

IN THE
LOOP
PROGRESS REPORT 2021

WE ARE HERE. WE ARE LISTENING.





WELCOME

FROM THE PRESIDENT & BOARD OF DIRECTORS

The Chemainus Business Improvement Association is a vital organization in our community, and I am honoured to once again sit as president. In such a difficult year, the BIA was able to quickly pivot and forge ahead with initiatives to showcase our members, reposition and target on-island visitors, and to support the local community programs to help draw business into our cores. Our outlook for 2021 and beyond is a positive one where we continue to make the work all about our local business and community.

We have a strong board with passionate members dedicated to doing all that we can. The business community continues to astound me with their drive and positivity. There is much hope in the years ahead and much that can be achieved by us working together with and for you.



CHRIS ISTACE
SITTING PRESIDENT 2021

2021 BOARD OF DIRECTORS AND EX-OFFICIO SEATS

Beyond The Usual: Chris Istace - President

Askew Creek Publishing: Warren Goulding - Vice President

Vintiquity: Nuria Sanchez - Treasurer

Chemainus Health Food Store: Lulu Vegh - Secretary

Silvermine on Chemainus: Barbara Bond - Director

Best Western Plus: Erin McKay - Director

Wildwood Collective: Kelly Bellamy - Director

The Shining Tree Studio: Chrissy Kemppi - Director

Canteen on the Green: Julie Stevens - Director

The Cottage and Castle: Christina Kemp - Director

Christmas Store + Others: Yeager - Director

Ex-Officio: CCOC, Theatre Festival, and CVCAS

EXECUTIVE DIRECTOR

We are happy to contract Krystal Adams for an additional three year term as our Executive Director. She has played a vital role in the Chemainus BIA for the past six years and is constantly looking to elevate and promote the Chemainus brand. Krystal brings with her a wealth of knowledge stemming from a background in advertising, marketing, and business management. She not only excels in these areas, but is able to consult and speak to the areas of finance management, growth management, PR, business plan development, promotions, pricing, web, and social media aspects as well. She is an asset to the CBIA because many of the traditional activities such as graphic design and web coding are able to be done in house. This allows us to act quickly on projects while maintaining a high level of design, keeping our costs low. We couldn't be happier to have her continue with us for the foreseeable future, and we can't wait to see what wonderful campaign ideas she dreams up next.

WHAT WE DO

The focus of the CBIA is to showcase the appeal of the town in order to attract and draw people into Chemainus centres while being responsible for the brand consistency of the town. Through strategic partnerships we foster positive change through advocacy on behalf of the business community for the betterment of Chemainus. We aim to provide key exposure of the town itself and contribute to the financial well being of the community. Businesses are supported through the use of strong strategic targeted marketing initiatives, key promotions, well-rounded events, in-depth education, one-to-one consultations, while also benefiting from the overall beautification initiatives throughout the business improvement district.

Talk to us today to find out all of the other things we can do for your business and how we represent your community.

MARKETING & EVENTS

We showcase the community through the use of pointed community interactions, initiatives, events, guides, maps and displays.

We also host community events and promotions to create a draw into Chemainus.



CONSULTATION & ADVOCACY

Growing the knowledge base is at the forefront of our directive.

The better businesses are at engagement, the stronger the town is. We also pride ourselves on advocating for issues impacting our members in every capacity.



BEAUTIFICATION

Undertaking town beautification projects is a priority. Summer baskets are procured and maintained, and we design and install community branded items (such as pole banners) to ensure Chemainus is looking its best.

“We tend to be dreamers, problem solvers, change makers, and consultants by nature who listen to your needs and we are constantly pivoting our approach for the betterment of the business community.”

- CBIA Board of Directors

ACKNOWLEDGMENT OF A DIFFICULT YEAR COVID 19 AND SUPPORTING BUSINESSES IN A VERY DIFFERENT WAY

We cannot provide an accurate overview of the term without highlighting the challenge that we have all faced and continue to struggle with. In 2020 the Pandemic challenged many of our business owners to become innovative in how they conduct their business. Many closed completely, some were able to remain open for curbside pickup or delivery, and others were allowed to continue operating with strict guidelines, and with great risk to their own health. The CBIA was forced to cancel all events and drastically revise its tourism programs which all ground to a halt on March 11, 2020. Turning inward the question was, how can we continue to support our business members. The very first thing that came to mind was helping them to get online and active. The next was to identify education opportunities, and the third was to provide clarification and reliable news on grants and the requirements to operate in a pandemic state. As the restrictions let up, the focus changed. We started highlighting businesses as they began to open, providing a highly successful "meet the" campaign which helped to connect the business with the individuals behind it. As the year progressed, we operated within the constantly changing restrictions, which kept us on our toes. We ended the year with a revised *Moonlight Madness* event that was able to highlight and promote businesses in an advent calendar format. The event operated much like prior years, but was spread over an entire month. All in all as we look to the future, to restrictions easing and to a return to a mild sense of normalcy, we are hopeful that as we combine the programs developed during the shutdown with the events and campaigns of yesteryear, we can formulate a strong and targeted push for all businesses.

IMPLEMENTED: 2018 -2019

- Expend events and broaden opportunities
- Foster Member communication
- Tourism guide saturation
- Re-scope projects and promotions

Using a proven marketing base, we continued with the general promotion of the community, the businesses, and most of all focused efforts on bringing people into the Chemainus cores. The Pumpkin Spice Run was added and was a big success, drawing in many from Nanaimo and Victoria. The Old Car Show doubled from the previous year, and Canada Day saw its highest numbers yet. The summer and fall programs proceeded without a hitch, and *Moonlight Madness* performed well. This year was one for continuity. We spent the three years prior getting to this point. This was the culmination of three years of identifying, assessing, and crafting the perfect plan for this term. Tourism numbers were being reported as up, we had opened all communication with other local organizations, and things progressed smoothly as expected throughout the year. We were happy with the outcome and assessed the adjustments needed for the next year.

SHUTDOWN: 2019 -2020

- New campaigns in reaction to the pandemic
- A revision in marketing target market
- Assess and adjust as per current conditions
- One-to-one consultations, education, and advice

This fiscal year started out remarkably normal. The summer was reporting high tourism numbers, businesses were busy and the campaigns we were running were a success. In February, a new campaign to promote Valentine's Day was launched. Shortly after the pandemic shutdown occurred, we quickly adjusted our offerings. We became a collection point for information, pandemic supplies, and education on what businesses could be focusing on during this down time. As the year progressed we took a number of steps to foster patronage with stores that were open, and began working with businesses on a one to one level to provide consultation, direction, online tools, and grant assistance. As things began to open, we idealized new campaigns, and revised the target market significantly so that we were pushing individual business exposure as opposed to industry based marketing. All was a success, and the program will be used in the next term.

COVID 2020-2021

CURRENT STRATEGY 2021: MARKETING & ALIGNMENT

As planned, our focus has shifted drastically for year three. Now that the foundations for communication, community visibility, market appeal and offerings have been set, we intend to use this year to highlight and expand the reach of our members. Using business profiles and pictures, and engaging and boosting social media for every profile, we are turning visibility directly to them. Launching programs like a refreshed version of "meet the" business owner, we are ensuring individualism and opportunity to publicize the message. We are also looking at the areas in which businesses require help with their business from web work to grants, and we help with one-to-one consulting as needed. With a dedicated CBIA brand we are ensuring consistent saturation such as with the logo flags that were just installed along the lights down Chemainus Road. Education workshops, one-to-one business consulting/planning and member communication tools are available for your use. We are hopeful that events will be added later this year, and that we can work on getting a new more tech savvy tourism website out that allows all of the town organizations to act as an aggregate to develop information. All in all we are pushing out as much content about you as we are able while also looking at our marketing and reaching out.

Highlight Members/
individual visibility

Create initiatives
to drive business

Extend community ties

Ensure BIA brand visibility &
continue town advocacy

Education &
marketing opportunities

Beautification

BUSINESS VISIBILITY

Focusing directly on businesses, the campaigns scoped are to provide the most insight on the business or owners that is possible. Aside from standard campaigns, our directive this year is to help businesses build up their own assets to be able to share to the local community. This includes a personalized video interview of their business, photographic imagery of products, plus enhanced visibility by exposing the general public to these images via targeted industry specific marketing done to rediscover the surrounding community in.

CAMPAIGNS

As the challenge has not only been the closing of businesses and the inability to host events, it has been in the drastic shift in our target market. As the market geographically has changed, the need for more substantial campaign in-market is required. Moving through the year, based on restrictions and target market we are constantly assessing the best solution for campaigns. One great example was re-scoping Moonlight Madness, one night of sales and celebration, into a full campaign to promote individual businesses in our advent calendar. We are also re-circling the "meet" program and bolstering business assets. We will continue to assess and re-scope as needed to make the campaigns as strong as possible.

PARTNERSHIPS

We are pro-active when it comes to being community partners and building those important relationships. Coming together as a unified group is essential in our eyes, especially in a small community. Through the years we have been working hard to create one united voice of Chemainus that all organizations can contribute to. We have organized a communications committee comprised of all of the major groups and not-for-profits in the area so that we can sit as one body to discuss issues, challenges, and help join one another in marketing efforts. This is a huge step for any community and something we are very proud of. We also continually promote the town, participating in and working with key destination marketing groups and their initiatives, local and regional partners, local industry, and media. We build strong, sustainable partnerships that have the town and our members' best interests at heart.

SEE NEXT PAGE FOR ADDITIONAL INITIATIVES ▶

CONTINUED FROM PREVIOUS PAGE | STRATEGY - MARKETING AND ALIGNMENT...

MEMBER VITALITY

ECONOMIC VITALITY is essential. We are dedicating time to supply resources and work with vital groups to solidify us as a business community, while also crafting planning documents from a board level.

- Work with EDC on promotion plan
- Create ED package to entice businesses
- Identify grants and help them to answer

ADVOCACY AND COMMUNITY COMMUNICATION

Ensuring businesses know we are there to support their needs while also improving communication and sourcing information members care about and advocating for changes they would like to see.

- Continue to chair the Community Communications Group
- Municipal meetings & discussions
- Support business community concerns

SOCIAL ENGAGEMENT will encourage extended outreach within business networks and extended growth of CBIA's existing ones.

- Member "how to" social media package
- Monthly events calendar push

MEMBER TO MEMBER ENGAGEMENT to support a diverse business to business network and encourage social support through interaction.

- Business to business tour event - twice a year
- Business welcome article & package

WEEKLY CHECK-IN ensures that each week on a specified day(s) the CBIA and representatives are going into businesses to check in.

- Weekly check-ins to support businesses in any way possible

MEMBER DEDICATED RESOURCES are and will continue to grow from the dedicated website with how to tutorials to community issues, including a member forum to provide members a place to talk to one another and to us.

- CBIA website - member resource and education
- Newsletter (refocused to fit members' needs)
- Monthly education sessions to encourage growth

MEMBER SPECIFIC EVENTS/RESOURCES if allowed to help attain/ attract the best possible employees

- March/May job fair
- Job posting page which is promoted by CBIA

QUARTERLY INPUT MEETINGS so businesses can discuss as a round table.

- Quarterly round table meetings

ADVERTISING & PROMOTION by working with local papers.

- Work with local papers on heightened visibility

CO-OP PROGRAM

We offer a very diverse co-op program for our members which includes everything from billboards and town brochures/maps to offering highly discounted rates in national tourism guides and/or local program affiliations. We also offer co-op opportunities in all campaign outreach materials and most other tactics.

- Advertising in local & regional visitor guides
- Campaigns, Town Brochure, Tear Away Maps
- Online - Social Media & Website
- Billboard & Other misc. opportunities

▶ SEE ONLINE FOR THE MANY ADDITIONAL ITEMS WE PLAN TO BUILD/ACHIEVE FOR 2021

CONCENTRATION & OUTCOME

The following is a compilation of the effort for each category, financial allotment, and concentration outcomes both projected and from previous years. We have worked very hard to make these strides, and have found a winning combination. As we move through the year we continually assess and review post initiative metrics.

TIME ALLOCATION BY SECTOR



EXPENDITURE BREAKDOWN



MARKETING AND ALL OTHER VISIBILITY INITIATIVES

The bulk of our budget, 78% after operating costs are spent directly promoting the CBIA area, attracting tourism, and individual businesses interests.



BEAUTIFICATION, BRAND, AND MATERIALS

We utilize 22% of the budget after operating costs to manage the town beautification and other brand materials such as banners, billboards, maps, signage, etc.

WE ASSESS EVERY INITIATIVE AGAINST THIS ONE QUESTION

HOW DOES THIS BENEFIT OUR MEMBERS?

ASK HOW WE CAN HELP YOUR BUSINESS

TARGET MARKET

When the shut-down occurred, we quickly went into action to re-examine the people we could appeal to in order to sustain our businesses. We counseled businesses on how to do this through products, initiatives, and shopping habits; plus we started an education series to help facilitate these changes. We adjusted away from the tourism aspect quickly, pulling anything we had in market and reassigning it to increase the concentration to those surrounding and in Chemainus. Moving forward, we are constantly assessing the market focus to achieve an optimal balance as things begin to shift back to a pre-pandemic state:

- **The local market:** Many people have been looking to support local businesses and we build the opportunity to do this into all of our campaigns.
- **On Island locals:** Focusing on those from Victoria to Nanaimo and the townships in-between, we will continue to drive foot traffic into Chemainus.
- **Mainland visitors:** This is something we will focus on more strongly as the restrictions ease and we progress into the proceeding months.





Want to become a director?

Forms available on our website chemainusbia.com or please contact us

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