



Downtown Port Colborne BIA

Board of Management

MAIL: PO Box 272 | Port Colborne, Ontario L3K 4W1

OFFICE: (289) 836-9006
www.exploreportcolborne.ca

Downtown Port Colborne BIA

STAFF REPORT

Monday, May 17, 2021

- COVID-19 Vaccine Booking Expanding to Ontarians 18+ Ahead of Schedule as of today. Visit www.ontario.ca/pharmacycovidvaccine to find a pharmacy offering a COVID-19 vaccine and to book an appointment.
- When you receive the weekly E-Blast, do make sure someone from your staff team reviews it as there is time sensitive information and many grant opportunities.
- Melissa Roberts, will provide an update on the Lift Festival of Public Art.
- The Governance Committee Meetings will meet on May 31 at 3:00 PM. The committee is finalizing the Finance and Health & Safety Policies.
- Office Hours are: Monday, Tuesday, Thursday and Friday, 9:00 AM to 12 Noon & 1:00 PM to 3:00 PM back to working at the office. Fridays working from home and once the farmers market start will be at Market Square.
- There is the possibility of new businesses opening in downtown this spring. The BIA area could benefit from having some new types businesses to attract visitors to downtown. A trend is to smaller storefront and more on-line presence continues to grow well as a variety of home-based businesses both big corporate and direct sales.
- A survey is being created to ask residents what they would like to see change and or develop in the downtown area.
- Building owners are adjusting to change by renovating and creating smaller spaces. There also is a trend toward work spaces rentals on a short-term basis or per use. There may be a shared workspace coming to downtown. Bram Cotton, the City's Economic Development Officer has a summer student updating records on property owners and business owners during the summer.
- Port Colborne Farmers Market is ready to open for the season this Friday morning. Due to the extension of the stay-at-home order, only essential services vendors will be attending. So, artisans and crafters will not attend at the present time. There will be over 30 vendors in attendance for the opening week. Covid-19 protocols are in place and masks will be required while shopping at the market. To date revenue generated is \$9,825.00

- Up to 10 volunteers will be providing support during market hours. recruited to assist with the day-to-day operation of the market. Note the new market sign on -site which definitely is great promotion. The City continues to share resources with the BIA to keep startup costs down. <https://www.facebook.com/portcolbornefarmersmarket>
- Radio advertising is 95% sold this year. If there are others who would like to advertise, we can offer more bookings.
- Both the Friendly Sign War Challenge and I Believe Campaign are going well across Ontario. It is recommended that businesses consider getting involved. Just for the fun of it.

Submitted by:

Mary-Lou Ambrose-Little, Executive Director
Downtown Port Colborne BIA