



AGENDA

for the Meeting of the Board of Directors

Thursday, October 30th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Co-Treasurer – Sandra Falconer | Appleseed Quiltworks

Co-Treasurer – Sandra Patrick | Down to Earth

DIRECTORS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Councillor Mark Doble | CKL Council, Ward 5

Deputy Mayor Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

Melissa McFarland | LDBIA Executive Director

1.0 – CALL TO ORDER

2.0 – ADMINISTRATIVE BUSINESS

2.1 - Adoption of Agenda

2.2 - Declarations of Pecuniary Interest

- 2.3 – Adoption of Minutes
- **Meeting of October 30th, 2025**

3.0 – DEPUTATIONS

None Scheduled

4.0 – CORRESPONDENCE

None Received

5.0 – LIAISON UPDATES

5.1 – Police

5.2 – Council

5.3 – Economic Development

6.0 – REPORTS

6.1 – Treasurer

- **Receive Treasurer’s Report – October 2025**

6.2 – Beautification Committee

- **Receive Meeting Minutes of November 6th, 2025**

6.3 – Parking & Advocacy Committee

- **Receive Meeting Minutes of November 11th, 2025**

6.4 – Marketing Committee

- **Receive Meeting Minutes of November 12th, 2025**

6.5 – Executive Committee

- **Receive Meeting Minutes of November 13th, 2025**
 - **Chair Update: Wes Found**
 - **Executive Director Update: Melissa McFarland**

7.0 – NEW BUSINESS

7.1 – Executive Committee Elections

7.2 – Strategic Plan Review

8.0 – NEXT MEETING

Thursday, January 29th, 2026

7:30am

BIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT



This is our last meeting of 2025!

Thank you for a wonderful year, and hope everyone has a wonderful holiday season with their loved ones.

See you in 2026!



MINUTES

for the Meeting of the Board of Directors

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communities, and then to the assets within those communities (parking, tourism destinations, etc) and then navigation for pedestrians once there. The direction will see standardizing of signage for each community, but also having each have its own personality under the umbrella of Kawartha Lakes' visuals. They're also addressing signage for service group and clubs. An inventory has been completed, and the consultant will be keen on conducting public engagement surveys and open houses, and meetings with stakeholders. Dates on these will be communicated to the BIA. The timeline that is anticipated at this time - conscious of 2026 being an election year, and this being a large project - is for strategy and consultations taking place from now until mid-2026, when visuals and implementation recommendations can be presented to Council for them to approve direction and budget. It's likely that staged install will begin in early 2027. The question of the BIA having downtown-specific signage was asked, and it was advised that the BIA has been identified as a key stakeholder. Signage pertaining to parking was also discussed, with the Board agreeing that these should be a minimum requirement and addressed as soon as possible.

6.0 – REPORTS -----

6.1 – Treasurer

No update or discussion outside of the circulated materials.

6.2 – Beautification Committee

No update or discussion outside of the circulated materials.

6.3 – Parking / Advocacy Committee

No update or discussion outside of the circulated materials.

6.4 – Marketing Committee

No update or discussion outside of the circulated materials.

6.5 – Executive Committee

Melissa McFarland updated. Recent business movements include the closure of Olive & Sprig on Cambridge Street South, the Bong & Dong at 9 Kent, and Royale Town & Country Realty at 46 Kent Street West. Foresight Healing Massage has opened upstairs at 1 William South. ValuMart has sold the franchise to an existing employee, who takes over at the end of November. Appleseed Quiltworks will be moving out of the downtown, and the space will be up for lease. Discussion was held on businesses that have identified their desire to sell in the future, and Carlie Arbour advised that a workshop titled "Owners Wanted" is in planning for those looking to buy or sell businesses, and this information will be circulated when available.

Melissa McFarland attended a small summit of BIA's in Orillia, led by Patty Hayes, and participated in a lot of valuable conversations around municipal relationships and programming; BIA approaches towards the responsibility of large-scale events in their downtowns; and Executive Director roles and responsibilities. She has also submitted grant applications to the municipality for the Community Partnership & Development Fund towards our annual Beautification costs, as well as the Legacy C.H.E.S.T. Fund for the historical banner project.

Moved By: Reese Burns **Seconded By:** Sandra Falconer

Resolved: That the following Reports and Minutes be received:

- Treasurer's Report – September 2025
- Beautification Committee – October 3rd, 2025
- Parking & Advocacy Committee – Minutes of October 14th, 2025
- Marketing Committee – Minutes of October 8th, 2025

Carried RBM2025-52

7.0 – NEW BUSINESS -----

7.1 – Strategic Planning Update

Wes Found updated. He and Melissa McFarland met with consultant Patty Hayes the previous week, and she presented the general direction her action plan is taking. They are making notes on the submission, and the Executive Committee will be meeting for a full review of the first draft to ensure the elements and recommendations align with the BIA's overall vision and operations. Recommendations that are specific to each committee will be reviewed with them at their November meetings, and the Board will review the full draft at an upcoming meeting. With these adjustments to the timeline, Patty Hayes will be changing the content of her presentation at Tuesday's AGM from a presentation of the action plan to the membership to a more generic guest speaker presentation.

7.2 – Website Refresh Update

Wes Found and Melissa McFarland updated. The website, being developed by Colour + Code, is on track, with a complete overhaul of the BIA’s membership and property data, which will replace the OBIAA CRM and provide much more comprehensive ways to organize, present and analyze the data, as well as feed the website with the public info required for the crucial business database and mapping features. The refresh involves several touchpoint meetings over the next few weeks, with full deployment expected by the end of the calendar year.

7.3 – Annual General Meeting

Melissa McFarland updated. The meeting scheduled for Tuesday, November 4th has been communicated to the membership twice via email, as well as a hand-delivered notice. The item will also be in the newspaper being delivered today, and is posted on the website. One more notice is scheduled via email on Monday with the agenda and supporting documents, as well as an inclusion in the November newsletter.

8.0 – NEXT MEETING -----

Thursday, November 27th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Nicki Dedes

Seconded By: Councillor Doble

Resolved: That the October 30th, 2025 meeting of the Board of Directors be adjourned at 8:44am.

Carried RBM2025-53

LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

TREASURER'S REPORT - ENDING OCTOBER 31st, 2025

	Feb	March	April	May	June	July	August	September	October	November	December	Jan-26
Opening Bank Balance	19,438.57	19,562.20	42,525.23	95,118.01	75,999.76	68,822.72	58,056.87	49,337.74	24,403.79	<i>39,380.73</i>	-	-
Administration	In	119,813.32	847.67	500.00	2,136.41	5.00	300.00	848.42	-	-	-	-
	Out	18,140.40	9,336.88	11,292.42	10,379.31	10,048.63	16,117.39	9,058.85	9,095.33	10,804.12	10,900.00	9,200.00
Parking	In	15,075.68	-	16,017.99	-	-	12,232.77	-	-	16,001.54	-	15,747.70
	Out	4,786.01	4,786.01	4,620.83	5,801.03	4,039.48	4,541.49	5,340.34	4,431.28	5,456.88	5,000.00	5,000.00
Marketing	In	88,650.00	88,650.00	-	75.00	4,100.00	1,725.00	1,975.00	1,375.00	850.00	9,000.00	-
	Out	5,309.33	6,479.03	6,769.98	5,635.83	12,056.93	11,366.89	6,757.17	7,958.79	21,782.31	7,800.00	7,700.00
Beautification	In	55,150.00	-	65,000.00	-	-	-	-	-	-	-	-
	Out	2,739.43	4,950.28	4,455.09	3,123.68	13,994.00	30,002.82	8,478.77	11,205.54	10,246.40	27,810.00	5,950.00
Opportunity Fund	In	-	-	-	-	29,137.32	18,000.00	-	10,899.00	-	-	2,000.00
	Out	206.83	-	-	-	1,289.20	5,310.04	8,521.35	3,775.71	3,399.58	20,009.95	-
Account Transfers	In	-	50,000.00	114,000.00	-	-	-	50,000.00	-	50,000.00	-	-
	Out	250,000.00	-	114,000.00	-	-	-	-	-	-	-	-
TOTALS	In	278,689.00	50,847.67	195,517.99	2,211.41	33,242.32	32,257.77	52,823.42	12,274.00	68,310.86	<i>9,000.00</i>	<i>2,000.00</i>
	Out	281,182.00	25,387.02	142,318.52	23,178.30	41,930.25	66,961.26	38,156.48	36,466.65	51,689.29	<i>71,519.95</i>	<i>27,850.00</i>
Closing Bank Balance	19,562.20	42,525.23	95,118.01	75,999.76	68,822.72	58,056.87	49,337.74	24,403.79	39,380.73	-	-	-

TOTAL BUDGET SNAPSHOT

Total Operating Budget	508,360.71
Actual Income Received	481,613.01
Remaining Income Expected	26,747.70
Expenses to Date	343,269.77
Remaining Expenses Expected	124,454.95
Unspent	40,635.99

ADMINISTRATION SNAPSHOT

Budget	135,147.04
Actual Income Received	135,147.04
Remaining Income Expected	-
Expenses to Date	104,273.33
Remaining Expenses Expected	29,300.00
Unspent	1,573.71

PARKING SNAPSHOT

Budget	61,500.00
Actual Income Received	45,752.30
Remaining Income Expected	15,747.70
Expenses to Date	43,181.46
Remaining Expenses Expected	14,500.00
Unspent	3,818.54

MARKETING SNAPSHOT

Budget	114,468.90
Actual Income Received	105,468.90
Remaining Income Expected	9,000.00
Expenses to Date	84,116.26
Remaining Expenses Expected	23,200.00
Unspent	7,152.64

NOTES

BEAUTIFICATION SNAPSHOT

Budget	137,208.45
Actual Income Received	137,208.45
Remaining Income Expected	-
Expenses to Date	89,196.01
Remaining Expenses Expected	37,445.00

OPPORTUNITY FUND SNAPSHOT

Budget	60,036.32
Actual Income Received	58,036.32
Remaining Income Expected	2,000.00
Expenses to Date	22,502.71
Remaining Expenses Expected	20,009.95

ACCOUNT TRANSFERS

Remaining in GIC (Collateral)	5,000.00
Remaining in GIC (Redeemable)	100,000.00



Unspent 10,567.44

Unspent 17,523.66





MINUTES

for the Meeting of the Beautification Committee

Thursday, November 6th, 2025

8:00am

BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VICE-CHAIR

Sandra Falconer | Appleseed Quiltworks

VOTING MEMBERS

Kevin Brasier | Lingerie Loft

Reese Burns | Burns Bulk Food

Theresa Henry | Lingerie Loft

Melissa Wemyss | Wards Lawyers PC

LIAISONS

Tessa Smith | CKL Parks

Melissa McFarland | LDBIA Executive Director

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 8:13am

In Attendance: Steve Podolsky, Sandra Falconer, Melissa Wemyss, Theresa Henry

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Kevin Brasier, Reese Burns, Tessa Smith

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Melissa Wemyss

Seconded By: Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2025-24

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

Moved By: Theresa Henry

Seconded By: Sandra Falconer

Resolved: That the Minutes of the meeting held on October 3rd, 2025 be adopted.

Carried BC2025-25

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2025 Budget Update

Melissa McFarland presented year to date financials. She made some adjustments within each categories to accurately reflect the remainder of the year and the projected final over/under for each area. Replacement ashtrays were purchased. With no additional or unexpected expenditures, the committee will finish approximately \$10K under budget, but it was advised that \$8K of that was being earmarked for street banners in 2026, in the event that the Legacy C.H.E.S.T. Fund application was unsuccessful. The committee discussed purchasing additional holiday décor, but ultimately decided to hold the funds for a potentially larger project in 2026.

5.2 – Winter & Holiday Installs

The schedule is in place for the next two weeks. Public Works has contracted Black & McDonald to install the lamppost snowflakes, which will have to brought down by Tuesday for them to pick up from the boardroom for installation on the 12th. The Christmas Tree is being donated by Jason Willock at Cooperators Insurance, from his office property, and the removal and install is being coordinated by Tessa Smith, using Kris Hogan for felling, and Everson Excavating for transportation and erection on the 13th. Skedaddle will be arrival upon completion for lights and décor, and to install the garland and lights on lampposts on the 15th. The tree will need to have the decorative panels installed by the committee once it's finished, and snowmen will be brought down from upstairs and installed in the bumpouts on the 18th. Highway Garden Centre will be coordinating the delivery of the winter storefront planters and installing them on the 20th.

5.3 – 2026 RFP

Melissa McFarland presented her edited draft of the RFP for beautification items in 2026 for review. At the committee's previous request, winter storefront planters were removed, and Tessa Smith confirmed that Parks will handle the planting of the bumpouts and large cement planters for spring and summer. This left only hanging baskets, storefront planters for summer and fall, and fall decorative planters for circulation. Final edits will be made, and the RFP circulated by November 17th, with a deadline of January 5th, in time for the January Beautification meeting for review.

6.0 – NEXT MEETING -----

Thursday, December 4th, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Theresa Henry

Resolved: That the Beautification Committee Meeting of November 6th, 2025 be adjourned at 9:03am.

Carried BC2025-26



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, October 14th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Deputy Mayor & Ward 7 Councillor

VOTING MEMBERS

Councillor Mark Doble | CKL Council - Ward 5

Wes Found | Linborough Property Corp.

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

LIAISONS

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Staff Representative | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

5.4 – Commercial Recycling Update & Advocacy Plans

Melissa McFarland updated. The anticipated meeting with Miller Waste to review their proposal for downtown recycling pickup will be occurring on November 14th. She will immediately circulate this information to the membership once received.

6.0 – NEXT MEETING -----

Tuesday, December 9th, 2025
7:30am
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

Resolved: That the November 11th, 2025 meeting of the Parking & Advocacy Committee be adjourned at 8:45am.

Carried PC2025-41

TASK REVIEW -----

Issue / Topic	Desired Outcome	Person(s) Responsible	Resolution Target	Complete
PW Maintenance List	Completion of circulated tasks	Public Works Staff	Ongoing	
Commercial Recycling	Coordination of private pickup program for LDBIA members	Melissa McFarland	December 2025	
Parking Position Statement	Approved version posted on website and circulated to interested parties as required.	Melissa McFarland to draft and present to committee	December Meeting	



MINUTES

for the Meeting of the Marketing Committee

Wednesday, November 12th, 2025

5:30pm

Gridley's Creative Bath & Body, 73 Kent Street West

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Alexsandra Barley | Cathy Allan Ladieswear

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Katelyn Graham | Big Brothers Big Sisters

Michele Sauve | Gridley's Creative Bath & Body

LIAISONS

Melissa McFarland | LDBIA Executive Director

Mary Hackett | LDBIA Marketing Coordinator

5.4 – Other Advertising & Promotions

None.

5.5 – Strategic Action Plan Review

Melissa McFarland presented the first draft from Patty Hayes. The committee reviewed the goals and objectives for both the Events & Activation section, and the separate Marketing section. As discussed, the plan supports the BIA pulling away from the execution of major events outside of one or two signature events, and working towards creating more consistent small-scale activations to create vibrancy on the street year round. Upon full approval from the Board of Directors, the committee will continue to review the ideas and recommendations contained in the plan on an ongoing basis to address the short- and long- term goals on an ongoing basis.

6.0 – NEXT MEETING -----

Wednesday, December 10th, 2025
5:30pm
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Michele Sauve

Seconded By: Sandra Patrick

Resolved: That the November 12th, 2025 meeting of the Marketing Committee be adjourned at 7:10pm. **Carried MC2025-33**



MINUTES

for the Meeting of the Executive Committee

Thursday, November 13th, 2025

8:00am

BIA Office Boardroom, 7 York Street South

CHAIR

Wes Found | Linborough Property Corp

VICE-CHAIR

Steve Podolsky | A&L Investments

TREASURER(S)

Sandra Falconer | Appleseed Quiltworks

Sandra Patrick | Down to Earth

STAFF

Melissa McFarland | Executive Director

1.0 - CALL TO ORDER -----

Meeting Called to Order by the Chair: 7:43am

In Attendance: Wes Found, Steve Podolsky, Sandra Patrick
Recording Secretary: Melissa McFarland
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Sandra Falconer

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Patrick **Seconded By:** Steve Podolsky

Resolved: That the agenda be adopted as circulated.

Carried EC2025-13

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Steve Podolsky **Seconded By:** Sandra Patrick

Resolved: That the Minutes of September 18th, 2025 meeting be adopted.

Carried EC2025-14

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2025 Financial Review

The committee reviewed the full financial report to date, as well as the more detailed breakdowns of the Marketing, Beautification and Opportunity Fund budgets. Each budget is on track approaching the last few months of the operating year. The Beautification's \$10K expected overage has mostly been attributed to the holdback of \$8K that will be necessary if the application to Legacy C.H.E.S.T. Fund is not successful for street banners in 2026. Approximately \$20K of the Opportunity Fund remains unspent after the Canada Summer Jobs, Strategic Plan and Website expenditures have been confirmed. Melissa McFarland made a request for upgraded computer technology. A replacement of her office system will allow a step down process, using her former system for the student workspace, and that computer being transferred to the Parking workstation, and that laptop retired. She presented a quote from McFarland IT Solutions that is heavily discounted, and a comparable quote that was considerably higher.

Moved By: Steve Podolsky **Seconded By:** Sandra Patrick

Resolved: That a new computer system be procured for the Executive Director office at a maximum cost of \$4209.00.

Carried EC2025-15

5.2 – Associate Membership Inquiries

Melissa McFarland advised that she has received a request from the owner of Mackey's Funeral Home and Celebrations to allow Celebrations to participate in the Associate Membership program. The business was outside of the previous Associate Membership boundary, but upon review of its location, being only one building north of the current boundary on Lindsay Street North, and a popular facility for downtown businesses' events, it was agreed that they would be welcome to join. Mackey's Funeral Home will also be renewing their Associate Membership, which was not processed following the death of the previous owner.

She also informed the committee of the inquiry she received from the owner of the Business Hub at 1 Russell Street West, who is interested in BIA services, but more from a Beautification standpoint, which is not a typical service of Associate Membership benefit. The property has the same large cement planters as the ValuMart lot, and the owner, Ramona Kozak, expressed interest in an arrangement with the BIA so they would be cohesive. As the planters themselves are located quite far off of Lindsay Street on Russell, the Committee agreed that the BIA should not take responsibility for them, but would be happy to work on a type of cost sharing program for materials. The Business Hub, will be given this information for an Associate Membership, with this benefit added, but clearly communicated that the membership is for the Business Hub only and not necessarily the 9 business tenants.

5.3 – Canada Summer Jobs Grant

Melissa McFarland advised that this year’s application for Canada Summer Jobs is due earlier than usual, on December 11th. The committee agreed that the application will be submitted with a request for a Marketing Assistant, and new this year – someone for Beautification, to provide basic maintenance, repairs and gardening/weeding over the summer.

5.4 – Strategic Plan Draft Review

The initial draft provided by Patty Hayes was reviewed. Melissa McFarland and Wes Found gave their comments to her, mainly to change or clarify some of language, as well as the format of the document, to ensure that the details were accurate and was a clear representation of the organization’s priorities and structure. The Marketing & Parking/Advocacy Committees have reviewed their sections, with no major changes or comments. Melissa McFarland will take the final document and include it on the Board of Directors meeting agenda, clearly identifying any motions that may need to be made by the Board in order to move forward with direct recommendations.

6.0 – NEXT MEETING -----

TBD

7.0 – ADJOURNMENT -----

Moved By: Sandra Patrick

Seconded By: Steve Podolsky

Resolved: That the November 13th, 2025 meeting of the Executive Committee be adjourned at 9:05am. **Carried EC2025-16**

INTRODUCTION

Downtown Lindsay—anchored along Kent Street and the historic core of the community—serves as both the commercial heartbeat and cultural gateway of the City of Kawartha Lakes. This vibrant district has evolved through eras of railway-driven growth, catastrophic fires, and architectural preservation and Streetscape construction/renewal, now proudly designated as a Heritage Conservation District. Characterized by its eclectic mix of preserved Victorian facades, independent shops, eateries, theaters, and public spaces, Downtown Lindsay continues to be a lively gathering place where local commerce, community life, and historical character come together. The Lindsay Downtown BIA plays a central role in this ongoing evolution—fostering community connection through public space activations, creative programming, and initiatives that bring vibrancy, inclusion, and a sense of place to the downtown experience. This Action Plan is a tool to help guide that work—setting priorities, aligning efforts, and identifying new opportunities to support a thriving, welcoming, and resilient downtown for the years ahead.

EXECUTIVE SUMMARY

Over the past several years, Downtown Lindsay has undergone a significant transformation, with major infrastructure investments reshaping the streetscape and public realm. Now, with a clean slate and strong foundation in place, the Lindsay Downtown BIA is poised to build on that momentum—not just in physical form, but through purposeful strategies that connect people, businesses, and experiences.

This Action Plan outlines a focused, near-term roadmap to help guide the BIA's next phase of growth. This plan is a working playbook—a practical, action-oriented plan designed to evolve, adapt, and be used. Grounded in feedback from community consultation sessions, Board engagement, and on-the-ground site visits, the plan is organized around five key portfolios; Governance & Operations; Events & Activations; Marketing & Communications; Beautification & Public Realm and Member and Stakeholder Relations. Each section contains clearly defined goals, accompanied by strategies that reflect Lindsay's unique context, character, and capacity. Some ideas build on existing successes. Others are bold shifts intended to help the BIA; tell their story more confidently, diversify and modernize its outreach, activate overlooked spaces and vertical potential, embrace a four-season approach to beautification and evaluate performance with data, storytelling and measurable impact.

The plan also identifies key opportunities for operational improvement—including the need to separate Parking and Advocacy into distinct efforts, rethink the mandate around the Pulse magazine, modernize public realm technology, and continue evolving the BIA's internal branding and messaging (including a new tagline).

Most importantly, the plan encourages the BIA to step into a more proactive role—not just reacting to issues or requests but curating and championing what Downtown Lindsay can become. This is the moment to go from maintaining the momentum to magnifying the impact.

PILLARS OF THE LINDSAY DOWNTOWN BIA

The Lindsay BIA is built on several foundational pillars that guide its efforts to maintain a vibrant and thriving downtown. Community engagement ensures residents and businesses are involved and supported. Economic development initiatives help welcoming areas for gatherings, and partnerships enable resource sharing and stronger programming.



Community engagement drives local support and participation



Economic development focuses on attracting and retaining businesses



Heritage preservation maintains the district's historic charm



Public space activation enhances downtown vibrancy and accessibility



Collaborative partnerships strengthen resources and outreach

PARKING

- Downtown Lindsay’s parking program operates under a unique hybrid model shaped by practicality, community need, and the BIA’s proactive spirit. For over a decade, the BIA has played an active role in managing on-the-ground enforcement of parking regulations—an unusual arrangement among Ontario BIAs. Originally, this responsibility was assumed in an effort to improve a system that had long caused frustration for both business owners and customers. And for a time, it worked.
- Today, free parking is available downtown with a two-hour limit on-street and a four-hour limit in municipal lots. Longer-term parking options are handled through the City via paid permits. The BIA manages weekday enforcement from 9:30 a.m. to 4:30 p.m., focusing particularly on ensuring turnover and discouraging long-term parking by downtown employees or residents. However, tickets and complaints are administered by the City’s By-law Department, creating a split between frontline enforcement and back-end administration. Despite the BIA’s intention to offer a community-friendly solution, this structure sometimes places the BIA in the unenviable position of "playing the bad guy"—issuing tickets while lacking authority to cancel or resolve disputes.
- In recent years, growing concerns have resurfaced. A number of business owners have voiced frustration over loyal, out-of-town customers receiving tickets, and questions have emerged around the fairness and flexibility of the system. The increase (and later partial reversal) of ticket fines reignited public attention, and a renewed call for modernization and responsiveness began to surface. As part of this evolving dialogue, the BIA has expressed interest in creative, customer-first solutions—such as the potential introduction of a "courtesy pass" program distributed by trusted retailers.
- Meanwhile, the City of Kawartha Lakes commissioned a Parking Study in 2021, which has largely sat dormant despite multiple recommendations that align with known challenges. Efforts are underway, led in part by the BIA’s Parking Committee Chair and Deputy Mayor, to revisit and act on that report’s findings, particularly around expanding inventory and improving turnover.
- Although the BIA does not directly control parking infrastructure or own the study, it remains an essential stakeholder. With no robust public transit system and limited walkability for many residents, parking remains a vital factor in the health of Downtown Lindsay. As such, this Action Plan includes both operational strategies and broader advocacy goals to ensure the program supports the long-term vitality of the core—without compromising the BIA’s ability to act as a partner and champion for local businesses.

Goal 1: Improve Visitor Experience through Flexible Parking Solutions	
<p>Create a dedicated "Parking in Downtown Lindsay" website page. Move the existing content currently housed in the <i>News & Events</i> section to a standalone, clearly labeled page. This page could include:</p> <ul style="list-style-type: none"> • A full BIA parking map • Time-limit information for streets and lots, and how/where to buy permits • Info for apartment dwellers, employees, and visitors • FAQ-style guidance on common questions • Connect to local tourism and municipal pages • Create a feedback form on the website so people could submit suggestions/comments in a specific place. 	Q2 2026
<p>Add QR codes to BIA-branded "2-Hour Free Parking" signs</p> <ul style="list-style-type: none"> • These signs already exist in key locations downtown. A QR code leading directly to the new parking webpage ensures easy mobile access and makes the signs interactive. 	Q2 2026
<p>Design and distribute a Parking Postcard or Rack Card: “Here’s how to park happy in Downtown Lindsay!”</p> <ul style="list-style-type: none"> • A simple map of downtown parking options, key rules and time limits, on Street and off Site Parking Options • A QR code linking to the new “Parking in Downtown Lindsay” website <p>Distribution opportunities:</p> <ul style="list-style-type: none"> • Retailers and restaurants can offer it to out-of-town visitors. • Enforcement officers can carry and hand them out in situations where a warning or conversation is more appropriate than a ticket. • A digital version can be embedded in the LDBIA magazine or newsletter to further extend its reach. 	Q2 2026

Goal 2: Evolve the Existing Parking Program to Reflect New Realities	Timeline
<p>Downtown stakeholders have discussed the parking situation extensively — the core issues, ongoing complaints, and known limitations are already well understood. Rather than initiating a fresh review, the BIA should focus on creating a clear, evidence-based position that outlines the existing challenges, highlights potential improvements, and provides structured advocacy points for future requests to Council and City staff. This goal is about moving from dialogue to direction by transforming conversations into action by documenting, consolidating, and advocating effectively.</p>	
<p>Develop a Structured and ongoing “Parking Issues & Opportunities” brief that outlines:</p> <ul style="list-style-type: none"> • The current structure (2-hour street, 4-hour lots, permits, enforcement). • A clear list of challenges faced by businesses, residents, and visitors. • A corresponding list of benefits/pros of the current system. • Opportunities for improvement (i.e. what <i>could</i> be changed and why). 	<p>ASAP</p>
<p>Reduce the Frequency of Parking Committee Meetings - shift to quarterly meetings to create space between sessions, allowing issues to accumulate and preventing circular discussion.</p> <p>Use these meetings to:</p> <ul style="list-style-type: none"> • Review actual enforcement or complaint data. • Review requests for signage, accessibility, or downtown delivery concerns. • Plan public messaging and response strategies. • Seek and research best practices • Plan for Council Presentations and requests. • Research technology solutions • Explore Revenue Generation 	<p>Starting in 2026</p>
<p>Explore Courtesy Passes</p> <ul style="list-style-type: none"> • What are the advantages and disadvantages and how could such a program work? 	<p>Q1 2026</p>
<p>Parking Position Statement</p> <p>The BIA should consider creating a permanent, clearly written Parking Position Statement that could live on the BIA website and be Board approved. It should:</p> <ul style="list-style-type: none"> • Explain the <i>history and evolution</i> of the current parking system (including why the BIA took over enforcement) • Acknowledge the challenges and differing viewpoints of parking in the Downtown. • Clarify the BIA’s goals for Parking as identified in this Action Plan • Outline what the BIA can and cannot control (e.g., enforcement fines, inventory, etc.) • Reflects empathy for visitors while emphasizing shared responsibility <p>Use Cases:</p> <p>Shared in response to complaints instead of issuing ad-hoc explanations each time Linked from the "Parking in Downtown Lindsay" webpage Embedded in newsletters, especially after changes or seasonal upticks in parking concerns Quoted by Board members, staff, and ambassadors when questions or criticism arises.</p>	<p>ASAP</p>

Goal 3: Reignite & Encourage Action on the 2021 Parking Study Recommendations	Timeline
<p>Create a Parking Observations Log System</p> <ul style="list-style-type: none"> • Formalize how Parking Control Officers / Community Liaison capture recurring issues and usage patterns (e.g., high-turnover spots, blocked loading zones, abuse of free spaces, overstays). Standardize this into a weekly or monthly report template. 	
<p>Turn Raw Observations into Trends and Patterns</p> <ul style="list-style-type: none"> • Use the data to identify consistent problem areas and show where enforcement is working — or not. Over time, this becomes a valuable source of evidence to support the case for adjustments. <p>Cross-reference Observations with 2021 Study Recommendations</p>	

<ul style="list-style-type: none"> Align real-world patterns with the recommendations in the 2021 study. Highlight where implementation could address known problems, such as turnover, confusion, or delivery access. 	
<p>Prepare and Deliver a Strategic Request Presentation to Council</p> <ul style="list-style-type: none"> Depending on the progress made by municipal staff in their efforts to address downtown parking capacity and increases to inventory, the BIA can formally request that Council revisit and act on other select recommendations from the 2021 Parking Study — specifically those: <ul style="list-style-type: none"> - Backed by current BIA data and aligned with business needs - Within the City's capacity to implement 	

Goal 4: Sustain and Strengthen the BIA's Role In The Parking Enforcement Program	Timeline
<p>Refocus the Purpose of BIA Enforcement</p> <ul style="list-style-type: none"> Shift the public narrative and internal mindset around enforcement by reframing it as: <ul style="list-style-type: none"> - Support for equitable turnover, maintenance of a fair system - Business-friendly regulation <p>Use communication tools (newsletters, posters, postcards, digital content) to help business owners and customers understand that enforcement is a tool for maintaining access, not punishment.</p>	ASAP
<p>Leverage Existing City Contributions to Expand BIA Autonomy - while the City of Kawartha Lakes currently covers the cost of bylaw enforcement officers and funnels that funding through the BIA (as an administrative in-and-out), this model presents an opportunity to negotiate additional autonomy in other parking-related areas where the BIA holds local insight and flexibility. The BIA could propose to the municipality that, in lieu of depending on the City for small-scale improvements (e.g., new signs, updated messaging, or temporary adjustments), the City allocate an annual parking-related improvement fund directly to the BIA. This would enable the BIA to:</p> <ul style="list-style-type: none"> Install or update signage quickly Invest in small capital improvements like curb markers, wayfinding decals, or branded postcards Pilot and promote new concepts (e.g., express parking, delivery zones, or courtesy pass signage) <p>This shift does not require major new spending — just a reframing of existing city support into an operational budget line the BIA can use more proactively and responsively to meet its own parking needs and messaging goals. It may take an MOU to achieve this.</p>	Prepare in 2026 for 2027 Proposal

Goal 5: Advocate for Increased Parking Inventory Downtown	Timeline
<p>Undertake an inventory refresh of all available spaces in the downtown core, including municipal lots, on-street parking, and known private parking areas (e.g. churches, service clubs, event venues). Identify peak usage times and possible underutilized opportunities.</p>	
<p>In conjunction and support with the current Municipal Staff efforts to expand inventory, the BIA can explore public-private partnerships with organizations or businesses that have off-peak or unused parking capacity. These partnerships could include:</p> <ul style="list-style-type: none"> Agreements with churches or service clubs to allow public use during weekday business hours. Seasonal partnerships (e.g. more use during tourism season, less during winter). Enter into discussions with private land holders for parking solutions. Even short-term agreements should be considered. The BIA could take potential partners for meetings with City staff. 	
<p>Seek solutions for loading zones.</p> <ul style="list-style-type: none"> Work with by law enforcement to identify challenges and potential solutions. Identify needs of businesses – maybe a loading zone in each block for example. Advocate for changes to alleys and back entrances to accommodate loading zones when possible. 	

EVENTS & ACTIVATIONS

- The Lindsay Downtown BIA currently invests significant resources — both financially and in staff time (estimated at 65%) into organizing four core annual events. While these events are well-known, the return on investment has come into question. This is not unique to Lindsay; many BIAs face the same issue and are now shifting from being primary event organizers to hosts and facilitators of outside events and curators of ongoing street activations that better reflect the downtown’s character and available resources. Lindsay Downtown is looking to follow suit.

Goal 1: Diversify Downtown Events to Attract a Broader Audience	Timeline
<p>Develop and Adopt an Events Policy Statement to be distributed and live on the BIA website where members of the public, BIA and media can be directed. <i>See draft statement provided below.</i></p>	
<p>Re-launch the Call for External Event Hosts</p>	
<p>Clarify the Value of the BIA Outside of Events</p> <ul style="list-style-type: none"> Use newsletters, social media, and AGM presentations to highlight the <i>other</i> work the BIA is doing; advocacy, streetscape improvements, parking initiatives, member marketing, beautification, etc. Include simple visuals like "Where Our Time Goes Now." 	
<p>Strengthen the Event Grant Application to Increase Clarity, Confidence, and Impact.</p> <ul style="list-style-type: none"> Replace vague terms like “potential” and “possible” with more definitive, confident phrasing. <p>Add a one-page preamble to the application outlining:</p> <ul style="list-style-type: none"> The BIA’s role and mandate. The value of hosting events in Downtown Lindsay (e.g., number of businesses, foot traffic patterns, annual visitor estimates, employment numbers, and success stories from past events). <p>Evaluation Criteria: Be explicit about what the BIA is looking for in an event:</p> <ul style="list-style-type: none"> Alignment with downtown vibrancy goals. Potential for business engagement. Accessibility and inclusivity. History or capacity of the organizer. Estimated audience size. <p>Optional Add-ons:</p> <ul style="list-style-type: none"> A checklist for applicants. A sample itinerary or layout plan for first-time organizers. An FAQ or tip sheet for running successful downtown events. 	
<p>Publish a Programming Calendar (Events + Activations)</p> <ul style="list-style-type: none"> Create a public-facing calendar that includes <i>both</i> hosted events and smaller activations (like window hunts, mini art installations, street buskers). This shows that downtown is still "alive" even without major BIA-led events. 	

Goal 2: Align Activations with the BIA’s Brand Identity	Timeline
<p>Develop a Downtown Activation Filter</p> <ul style="list-style-type: none"> Create a simple internal “Brand & Fit” checklist that BIA staff can use to assess whether an activation aligns with the downtown’s identity. This might include: Supports small business foot traffic; Matches the tone and style of the BIA’s branding; Is welcoming and accessible to all age groups; celebrates local talent, culture, or heritage. 	
<p>Create a Signature Series That Embodies the Brand <i>see example</i></p>	

<p>Strengthen Partnerships That Fit the Brand</p> <ul style="list-style-type: none"> Identify and prioritize partnerships with organizations whose values align with Downtown Lindsay. Encourage them to co-host activations, use shared signage templates, and contribute to brand storytelling. Organizations such as artist groups, gardening clubs, crocheters, etc., 	
<p>Use BIA-Owned Visual Assets Consistently</p> <ul style="list-style-type: none"> All activations — whether BIA-run or third-party — should be required to use consistent banners, sandwich boards, and other visual elements developed by the BIA (e.g., standard tent signage, event fencing, and logo templates). This subtle but strategic move enhances continuity and builds Brand recognition. 	
<p>Activate Underused Downtown Features</p> <ul style="list-style-type: none"> Create an asset map of underused but high-potential public realm features (e.g., alleyways, small parkettes, wide sidewalks) and develop a plan for branded micro-activations in those locations. These can be quiet but meaningful — such as poetry corners, pop up galleries, or sidewalk games. 	

Goal 3: Build Capacity Through Partnerships and Delegation	Timeline
<p>Strengthen Relationships with Local Arts and Cultural Organizations</p> <ul style="list-style-type: none"> Actively connect with local artists, theatre groups, musicians, youth arts programs, cultural associations, and schools to build a network of creative collaborators. Create a rolling database of groups open to participating in downtown activations. Invite them to propose activations or installations that fit within the BIA's programming guidelines. Provide in-kind support; marketing, space, street cart, power etc 	
<p>Support Larger-Scale Installations or “Traveling Shows”</p> <ul style="list-style-type: none"> As an alternative to traditional activations, invite or sponsor temporary installations that add cultural vibrancy or interest: Art exhibitions, immersive theatre, interactive tech installations, or pop-up museums. Ticketed or sponsored formats allow cost recovery. Could align with specific themes or seasonal promotions 	

Goal 4: Activate the Downtown More Frequently and at Multiple Levels	Timeline
<p>Implement Level 1: Activations - “Moments of Delight”</p> <ul style="list-style-type: none"> (Low Effort, High Charm) Based on the suggestions from our sessions together. 	
<p>Implement Level 2: Street Scene Moments</p> <ul style="list-style-type: none"> (Minimal Effort, High Value) 	

Goal 5: Evaluate, Evolve, and Make Room for New Ideas	Timeline
<p>Build in Space for Pilot Projects and Testing</p> <ul style="list-style-type: none"> Encourage a “test and learn” approach by allocating modest resources (financial or staff time) to pilot new ideas, even if imperfect. 	
<p>Introduce a Post-Event Review Framework</p> <ul style="list-style-type: none"> Create a simple, repeatable process for event/initiative debriefs to include Member feedback Participation data 	

<ul style="list-style-type: none"> • Internal reflections • Anecdotal wins to guide decisions about scaling up, modifying, or retiring activities. 	
Regularly Survey and Engage Membership <ul style="list-style-type: none"> • Design annual or semi-annual pulse surveys that invite honest input from members on what’s working, what’s not, and what’s missing 	
Host an Annual Idea Forum or Downtown Brainstorm <ul style="list-style-type: none"> • Once a year, host an “idea café,” inviting stakeholders to co-create ideas for the downtown. Rotate the theme (beautification, events, marketing) and ensure all ideas are documented—even if not immediately actionable. 	
Track Industry Inspiration <ul style="list-style-type: none"> • Assign a Board or staff member to keep an “inspiration log” of ideas from other BIAs, festivals, or downtowns. Share quarterly “inspo roundups” at Board meetings to spark creative thinking and provide a benchmark for innovation. 	

**Draft Events & Activations Policy Statement
-For the LDBIA to adapt and adopt**

“For years, the Lindsay Downtown BIA has taken a hands-on role in organizing major events to bring people downtown. While these events have drawn crowds and created memorable moments, they’ve also consumed an outsized share of our resources — nearly 65% of two full-time staff positions, along with thousands of dollars annually. It has been joyful work, but also exhausting and unsustainable.

Over time, we noticed something else: when we weren’t organizing events, many members wondered what the BIA did. Events had become the face of the organization, even though our work extends far beyond that — from advocating on parking and policy, to beautifying the streetscape, marketing the downtown as a whole, supporting member businesses, and activating our public realm more frequently and creatively.

As we look ahead, we are transitioning to a new model — one where the BIA becomes a host and supporter rather than a sole organizer of major events. We will be inviting outside organizations to bring their ideas, audiences, and capacity to downtown Lindsay through a simple event grant application process. This approach allows our staff to reallocate time and energy toward year-round, bite-sized activations, creative placemaking, and member-focused support services that offer broader benefits to the district.

This change doesn’t mean events are going away — it means they’re evolving. We will still support community events that align with our vision. We will still celebrate key moments. But we are also working hard to define and communicate the other vital roles your BIA plays, and to ensure you see value in every season — not just on event days.

We thank you for your ongoing support as we make this thoughtful transition.

— Lindsay Downtown BIA

“Street Scenes: A Downtown Lindsay Signature Series”

Little Moments – Big Memories

•Purpose: *To subtly but consistently bring vibrancy to the downtown through small-scale, brand-aligned activations that require modest resources but deliver high impact in terms of perception and repeat foot traffic.*



Season	Idea	Description
Winter	Frost Walks	A guided walk highlighting historical architecture + hot chocolate stops.
Spring	Sidewalk Start Ups	One Saturday a month, allow rotating home-based or new entrepreneurs to pop-up in the public realm.
Summer	Street Serenades	Musicians busking (pre-vetted) outside storefronts on Saturdays.
Fall	Harvest on the Move	A mini “rolling harvest cart” that pops up on different corners with free apples, samples or flower giveaways.
Anytime	The Bench Project	Install temporary “conversation starter” signage on key benches. E.g., “Sit Here If You Love Pie” or “Sit here if you order extra pickles.”

MARKETING

Goal 1: Strengthen Brand Identity and Recognition	Timeline
<p>Develop a Refreshed Visual Style Guide</p> <ul style="list-style-type: none"> • Create and share a compact, internal-use guide to ensure visual consistency across all print, digital, and environmental marketing. Include logo usage, fonts, colour codes, tone of voice, and sample layouts. Use this to brief staff, contractors, and partners. • Upload to BIA website for media requests 	
<p>Design and Deploy a Cohesive Suite of Marketing Templates</p> <ul style="list-style-type: none"> • Develop Canva or InDesign templates for posters, social graphics, business features, newsletters, and ads to ensure brand alignment and efficiency. • Offer shared links to event partners when helpful. 	
<p>Create and approve a Mission & Vision Statement</p>	
<p>Implement the “Brag Better’ philosophy to help members understand what the BIA does (particularly beyond big events.) This will increase the BIAs visibility with their stakeholders and show ROI.</p> <ul style="list-style-type: none"> • Turn internal wins into external narratives • Make invisible work visible 	
<p>Conduct a signage and wayfinding review to improve street-level visibility of the BIA.</p> <ul style="list-style-type: none"> • Implement easy wayfinding where-ever possible. 	
<p>Develop a Distinctive Tagline for Downtown Lindsay</p> <ul style="list-style-type: none"> • Craft and adopt a short, memorable tagline that reflects the identity, charm, and personality of Downtown Lindsay. The tagline should reinforce the BIA’s brand voice while highlighting its unique local character, community spirit, and evolving role. This tool can unify marketing materials, event promotions, digital content, and wayfinding elements under a consistent message. 	

Goal 2: Shift from Reactive Communications to Story-Led Marketing	Timeline
<p>Increase Visibility of Downtown Offerings Through Regular, Multi-Channel Promotion or shared Google Calendar</p> <ul style="list-style-type: none"> • Build a rolling, month-by-month content calendar with themes, business tie-ins, national days, local traditions, and pre-planned social media campaigns. Build-in flexibility for flexing content. 	
<p>Celebrate Lindsay-specific quirks and localisms through storytelling-based content series.</p> <ul style="list-style-type: none"> • These could be used to create a collective Marketing Campaign on socials and in other content • “Did You Know?” campaign to highlight historic or hidden gems in the downtown. • Launch a “Behind the Scenes at the BIA” series across social and email 	

Goal 3: Leverage Marketing to Drive Revenue and Engagement	Timeline
<p>Develop a branded Lindsay Downtown merchandise line to sell online and in stores.</p>	
<p>Partner with a local artist or photographer for limited-edition prints or postcards.</p>	
<p>Create and host a series of activations that are ticketed efforts intended to bring in revenue for the BIA for re-investment in marketing efforts.</p>	

Goal 4: Communicate with Intention — Build Trust, Tell Your Story, and Embrace Smart Digital Practices	Timeline
<p>Create a social media policy that will:</p> <ul style="list-style-type: none"> • Guide consistent, professional communication and clarify roles, responsibilities, and response protocols for online engagement • Clarify for staff who are posting, direction from the Board on types of content to post on social economic issues: ie: Black Lives Matter, LGBTQIA+ content etc., 	
<p>Develop and implement a social media strategy.</p> <ul style="list-style-type: none"> • It will reinforce the BIA’s visual identity and tone across all platforms, with clear themes and seasonal content plans. 	
<p>Consider the implementation of a Downtown Gift Card Program</p>	

Goal 5: Build Trust, Evaluate, and Innovate	Timeline
<p>Monitor and Measure Success Regularly</p> <ul style="list-style-type: none"> • Regularly collect and review social insights, event attendance, member feedback, and anecdotal wins to refine messaging and prioritize what’s working. 	
<p>Tell the Story of Your Work</p> <ul style="list-style-type: none"> • Make storytelling a habit. Brag more. Use newsletters, social posts, and posters to show what’s happening behind the scenes—before-and-afters, collaborations, and positive outcomes. 	
<p>Create a Pilot Program Pipeline</p> <ul style="list-style-type: none"> • Introduce a structure for testing new marketing ideas (e.g., seasonal hashtags, mini campaigns, or themed days). Evaluate them and scale up the successful ones. 	
<p>Launch a “One New Idea” Annual Mini Grant</p> <ul style="list-style-type: none"> • Put out a small call (\$200–\$500) for one BIA business or team member to test a wild or small-scale marketing idea (e.g., projection art, interactive signage, etc.). If it works, evolve it into a BIA-supported program. This builds a culture of innovation and empowers BIA members. 	
<p>Track Unsolicited Mentions and Earned Media</p> <ul style="list-style-type: none"> • Set up Google Alerts and monitor platforms like Facebook groups to track: When Lindsay is mentioned and when events are shared organically. This will give the LDBIA a better pulse on the reach of the LDBIA beyond your typical ways. 	
<p>LDBIA Magazine</p> <ul style="list-style-type: none"> • Dedicate a section of your internal or external newsletter to share what the BIA is testing, tracking, or improving to keep BIA members and stakeholders informed. Include a “Message from the Chairperson” message that includes information about LDBIA activities. 	

PULSE MAGAZINE FEEDBACK:

-  In the spring of 2025, the LDBIA launched the first edition, a full-colour, seasonal publication designed to spotlight downtown businesses and strengthen the identity of the downtown district. The magazine featured business profiles, personal stories, advertisements—It marked a significant investment in storytelling and destination marketing by the BIA.
-  The project was well-intentioned, ambitious, and professionally designed, serving as a first major attempt to package the personality of Downtown Lindsay into a tangible, shareable format. Encouraged by the positive community response, the BIA began exploring a winter edition. While not initially planned, the enthusiasm for *Pulse* prompted the team to consider a second issue. However, uptake for advertising and article submissions from members has been more limited this time around, revealing a few ongoing challenges.

What Worked Well:

- **Professional Layout & Design:** The visual quality of *Pulse* is excellent and positions Downtown Lindsay as a polished, attractive destination.
- **Community-Focused Content:** The first issue included interesting content and storytelling that readers connected with.
- **Digital + Print Distribution:** The dual format increases accessibility and reach.

Challenges to Address:

- **Member Engagement Fatigue:** Businesses may not understand the value of participating or feel they have time to contribute – the Lindsay BIA may have exhausted their most obviously willing contributors.
- **Lack of Clear ROI:** Without measurable benefits, members may see *Pulse* as a “nice to have,” not a business driver.
- **Sustainability Questions:** The cost and effort to produce *Pulse* may require long-term commitment from stakeholders

Recommendations:

- **Reframe the Ask:** Instead of requesting full articles, consider shorter “member spotlights” or Q&A submissions to reduce workload and increase buy-in.
- **Track and Share Reach Data:** Use QR codes, social media stats, and distribution numbers to demonstrate impact to potential advertisers to help prove the ROI.
- **Promote the Magazine’s Role in Community Branding:** Reinforce that *Pulse* is not just advertising—it’s place marketing, advocacy, and storytelling wrapped in one.
- Include a **coupon pull-out section** sponsored by local business

MISSION STATEMENTS, VISION STATEMENTS, AND TAGLINES

- A **mission statement** defines the purpose of the BIA — what it exists to do on a day-to-day basis. It answers: “**Why are we here?**” It guides decision-making, sets priorities, and keeps the organization focused on its core responsibilities.

Why a BIA needs a mission statement:

- Helps clarify the BIA’s role to members, stakeholders, and the municipality
- Reinforces transparency and accountability
- Acts as a compass for programs, budgeting, and board decisions
- Supports funding applications or partnerships by articulating intent

Examples:

- *“To strengthen Downtown Lindsay by advocating for members, activating public space, and delivering creative place-based marketing and engagement—so that businesses thrive, streets feel alive, and community pride grows.”*
- *“To be a catalyst for vibrancy by supporting member success, activating the downtown with both micro and macro experiences, and consistently telling the story of Downtown Lindsay as a distinctive, walkable destination.”*
- *“We exist to unite, promote, and evolve Downtown Lindsay: championing advocacy, fostering strategic partnerships, and driving place-making and marketing initiatives that reflect our heritage, support local businesses, and invite people to linger.”*

- A **vision statement** describes the BIA’s **aspirational future** — what success looks like when its mission is fulfilled. It answers: “**Where are we going?**” It’s a motivational tool, not a checklist — it inspires and aligns the organization around shared goals.

Why a BIA needs a vision statement:

- Sets a long-term direction that stakeholders can rally around
- Supports strategic planning and community engagement

Examples:

- *“To see Downtown Lindsay thrive as a vibrant, welcoming hub where locals and visitors connect with unique shops, rich culture, and everyday experiences that reflect the heart of the community.”*
- *Imagine a future where Downtown Lindsay is the heart of the region: a vibrant place of discovery, independent business success, cultural spark, and authentic local experiences, year-round.”*
- *To be the Downtown BIA that other small cities admire: one that has transformed Lindsay’s core into a living place of connection, commerce, art, and memory—where history and modern energy meet in meaningful balance.”*

Tagline Ideas

“Downtown Lindsay – Always in Season”
“Live Local. Love Downtown”

“Lindsay Downtown – Local Life at its Best”
“Meet Me in Downtown Lindsay”

“Downtown Lindsay – Where Stories Live”
“The Best of Lindsay Starts Downtown”

BEAUTIFICATION

- Given that Downtown Lindsay has recently completed a major infrastructure renewal and now has a clean, consistent, and modernized streetscape, the Beautification Strategy needs to evolve by infusing personality, character, and a sense of local identity into the public realm.

Goal 1: Add Character and Local Personality to the Pristine Streetscape	Timeline
<p>Activate Vertical Space with Ambitious Public Art</p> <ul style="list-style-type: none"> • Capitalize on underutilized walls, alleys, and tall facades by commissioning bold, high-impact public art that brings energy, creativity, and storytelling into the vertical plane • Reflect local culture, humour, and identity — creating Instagrammable moments, conversation starters, and visual icons for Downtown Lindsay. • Begin with a “Vertical Wishlist” of wall candidates and engage artists through open calls, student partnerships, or curated commissions. • Encourage seasonal or rotating installations to build anticipation and repeat visits. 	
<p>Expand seating across overlooked corners, parkettes, and pedestrian zones</p> <ul style="list-style-type: none"> • There is a lot of room in the public realm. • With small trees there is also a lot of reason to create shade. 	
<p>Curate a “Street Stage” Mini-Zone</p> <ul style="list-style-type: none"> • Create a small, flexible performance or display area (maybe an alley) with pop-up risers, overhead string lighting, or a dedicated art pole where community artists, musicians, or theatre groups can present short vignettes, productions and mini concerts. 	

Goal 2: Embrace a 4-Season Approach to Beautifying the Public Realm	Timeline
<p>Create a Seasonal Layering Plan</p> <ul style="list-style-type: none"> • Develop a visual plan that outlines opportunities for each season—e.g., planter swaps, street décor, lighting, and sensory elements like sound or scent - like cedar boughs at Christmas Time. • Integrate texture and colour in each season to maintain visual interest and variety across the year. – like red hearts at Valentines Day. 	
<p>Use Lighting as a Year-Round Beautification Tool</p> <ul style="list-style-type: none"> • Build on existing lighting infrastructure with programmable projections that allow for seasonal storytelling. 	
<p>Introduce 'Surprise and Delight' Elements in Cold Months</p> <ul style="list-style-type: none"> • Incorporate frost free zones with benches and firepit features during winter events or peak weekends. 	

Goal 3: Amplify Local Voices Through Beautification and Art	Timeline
<p>StoryBench Series</p> <ul style="list-style-type: none"> • Select a few benches and create vinyl “story wraps” or mounted tiles that reflect personal stories or micro-history (e.g., a long-time resident’s favourite memory at that corner). 	
<p>QR-Activated Beautification</p> <ul style="list-style-type: none"> • Add scannable codes to tree guards, planters, benches or other street assets that lead to mini stories, short audio clips, or historic images from that spot. 	

<p>Beautification Through Inclusion:</p> <ul style="list-style-type: none"> Partner with Indigenous artists and organizations to reflect cultural touchpoints and land acknowledgments in the design language of downtown. 	
<p>Celebrate the Committee:</p> <ul style="list-style-type: none"> Create a public-facing campaign that tells the story of the Beautification Committee—who they are, what they do, and how others can join or contribute. 	

Goal 4: Empower Members to Co-Lead Sustainable Beautification	Timeline
<p>Launch a “Street Stewardship” Program</p> <ul style="list-style-type: none"> Create a simple opt-in program where businesses “adopt” the sidewalk in front of their store. The BIA provides starter kits (e.g., branded watering cans, planter liners, sweep kits, etc.), and participants receive digital/social recognition for their efforts. This increases engagement and distributes the beautification workload 	
<p>Create a “Green-Thumb” Member Award</p> <ul style="list-style-type: none"> Use social media and the BIA newsletter to spotlight businesses that show leadership in sustainable, creative storefront displays or outstanding beautification efforts. This can evolve into a friendly, seasonal competition or recognition program. 	
<p>Coordinate a BIA-Wide Waste Audit</p> <ul style="list-style-type: none"> Partner with the municipality to review how downtown manages waste and recycling in shared spaces. Use this data to introduce better bins, signage, or composting pilots—and show members you’re leading by example. 	
<p>Develop a Downtown Beautification Sustainability Policy</p> <ul style="list-style-type: none"> Create a working document that outlines principles of sustainability specific to Lindsay’s downtown beautification programs. Considering the use and purchasing of local suppliers, reused or repurposed materials, and eco-friendly products as a priority. 	

FUNDING & RESOURCING: EVOLVING BEYOND THE LEVY

The traditional BIA funding model, built almost exclusively on a municipally collected levy, has remained largely unchanged for decades. While this core funding is essential, it also comes with clear limitations—finite member tolerance, municipal scrutiny, and minimal growth without boundary expansion. Quite simply: there are only so many times a BIA can go back to the membership for more money.

↘ A Need for Change

To be truly sustainable and responsive, the Downtown Lindsay BIA—like many others—must begin shifting its mindset from budgeted-only operations to opportunity-based initiatives. That means thinking creatively about revenue generation without compromising the core mission, exhausting volunteers, or burdening members.

This doesn't mean "acting like a business," nor does it require launching large-scale commercial ventures. Instead, it means building smarter, scalable funding solutions that add value to the community and enable the BIA to say yes to good ideas more often.

↘ A Philosophical Shift

BIAs are not fundraisers—but they must be resourceful. Revenue generation should never become the primary focus, nor should it overburden staff or volunteers. But if approached with strategy and intent, it can:

- Empower the BIA to respond to new opportunities
- Build resilience in uncertain funding climates
- Create stronger connections with the public, members, and partners
- This isn't about replacing the levy—it's about reimagining how the BIA fuels its own future.

↘ Ideas & Approaches for Sustainable Revenue:

Crowdfunding & Community Buy-In

Well-branded campaigns for tangible public realm improvements (murals, seating, light displays) can be highly successful.

- Kickstarter-style campaigns with tiered rewards
- "Sponsor a bench/post/art" models
- Public/private fundraising partnerships

Event Monetization

Charging modest fees for certain event components is not only acceptable—it can often enhance perceived value.

- Admission to specialty zones (e.g., VIP tasting areas, escape rooms, after-hours ticketed music events)
- Pre-registration for workshops, or contests
- Branded Merch with BIA tagline

Grant Stacking & Partnerships

- Pursue layering of available municipal, provincial, and federal grants. Consider:
- CPIG or façade improvement matches
- Ontario ReConnect, Experience Ontario, RTO tourism grants
- Private-sector sponsorships and support aligned with specific goals (beautification, activations, tech enhancements)

LDBIA MEMBER SURVEY: LISTENING TO OUR MEMBERS

↘ As part of the Lindsay Downtown BIA Action Plan, BIA members were asked to share their insights, ideas, and perspectives through an online survey. With approximately 20 responses received, this survey offered a valuable snapshot of current sentiments — both about what's working and where there are opportunities to improve.

↘ Responses were received from a diverse mix of business owners, and property owners. The SWOB (Strengths, Weaknesses, Opportunities, Barriers) analysis provided the foundation for understanding broader trends, while the open-ended questions explored specific areas such as beautification, events, parking, and advocacy.

↘ What follows is a summary of the key themes identified in these responses, organized by topic. Select direct quotes are included where space allows.

Question #1: What are the strengths of downtown - what are the things that you believe are working or are worth preserving?

Summary of Responses:

Downtown Lindsay is widely regarded by members as a charming, well-maintained destination with strong historical character and a growing variety of businesses. Respondents consistently praised the walkability, cleanliness, and seasonal beautification efforts, noting the visible impact of both municipal infrastructure improvements and BIA-led initiatives.

The heritage architecture, wide sidewalks, and small-town feel were mentioned as key draws for locals and visitors alike. The downtown’s diverse retail offerings, particularly boutique shops and essential services within walking distance, were seen as assets that promote local spending and cross-promotion between businesses.

Marketing and digital visibility were also recognized, with several comments citing successful online promotion efforts and community events that help keep downtown top of mind. There is a sense of pride among members in what has been achieved—and optimism about building on that success.

Categorical Breakdown of Comments / Themes	# of Mentions
Business Mix, Variety of Businesses	8
Beautification, Cleanliness & Streetscape	7
History & Character	6
Marketing, Promotions, Events & Online Presence	2
Free Parking	1
Support & Collaboration Among Businesses	1

Question #2: What are the weaknesses of the downtown?

Summary of Responses:

While Downtown Lindsay continues to benefit from its charm, heritage character, and strong visual appeal, respondents identified several challenges that they feel must be addressed to achieve the success they envision for the district.

The most frequently mentioned concerns related to street-level social issues, including visible homelessness, panhandling, and perceptions of safety. Members noted that these issues can influence customer comfort and willingness to visit or linger downtown.

Parking was another dominant theme—specifically the balance between available spaces, enforcement practices, and overall visitor experience. Some respondents also expressed that limited evening and weekend hours restrict opportunities for after-work and weekend visitors to explore downtown businesses and restaurants.

A few participants noted internal challenges, such as a lack of unified communication among members and a need for more cohesive leadership. Others, particularly those on the outer edges of the BIA boundary, felt somewhat disconnected from initiatives and would like stronger inclusion in planning and promotions.

Overall, the feedback highlights a need for continued advocacy, and creative strategies that support both the vibrancy of the downtown experience and the capacity of the BIA to respond to evolving community needs.

Categorical Breakdown of Comments / Themes	# of Mentions
Social Issues (Homelessness, Safety)	6
Parking Availability & Enforcement	6
Operating Hours / Limited Activity	4
Event Effectiveness / BIA Role	2
Peripheral Member Inclusion	1
Perceived Lack of Unity / Leadership	3

Question #3: When you think about the future of downtown, where do you see the greatest opportunities?

Summary of Responses:

Survey respondents identified a wide range of opportunities for Downtown Lindsay, many of which centered around activating the core through more frequent and consistent events, fostering a diverse and dynamic business mix, and enhancing the overall experience and appeal for both residents and visitors. Recurring festivals, patio culture, and strategic use of riverside spaces were common themes, as were calls to support young entrepreneurs and cultural vibrancy.

The need for better promotion, including video and photo content, also emerged, alongside specific suggestions like bringing back beloved community traditions and expanding tourism. These comments reflect optimism and excitement about the downtown’s potential — but also a desire to see intentional, inclusive, and strategic programming that drives foot traffic and community connection.

Categorical Breakdown of Comments / Themes	# of Mentions
Event Programming & Activations	9
Attracting & Retaining Independent Businesses	4
Tourism, Culture & Youth Entrepreneurship	3
Streetscape (Patios, Riverfront Use)	3
Promotion & Content Creation (Photo, Video)	1
Safety, Public Realm Improvements	1

Question #4: What are the biggest barriers that are holding back progress in downtown?

Summary of Responses:

While Lindsay’s BIA is seen by many as an effective and engaged organization, some respondents highlighted specific challenges they feel could impact downtown momentum. Several noted concerns related to safety and homelessness, especially in terms of public perception and how it may influence the visitor experience.

Others pointed to recurring issues like parking, vacant storefronts, and the need for more consistent support during events. A few comments reflected a desire for increased openness to new ideas and greater collaboration with members. While not universally shared, these perspectives offer an opportunity for ongoing dialogue and continuous improvement, ensuring that the BIA remains responsive and inclusive as it continues to lead positive change downtown.

Categorical Breakdown of Comments / Themes	# of Mentions
Social Issues (Homelessness, Safety, Substance Use)	6
BIA Leadership / Collaboration / Change Resistance	5
Parking Availability & Perception	4
Broader Economic Conditions	1
Lack of Event Support / Coordination	1
Vacancies / Streetscape Gaps	1
Political / Policy Factors	1

Question #5: The Lindsay Downtown BIA is exploring ongoing improvements to the downtown parking experience. What types of changes would you support that can sufficiently balance availability and turnover for visitor, employee and resident parking?

Summary of Responses:

Downtown parking continues to be a hot-button issue, with members acknowledging a need for increased inventory, Better employee parking options, and more customer-friendly solutions. While opinions differ on how best to balance the needs of shoppers, staff, and residents, several key themes emerged:

- Extended Time Limits & Flexibility
- Employee Parking Solutions
- Customer-Friendly Policies
- Better Signage & Education
- Mixed Views on Paid Parking
- Need for More Parking Infrastructure

Direct Comments – Select Quotes

“We need more parking — 2 hours is not enough for lunch and shopping.”

“Build a parking garage. Extend times for staff and customers.”

“Retailers should give out day passes. Customers hate getting tickets.”

“Our customers are willing to pay — they just don’t want to move their vehicle halfway through shopping.”

“Education is key. Promote where to park and how long.”

“Permit parking out back. One shared pass per business would help.”

Question #6: The Lindsay Downtown BIA’s Beautification Committee is responsible for the installation and maintenance of flowers & plantings, street furniture, banners & signage, and holiday décor. What do you think would make the downtown even more visually appealing, or make for a better downtown experience for our visitors?

Summary of Responses:

- **Strong Satisfaction with Current Efforts:** Most respondents expressed appreciation for the work done by the Beautification Committee, with several stating explicitly that they believe the downtown is already visually appealing.
- **Desire for Functional Enhancements**
A few responses pointed to structural or experiential additions like public bathrooms, signage for side street businesses, or even converting larger underused lots (e.g., Valu-Mart) into public-use spaces or stages.
- **Interest in Expanding Seasonal & Cultural Touches**
While many noted things were going well, there were small suggestions to go further—such as extending seasonal lighting beyond the holidays and incorporating national pride elements like Canadian flags.

Direct Comments – Select Quotes

“Upset about trees causing lack of visibility to our particular store front – not thought out well.”

“Increased holiday décor”

Question #7: The BIA often advocates on behalf of the downtown to various stakeholders, including the municipality and other community partners. Are there any issues you feel the BIA should be speaking up about more strongly?

Summary of Responses:

- The majority of responses suggest strong support for the BIA to continue advocating for core downtown issues like parking, safety, and support for small businesses. Many want to see the BIA’s voice amplified when working with the municipality and other agencies to push for strategic improvements and action.
- Parking solutions and enforcement clarity
- Addressing homelessness and public safety
- Vacant storefronts / downtown revitalization
- Support for small businesses and entrepreneurs

Direct Comments – Select Quotes

“Advocate for more affordable or available parking for downtown employees and customers.”

“Help make downtown a place where people feel safe again.”

Question #8: The Lindsay Downtown BIA historically coordinates and hosts a couple of large-scale public events each year. Through the development of this Action Plan, it's become clear that a large portion of their budget and staff & committee time is dedicated to a few short bursts of activity, rather than consistent energy throughout the year that could better benefit the entire membership. We're exploring ways to support the coordination of larger public events by downtown businesses or outside organizations, while they focus on spreading out the vibrancy with smaller, lighter, and more frequent activations (music on Saturdays, public art, family activities, as well as projects like their existing Loaded Fries and Flatbread events, Easter Scavenger Hunt, and Halloween Trick or Treating) that take less time to organize and are budget friendly so they can re-deploy some finances and time to other marketing efforts. What kinds of small-scale activations or experiences do you think would bring life to the downtown more regularly, while still being manageable for the Lindsay Downtown BIA?

Summary of Responses:

- Respondents want to see small-scale activations that are seasonal, music-based, or food-driven, with less emphasis on child-focused giveaways. There's a preference for events that enhance vibrancy without disrupting retail operations.
- Seasonal events
- Block parties & music
- Mixed feelings on kids' events
- Food-driven events

Direct Comments – Select Quotes

"I believe we need to do 4 large scale seasonal events each year... but sometimes they focus on kids' events. For example this year they want us to host trick or treating... I did not see any benefit."

"A block party in spring and fall. The holiday kick-off. Maybe a music event in the summer."

"Really like the food driven events."

Question #9: The BIA elections will be held in fall 2026. Would you like to know more about sitting on the BIA Board of Directors? If so, please provide your contact information, or contact Melissa at melissa@lindsaydowntown.ca if you would still like this survey to remain anonymous.

Summary of Responses:

- Yes / Interested – 1
- No / Not Interested – 3
- Neutral or Indirectly Negative (due to past experiences) - 2

Question #10: If there's one idea, or suggestion you'd like the BIA to consider — please indicate that below. We love hearing from you.

Summary of Responses:

- Several respondents offered thoughtful final suggestions for improving the downtown experience. Ideas included better use of street pole infrastructure for flags and banners, especially to honour veterans; improved wayfinding such as a downtown map of BIA members and associate members; and enhanced public communication, including showcasing the work of BIA Board and committee members more visibly. A few comments also touched on larger operational or decision-making concerns, pointing to the importance of continued transparency, accountability, and community engagement.

BRAGGING RIGHTS & BRIGHT IDEAS: TELLING OUR STORY & TELLING IT WELL

- ↘ The BIA does more than people realize — but they won't know unless we show them! Moving from big, splashy events to smaller activations and placemaking projects means we need to shine a light on the everyday wins. Because if we don't tell the story, someone else will — or no one will at all.
- ↘ **Ideas to Brag Smarter:**
- Start a “What's Up Downtown?” monthly update — quick wins, new projects, street changes, upcoming mini activations.
 - Behind-the-Scenes Posts — what goes into hanging baskets, picking banners, dealing with graffiti, or organizing music downtown.
 - “Did You Know?” Social Media Series — explain what the BIA actually does in fun, digestible ways.
 - Short Reels — show a street cleanup, a mural install, a meeting with a town planner, or a new business opening.
 - Share the Impact — visuals that show how levy dollars are used.
 - Give Members the Mic — feature local businesses who benefit from BIA initiatives.
 - Before & After Photos-Use Instagram-style posts to show the impact of beautification or repairs — a power-washing job, banner switch-outs, or flowerbed refresh.
 - The BIA Did That! Start using a consistent tagline/stamp (“The BIA Did That!”) on signage, social media, newsletters, etc., when something exists because of BIA advocacy or action.

INSPIRATION GALLERY: BEAUTIFICATION

SEATING AS PUBLIC ART: FUNCTIONAL & COLOURFUL



SEATING THAT CASTS SHADE IN THE PUBLIC REALM



VERTICAL PUBLIC ART INSPIRATION



WINDOW WANDER FEATURE WALL

Transform one underused wall or alley into a collage of antique or salvaged windows—each with painted scenes of Downtown Lindsay, memories, or jokes tied to Lindsay life. This could be crowd-sourced, interactive and refreshed frequently. They could even be separate windows placed throughout the community with a QR-based audio tour.



VALENTINES DAY – “SHOW YOUR LOVE FOR DOWNTOWN LINDSAY”



LIGHTING PROJECTIONS & INSTALLATIONS



CYCLING INFRASTRUCTURE INSPIRATION

The LDBIA could consider cycling infrastructure as public art. Whimsy and colour can go hand in hand with function. Bike racks could reflect the businesses – glasses in front of the optician. A book outside the book store. This is an example of investing in the public realm that begins to show the essence and personality of the Community of Lindsay.



TECHNOLOGY IN DOWNTOWN LINDSAY

Bridging the Digital Gap in a Modernized Downtown

Downtown Lindsay’s refreshed streetscape is undeniably polished, thanks to a major infrastructure investment that delivered clean sidewalks, new planters, and updated street furniture. However, during my visit, it was clear that while the physical environment has been modernized, technological amenities are still a bit lacking. As cities evolve to support a more connected, mobile, and sustainable lifestyle, Downtown Lindsay risks falling behind without basic infrastructure like public Wi-Fi, water bottle filling stations, or charging access for e-bikes, scooters, and mobile devices. Even simple touches—such as pet-friendly hydration stations—signal a progressive and people-centered approach to public space.

The Lindsay Downtown BIA may wish to consider a phased strategy to address this gap. Whether through partnerships, pilot projects, or municipal advocacy, investing in connectivity and digital infrastructure will not only serve current residents and businesses but also support tourism, environmental goals, and future downtown lifestyle expectations.



Cellphone Charging



EV Charging

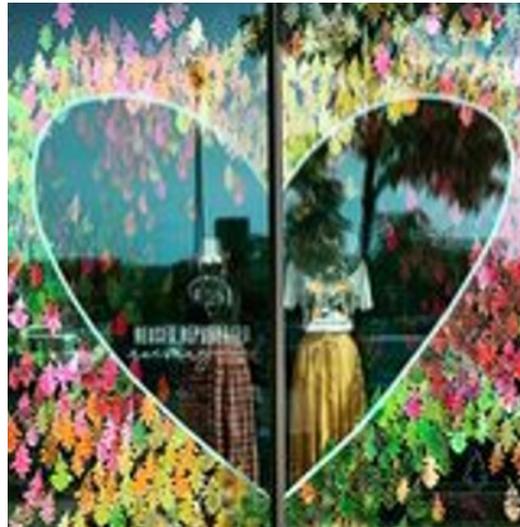


Water Bottle Filling Station

INSPIRATION GALLERY: MARKETING

WINDOW ART WALK

A collaboration with local artists to paint temporary murals or seasonal art directly on business windows. Businesses can vote on their favorites, fostering friendly competition.



BLANK SPACES CAMPAIGN

Invite locals to creatively “fill in the blank” on downtown windows, chalkboards, and/or digital spaces.

Phrases like “Downtown Lindsay feels like ___” or “My favourite corner is ___” are displayed around town or on social media for user-generated content. This could evolve into a public art exhibit, poetry slam, sidewalk mural contest or the LDBIA’s newest mural A campaign such as this would build engagement, encourage participation, and put a spotlight on individual perspectives – it’s a way of letting people be heard.



BRANDED BENCHES

Sit here if your dog chooses the route.....

Sit here if the best season is patio.....

Sit here if... you judge a bakery by its butter tarts.

Sit here if... you believe parking karma is real.

INTERACTIVE STORE WINDOWS

Storefronts that complete the phrase “If you like ____, come inside.”

They could be branded and consistent all through town.

Be creative, cheeky and have fun with a campaign like this.



INSPIRATION GALLERY: EVENTS & ACTIVATIONS

LINDSAY DOWNTOWN STREET CART



A branded street cart could be a highly visible and versatile asset for the Downtown Lindsay BIA, reinforcing its identity while serving a variety of practical, promotional, and placemaking functions. It could be deployed at events to distribute information, branded merchandise, or visitor guides — or used for everyday activations to host giveaways, community engagement, or micro pop-up experiences. During peak visitor times, the cart could function as a mobile welcome centre, providing a friendly and approachable point of contact. Member businesses could also participate by using the cart to showcase product samples — like a bakery offering samples. Positioned as a sidewalk “fun stop,” the cart could be rotated through different downtown locations, animating underused spaces and supporting a vibrant streetscape.

LARGE SCALE TEMPORARY INSTALLATIONS

The BIA would have to pay to bring in these exhibits but could look at a cost-recovery model. This would attract new visitors to downtown.



MEDIUM SCALE TEMPORARY INSTALLATIONS

Scarecrow Invasion in Meaford



Elora's Monster Month



SESSION ACTIVATIONS SUGGESTIONS

The following ideas were suggested by BIA members and stakeholders during our strategy sessions. They reflect simple, local ways to bring life to the streets throughout the year without relying on large events.

- Oversized Games
- Gamifying Downtown
- Downtown Geocache
- Scavenger Hunts
- Re-invigorate the LEX Parade
- Zombie Walk
- DJ or Live Music
- Fashion Walk
- Bathtub Races
- Outdoor Movies
- Haunted Tours
- Trolley Tours
- Re-invigorate the LEX Parade
- Christmas Carollers
- Art Battles
- Pet Parade

ACTIVATIONS INSPIRATION – LDBIA KIDS CLUB @ LINDSAY FARMERS MARKET

Although the Lindsay Farmers' Market is not technically located within the Downtown BIA boundary, it draws hundreds of residents and visitors every week—many of whom are potential customers for downtown businesses. Rather than relying on the passive benefit of proximity, the Downtown Lindsay BIA could activate this audience directly by sponsoring a Kids Club program. This light-touch initiative would include simple but appealing rewards—like market tokens, tastings, recipes, and free activities—while also driving traffic into BIA member businesses through partnerships offering things like a bonus scoop of ice cream, free kids' drinks, or even small services like a haircut or activity package. By offering incentives that can be redeemed outside of Market day, this approach builds brand affinity, increases cross-promotion, and creates meaningful engagement that benefits the whole downtown. It's an effective, family-friendly way to transform Market attendance into ongoing downtown loyalty.

Programming Ideas & Inspiration

- Receive Tokens to spend at Market stalls
- Your free pick of a plant that grows a fruit or vegetable
- Free weekly tasting of a new fruit or vegetable
- Recipes to try each week
- Kids Club members get a free scoop of ice cream
- Kids Club members get a free drink at a BIA participating restaurant
- Free Mother's Day activity

- Free Father's Day activity
- Colouring Pages of local produce
- Kids Club members get 1 free hair cut Downtown
- Kids Club members get 1 free package of fun worksheets
- Free Fall Farm Tour
- Farmers' Market Downtown Scavenger Hunt
- Create your own Farmers' Market Video for a chance to win a prize to spend \$ at Market stalls

ACTIVATIONS INSPIRATION – TICKETED EVENTS

Host a Food Crawl or Appy Hour to give exposure to restaurants and generate revenue for the BIA



Host a Downtown Brunch Trail. A daytime, spring themed event (perfect for Mother’s Day or spring) featuring mini breakfast bites and morning cocktails or coffee.



Fall for Fashion Runway Night: Help organize a ticketed evening event; downtown boutiques showcase seasonal looks on Kent Street runway.



Host a Thrift & Vintage Pop-Up Market focused on curated vintage, upcycled or antique Market. Could include DIY or repair booths.



Host a Community Glow Ride. The LDBIA could sell bike enhancements and mark the pavement with glowing decals.



Coordinate a community murder mystery; ‘who done it’ or Community escape room.

