



Karen Cooper, Program Coordinator
Ezra Edelstein, Board Chair
May 12, 2026

On the Agenda Tonight

1. Recap October 2025 to April 2026
2. 2026-2027 Plans
3. Environics Report
4. Questions?

Holiday Decorating Contest



Holiday Decorating Contest



WinterThing 2026

25 fire pit volunteers
7 community groups
13 businesses with WinterThing offers
10 music sessions
Bagpiper, Town Crier, Sunset
Drumming Circle, Photobooth, Free
facepainting, balloon animals and
Biscuit visits



WinterThing Support

The third annual
WINDSOR WINTERTHING

When: Saturday, March 7, 2026 noon to 7pm
Where: Community Centre* (closes at 5pm),
Dill Park, Star Bride Park, Waterfront Gazebo
and Coca Cola Alley Way

       

    

Follow us on FB @windsortownshipNS and IG @windsortownship. #WinterThing in your pics!

Dear Future Me!



Saturday, March 7, 2026

What an amazing day at The Third Annual WinterThing in downtown Windsor!

We have to go again next year!

Here is all the fun stuff we did today....

- ☐ Walked in the side walk parade with the bagpiper!
- ☐ Got a Free Face painting of a _____
- ☐ Got a Free Animal Balloon and named them _____
- ☐ Roasted a marshmallow
- ☐ Sat by the fire and made a new friend
- ☐ Had a delicious Hot Chocolate from _____
- ☐ Listened to great live music
- ☐ Danced to a ukulele tune at the Waterfront Gazebo
- ☐ Did Yoga in the Park
- ☐ Learned how to move mindfully
- ☐ Drummed at Sunset in Star Bride Park
- ☐ Discovered a new store _____
- ☐ Visited my favourite store _____

Can't wait for the next WinterThing!

Love, Present Me

Follow us on FB @windsortownshipNS and IG @windsortownship. #WinterThing in your pics!

Connections (June 2024 to April 2026)

Social media growth

- Facebook increased by 33 followers/month
- Instagram increased by 14 followers /month

Newsletter

- began with 106 unique emails over 92 unique organizations
- Now at 162 unique organizations over 151 unique organizations

Façade Improvement Program

93% of the \$8500.00 of the budget was used in 2025-2026

Completed Projects

- ✓ Accelerate Chiropractic - signage
- ✓ Gerrish & Gray Café - signage
- ✓ Todie Bogles - signage
- ✓ Studio Twenty Two - signage
- ✓ Blossom Shop – painting, awning, signage
- ✓ Readers' Haven – ramp
- ✓ RD Dunham – old Napa Building - painting
- ✓ Davison Accounting - signage



Façade Improvement Program



2026-2027 Events

May 2026

- AGM
- Hiring two summer positions

June 2026

- West Hants Pride Sponsor
- West Hants Pride Tea Party Partner

July 2026

- Business & Community Social
- Summer Music Series
- Annoucement of Holiday Decorating Contest Theme

2026-2027 Events

August 2026

- Avon River Days Grand Parade Sponsor (co-sponsor with 10 WTBA businesses)
- Summer Music Series

September 2026

- Garlic Fest – Artist Prize Sponsor & table at the event
- Business & Community Social

October 2026

- Small Business Week Celebrations



2026-2027 Events

November 2026

- Holiday Decorating Contest – Starry Nights: ... tbc!
- Float in Santa Parade of Lights

December 2026

- Participating in the Downtown Christmas Market & Parade of Woodland Animals

2026-2027 Events

January to March 2027

- The Fourth Annual Windsor WinterThing
- International Women's Day
- 2027-2028 Planning



**WINDSOR
WINTER
THING**

Regular Activities

1. On-going one-to-one with businesses



2. Newsletters (average 2 per month)



3. Participating and supporting community groups and business supports— Avon Chamber of Commerce, Nova Scotia Works, EDGE Employment, Valley REN, CBDC, HABA

Environics Updates

- Two years of Environics data now available
- What is a unique visitor ...
- What the numbers tell us ...



Questions?

How to reach the WTBA

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Windsor Township MobileScapes Report Comparison

2023–2024 vs 2024–2025

Metric	2023-2024	2024-2025	Change
Unique Visitors	106.2K	113.3K	+6.7%
Total Visits	3.1M	2.8M	-9.7%
Avg Visits per Visitor	29.4	24.9	-15.3%
Avg Visitors per Month	8,850	9,440	+6.7%
Avg Visits per Month	260K	234.8K	-9.7%

- More unique visitors in 2024–2025
- Fewer total visits overall
- Lower repeat visitation
- Younger and wealthier visitor base
- Wider geographic draw
- Stronger regional reach beyond Windsor

Interpretation: Visitor Behavior

- More people are visiting Windsor Township
- Visitors are coming less frequently
- Increase in occasional or first-time visitors
- Possible decline in habitual/local trips
- Potential growth in tourism and event-based traffic

Demographic Shifts

- Average household income increased from \$99K to \$114K
- Visitor profile shifted from 75+ to Under 35
- Education profile shifted from Trades/College to University
- Audience appears younger, wealthier, and more educated

Geographic Catchment Changes

- 35% catchment radius expanded from 4KM to 6KM
- 70% catchment radius expanded from 22KM to 24KM
- Visitors are travelling farther to reach Windsor
- Indicates stronger regional attraction

Regional Distribution

- Windsor (B0N) share dropped from 50.2% to 41.4%
- Kingston (B0P) increased from 25.9% to 31.0%
- Kentville visitation also increased
- Visitor base became more regionally distributed

Audience Diversity

- Top PRIZM visitor segment concentration declined
- Audience became more diverse
- Core repeat visitor dominance weakened
- Supports trend of more occasional visitors

Overall Conclusions

- Windsor Township is attracting more new visitors
- Regional reach and demographic quality improved
- Repeat visitation and local intensity declined
- Opportunity exists to convert new visitors into loyal customers

Strategic Opportunities

- Increase destination marketing
- Develop repeat visitation and loyalty programs
- Expand events and experiential programming
- Strengthen local resident engagement
- Target commuters