



February 2015 BIA STREET BEAT

175 Bridge St.
Carleton Place, ON
K7C 2V8
613-257-8049

Project Manager
Cathie McOrmond

BIA Board of Management meetings are held the second Wednesday of each month. Meetings are located in Town Hall at 7 pm.

YOUR NEW BIA BOARD OF MANAGEMENT

Aisha Toor—Reads Book Shop
Dena Comley The Granary
Petra Graber—the Good Food Company
Sean Lawrence—Crain and Schooley
Mike Cimilyan Paradime Design and IT Solutions Inc.
Rocky MacDonald—Body Graphics Tadoo
Amanda McNeely—Simple Pleasures Adult Store
Councillor Doug Black



The Carleton Place BIA NEW Website!

Carleton Place BIA launches new website

The Carleton Place BIA is proud to announce the launch of their new improved website www.downtowncarletonplace.com, hosted by Paradime Design and IT Solutions.

The website will be a tool for BIA Businesses professionals and the public to use. It will offer an updated listing of what is happening in around downtown, information on recruitment, town economics Business listings, upcoming events and more. You can get more information about the BIA members and the BIA in particular.

A soft launch of the website occurred in November 2014, with the official launch happening today. The website was created by Paradime Design and IT Solutions in partnership with the BIA.

The BIA office is located at the Town hall 175 Bridge Street Carleton Place, Ontario and they can be reached by phone at 613-257-8049 as well as their Business Improvement Association Facebook page <https://www.facebook.com/CarletonPlaceBusinessImprovementAssociation>.

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2014 BIA office review

It is great to have you all here this evening; I have left an agenda, full 2014 BIA report, budget and a list of 2015 events on the tables for your review. This information will also be made available on the website downtowncarletonplace.com. I will just touch on some of the highlights the BIA has been involved in throughout 2014.

In marketing and promotions the BIA did a soft launch of a new website with Paradime Design and IT Solutions. Produce downtown directional signage located at the boat launch and the Trans Canada Trail. BIA events experienced increased attendance. We invested in online event marketing campaigns, increased their Facebook membership by 370% and their volunteer email distribution list by 36.10% since January 2014.

The beautification of the downtown increased in 2014 with ordering of more hanging baskets and plants for the planters. The LED lighting program was increased with an exceptionally large tree being lit on Lansdowne Avenue and special thank you to Tania and Ricks Dance Studio for their financial and time investment to make this new project work.

The BIA believes communication within and outside of your community is critical to ensure the public is aware of downtown Carleton Place. This was done through a variety of methods of print, radio, television, social media, and magazine publications. NEW this year the BIA worked with Paradime Design and IT Solutions to live stream the Municipal All Candidates Night and link it to their web site, this event had ??? hits.

The BIA works hard to establish solid relationships with the Municipality, its members, the public, community groups, police, and fire. In 2014 the BIA worked with the various departments in the Town so that the downtown could benefit from their expertise.

Partnerships were established with the Algonquin college Police Foundations students and leaders, CP Communities in Bloom,

Civitan Club, Lions Club, OPP, Fire, Drug Strategy Committee, the Sister City Committee, Revitalization was big in 2014 with all the funds being used by April of 2014 for Façade Improvement the BIA went back to council to request additional funding.

The additional funding was granted and in a short time period that funding was used. The BIA represented a downtown business in their pursuit of obtaining permission to revitalize their building based on the changes they wished to make. The Façade Improvement Funding is based on the town contributing 2/3 financial funding and the BIA contributing 1/3 financial resources with the BIA staff being the administrators of the program.

The BIA diligently works with the town and other members to help create safe and clean streets. In August of 2014 the BIA requested in writing this year that council ban collection bins in the downtown in order to prevent the buildup of litter in the downtown. A written request was given to Council to request traffic calming practices are implemented in the downtown. The BIA once again coordinated the community clean up Pitch In, reported vandalism to local police and continued to liaison with town staff regarding various issues. The BIA is pleased to have the downtown moving forward with accessibility options for example audio crosswalks initiated by People First.

As always the BIA office at the Town Hall is a revolving door having said that BIA members are always welcome to stop by to discuss their thoughts. Although I must point out that I, the sole person in the office with the exception of the summer months so I may be out doing business to business work so sometimes calling prior to stopping by may save time on your part.

BUSINESS SIGN SPACE AVAILABLE AT THE MARKET SQUARE

Invoices are being delivered in January. Business who have purchase a sign for only \$226 each year with a five year commitment will receive one.

There are a few sign spaces still available if your business is interested in purchasing one contact us today.

Further information about the sign requirements, specifications and applications are available at the BIA Office. If you have any questions about the program or wish to obtain an application contact Cathie by email cmcormond@carletonplace.ca or phone 613-257-8049.

DOWNTOWN PARKING

Merchants and their staff are reminded of Bridge Street Parking Restrictions.

Parking is permitted Monday to Friday from 9am-5pm for no longer than 2 hours. When business owners and/or staff park on Bridge Street for extended periods of time it deters customers from frequenting the downtown.

Businesses and their staff are asked to support your neighbour businesses by parking in public parking lots or on the side streets.

FREE COMIC BOOK DAY MAY 2nd

*Deadline for Business participant registration
February 28th*

The Carleton Place BIA, Reads Book Shop and Tania's Dance Studio are working together on FREE Comic Book Day set for Saturday May 3rd from 11-2 pm in downtown Carleton Place. **NEW** this year Tania's Dance Studio located on Lansdowne Avenue will be a second location for the pick-up and drop off of mission cards. Comic Book Day is a national event and does draw hundreds of people downtown for the day. Superhero window displays are encouraged and special draws will be run at each of the pick and drop off points. If your business knows someone who would like to dress up and be a Superhero for your business invite them to join in on the fun. Participants will be given passports to encourage business to business exchange. This is an event that will increase sidewalk traffic.

BIA BUSINESS PARTICIPATION is essential for the success of this event and is limited to the first 20 BIA businesses who register for the event. **If your business would like to participate in this worthwhile event contact the BIA office, by February 28th so you can be involved, the sidewalks will be full of people so do not delay. Following the same pattern as last year the BIA paid for 50% of the comic books and the merchants paid the other 50%, the final cost has not been determined yet but would not be more than \$50 to participate.**

WINTER CARNIVAL

February 21st

BE A Sponsor

The 3rd Annual Carleton Place Winter Carnival is scheduled to take place on February 21st, 2015 at their new home, Riverside Park. We invite businesses, crafters and artisans to join us for the Merchant Market that will take place in the Carleton Place High School gymnasium from 9am-2pm. To register, please visit: <http://www.cpwintercarnival.com/merchant-market.html>.

If you would like to brand yourself with the Carleton Place Winter Carnival by becoming a sponsor, making a donation, being a volunteer or having our mascot, Chilly the Penguin, visit your place of business or event, please email Shannon (CPWC Marketing Lead) at cpwintercarnival@gmail.com

5 Tips for Facebook Marketing Success

By Sherry Crummy

Are you getting frustrated with your lower reach on your Facebook page? Have you thought about giving up on the idea of making Facebook a key part of your strategy? While many continue are complaining about the many changes, including a lower organic reach, the masses are still using it. Facebook is still the #1 social media tool by far. With over 1.3 billion users, Facebook is a daily destination for consumers, businesses and brands.

Here are a few favourite tips to help you make the most of your Facebook business page to help you grow your business.

- 1) Use your “about” section wisely** – This is a prime bit of real estate... use it to drive people to your website, put a call to action in it, change it up as often as you’d like as well. Keep it fresh.
- 2) Use link posts to drive people to your website** –Business often forget their goals when they are using Facebook, all social media should drive the user back to your website. Link posts now have a larger, clickable area that helps drive people to your website.
- 3) Set up a custom page with an opt in box to grow your newsletter** – This really is the best way to build your list. If you don’t have a mailing list, start growing it now.
- 4) Post engaging, interesting content daily** – Don’t be all sales pitches. Post content that resonates with your target audience, make sure to ask questions and post great pictures.
- 5) Add a Facebook like box to your website** – This might take a bit of work so you might want to get your website person to do it. You can create a Facebook like box in the admin panel of your page.

Join me on my Crummy Media Solution Facebook Page for more tips and tricks.

Taking Advantage of Your Heritage Storefront

Do you operate your business out of a heritage property in Carleton Place? Do you find customers ask you questions about the history of your building or the architecture? Let's find out the story of your building and use it to your advantage!

"Heritage" tourism is a proven draw for people visiting town for a day trip for shopping, dining and browsing. Local shoppers love to reminisce about a store's previous use or owners. Many businesses in the BIA district operate out of heritage buildings that have seen a lot of history!

Are you aware of the history of your building, of the names of previous stores and their owners? **The Carleton Place and Beckwith Heritage Museum** holds many archival files on the buildings in the downtown core. Land Registry Records have provided us with lists of all previous owners, and using those we can delve more into the names of owners and the types of businesses they ran.

Our collection also includes many photographs of both storefronts and shop interiors. We also have archival materials such as advertisements, receipts, letterhead, and shopping bags!

The Municipal Heritage Committee of Carleton Place has expressed an interest in creating "*Heritage Information Plaques*" on the front of various storefronts in town. Passerby would be able to read a bit of the story of each building and the people who ran it, along with architectural information and a vintage photo if available. Imagine a whole block of such history! Mentioning details of interior features such as tin ceilings or original fixtures might entice people to enter and thus to shop!



Lloyd Tetlock and assistant. Tetlock Plumbing and Heating, 126 Bridge Street, c. 1935.

The museum can help you take this further by creating interesting and informative text panels outlining the history of your building to be displayed inside. Vintage photos are also a great tool in advertising your business! Contact Jennifer Irwin at the Carleton Place and Beckwith Heritage Museum to start exploring *your* past!

Phone: 613-253-7013

Email: cpbheritagemuseum@bellnet.ca

Volunteering can be Fun! The Carleton Place BIA is the host of many community events throughout the year and you can obtain your mandatory 40 hours of High School Community Service by volunteering with the BIA.

NEW BIA Council Representative

Councillor Doug Black
Can be reached at
Doug_black@hotmail.com

Welcome Wagon for NEW Business and Professionals

Do you wish to reach new businesses and professionals as they are finding suppliers and establishing their buying patterns? Find out how you can do this easily and affordably by contacting LARA LAFRENIERE at 613-253-1802 or email at welcomewagonlanarkcounty@rogers.com. Great way to promote your businesses to new businesses in Carleton Place, Beckwith, Pakenham, Almonte and Mississippi Mills! Check out our website at www.welcomewagon.ca

Accessibility - Does your business have Questions about Accessibility Guidelines for Ontario?

1-866-515-2025 or 1-416-325-3407
or visit ontario.ca/accessON

Important web sites for your Business to Know!

www.businesscarletonplace.ca
www.downtowncarletonplace.com
www.Valleycfdc.com
www.lnterprisecentre.ca
www.smallbizcentre.ca/currentseminar
www.canadabusiness.ca/Ontario
www.carletonplace.ca

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Cathie McOrmond
Carleton Place BIA Project Manager
Town Hall
175 Bridge Street
613-257-8049

cmcormond@carletonplace.ca
www.downtowncarletonplace.com

