

Tues, Sept 24, 2024

Township of Woolwich Council
24 Church Street West P.O. Box 158
Elmira ON, N3B 2Z6
519-669-6004



Re: St. Jacobs 2024 Holiday Campaign

Drayton Entertainment, a registered not-for-profit charitable arts organization, operates the St. Jacobs Country Playhouse in the Market District and the Schoolhouse Theatre in the village of St. Jacobs.

We are pleased to support the proposed **2024 Reconnect with St. Jacobs** marketing campaign with a contribution of **\$3,333.00**.

We further support the proposed marketing tactics at the centre of the campaign, along with the proposed messaging, graphics, and assets.

We believe this proposed marketing initiative is both timely and necessary in order to reinforce the position of St. Jacobs (and Woolwich Township) within Ontario's tourism landscape. The plan thoughtfully aims to guide tourists to access and navigate the St. Jacobs area, highlighting key Woolwich attractions and events – ultimately enhancing, expanding, and extending the overall experience and overnight stays for visitors in Woolwich Township.

From our end, we believe our signature holiday programming will attract an audience of **20,000**, including 40% defined as tourists driving in excess of 40km to the destination, generating **\$2,448,589** in visitor spending and economic impact (local attendee visitor spending and economic impact would be in addition). Source: Government of Ontario Tourism Regional Economic Impact Model (TREIM).

The proposed campaign will augment our efforts to achieve these numbers, and directly benefit the broader tourism sector in Woolwich Township.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven Karcher", written in a cursive style.

Steven Karcher
Executive Director
Drayton Entertainment
Tel: 519-621-5511 ext.234
Email: steven@draytonentertainment.com



Thursday, September 26th, 2024

Township of Woolwich Council
24 Church Street West PO Box 158
Elmira, ON N3B 2Z6

Please accept this letter as confirmation of the Market District's support in the **2024 Reconnect with St. Jacobs holiday campaign**.

To date, the Market District has already provided \$5000 of in-kind support to generate the graphics and assets for the holiday campaign and to collect the assets and gain alignment from the other tourism partners featured in the campaign. The Market District will also contribute \$3,333.00 towards the paid advertising portion of the campaign.

The Market District holiday plans include two licensed **Sip & Shop Night Markets** as well as two **Cookies with Santa** daytime events. These ticketed events in addition to the regular Thursday and Saturday farmers' markets are expected to attract over 175,000 guests to St Jacobs throughout the months of November and December. Surveys completed in November and December of 2023 indicated 51% or 89,250 people who visited the Farmers' Market during that time travelled more than 40km.

We believe the 2024 collective holiday campaign will draw even more tourists to the St. Jacobs area throughout November and December and by highlighting the variety of holiday-themed activities, will encourage guests to extend their visit to an overnight stay.

I look forward to this initiative being the start of a repeatable foundation that can be expanded in 2025, that has the key tourism partners in St. Jacobs, Woolwich Township and Explore Waterloo all working together on a tourism strategy for St. Jacobs.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Loebach".

Joanna Loebach
General Manager, St. Jacobs Market District

THE VILLAGE OF ST. JACOBS BUSINESS IMPROVEMENT AREA



To: Woolwich Township
24 Church Street West
Elmira ON, N3B 2Z6

RE: **2024 Reconnect with St. Jacobs** - Winter Campaign featuring The St. Jacobs Market, Drayton Theatre & The Village of St. Jacobs

On behalf of the Village of St. Jacobs Business Improvement Area (BIA), we are writing to express our support for the collaborative rural holiday marketing campaign as presented by Joanna Loebach of the St. Jacobs Market. This important collaboration between the St. Jacobs Market, Drayton Theatre, and The Village Shops will target visitors from over 40 kilometers away, highlighting the unique experiences St. Jacobs has to offer during the holiday season.

This campaign is especially important to the Village Shops as we approach Sparkles, the Village's biggest event of the year, featuring late-night shopping, Victorian carolers, Christmas chorus groups, cider, and fires. Sparkles is a crucial time for local businesses, as a large turnout during this period helps sustain them before the quiet months of January and February.

Moreover, this campaign presents an opportunity to strengthen the bond between the three key stakeholders in St. Jacobs. Strengthening these connections will be vital not only for this holiday season but also for future joint efforts in promoting St. Jacobs as a premier destination for visitors.

The Village of St. Jacobs BIA will support this campaign with a \$3333.00 contribution. We kindly request the Township of Woolwich's support for this joint campaign.

Dan Vandermolen
Chair
The Village of St. Jacobs BIA

Amanda Palmer
General Manager
The Village of St. Jacobs BIA

Tanya Bettridge

From: Sean Nemett <sean.nemett@wgroup.ca>
Sent: September 27, 2024 11:50 AM
To: Joanna Loebach; Naushad Ismail
Subject: RE: St. Jacobs Collaborative Holiday Campaign

Hi Joanna,

You have the full support of our hotels for the Collaborative Holiday Campaign bid.

We are thrilled to participate alongside other local tourism partners, and as discussed – we will be providing contributions in the form of discounted preferred partner rates. Each expected to generate \$500+ values.

Please find the booking links included below.

[RECONNECT WITH ST. JACOBS - HOLIDAY INN EXPRESS](#)

[RECONNECT WITH ST. JACOBS - STAYBRIDGE SUITES](#)

Kind regards,

Your friend in Hospitality!

Sean Nemett | Sales Manager

[Holiday Inn Express & Suites – Waterloo/St.Jacobs](#) |

14 Benjamin Road, Waterloo | ON, N2J 2V9

IHG HOTELS & RESORTS

[Staybridge Suites - Waterloo/ St.Jacobs](#) |

10 Benjamin Road, Waterloo | N2V 2J9

IHG HOTELS & RESORTS

Tel: 519-772-9800 ext. 5005

Tel: 519-514-7863

Fax: 519-772-9850

Email: sean.nemett@wgroup.ca

Please click below to go on a Virtual Tour of our Award Winning Hotel!

[Holiday Inn Express & Suites - Waterloo/St.Jacobs 360 Tour](#)

Please click below to view the Event Space at our Award Winning Hotel!

[Holiday Inn Express & Staybridge Suites Waterloo/St. Jacobs - 360 Tour](#)

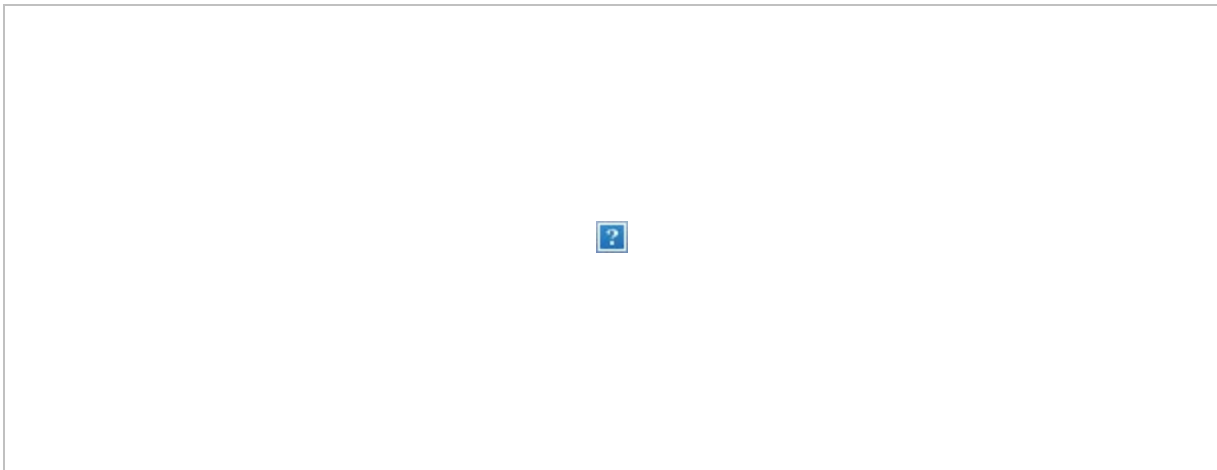
From: [Vittoria Trinchi](#)
To: [Joanna Loebach](#)
Cc: [Meenesh Gopal \(meenesh@khgi.ca\)](#); [Roderick Atkinson](#)
Subject: Support
Date: September 27, 2024 11:50:49 AM
Attachments: [Outlook-m32eitzk.png](#)
[Outlook-xvan41q5.png](#)

Hi Joanna,

Please note that we would be happy to provide you with discounted rates (which should average around \$1500.00 per hotel value in-kind) for your holiday promotion.

Please use the same code which is on St. Jacobs market website.

Thx



Join us at "Das Bar" at the Hampton Inn and Suites

Open Tuesday-Saturday 5PM-10PM

Daily Specials, and Fantastic Line Up of Drinks



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