



## Port Credit BIA's 2020 Marketing Report

<b>Presented to:</b>	PCBIA Board of Directors and Membership
<b>From:</b>	Natasha Mackinnon, Operations Manager & Dianne Dela Cruz, Business Development Manager
<b>Attendees:</b>	Ann Ivy Male, Andrea Vacl, Beatrice Moreira-Laidlow, Natasha Mackinnon & Dianne Dela Cruz
<b>Submitted:</b>	November 23, 2020

This year, the Port Credit BIA Marketing Committee focused immensely on branding, digital presence and establishing Marketing Campaigns. Our goal was to use our platform to consistently share information with our members, community and visitors plus a variety of consistent marketing initiatives with a focus on building our Port Credit BIA brand and creating a strong, vibrant tourist destination for our community and visitors to enjoy and explore. We also utilize our platform to sharing information obtained from the City of Mississauga, Provincial and Federal Government websites.

### Highlights include:

- Continuous positioning of our rebrand on banners, posters, digital marketing, directories and more
- Utilizing Social Media platforms such as Facebook, Instagram, LinkedIn, Twitter, Tik Tok and YouTube
- Fire & Ice Affair: kicked off our 2020 year with a new addition to #WinterINThePort, a family friendly event that brought our community out to enjoy ice sculptures, warming stations, a fire show and live music
- Release of Port Credit BIA's new and improved website with a modern feel and improved functionality that allow members to access our polices, monthly meeting minutes, budget, and other business documentation
- The return of our Port Credit Directories with updated businesses, features, events and Port Credit's new branding
- 12-month parentship with Lamar Bus Advertising from March 2020 to February 2021
- 12-month contract with Insauga from June 2020 to May 2021
- A weekly digital Members newsletter encouraging businesses to take part in our BIA Marketing Campaigns, share information and more
- Currents: a monthly digital newsletter to our friends and family outlining information from our BIA offices, business members, events, sponsors and more
- shopIN, dineIN series: a new video series on socials where we visit one business a month, highlight their offerings and share what tourists can find in Port Credit



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- PixIN the port contests – Aimed towards amateur photographers with a request to submit their Port Credit photos for a chance to be featured on our Social Media Channels, website and PCBIA directory
- Countless Marketing Campaigns including:
  - Support The Port: a community gift card initiative launched to encourage the community to support local Port Credit business and keep the economy moving forward.
  - This initiative also raised \$20k to our local Compass Food Bank with the help from our community partners Brightwater Development, Colourfast, Edenshaw, Port Credit Community Foundation
  - Take A Left: encouraging our community and visitors to Take A Left down our Main Street and explore all the eateries, galleries, shops and more in the East Village
  - Classic Cars Thursdays: a branch off from Take A Left with classic cars parked along Lakeshore Rd. and live entertainment to bring life back to the Village
    - This initiative was a huge success and was extended 2 additional weeks
  - Businesses Are People: shining light on the real challenges small business owners are facing during the pandemic
    - This campaign will act as the foundation for future advocacy