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PRESENTED BY:



STRATEGIC PLAN

- Develop a 'Visitors Guide' for Carp, in conjunction with Metroland to feature and promote local businesses
- Launch a gift card program for all businesses, at no cost to the business
- Create seasonal 'Villager' guide to further promote business
- Enhance business profiles via digital pages – The Carp Community Collective and BIA Facebook Page



Other considerations

Support hanging baskets /
maintenance each year

Support promotion of Carp Fair

OUTCOME

- Visitor's Guide developed and circulated throughout the Village (and beyond_
- Gift card program for all businesses, at no cost to the business – was launched and promoted
- Four issues of the 'Villager' was produced
- Social media and digital promotion of business continued

Next Steps

The Village of Carp BIA has foregone its budget for 2020 to provide additional funds for businesses as they manage and recover from COVID-19

The BIA remains committed to promoting and profiling business

