

October 2009

Uxbridge Business Improvement Area

Newsletter – Fall edition

Greetings from the Chair

Where to start... so much news! Many of you have met our new Facilitator, Kerri Gallacher. Kerri has been with us since July 1, 2009 and is a wonderful asset to us. We thank Leslie Warren, our past Facilitator, for all of her hard work on our behalf. All the best Leslie, and welcome aboard Kerri !!

The "Big Dig" has monopolized much of our time this summer, but what a success. The construction is nearly complete, with the road completely open, over one month ahead of schedule. Yes you read it right! All that remains to be done is the completion of interlock paving and the tree/planters to be filled and planted. We are so very fortunate to have Ron Robinson Limited as our contractor and a great support team from Durham Region and Uxbridge Township. Together, they have made the Big Dig as painless as construction can possibly be in a downtown business area.

Most businesses fared well, with 4 businesses that I know of actually up in sales. There are a small number of businesses who have suffered somewhat and we hope things will turn around for them. We wish them good luck!

The BIA is planning a 'Discover New Uxbridge' grand opening event, where we would like to incorporate the entire town - the new, completed Hwy47 and the new downtown area. Plans are just getting underway so if you have any ideas, please share them.

Upcoming and current events include the Halloween Parade on October 31st, our participation in the Trails Capital of Canada Day on October 3rd, participation in the Santa Claus Parade and the Christmas Shop Local. A new project is a BIA magazine which is just in the beginning stages. We'll keep you informed as this idea evolves. We still have a lot to do and your support and participation will be greatly appreciated.

Bev Leslie, Chair Uxbridge BIA

Min / Max Levy Change

The 60 day period for property owners to oppose the proposed BIA Min/Max Levy change has expired. The Town Clerk forwarded her report to Town Council on September 28th and Council voted to pass a new By-Law to reflect the change in the way the BIA Levy portion of property assessment taxes is charged. We thank all who supported this endeavour by the BIA to even out the levy more fairly amongst our membership.

This was a one year project which took many hours of dedication by your BIA Board of Directors, Township staff and meetings with members. I feel this is a huge accomplishment, and again, Thank you!

Bev Leslie



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Shop Local

Christmas Shop Local Programme

A quick recap of the past Shop Local Programmes for those of you who are new to the BIA:

The programme that lived the longest was a ballot the customer filled in at any BIA members' place of business. For each \$20.00 spent, they received a ballot which was completed and placed in ballot boxes. After Christmas, the ballot boxes were collected and all ballots were put into a huge drum; then on New Year's Eve, the ballots were drawn for 3 major prizes - \$5,000, \$3,000 and \$2,000.

Last year the BIA was informed by the Township offices that this was an illegal lottery, that we could not give these ballots out only if the customer actually made a purchase.

The BIA wanted to come up with an alternate idea to entice folks to shop in town. The idea last year was the \$10,000 give-a-way at the Santa Claus Parade, giving out 2,000 BIA reusable bags, some with winning coupons in them and all others with free Photo with Santa certificates. This idea was a great boost to attendance at the parade but fell short in a couple of ways i.e.: you had to be at the parade in order to have a chance to partake in the winnings. But on the positive side we had the highest ever redemption rate and an increase in the number of businesses that handed in the certificates.

This year, we are again going to try a new concept. Nothing is 'written in stone' yet but the idea is that Mr. & Mrs. Claus will be

wandering around different areas within our BIA District (specific areas will be announced in the newspapers and on flyers) on 4-5 occasions on different days/evenings of the week. They will randomly hand out envelopes to shoppers (5,000 in total) which may contain winning BIA Bucks or Santa photo certificates and/or certificates which any/all members will have the opportunity of having 'stuffed' into the envelopes. We feel this method will give many more shoppers the opportunity to win something, all members will have the opportunity to advertise, and we will cover all areas of the District.

Watch your email for updates!

Website update

www.uxbridgebia.ca

Your BIA website metrics are reported monthly by your website provider. Here are a few interesting notes about the data based on the May and July statistics.

In both months, the top page hit is your Business Directory. Second and third are Brock Street Reconstruction and Annual Events. However, with a ratio of 3:1, they are distant followers. So it appears the website is driving eyeballs (or, potential customers) to your business listings and that BIA members use the website as a resource for keeping up to date with The Big Dig.

Overall, 2008/2009, the traffic and hit numbers increased dramatically.



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How can we do better? We need to use the website address in all of our branding pieces and individual BIA business members can adopt the website in their promotional pieces as well. This would be particularly useful for businesses that do not maintain their own websites.

To get information and answers to your questions.

- Contact the BIA Business Facilitator
businessfacilitator@uxbridgebia.ca
- Consult www.uxbridgebia.ca

Calendar of upcoming events

Uxbridge Public Library

This fall a series has been planned entitled, LIFE LEARNING. Among the sessions is one on building a successful business, regardless of the size of the operation. This free workshop entitled 'Network for Success' will be held on the evening of Thurs. Oct. 8, 7:30 - 9:00 p.m. in the Meeting Room at Uxbridge Library. For more information go to www.uxlib.com or to register by email pnoble@uxlib.com or call 905-852-9747.

Halloween Parade

This year's Halloween parade will be held on Saturday October 31st. Road closure will be in effect from 7:00 p.m. - 9:00 p.m. from the intersection of Railway Street and Brock Street to the intersection of Main Street and Brock Street. Businesses and storefronts along the parade route are encouraged to decorate their windows to add to the festivities. Last year's event was a great success and we are looking forward to another great evening.

Discover Uxbridge

Date and details to be announced.

