



Main Street District Business Improvement Area Board of Management

Presented by: Jennifer McLachlan

Date: June 7, 2021

Members

- Tom Hempen, Chair
- Rob Clark
- Allan Cockburn
- Debbie Hill
- Mark Iacovetta
- Councillor Kwapis
- Jennifer McLachlan
- Omar Saer
- Ken Sparks
- Councillor Twinney



Mission

The BIA is the voice of the business community. It is committed to improving and promoting the Main Street District area through investment and advocacy to maintain its position as Newmarket's premier shopping, business, and entertainment destination.

Accomplishments

- Long-term strategy work session revised to COVID short term strategy
- COVID-19 compliancy and education for BIA district
- Digital Main St Grant approval
- Gift Card Program
- Website redesign update
- 30-minute parking
- Chamber of Commerce collaboration
- Snapd advertising partnership
- Additional downtown parking
- Downtown Garbage pilot
- Rooftop Patio initiative
- 30 km/hr Main Street speed limit during patio season
- Patio expansion
- post COVID readiness

Events

- Main St Pub Crawl Experience – July
- All other events on hold due to COVID-19 restrictions

Current Projects

- Website redesign update
- Monthly Newsletter
- Post COVID readiness
- Post COVID event planning

Thank you!