

BIA MEETING AGENDA



Date: Wednesday, November 6, 2024
Time: 7:30 am
Location: North Perth Municipal Building
Committee Room

Pages

1. **Call to Order**
2. **Land Acknowledgement Statement**

“We acknowledge that we are on the traditional land of the Anishnaabe people. We wish to recognize the long history of Indigenous People of Canada and show our respect to them today. We recognize their stewardship of the land, may we all live with respect on this land and live in peace and friendship.”
3. **Declarations of Pecuniary Interest**
4. **Delegations**
5. **Approval of Minutes of Previous Meeting**
 - 5.1 **September 11, 2024 Meeting Minutes** 3 - 18

Motion to approve the September 11, 2024 Listowel BIA meeting minutes.
6. **Business Arising from Minutes**
7. **Economic Development Update - Kim Kowch, North Perth Economic Development Officer**
8. **Perth County Economic Development Update**
9. **Coordinator's Report - Alyssa Kuepfer, BIA Coordinator** 19 - 29
 - 9.1 **General Updates**
 - 9.2 **Projects for Approval/Discussion**
 - 9.2.1 **United Way Request to Present to Board**
 - 9.2.2 **Set Meeting Dates for 2025**

9.2.3 Board Approval of 2025 Budget and Business Plan

10. Financial Report

30 - 30

Motion to accept the financial report for information.

11. Council Update - Doug Kellum, Deputy Mayor

12. Correspondence

13. Other Business

14. Adjourn

Motion to adjourn the meeting.

BIA MEETING MINUTES

Date: September 11, 2024
Time: 7:30 am
Location: North Perth Municipal Building - Committee Room
330 Wallace Avenue North, Listowel

Members Present Sean Eaton
Doug Kellum, Deputy Mayor
Scott Patterson
Matt Ash
Alana McEachern
David Dickey
Deborah Bigam-McNaughton
Ashton Romany, Treasurer

Staff Present Alyssa Kuepfer, BIA Coordinator
Kim Kowch, North Perth Economic Development Officer
Sarah Carter, Recording Secretary

1. Call to order

Chair Patterson called the meeting to order at 7:30 a.m.

2. Land Acknowledgement Statement

“We acknowledge that we are on the traditional land of the Anishnaabe people. We wish to recognize the long history of Indigenous People of Canada and show our respect to them today. We recognize their stewardship of the land, may we all live with respect on this land and live in peace and friendship.”

3. Declarations of pecuniary interest

There were none.

4. Approval of minutes of previous meeting

4.1 July 10, 2024 Listowel BIA Meeting Minutes

Moved by: Sean Eaton **Seconded by:** Alana McEachern

THAT: The minutes of the July 10, 2024 BIA Meeting be approved as amended, to include Ashton Romany in the attendance.

5. **Business Arising from minutes**

There was none.

6. **Economic Development Update - Kim Kowch, North Perth Economic Development Officer**

Kim Kowch provided an update on North Perth Economic Development Activities, including:

Facade Improvement - continuing to receive applications for both 2024 and 2025 construction. Deadline for applications is December 2, 2024.

Housing Accelerator Fund (HAF) - eligible applicants are those who applied to round 1 and were unsuccessful, North Perth qualifies. Total funding for round two is \$400 million. North Perth is in the process of submitting an application.

Community Improvement Plan (CIP) - has been approved, including implementation plan. Currently the budget for 2024 is \$75,000. Applications are now being accepted with a deadline of December 2, 2024. Applications will be evaluated on a first come first served basis. More information is available on the municipal website.

Set 7 - Partnered with Library to offer drop in conversation circles, ESL courses are beginning in early October, ESL programs are continuing in Palmerston, Safe Food Handling Course scheduled for October 3rd. Home daycare, working at heights, forklift training are being scheduled for the fall.

Rural Economic Development Funding – The Municipality applied for funding and was successful. The project is called *North Perth Innovation and Business Centre*. Details are limited at this time due to restrictions put in place by the funding provider.

Public Art - survey launched in August, over 100 responses. The intent is that the feedback will help inform the investment in public art across North Perth. Economic Development staff will be seeking additional feedback from the youth age range that was under-represented in the survey results.

7. **Perth County Economic Development Update**

Perth County Economic Development provided a written report which is attached as Schedule "A" to these minutes.

8. Coordinator's Report - Alyssa Kuepfer, BIA Coordinator

8.1 General Updates

Alyssa provided a summary of the coordinator's report, including:

- October 24th is the North Perth Chamber Business Excellence Gala – Members were advised to let Alyssa know if they want to participate as a BIA Director. Businesses wanting to attend are directed to contact the Chamber of Commerce directly.
- There are two new businesses in Listowel - Farmhouse Table is coming soon to 957 Wallace Ave. N., Noah's Pizza just had their grand opening in downtown Listowel.
- Branding project has been completed
- Sponsored Blackburn Radio's Daycation with \$200 Shop Local Dollars
- Summer Sale Days - ribbons and lawn signs were placed in the downtown to promote the event. In 2024 there were 28 businesses participating during summer sale days. There were 5 prizes of \$100 each for ballots dropped off at participating businesses. 42% of participation was from Listowel based on postal code tracking on the ballots.
- Summer Block Party - event was quite successful, kids activities were well received. Alyssa noted that there some changes that will be made for future events. Total expense was \$7,964, originally budgeted for \$5000.00.

Projects in progress:

Remembrance Day - working with the Legion to get banners installed for full month starting in mid-October.

Trick or Treat Trail - October 26 from 10 – 1, event will happen rain or shine, character meet and greet at Character Square with Library lobby being made available as rain location.

Small Business Feature - October 21 - 26 is Ontario Small Business Week

Deck the Halls Planning - November 29 (4-8 p.m.) and November 30 (9-1pm). Introducing an outdoor vendor market for the 2024 event. Considering food trucks located on Argyle Avenue on a partial road

closure similar to the Summer Block Party. Carsons are interested in offering sleigh rides again - tickets will be offered through EventBrite again this year. Have reached out to Listowel Lions to see if they're available to offer volunteer support for carriage rides. Alyssa is seeking live music options. North Perth Library has been contacted to offer a kids activity during the event.

Holly Jolly Loyalty Card - encourages people to shop around Listowel, looking to increase prize money from \$1,000 in 2023 to \$2,000 for 2024.

Business and Residents Decorating Contest - would like to proceed with this again in 2024.

8.2 Projects for Approval/Discussion

8.2.1 Umbrella Purchase

At past meetings, the BIA has discussed purchasing umbrellas for Character Square (downtown parkette). The umbrellas are offered through Maglin and the design of the umbrella is sturdy construction, aluminum. The option presented it the only option available. There is an opportunity for three umbrellas to be erected in the parkette. The design is available in multiple colours including blue, yellow and orange which would be consistent with BIA colours adopted in the recent branding update. The Municipality would need to budget for purchase in 2025, it would be a budgeted item with the funding source noted as BIA Funds. Ashton advised that in accordance with municipal policy, projects over \$10,000 requires Council approval. Municipal staff recommending one colour for all three umbrellas, BIA Coordinator is recommending three different colours; dark blue, yellow and orange. Discussion occurred regarding cost and colour recommendations.

Moved by: Alana McEachern **Seconded by:** Deborah Bigam-McNaughton

THAT: The BIA approves transferring the total cost of \$12,000 to the Municipality, from reserves, for the purchase of three umbrellas for Character Square.

AND THAT: The BIA recommends that the Municipality purchases one umbrella in each colour; dark blue, yellow and orange.

CARRIED

8.2.2 Activities to Consider for 2025

2025 Budget Discussions - Draft budget is scheduled to go to Council in December. Alyssa will have a draft budget available for the board to consider at the November BIA meeting.

Currently the proposed budget items include:

- Canada Day Banner Maintenance
- 150th Community Designed Banners
- Paddyfest Temporary Photo Installation
- Community Spring Clean
- Listowel Summer Block Party
- Summer Sale Days
- Trick or Treating
- Deck the Halls
- Holly Jolly Loyalty Card Program

Discussion occurred regarding whether or not the BIA should be supporting public art installations. Kim advised that the BIA would be able to access the data collected through the public art survey. Alyssa to investigate and include funds for public art in 2025 budget.

9. Financial Report

Moved by: Alana McEachern **Seconded by:** Sean Eaton

THAT: The financial report be accepted for information.

CARRIED

10. Council Update - Doug Kellum, Deputy Mayor

Deputy Mayor Kellum provided a Council update, including:

- Received Community Risk Assessment as prepared by the Manager of Development and Protective Services/Fire Chief
- After several delegation requests, and a public survey, it was decided that ATVs would not be permitted on North Perth trails
- Adopted North Perth Attainable Housing CIP

- NEMP Development Charges and Municipal Wide Development Charges were adopted
- First Budget meeting was held in September

11. Correspondence

There was none.

12. Other Business

There was none.

13. Adjourn

Moved by David Dickey **Seconded by:** Alana McEachern

THAT: The meeting adjourns at 8:24 a.m.

CARRIED

CHAIR

SECRETARY



Delegation Report Listowel BIA Board

To: Chair Patterson and Members of Listowel BIA Board

Meeting Date: September 11, 2024

Prepared By: Perth County Economic Development, Tourism & Transportation Staff

Subject: Economic Development, Tourism and Transportation Q3 Update (September 2024)

EXECUTIVE SUMMARY:

This report provides an overview of recent developments and accomplishments within Perth County's Economic Development and Tourism programs, highlighting the continued growth and success of key initiatives.

Our BR&E program has seen significant growth, with increased business tours, features (Planted in Perth County), and ongoing support for local businesses. Staff have been instrumental in assisting businesses with funding applications, facilitating connections with ministry staff, and acting as a primary contact for updates and outstanding inquiries. A notable achievement was the successful Employer/Educator Roundtable held in June, which brought together over 30 educators, 13 businesses, and several industry staff to discuss workforce development—a top priority for our department.

Workforce development remains a critical focus, with ongoing promotion of the Workforce Attraction and Retention Employer Toolkit (WARET) and our free Welcoming Communities training program for businesses. Additionally, the "People of Perth County" series is a spin off from our Perth4Youth profiles and will continue to highlight stories of local youth and other demographics who have found their place in the community. The People of Perth County series further showcases the vibrant life that can be cultivated in our communities. This campaign is programed to officially launch in the fall.

Tourism promotion efforts have been robust, with nearly 44,000 Tourism Brochures, 1,000 Farm Gate Maps, and 600 Cycle Maps distributed. The Tourism Economic Impact/Visitation Data Analysis project, funded by RTO4, is currently in its first phase and will provide essential insights into the economic contributions of tourism to Perth County. This study will analyze tourism expenditures by sector and community, offering a comprehensive

understanding of its impact on employment, revenue generation, and the overall economic multiplier effect.

Our tourism offerings continue to expand with the launch of our 16th Signature Experience, featuring Apple Picking at Applebottom Orchards in North Perth. Additionally, four new farm gate itineraries have been developed, promoting participating farm gates and experiences across each municipality. The digital farm gate map has been enhanced with two new filters—allowing users to search by municipality and product type—offering a more personalized shopping experience. The upcoming "Shareworthy Moments" initiative will further enrich our Discover More Adventures Signature Experiences Program by encouraging local tourism businesses to create or enhance visually appealing, culturally significant, and emotionally engaging experiences that visitors will want to share online.

PC Connect has been actively promoted through targeted marketing campaigns, highlighting the affordability and convenience of the service. This includes a locally focused campaign during the summer and another targeting larger urban centers, emphasizing the cost-effective transportation options available. Outreach efforts to employers and organizations have identified potential modifications to routes and timings that could better meet community needs. Additionally, a PC Connect insert was included in the quarterly HPPH newsletter, a vital communication tool for the Mennonite and Anabaptist communities.

These initiatives collectively underscore our department's commitment to fostering economic growth, enhancing workforce development, and promoting Perth County as an exceptional place to live, work, and visit.

UPDATES:

Business Retention Expansion and Attraction

Business Retention and Expansion Survey Follow-Up

Follow-up continues with businesses who completed the 2023 BR+E mail-out and online survey. Businesses identified the need for marketing and promotion assistance, networking opportunities and information on grants/funding and business supports. Individual businesses are being supported with their needs as they relate to workforce, commercial/industrial space, funding programs, etc. Some immediate insights/outcomes from the survey responses include:

- 4 business tours completed
- 1 upcoming Business Tour
- 31 Business Features Completed (*Planted in Perth County*)
- Upcoming Breakfast Before Business Networking Event

Business Tours

Business tours are an important tool for economic development staff and council members, offering several benefits that contribute to local economic growth and community development. Participants receive first hand understanding of the local business, insight into operations, connection to economic trends, fostering open communication between the municipality and business, which helps with collaborative problem solving. Recent business tours include D&S Downham Equipment, Woodcock Transportation Group, Feeney Design Build and two North Perth businesses, Between the Lines and LTI.

Business Features (*Planted in Perth County*)

The development of Perth County Business Features is an initiative that supports the marketing and promotion needs of businesses identified through the BR+E and helps showcase businesses that may not otherwise be highlighted on our tourism pages, a business tour and/or other initiatives. Sharing and posting business features promote local economic growth, attracts new investments, and enhances community engagement. By highlighting successful businesses, we can strengthen the local brand, foster pride, and encourage residents to support local.

Business Development and Business Supports

Staff continue to support a number of business development projects across Perth County. This includes existing businesses looking to expand their footprint, add staff, and expand their product offerings. Support for these business development projects range from facilitating applications to upper levels of government funding programs (ex. Southwestern Ontario Development Fund), connections with ministry staff, and acting as a point of contact for updates and outstanding inquiries. A comprehensive review of Perth County's online Business Directory was completed during Q2 with 259 businesses added and 309 businesses updated. The updated Business Directory assists staff with business support and development through integration with our CRM and Constant Contact email application to share our Perth County newsletters and targeted communication on available funding & programs. The updated Business Directory listings are also critical as they serve as the first result on Google and other search engines for businesses that do not maintain their own website.

Entrepreneurship Programs and Training

Foodpreneur Advantage Program – This is an ongoing 10-week training program for food entrepreneurs and food manufacturers looking to grow their business offered in partnership with the Stratford Perth Centre for Business and through the London Small Business Centre. Participants are able to take part in all or selected training seminars that relate to their business need. The first intake of

the program included seven Perth County food entrepreneurs with a second intake and round of training that started on August 22nd.

Employer/Educator Roundtable

The Employer Educator Roundtable was held on June 7th. The event provided an opportunity for local employers and educators from the AMDSB and Mitchell District High School to connect for a facilitated discussion about fostering connections and increasing collaboration to support student outcomes. In attendance were 13 local employers, over 30 educators and a number of industry representatives. Some of the outcomes from the discussion included improved communications through sharing contacts, student placement opportunities and an opportunity to engage students, parents and employers through a career-fair event.

Investment Attraction

Staff continue to pursue new investments to support a diverse and growing local economy that supports a healthy industrial tax base, local employment and replacement of exiting industries/employers. Membership with the Southwestern Ontario Marketing Alliance (SOMA) continues to be staff's primary vehicle for outbound FDI through cost-shared lead generation activities and tradeshows, leveraged through funding from the Invest Canada Communities Initiatives program. The 2024 tradeshows to date include NPE (Plastics) and Hannover Messe (Industry & Technology), as well as JSAE (Automotive) with 50+ meetings completed. Staff continue to support a number of inbound investment inquiries through MEDJCT, real estate agents and site selection professionals to facilitate a match with suitable available lands, landowners and private developers.

People and Workforce Development Programming & Activities

Workforce Attraction and Retention Employer Toolkit (WARET)

WARET is a collection of free resources for local employers and includes templates, sample policies, checklists and how-to guides developed from best practices from across the country on topics such as flexible work arrangements, co-housing arrangements, health & wellness programs, employee recognition programs and more. This online resource helps alleviate some of the local workforce challenges by providing a single source for implementable tools that can be used or easily adapted by businesses of any size or industry. To date, a total of 113 users have registered for access to the online portal which houses the toolkit, and staff continue to look for opportunities to leverage and share the toolkit, including an application to speak at the Rural Talks to Rural Summit.

Welcoming Communities Training

Staff continue to promote this free training offering to local businesses. The training includes online modules developed in partnership with Fanshawe's Corporate Training Solutions and Intercultural Competency Advantage Program. Training modules include:

1. Essentials of Intercultural Competency.
2. Effective Intercultural Communications.
3. Power Dynamics and Systemic Discrimination.

Employment Engagement Profiles (*People of Perth County*)

This project is a spin off from our previously developed Prosper in Perth County youth profiles showcasing career opportunities available across a variety of industries to support youth retention. The campaign was used to highlight stories of Perth County youth/young professionals who had built their careers in Perth County. This included those who had left to pursue post-secondary education or other career opportunities and returned, those who had built a successful career from within Perth County, and all of the lifestyle, economic and social factors that factored into their decisions. The People of Perth County series has been developed to continue telling the stories of Perth County youth and other demographics who have found their place in Perth County. The Planted in Perth County Series serves as an example of the great life that can be developed in our communities.

Job Fairs and Workforce Engagement

Staff supported the iFarm event in Stratford on June 11, this event saw 628 students from across the AMDSB. During the community BBQ staff took the opportunity to promote careers in agriculture and the impact of agriculture in Perth County to 800 attendees. Staff continue to offer job fair partnership opportunities to local employers through Job Fairs Canada.

University of Waterloo Economic Development/Tourism Projects- Year 2

Perth County regularly participates in the University of Waterloo Economic Development Program (EDP) as a host community for their Year 1 and Year 2 case study projects. The University of Waterloo EDP provides economic development professionals from across Canada with an immersive, week-long educational opportunity to engage in courses offered by leading economic development academics and practitioners, and includes a case study component. Professionals in the program visit their assigned community and bring their expertise & experience to help solve case study projects for host communities. Perth County submitted two case studies and hosted two groups on June 6th from the Year 2 Tourism cohort. Students completed research and did an analysis for a stand-alone tourism website as well as best practices for tourism promotion marketing amalgamation.

Destination Development and Destination Marketing Programming & Activities

Media & Advertising

Division staff continue to market Perth County as a top tourism destination in Ontario through various strategic media partnerships and advertising opportunities. To date, staff have booked and/or submitted advertisements, advertorials, blogs, social posts, and more in the following locations:

- Canadian Cycling Magazine
- Stratford Festival Visitor Guide
- 401 ONRoute Summer Fun Guide
- Globe and Mail Explore Ontario Summer Edition
- Culinary Tourism Alliance (Ontario Culinary)
- CGLCC Rainbow Registered Guide
- North Perth Summer Guide
- Globe and Mail Explore Ontario Fall Edition

Discover More Tourism Brochure

In addition to our initial distribution of Discover More Tourism Brochures to 34,132 local and surrounding households, and 150 local locations (including municipal offices, libraries, and featured businesses), promotional materials have been continuously distributed throughout Perth County and beyond.

In total, we distributed just under 44,000 Tourism Brochures, 1,000 Farm Gate Maps and 600 Cycle Maps. Promotional assets were mailed to targeted Ontario Travel Information Centres.

Social Media Promotion

Traffic to our social media pages has increased since the last quarter:

- Perth County Tourism has visited and promoted 68 unique businesses on our social channels since May
- Perth County Tourism Facebook page visits have increased 15%
- Perth County Tourism Instagram page visits have increased 39%
- Perth County Tourism Instagram reach has increased 294%
- Our social channels have gained 500 new followers

This growth can be partially accredited to our most recent social media influencer collaboration with CuratedKW. This video, themed 'Girls Day in Perth County' saw:

- 48,000 views
- 1,756 post interactions, and
- Reached 29,144 unique accounts

In October, Explore Ontario – an account with 271K followers, will be visiting Perth County for a curated ‘Family Fall Fun’ influencer trip.

Economic Impact and Visitation Data Analysis Project

Our County wide Tourism Economic Impact and Visitation Data Analysis Project with RTO4 is currently in its first phase. This project aims to collect Perth County-specific tourism visitation data to establish a baseline for informed decision making and sustainable development. The first phase includes conducting primary research across the County in the form of an intercept survey. RT04 and Perth County have hired Forum Research to manage this project. Forum Research collected 300+ survey responses over 10 locations between August 26th and September 2nd. Based on the data collected in the intercept survey, Forum Research will begin the data analysis and economic modeling. Forum Research has access to a number of different data sources, including geo-indicator data, expenditure reports, accommodation information, and visitor demographics.

The study will also provide a comprehensive understanding of the economic contribution of tourism to Perth County, including employment generation, revenue generation, and the overall economic multiplier effect. This research will provide vital data on tourism expenditures by sector and community, highlighting the aggregate impact.

Discover More Adventures Signature Experiences

The Discover More Adventures Experiential Tourism Program remains a key element of Perth County Tourism’s destination development and destination marketing efforts, with 15 active Signature Experiences.

The opening of The Perth Farmhouse’s Sip and Graze Experience marked one of our most successful Signature Experience launches to date; garnering media attention from several local outlets including CTV News. The promotional video saw over 10K plays, with 367 unique engagements.

Our 16th Signature Experience launched in the first week of September, featuring Apple Picking at Applebottom Orchards. Their opening day was September 7th.

Discover More Flavour Program

Perth County Tourism continues to build on ongoing agritourism development and marketing efforts, including expanding and enhancing the Discover More Flavour Farm Gate Map program that currently has 85 active participants. New versions of the Bakery Trail and Farm Gate Itineraries have been updated and

published, including: Animal Encounters, Fruits and Flowers, Vegetable Exploration, Meat and Cheese Tour, Pick-Your-Own, and Syrup, Jam and Honey.

We have developed four farm gate itineraries, promoting participating farm gates and experiences within each municipality. In addition to adding four new farm gate program participants, our digital farm gate map has been updated to include two additional filters; users can now search by municipality and product type for a more tailored shopping experience.

Shareworthy Moments Initiative

The Shareworthy Moments Initiative will be kicking off in the coming weeks. This project is intended to be an addition to our Discover More Adventures Signature Experiences Program. This project offers local tourism businesses and destinations the opportunity to implement or enhance 'shareable moments' at their locations. 'Shareable Moments' refers to experiences or attractions that are visually appealing, culturally significant, or emotionally engaging, prompting tourists to capture and share them online. In the first phase of this project, we'll be launching an online application form for local businesses to submit ideas. Adding these enhancements throughout Perth County will not only enhance marketing efforts, drive customer engagement, and contribute to the overall success and profitability of local destinations but also foster a sense of community pride and identity. These economic benefits extend beyond immediate revenue and encompass a holistic and sustainable approach to destination development and tourism growth.

By enhancing and diversifying local tourism offerings, Perth County is increasing their ability to attract urban tourists, attract tourists during shoulder seasons, and extend visitor stays - all benefiting the bottom line of local operators.

Mobility 2.0 Programming & Activities

PC Connect Marketing & Advertising

A locally targeted PC Connect campaign was conducted over the summer on social media to highlight the affordability of PC Connect to get to local points of interest for only \$6. A similar campaign targeting larger urban centres where PC Connect's intercommunity route services was also launched highlighting the \$12 rides. Titled 'Hop on Board' the campaign generated a significant number of views and engagement, introducing PC Connect to new potential riders. The campaign had a total reach of 49,338 and generated 1566 link clicks on the Rural Route ads alone.

Videos from the ‘People of PC Connect’ campaign continue to be rolled out across Perth County social media channels to encourage ridership and highlight how the service has supported residents with access to essential services, employment opportunities, education, healthcare, and social connections. In addition to showcasing the impact of PC Connect locally, the ‘People of PC Connect’ series can also support continued advocacy for funding.

Active outreach to employers and organizations who can benefit from partnerships with PC Connect continues to be a high priority in addition to public awareness marketing. Engagement and meetings with mobility service providers, long-term care facilities and other employers around PC Connect’s current service have identified some potential modifications to routes and timings that could better support their transportation needs. This outreach includes meetings, presentations and outreach with potential partners including the United Way Perth Huron, Knollcrest Lodge, Huron Perth Public Health, Mitchell & Area Community Transit, Perth County Information Network (Library Association), West Perth Community Connections and the Stratford & District Human Resource Professionals Association. A PC Connect insert was included in the quarterly HPPH newsletter which is a key source of information for members of the Mennonite and Anabaptist communities.

PC Connect Ridership

PC Connect’s Rural Route continues to see ridership growth on both a monthly and annual basis having delivered 14,776 rides to date. Monthly ridership hit an all-time high in May 2024 with 767 rides and there were 747 rides in July, the second highest month to date. The three-month rolling average stands at 716.7 monthly rides at the end of July 2024, up from 514.7 monthly rides at the end of July 2023. At the current rate, PC Connect is projected to reach approx. 7968 rides for 2024, a 49.2% increase from 2023. A summary of 2024 ridership to date is shown below:

| Month | # of Rides 2024 | Change in Rides from 2023 | # of Monthly Riders (3-Month Rolling Average) |
|----------|-----------------|---------------------------|---|
| January | 542 | +253 (87.5%) | 488.0 |
| February | 641 | +368 (134.8%) | 544.0 |
| March | 637 | +172 (37.0%) | 606.7 |
| April | 678 | +278 (69.5%) | 652.0 |
| May | 767 | +269 (54.0%) | 694.0 |
| June | 636 | +126 (24.7%) | 693.7 |
| July | 747 | +211 (39.4%) | 716.7 |

PC Connect Sustainability and Financials

The Community Transportation Steering Committee met on July 4th to receive an update and established a meeting date of September 19th to discuss project sustainability and potential recommendations for County Council consideration.

Advocacy efforts are ongoing for continued provincial funding for PC Connect by staff and SCT members. The SCT had requested delegation status with the Minister of Transportation and other ministers at the AMO Conference to advocate on behalf of CT recipients for continued funding beyond March 31, 2025, changes to the Gas Tax formula which disadvantages rural transit systems and more information on the previously announced Ontario Transit Investment Fund (OTIF).

The total provincial funding allocation for the PC Connect service is \$2,467,464.18. A deficit of approximately \$60,000 is being projected for the current operating year, which would be realized in early 2025 and could be funded through the transportation reserve established at the outset of the project.

Upcoming Business Events

- Breakfast Before Business at Hoovers Maple Syrup – September 26, 2025
7:30am-9:00am
- To Register: <https://www.eventbrite.ca/e/953925525927?aff=oddtcreator>

General Updates

BIA's In the News

- Uptown Waterloo BIA conjures up a Halloween Street Party
- New downtown mural makes Midland a natural direction for visitors
- Come downtown for some spooky Halloween fun this Saturday in Sault Ste. Marie

Local Business News

- Dietz Financial new build at 355 Main Street West, Listowel
- Crumbs and Cream Dessert Café coming to 190 Main Street West, Listowel (previous Diana Sweets location)

Unoccupied Space

- 145 Main Street West (formerly Holy Guacamole)
- 8340 Fairlane Road (formerly Industrial Trade Solutions)
- 235 Wallace Ave North (formerly Gerber's Work Wear)

Completed Projects

- Successfully displaying 53 Remembrance Day Banners within the community. Normally the BIA has 26 locations throughout the year.
- Completed Social Media Campaign of Small Business Features during Ontario Small Business Week
 - Had about a 1.7k Facebook Reach (distribution of content)
 - Had about 2.8K Instagram Reach (distribution of content)
- Trick or Treat the Streets
 - This was our first-time hosting Trick-or-Treat the Streets on the Saturday before Halloween, from 10am-1pm. Spiderman and Elsa were a big hit, drawing many people to the event during their 2-hour appearance. Due to weather, we had to make a last-minute location change to the library, which was very accommodating. The BIA provided businesses with orange and black balloons to indicate participation and handed out trail maps and branded treat bags. We also offered Halloween-themed coloring pages for the kids while waiting for the characters. The Library helped track attendance, counting 112 children **and** 101 adults. We're very pleased with the event's success and look forward to doing it again next year.
 - Event Cost: approximately \$2,600
- Near completed the maintenance of the Christmas decorations with the help of my volunteer committee.

Projects in Process

Presentation and Business Plan for Council: I am preparing to present to Council on November 13 alongside other Municipal departments. The presentation will include a recap of 2024 and an overview of our planned projects for 2025. The Municipality has requested a new format for presenting the 2025

budget information to Council. The 2025 Business Plan, attached separately, is included for board review in the 2025 Budget section.

Deck the Halls Planning: Scheduled for November 29 (4-8pm) and November 30 (9am-1pm). I have partnered with Listowel Farm and Maker Market to organize the vendors. We've moved the food trucks and live music on Friday evening to the Ward and Uptigrove Parking lot. Carson's Farms will again offer horse drawn carriage rides with a new, better-lit route. With their insurance being confirmed, I am hopeful that tickets can go live on Eventbrite in the first few weeks of November. Unfortunately the Listowel Lions is unable to volunteer at the Horse Drawn Carriage Rides, so we've been looking to connect with the cadets to assist. Our live music on Friday evening is local musician Johnny Borton, and Saturday is the Waterloo County Carollers. The Kinettes are unable to offer a community carol sing.

Holly Jolly Loyalty Card: The Holly Jolly Loyalty Card is getting ready to launch on November 12-December 16. We have 26 businesses participating this year, with a handful of new businesses this year who were excited to participate. My work will involve distributing materials and promoting the campaign.

Business and Resident's Decorating Contest: The business and resident's decorating contest are launching mid November. Businesses are to sign up by November 18th, judging will happen from November 25-December 7. The Judges winner is awarded \$500 advertising credit to be used in 2025 however they may choose. The community winner wins \$100 Shop Local Dollars.

The resident's decorating contest will open November 18 to December 9 with homes being judged on December 11. Both judges' winner and the community winner's are announced mid December.

Projects for Approval/Discussion

- United Way Perth-Huron Presentation to Board
 - **Background:** United Way Perth-Huron has purchased the former Diana Sweets building, which also houses The Clothing Loft as a tenant. They are launching the United Housing project, renovating the upper levels into residential units. Ryan Erb, Executive Director of United Way Perth-Huron, would like to present to the board about this project.
 - **Board Direction:** I am seeking approval to invite Ryan Erb to present on the United Housing project happening in Listowel for our first meeting in 2025.
- Meeting Dates for 2025
 - Suggested Dates
 - January 8, 2025
 - March 5, 2025
 - May 7, 2025
 - July 9, 2025
 - September 10, 2025
 - November 5, 2025



- **Board Direction:** Seeking approval for the proposed 2025 meetings dates.
- 2025 Budget and 2025 Business Plan (*Attached Separately*)
 - Overview: With the updated assessment values and a 3.1% increase in the BIA tax rate the levy is estimated to be \$137,505.86
 - Major Changes or Adjustments from 2024

| Line Item | Adjustment | Reasoning |
|------------------------|------------|---|
| Meeting Expenses | -\$700 | Decreased significantly since historically spending didn't exceed \$200 |
| Contracted Services | -\$1,500 | Decreased based on projection for 2025 |
| Materials and Supplies | +\$8,000 | In 2024, material costs related to special events were allocated to the Fundraising/Events line item. To streamline our budgeting, we now allocate all material and supply costs, whether tied to a special event or not, under a single category |
| Office Supplies | -\$300 | Decreased based on historical spend and projection for 2025 |

- Project Specific Breakdown (*pulled from page 4-5 of 2025 Business Plan*)

| Project or Initiative | Description (Please keep as brief as possible) | Budget | Outcome |
|--|---|----------------|--|
| <i>Canada Day Banner Maintenance</i> | <i>Replace fading banner to keep an attractive area</i> | <i>\$1,000</i> | <i>Improvement of the appearance of downtown area</i> |
| <i>150th Community Designed Banners</i> | <i>Engage the community to submit designs for special 150th street banners</i> | <i>\$4,500</i> | <i>Increase local engagement with community, showcasing community creativity and promote anniversary celebration</i> |
| <i>Paddyfest Temporary Photo Installation</i> | <i>Add a temporary mural as a photo spot in the downtown</i> | <i>\$1,000</i> | <i>Promote local community event, and showcase community creativity</i> |



| | | | |
|---|---|-----------------|--|
| <i>Community Spring Clean</i> | <i>Beautify the town in a community spring clean</i> | <i>\$2,500</i> | <i>A cleaner, more attractive environment fostering local pride, strengthen community bonds through collective action</i> |
| <i>Listowel Summer Block Party – 150th Celebration</i> | <i>A community event where families can come out and enjoy activities in the downtown</i> | <i>\$7,000</i> | <i>Increase foot traffic in downtown and have a lively atmosphere that enhance the town</i> |
| <i>Summer Sale Days</i> | <i>Coordinate sales between Listowel businesses with a BIA promotion to increase public support</i> | <i>\$4,000</i> | <i>Increase foot traffic for businesses, greater awareness of local offerings</i> |
| <i>Trick-or-Treat the Street</i> | <i>Inviting families to trick-or-treat at participating businesses near Halloween</i> | <i>\$3,500</i> | <i>Increase foot traffic to businesses, increase visibility for participating businesses and strengthen community engagement</i> |
| <i>Deck the Halls</i> | <i>A holiday shopping event supported by additional activities to attract the public come out</i> | <i>\$6,500</i> | <i>Create a vibrant, festive atmosphere that attracts shoppers and visitors</i> |
| <i>Holly Jolly Loyalty Card Program</i> | <i>A month-long loyalty card that incentivizes individuals to support participating Listowel businesses</i> | <i>\$5,500</i> | <i>Increase customer spending, encourage collaboration between businesses, encouraging repeat visits</i> |
| <i>Public Art Investment</i> | <i>Identify a public art project at board direction for implementation</i> | <i>\$20,000</i> | <i>Enhances community identity and pride, and increase foot traffic and interest in the area</i> |

- Board Direction: Seeking board approval for the 2025 budget, and 2025 Business Plan to present to Council on November 13



Coordinator Notes
November 6, 2024
Alyssa Kuepfer

Priorities until January

- Complete the Holly Jolly Loyalty Card program
- Finalize and execute Deck the Halls
- Finalize and execute the Business Decorating Contest and Residents' Decorating Contest
- Oversee the setup of holiday decorations
- Explore a potential art project for 2025
- Prepare for the temporary Paddyfest installation
- If time allows, prepare to meet new businesses in person in January



2025 Business Plan and Budget

[Introduction Page:](#)

Brief Department Description:

The Listowel Business Improvement Area (BIA) mission is to cultivate a vibrant and thriving community by fostering collaboration, creating memorable experiences, and promoting economic growth within our business improvement area. Our commitment extends to supporting local businesses, beautifying our surroundings, and creating a welcoming environment where residents and visitors alike make time to experience more.

Priorities and Key Objectives:

- Play a primary role in facilitating and driving local improvements
- Enhance physical environment
- Help stimulate the economic growth
- Provide resources and support to local business community

[Department Overview Page:](#)

1. List the divisions in your department;

N/A for BIA

2. What services does your department manage

- Event Planning and Management
- Marketing and Promotions
- Beautification and Maintenance
- Organization administration

3. List staffing numbers for 2025 (Permanent FT, Permanent PT, Temporary/Seasonal)

| |
|-------------------------|
| Permanent Part-time – 1 |
|-------------------------|

2024 Highlights Page:

1. Provide a bulleted list of the key achievements/activities of your department in 2024

- Launched a new branding rollout, including updated band visuals and messaging
- Attended North Perth Chamber networking events and Perth County business tours
- Event Highlights
 - Decorated downtown for Summer Sale Days and ran a promotion that allowed the public to win a total of \$500 Shop Local Dollars, collecting over 3,000 ballots (42% from Listowel, and 58% from surrounding communities)
 - Hosted our inaugural community street event, the Listowel Summer Block Party, featuring food trucks, inflatables, live music, and children’s activities
 - Made improvements to our Trick-or-Treat event that resulted in over 200 people visiting participating businesses within a 3 hour time frame
 - Expanding Deck the Halls to include an outdoor vendor market, live music, and food trucks
- Promotional Activities
 - Conducted ‘Did you know?’ social media campaign to highlight specific businesses products/services
 - Implemented a social media campaign showcasing seven women in business from our BIA membership across a variety of industries
 - Produced 6 social media promotional videos highlighting small businesses for Ontario Small Business Week
 - Launching a holiday loyalty card program with increased prizes to incentive shopping locally
- Community Investment
 - Enhanced community aesthetics with attractive flower planters, hanging baskets, and clamshells
 - Collaborated with the Listowel Legion to display veteran banners throughout the community
 - Invested around \$12,000 to purchase umbrellas to provide shade at Character Square

2. Provide examples of emerging trends, opportunities, challenges and risks relevant to your department;

- Adjusting to the growing interest in outdoor events, pop-up markets and social activities that enhance the overall experience of spending time in Listowel.
- Opportunities to expand community events through partnerships
- Investing in the public realm through further beautification projects
- Balancing the scope of projects and community needs while working with limited staff capacity

Major Initiatives for 2025 Page:

Fill out the table below with the major activities or initiatives planned for your department in 2025. These can be operating and capital items.

| Project or Initiative | Description (Please keep as brief as possible) | Budget | Outcome |
|---|---|----------------|---|
| <i>Canada Day Banner Maintenance</i> | <i>Replace fading banner to keep an attractive area</i> | <i>\$1,000</i> | <i>Improvement of the appearance of downtown area</i> |
| <i>150th Community Designed Banners</i> | <i>Engage the community to submit designs for special 150th street banners</i> | <i>\$4,500</i> | <i>Increase local engagement with community, showcasing community creativity and promote anniversary celebration</i> |
| <i>Paddyfest Temporary Photo Installation</i> | <i>Add a temporary mural as a photo spot in the downtown</i> | <i>\$1,000</i> | <i>Promote local community event, and showcase community creativity</i> |
| <i>Community Spring Clean</i> | <i>Beautify the town in a community spring clean</i> | <i>\$2,500</i> | <i>A cleaner, more attractive environment fostering local pride, strengthen community bonds through collective action</i> |
| <i>Listowel Summer Block Party – 150th Celebration</i> | <i>A community event where families are able to come out and enjoy activities in the downtown</i> | <i>\$7,000</i> | <i>Increase foot traffic in downtown and have a lively atmosphere that enhance the town</i> |

| | | | |
|---|---|-----------------|--|
| <i>Summer Sale Days</i> | <i>Coordinate sales between Listowel businesses with a BIA promotion to increase public support</i> | <i>\$4,000</i> | <i>Increase foot traffic for businesses, greater awareness of local offerings</i> |
| <i>Trick-or-Treat the Street</i> | <i>Inviting families to trick-or-treat at participating businesses near Halloween</i> | <i>\$3,500</i> | <i>Increase foot traffic to businesses, increase visibility for participating businesses and strengthen community engagement</i> |
| <i>Deck the Halls</i> | <i>A holiday shopping event supported by additional activities to attract the public come out</i> | <i>\$6,500</i> | <i>Create a vibrant, festive atmosphere that attracts shoppers and visitors</i> |
| <i>Holly Jolly Loyalty Card Program</i> | <i>A month-long loyalty card that incentives individuals to support participating Listowel businesses</i> | <i>\$5,500</i> | <i>Increase customer spending, encourage collaboration between businesses, encouraging repeat visits</i> |
| <i>Public Art Investment</i> | <i>Identify a public art project at board direction for implementation</i> | <i>\$20,000</i> | <i>Enhances community identity and pride, and increase foot traffic and interest in the area</i> |

| | BUDGET | | |
|---|--------------------|---------------------|-------------|
| Line Item | 2024 Budget | 2024 Actuals | 2025 |
| Taxation | \$130,200 | \$129,930 | \$137,506 |
| Other Revenue | \$1,000 | \$761 | \$1,000 |
| | \$131,200 | \$130,691 | \$138,506 |
| | | | |
| Salary and Wages | \$67,672 | \$49,297 | \$67,672 |
| Conferences & Seminars | \$2,000 | \$1,249 | \$2,000 |
| Meeting Expenses | \$1,000 | \$100 | \$300 |
| Memberships | \$500 | \$518 | \$500 |
| Contracted Services | \$4,000 | \$1,679 | \$2,500 |
| Materials and Supplies | \$4,000 | \$1,128 | \$12,000 |
| Office Supplies | \$500 | \$61 | \$200 |
| Connectivity | \$400 | \$175 | \$300 |
| Miscellaneous | \$1,169 | \$50 | \$749 |
| Fundraising/ Events | \$10,000 | \$5,035 | \$9,600 |
| Sponsorships | \$3,000 | \$1,600 | \$2,500 |
| Advertising | \$12,000 | \$13,295 | \$14,500 |
| Postage | \$250 | \$4 | \$150 |
| Copy/Printer | \$200 | \$20 | \$200 |
| Website | \$300 | \$342 | \$400 |
| General Property/Liability Insurance | | | |
| Interdepartment | \$24,209 | \$18,157 | \$24,935 |
| Total Expenses | \$131,200 | \$92,710 | \$138,506 |
| | | | |
| Transfer To / (From) Reserve | \$ - | 37,981 | |



Municipality of North Perth BIA

Budget VS Actuals

Run Date: 1-Nov-2024

| | 2024 BUDGET | 2024 ACTUALS |
|---|----------------|-----------------|
| 09 Business Improvement Area | | |
| 9300 BIA | | |
| 0000 General - Administration | | |
| R Revenue | | |
| Other Revenue | | |
| 59100 Fundraising | -1,000 | -761 |
| 59900 Recoveries | | |
| Total Other Revenue | -1,000 | -761 |
| Taxation | | |
| 51000 Property Tax | -130,200 | -129,930 |
| Total Taxation | -130,200 | -129,930 |
| Total R Revenue | -131,200 | -130,691 |
| E Expense | | |
| Materials & Supplies | 4,000 | 1,128 |
| Staffing Costs | | |
| 61600 Salaries Wages Benefits | 67,672 | 49,297 |
| 61800 Reimbursements | 3,500 | 1,867 |
| Total Staffing Costs | 71,172 | 51,164 |
| Inter-Departmental Re-Allocations | 24,209 | 18,157 |
| Other Expenses | | |
| 65100 Fundraiser/Donations Expenses | 10,000 | 5,035 |
| 65050 Miscellaneous | 1,169 | 50 |
| 65300 Public Communication | 12,750 | 13,661 |
| 65200 Sponsorships | 3,000 | 1,600 |
| 63800 Connectivity | 400 | 175 |
| Total Other Expenses | 27,319 | 20,521 |
| Contracted Third-Party Services | 4,000 | 1,679 |
| Office & Administration | 500 | 61 |
| Total E Expense | 131,200 | 92,710 |
| TRF Transfers to Reserve | | |
| Total for Location | | -37,981 |
| Total 9300 BIA | | -37,981 |
| Total 09 Business Improvement Area | | -37,981 |