



**2024 REVIEW &
2025 BUDGET
APPROVAL**

2024 YEAR IN REVIEW



POLE DÉCOR AND GREENERY

- 4 banner runs



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- Snowflake Stroll lights
- Garland & Twinkle Lights



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POLE DÉCOR AND GREENERY

- 4 banner runs
- Snowflake Stroll lights
- Garland & Twinkle Lights
- Greenery contract with Floristerra
- New self watering hanging baskets
- Weed Control on Arthur and Church Sidewalks



MOONLIGHT MADNESS

- Audio System for the tree lighting
- More street entertainment
- Expanded Maple Taffy station (High Demand!)
- *New* Santa and Mrs. Santa team

















BANDSTAND MARKET

- Initiative led by Krista Mcbay
- \$1600 donated by the BIA supporting permits & licenses
- Plans to expand to May – October in 2025



FACES OF YOUR TOWN

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ANYTIME FITNESS

AnytimeFitness Elmira is independently owned and operated and has been proudly serving the community since 2020. This means we can be directly involved in the community by participating in events such as the Elmira Maple Syrup Festival, Community Clean-ups, Mental Health Awareness events and many more.

We love being in the heart of Elmira, situated in a well restored historic building, complete with funky wood beams, where modern fitness meets Elmira charm.

Unlike most fitness centres that are large and intimidating, we know most of our members, their goals and will even contact them to ensure they are on track. Our members success is what drives and

motivates our staff - it's inspiring watching people conquer their nerves to start their fitness journey and crush their goals!

It's amazing when members realize that an over-head squat is the same as lifting your toddler in the air. Every exercise we do at the club mimics everyday movement. The goal of the majority of members is not to get huge bulky muscles but just get stronger, have a better quality of life and enjoy life to its fullest.

Anyone who comes to check us out can have a free day trial. When they sign up for a 12 month gym membership they will get 30 days free as per our current promotion and if they mention that they saw us in the Observer they will get a free water bottle.

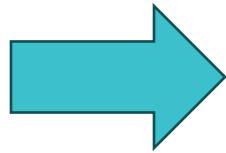
Gym Hours Open 24/7/365
Staffed Hours Mon.-Thurs. 10am-7pm
 Fri. & Sat. 10am-2pm

10 Church St. W., Elmira, ON
 519-669-8010 anytimefitness.ca



- Spreading local awareness about what business and services are available close to home
- \$406 split between Business and BIA
- 4 Articles Ran

LOGO UPDATE



CIP GRANTS

Accessibility



\$2500
Distributed

Façade Improvement



\$12,846
Distributed

Landscape Improvement



\$2500
Distributed

DOWNTOWN ELMIRA ART WALK

- FedDev Art Grant for \$25,000
- Expansion of existing artwork
- Visit and announcement from Tim Louis



2025 FOCUS AREAS

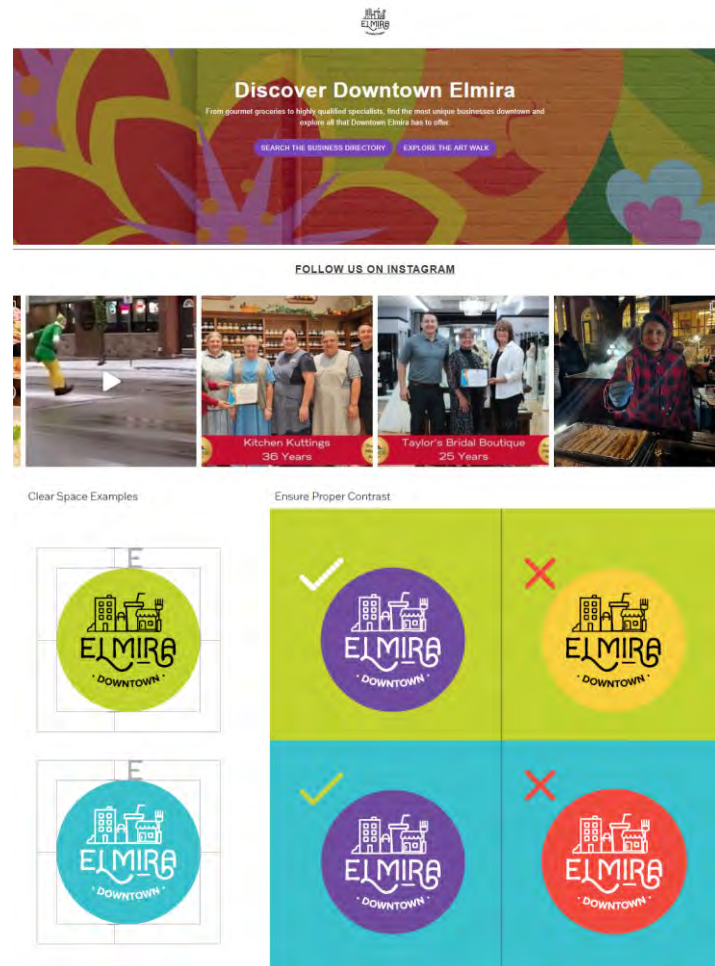


MARKETING COORDINATOR

- WELCOME MARLOW -

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- Manage and maintain Social Media channels
- Website improvements and maintenance
 - Mobile Friendly
 - Incorporating automated tools
- Marketing campaigns for events and projects
- Branding Officer!



LCBO

31 Church Street
W., Elmira, ON
N3B 1M2

(519) 669-5565

lcbo.com

Retail

**Local
Renaissance**

63 Arthur Street S.,
Unit #1, Elmira, ON
N3B 2M6

Retail

**Lux Cuts Barber
Shop**

8 Arthur Street S.,
Elmira, ON N3B
2M5

(226) 505-6114

luxcutsinc.business
.site

Service

**M&M Food Market
Express**

22 Church St. W.,
Elmira, ON, N3B
1M3

(519) 669-3367

Retail

**Maple Syrup
Festival**

52 Arthur Street S.,
Elmira, ON N3B
2M7

(519) 669-6000

elmiramaplesyrup.c
om

Retail

**Mark D.
Brubacher,
Chiropractor**

10 Hampton Street,
Elmira, ON N3B
1X7

(519) 669-1621

Service

Meerstra & Co.

50 Arthur Street S.,
Elmira, ON N3B
2M7

(519) 669-1001

meerstraco.ca

Service

Napa Auto Parts

9 Mill Street,
Elmira, ON N3B
2J8

(519) 669-5161

https://www.napaca
nada.com/

Service

**Never Enough
Thyme**

83 Arthur Street S.,
Elmira, ON N3B
2M8

(519) 669-0374

neverenoughthyme.
ca

Restaurant +1

**O & V Tasting
Room**

2 Arthur Street S.,
Elmia, ON N3B
2M5

(226) 600-3502

oandvtastingroom.c
a

Retail

**Perfect Pitch
Hearing**

29 Church Street
W., Elmira, ON
N3B 1M2

(519) 210-3030

perfectpitchhearing
.com

Service

**Prestige Barber
Studio**

29 A, Church St.
W., Elmira, ON,
N3B 1M2

Service



NEW CATEGORY: GRANT OPPORTUNITY FUNDS

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Grant Contributions: \$30,000

Grant Writing Services: \$5,000



\$27,000 (RTO4 Grant)
Snowflake Stroll



\$25,000 (FedDev Grant)
Art Walk

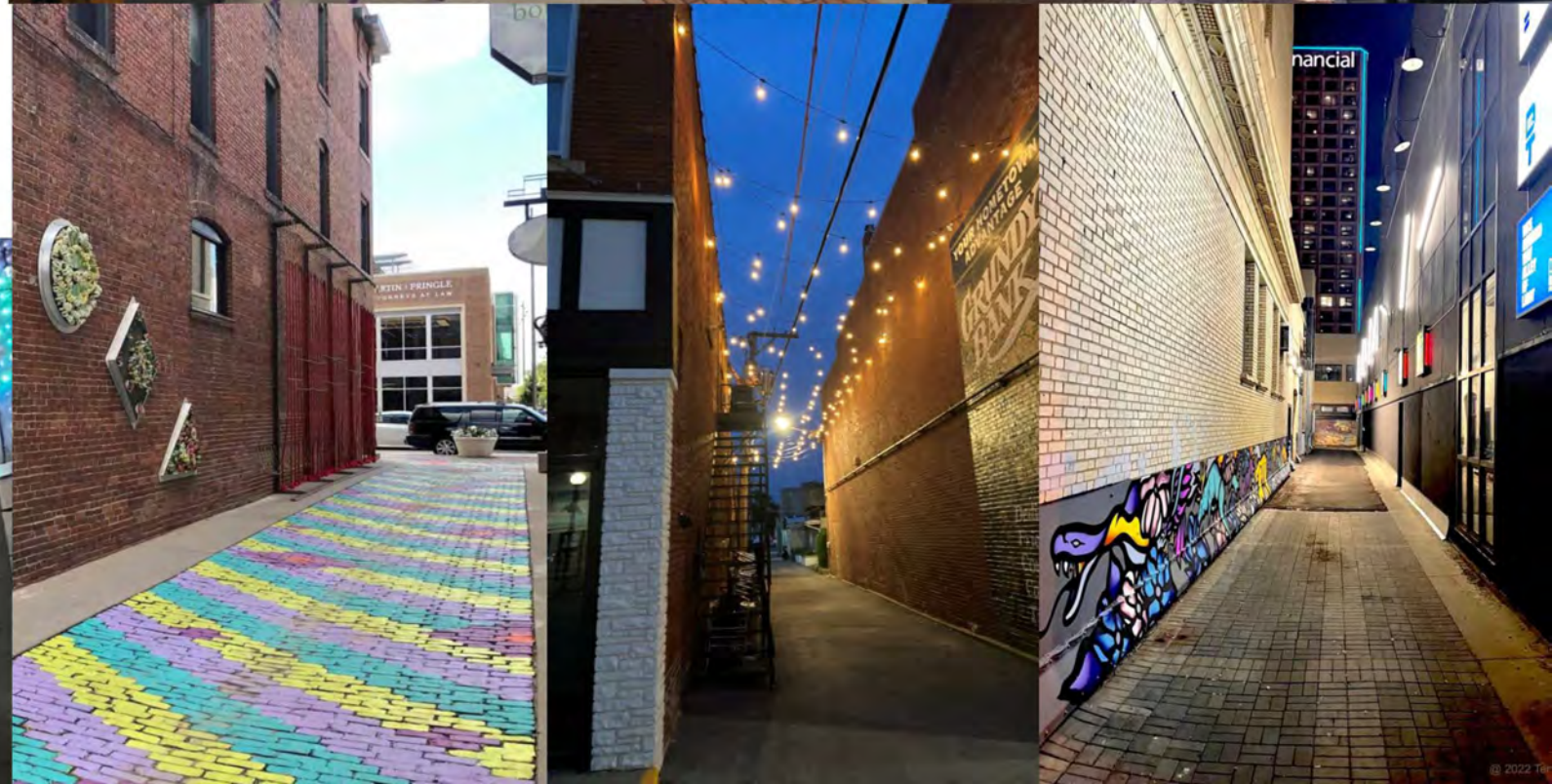












IDEAS IN THE HOPPER

1. \$1500 Moonlight Madness budget increase
 - a. Increase entertainment
 - b. Increase Marketing
2. Investment in more Christmas Tree lights
3. Laser projection show Friday/Sat evenings?
4. Update of Winter and Spring Banners



BOARD RECRUITMENT

Business owner, property owners, or employees within the downtown Elmira BIA are eligible.



- Make a difference in your community
- Be a catalyst for change
- Advocate needs and priorities for local businesses and community
- Network with local Leaders
- Gain insight into local government
- Build project management and leadership skills
- Personal fulfillment

BOARD RECRUITMENT

What is required/expected of Board members?

1. Active Participation

Attend board meetings and actively contribute to discussions and decision-making processes.

2. Commitment to Action

Be a proactive member who not only shares ideas but also takes initiative and follows through on assigned tasks and projects.

3. Leadership and Teamwork

Collaborate effectively with other board members, staff, and volunteers, contributing to a positive and productive team environment.

4. Strategic Thinking

Offer constructive input to help develop strategies and initiatives that drive long-term success and sustainability.

5. Creativity and Practicality

Balance creativity with practicality, offering solutions and ideas that can realistically be implemented within the BIA's resources.



2025 BUDGET SUMMARY

Let's take a look!