



Karen Cooper, Program Coordinator
Ezra Edelstein, Board Chair
June 10, 2025

On the Agenda Tonight

1. Recap November 2024 to May 2025
2. Environics Report
3. June 2025 to March 2026 Plans
4. Questions?

November – December 2024



January to March 2025



January to March 2025



April – May 2025



On-going activities



1. Meeting with businesses one-to-one

- Of 151 known unique organization, I have met or had a significant interaction with 94 of those (64%)
- Continuing on to find other ways to connect – via phone, via email, different times of day/evening, etc. for the remaining organizations

2. Newsletter

- average of 2 newsletters per month, open rate of 65%
- Audience is the members and support organizations
- Current list is 142 active emails – will grow to 175+ contacts covering 151 organizations in the next three months
- Looking at a community focused newsletter/flyer in partnership with the Avon Chamber of Commerce



On-going activities



3. Façade Improvement Program

- This is a re-imbursement program for façade improvements that fit within the program guidelines, up to 40% to maximum of \$2000.00. Once every 5 years.
- Most recent have been Mermaid Theatre, Madison Clover and Cedar Centre
- Upcoming are Todie Bogles and Studio Twenty Two
- We will be promoting these improvements on social media and encouraging those who meet the criteria to make applications and use up the funding

On-going activities

4. West Hants Economic Development Quarterly meeting with WHRM, CBDC, Avon Chamber of Commerce, Valley REN, Nova Scotia Works, Community Inc, MLA Office, WTBA, Glooscap*

- Started in August 2024 and began quarterly in January 2025
- Share our upcoming program and events – find collaboration or partnership opportunities and limit overlap of work
- Share trends that are being identified in the area

4. Attending community and other business events

Environics Report

- Report covers May 1, 2023 to April 30, 2024
- Data gives
 - Unique visitors
 - Total visitors
 - Average visits per visitor
 - Summary Day of the week, time of day
 - Demographics – Household income, age, household composition/size, education level, diversity level
 - Geographic Summary by postal code
 - Segment Summaries



June 2025 to March 2026

June

- Downtown Tidy Up
- Summer position (Green Team) starts (goes to end of August)

July & August

- Canada Day and Pride Parades/Events
- Summer Music Series, potentially three larger events rather than the Friday Night events
- Summer Bingo
- Participation at other events – Farmers' Market, Avon River Days

June 2025 to March 2026

September

- Garlic Fest (participant)
- WinterThing Planning starts now

October

- Downtown Tidy Up
- Small Business Week event(s)



June 2025 to March 2026

November / December

- Holiday Decorating Contest
- Avon Chamber of Commerce Gala

March

- Third Annual WinterThing!
- International Women's Day

Dates TBC

- Quarterly events (these are open to all businesses for networking and making new connections)
- Other community events in Windsor and out of Windsor that we can participate in as they are identified

Behind the Scenes

- Focusing on defined social media campaigns
 - Did You Know...
 - Weekly Segment Profiles
 - Weekly event listings
 - Profiles on local service groups
- Completing the Member survey
- Exploring how to potentially expand the Online Directory to include West Hants based businesses to give the visitor the best opportunity to find the shop/service they are looking for
- Completing the Legacy Binder Project
- Exploring the potential for a West Hants Gift Card program



Questions?

How to reach the WTBA

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