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Vice-President

Treasurer

Library

Director of Marketing

Director

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Township of Springwater

## What is the Elmvale Business Improvement Area

The Elmvale Business Improvement Area (BIA) is an association of business and property owners who work together to support growth and development in the Elmvale area. Established in 2012, the BIA works with its members, Springwater Council and other stakeholders to ensure that downtown Elmvale continues to be a dynamic area of great shopping, dining, professional services, cultural opportunities and architectural interest.

A volunteer Board governs the BIA with membership approved by Springwater Council. Council also appoints a representative from Council to serve on the Board and act as a liaison between the BIA and the municipality.

## Our Mission:

The mission statement of the Elmvale Business Improvement Area is to promote Elmvale as a preferred place to shop and do business, while preserving our community heritage as a safe and vibrant place to visit and live.

### Our Goals

As an organization funded by property owners and businesses, the goals of the Elmvale Business Improvement Area are:

- Promote through special events, attractions, advertising and marketing activities
- Work with businesses and local organizations to make our community a vibrant place to visit, live, shop and do business
- Recruit and attract new businesses and assist with the retention of existing businesses

# Social Media Goals & Target

Our target market demographic, depending on event or type of posting, typically reaches:

- Ages 18-65
- Within a 75-150 km radius of Elmvale

Our Goals:

- To highlight Elmvale as a destination
- Highlight local events
- Monthly spotlight of local business
- Share & interact with community groups & organizations
- Partner with local authorities

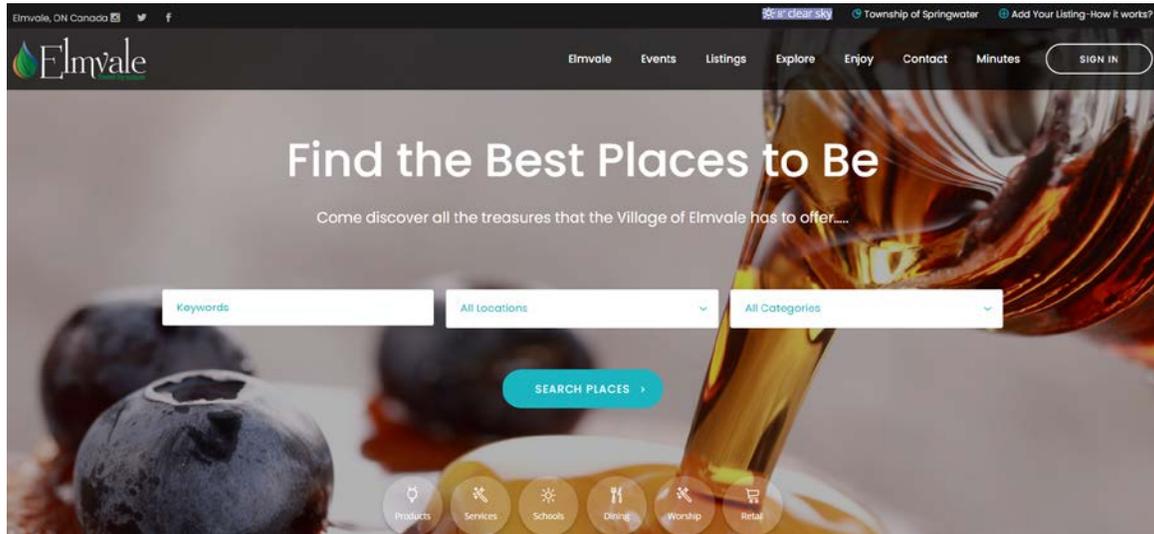
Average Reach - 4.6K  
Followers – 1.7 k

**Facebook - @ElmvaleBIA**

**Instagram - @elmvalebia**

**Twitter - @elmvalebia**

## Elmvale BIA website – averages just over 7330 unique visits per month



Day	Number of visits	Pages	Hits
01 Jul 2024	247	1,100	6,124
02 Jul 2024	199	1,412	4,943
03 Jul 2024	205	1,068	6,107
04 Jul 2024	252	1,374	8,137
05 Jul 2024	243	2,969	6,613
06 Jul 2024	211	885	4,092
07 Jul 2024	315	1,083	3,781
08 Jul 2024	332	1,157	5,033
09 Jul 2024	325	1,163	4,469
10 Jul 2024	212	1,306	5,368
11 Jul 2024	142	1,278	9,407
12 Jul 2024	125	994	6,394
13 Jul 2024	123	1,175	4,174
14 Jul 2024	98	852	3,097
15 Jul 2024	153	1,303	4,728
16 Jul 2024	257	1,171	4,198
17 Jul 2024	364	1,271	4,960
18 Jul 2024	350	1,414	7,794
19 Jul 2024	325	1,252	6,161
20 Jul 2024	233	1,343	5,221
21 Jul 2024	75	592	2,901
22 Jul 2024	276	978	4,703
23 Jul 2024	194	793	4,942
24 Jul 2024	165	778	4,795
25 Jul 2024	361	2,153	8,455
26 Jul 2024	150	1,458	5,265
27 Jul 2024	164	1,553	6,270
28 Jul 2024	246	979	4,827
29 Jul 2024	496	1,651	5,216
30 Jul 2024	218	975	5,133
31 Jul 2024	281	1,517	7,165
Average	236	1,257	5,499
Total	7,337	38,997	170,473

**STEELERS**  
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23 Queens St. W. Elmvale  
705-322-2652

paissadon.com  
550 Bayfield St Barrie

Nicholyn Farms  
LACROIX POINT FINE FARM MARKET  
100 Perry and Nicholyn  
www.nicholyn.com

**NORTH SIMCOE Springwater NEWS**  
Edition 89 | October 24, 2014

## Mother Nature provides perfect weather to kick off Elmvale Fall Fair

*By Wayne Doyle, Local Journalism Initiative Reporter, Barrie Today.com*  
Oct 21, 2014

Everyone loves a parade, especially on a spectacular autumn morning when the sun is shining and the mercury reads north.

On Friday morning in Elmvale, about 20 minutes north of Barrie, thousands of folks took advantage of the weather and had the village's streets and backyards to take in the official opening event of the Elmvale Fall Fair, with the children's parade, a spectacle that featured about 2,000 local people from schools across the region.

Beginning with a police escort and fire engine, the children's parade is one of the fair's highlights and features kids of every age, from kindergartens to Grade 8.

Small children held signs or had hand art they walked and waved friendly to the spectators.

Then, for two cool for this sort of thing in any other year, horses and rollers, moving along at the top of their line.

"The kids are right into it," said Tanya King, first vice-president of the fair committee. "The kids love being in the parade."

The parade of the parade, according to King and virtually every other parent BarrieToday spoke to, were the floats made by local high schools.

According to those in the know, which is everyone in Elmvale, the high schools are divided into four teams and each one has to build a float. They only have a few days to create their float and they go about their business in town, clandestinely working in their and workshops after school.

The parade represents the culmination of all of their efforts and provides the winners of best float with long-term rights for a year.

As the parade made its way down the village's main street on its way to the fairgrounds on George Street, grand parents and grandparents went very happy, capturing an endless supply of smile-inducing memories, in both still and video format.

Many of the parents and grandparents who had the most this year as spectators spent quite a few of their "one only" years in the parade.

They kept coming back to Elmvale to take the memories, eager to make more. "The fair is also our tradition," said King. "Kids who were raised here and then moved away always come back to be part of the fair. It's amazing to stand out and watch all these folks. Generation of them, all enjoying the fair," she added. "According to King, fair organizers are expecting about 6,000 visitors over the course of the two-day event.

Fair's lineup included the kids' parade float pull, the pony show, the antique tractor pull and a performance by rising country star Ty Burston at 8 p.m.

Family attractions include livestock judging, truck and modified truck and tractor pull, the Little Chick truck draw and the Pure Country 106 video dance party.

Admission to the fair is \$13 for adults, \$9 for students and free for elementary school and younger. Midway tickets are purchased separately.



50 Years of Ambassadors



Mayor Jennifer Coughlin, lady in red, and husband dancing to Ty Burston

MARSHALL INSURANCE BROKERS INC.

Detached homes in the heart

THE WATER STOP WATER SPECIALISTS

# Media



- Social Media**
- Springwater News**
- Picture This – Looking over Georgian Bay**
- Mailchimp – Electronic Mail [Email marketing]**

# Virtually Elmvale

Virtually Elmvale is all about building better businesses through technology, high-impact platforms for growth.

Our website provides information from various sources such as businesses, individuals, social platforms, online forums, search engines, all in a uniform way.

The BIA proudly interacts with our businesses through communication and promotion, highlighting skills and services and increasing visibility, along with countless other outcomes.



## Springwater Farmers' Market – Elmvale, presented by the Elmvale BIA

- ▶ Thursday - 4:00 pm to 8:00 pm.
- ▶ The Market is a welcoming place for everyone to visit for the evening, connect with friends and neighbours and support the local economy, only minutes from home.
- ▶ The Elmvale BIA would like to take an opportunity to say thank you to everyone who supported the Springwater Farmers' Market – Elmvale this summer. A new opportunity for the BIA, and even though we had a few growing pains, it truly was a wonderful success!

# Music in the Park

- Each Saturday for a variety of live music
- From July 6th through to August 24th
- The streets were hopping with the sound of live artists
- Guests stopped by for a listen, visit our amazing shops and grab a bite to eat at our local restaurants
- Music played each Saturday from 1 p.m. to 3 p.m.





## Veteran's Banners – Queen Street, Elmvale

- ▶ The Elmvale BIA is proud to partner with the Township of Springwater and Elmvale Legion on this initiative!



Banners honouring local veterans have been hung on Queen Street in Downtown Elmvale for five years. The banners serve as a reminder of the local servicemen and women who fought for our freedom. This initiative is a partnership with the Royal Canadian Legion Branch 262 (Elmvale), the Elmvale BIA and the Township of Springwater.



Of the over 100 local veterans' photos that line the walls of the Elmvale Legion, thirty-two (32) will be featured this year on the banners. Each of these veterans were selected by the board members of the Legion. The partnership hopes to further expand on the number of veterans recognized in years to come.



“The Elmvale Legion is proud to partner with the Township of Springwater and the Elmvale Business Improvement Area to make this program a reality each year,” says Michael Jacobs, President, Legion Branch 262. “As you view the banners, take a moment to reflect on the sacrifices that these veterans and their families have made to ensure our great nation of Canada is a free and safe country to live in.”

Elmvale BIA partnered with 104.1 The Dock to bring a special advertising opportunity for Elmvale businesses.

Radio campaigns:

Holiday Season 2023 – November & December

Summer 2024 – June to September

Holiday Season 2024 – November & December

- ▶ Help launch and establish the business brand
- ▶ Promote our community events – Farmers' Market & Music in the Park
- ▶ Position Elmvale as a preeminent shopping destination with unique stores and services for every shopping need
- ▶ Execute these branding & awareness criteria in the multiple target markets that the Elmvale BIA needs to reach

The logo for Bell Media, featuring the word "Bell" in a large, bold, blue sans-serif font, followed by the word "Media" in a smaller, dark grey sans-serif font. The background of the slide is a dark green with abstract, overlapping geometric shapes in lighter shades of green and blue.



# **ELMVALE** *Christmas Night Market*

**NOVEMBER 28TH & 29TH**

5PM-9PM

**PROUDLY SUPPORTING  
THE ELMVALE & DISTRICT FOOD BANK**

The Christmas Night Market is a free event but we ask that we come together as a community and donate to The Elmvale Food Bank.

Please drop your non-perishable food donations at any of the participating businesses on November 28th or 29th.

## Elmvale Christmas Night Market

- A magical shopping experience filled with festivities in support of the Elmvale & District Food Bank.
- Shopping, live music, food, drinks and prizes.

