular Easter Egg Hunt in Stewart Park. After the Easter Egg Hunt has finished, a few BIA Directors will be handing out Easter Eggs, containing the generous contributions of our members. The BIA will also be adding 4 \$25.00 gift certificates to be handed out to participating families.

Festival of the Maples

"On Saturday, April 27th, 2019, between 9am and 4pm, the Perth & District Chamber of Commerce hosts the annual FESTIVAL OF THE MAPLES on the streets of downtown Perth.

Starting with a pancake breakfast at the Perth Legion, Maplefest features tons of vendors on the street, food, art, crafts, music and entertainment. This year the kids' area in the Basin will be

hosted by the Perth Fire Dawgs. Located on Gore Street between Craig and Foster, including the Tay Basin, Crystal Palace and part of Herriott Street. Perth BIA Merchants will host sales to complement the event. This is your chance to experience everything maple, while celebrating the close of the sugaring season in Lanark County. "

The Perth BIA and Stewart Park Festival will have a table in front of the Town Hall handing out our 2019-20 Shopping and Dining Guides as well as rack cards inviting people to attend the Weekend in Margaritaville and the Stewart Park Festival.

New to Perth - BlackFly GrubHub

BlackFly GrubHub is coming to Perth and they couldn't be more excited to bring delicious handmade donuts to our downtown. BlackFly GrubHub is owned and operated by Jennifer Brown and her husband Neil. Jennifer grew up in Cambridge Ontario and Neil grew up in Kenora Ontario. They met during their university years at Lakehead University in Thunder Bay.



They spent close to 10 years working on Long Island NY as accountants and decided that it was time to move back to Canada and open a business that was 100% theirs and something different from the corporate world that they had been working in for over 20 years. They came up with the idea to launch BlackFly GrubHub one day when they both woke up and looked at each other and said, "What about donuts?" They love coming up with new ideas for donuts and making fresh yummy treats for their customers.

They are thrilled to be located in Code's Mill and plan to open in May. They will offer both yeast based and cake, vegan and gluten free donuts with a small variety of drinks.

We are very excited to welcome Jennifer and Neil to downtown Perth!

Reiki Conference April 28th



Enriching Me and My Reiki Community

JOIN US for our Final Reiki Conference

Tickets \$100

April 28, 2019

Code's Mill on the Park, Perth, ON

reikiassociates.com
613 913 2803

Register by e-transfer to denise@reikiassociates.com

The fifth annual Reiki Conference. *Enriching Me and My Reiki Community* will take place on April 28th, 2019. The theme for this year's

conference is empowerment. The majority of the speakers are those from past years that have offered impeccable teachings. They have added a movement and music piece to the day they will once again host the conference at Code's Mill on the Park. Ready yourself to find a community of likeminded beings, and move into a place of clarity and purpose with your life. Browse the Facebook page... Enriching Me and My Reiki Community for more details. Visit the website LotusWings.ca for more information. Call or text Denise 613-913-2803 or Brenda 613-408-7777 if you have questions. The cost is \$100 for everyone. Register by e-transfer to denise@reikiassociates.com

Welcome to Margaritaville in Downtown Perth!

Tickets are now on sale at Shadowfax, for the Weekend in Margaritaville event, June 22nd at the Crystal Palace.

Pre-party starts @ 5:00 pm with games, giveaways & a Cheeseburger in Paradise contest.

We are excited to announce that the Parkside Bistro, O'Reilly's and Maximilians have jumped onboard to provide tasty sliders to tempt your palette. Tickets will be sold along with a ballot, encouraging you to pick your favorite cheeseburger that evening.



STEWART PARK FESTIVAL PRESENTS

Welcome To MARGARITAVILLE

KICK OFF TO SUMMER PARTY

SATURDAY JUNE 22

5:00 PM PRE-PARTY HOSTED BY NORTHERN LANDSHARKS PARROT HEAD CLUB

8:00 PM DANCE FEATURING BRIAN NEALE & NORTHERN HARBOUR

CRYSTAL PALACE \$30

TICKETS AVAILABLE AT SHADOWFAX 61 FOSTER ST. PERTH
CALL: 613-267-6811 | ONLINE: WWW.SHADOWFAX.ON.CA

STEWARTPARKFESTIVAL.COM

The dance will be at 8:00 pm, featuring Brian Neale & Northern Harbor 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 a specialty Margarita for their Friday night dinner guests, as well as adding some Caribbean flair to their menu and a decadent dessert. This will be similar to our popular Martini night event in November. Once again we will advertise which restaurants are participating and list the menu on our website.

We are also working on some ideas to bring the stores downtown in on the fun June 21 and 22 as we celebrate the Weekend in Margaritaville!

BIA Gift Certificates.

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.



Perth BIA Business Forum

This is a reminder to take a moment to join our closed Facebook page. This page is only open to building and business owners in the Perth BIA but not staff. The page was created to facilitate discussions between our businesses and to share promotion and marketing opportunities and ideas.

As soon as I notice your request to join, I will add you to the page.

<https://www.facebook.com/groups/1249029615164932/>

BIA Committee or Board meetings in the month of April

All BIA members are welcome to attend any meeting.

Stewart Park Festival Committee

Tuesday, April 9th @ 6 p.m. at the Perth Tea Room

Promotion Committee

Thursday, April 4th @ 8:00 a.m. in the Kent Room of the Town Hall.

BIA Board Meeting

Wednesday, April 24th @ 8:00 in the POA Courtroom. All are welcome to attend.

Please Note:

The BIA Office will be closed on Friday, April 19th and Monday, April 22nd for Easter Weekend.