

2019 AGM of the RVBIA

Marketing & Promotions Committee Report



Shop1KM

- Shop1KM Coupon Book mail drop to 7800 households
- BIA sponsored to reduce rate for the first 21 members.
- TTC Shelter Poster at Fermanagh will promote Shop1Km before and after our Holiday events
- \$1K Gift basket incentive to use multiple coupons for more chances to win

Holiday Marketing

- #RoncyReindeer Contest will run Nov 17 to Dec 31
- Carollers On Roncy - Nov 30
- Family Fun & Community Tree Lighting at Roncesvalles United Church - Dec 7
- Ongoing promotion of Member holiday marketing events

Integrated Marketing & Communications Campaigns

- Marketing budgets are now enabling longer term marketing and communication program planning for better integration of collaterals like TTC shelter ads, Revue Cinema screen ads, shop posters, news posts and social media.
 - For example: Show Your Love for Roncy, Community Cleanup, Roncy Reduces, Roncy Rocks, Polish Fest, Shop1km, #RoncyReindeer and holiday marketing.

Visitor & Member Surveys

- Polish Festival Visitor Survey & Member Survey
- Roncy Rocks Member Survey

Rebranding

- The design firm that offered in-kind creative work for rebranding the RVBIA in 2013 agreed to resume work on this. The board is awaiting a brief outlining the strategic marketing rationale for the rebranding along with options for consideration, and a budget breakdown for implementation.

SocialMedia

- RVBIA manages 3 properties with a total of 8 assets
 - **RVBIA:** Facebook, Twitter & Instagram @ roncesvillage
 - **Roncesvalles Polish Festival:** Facebook, Twitter & Instagram
 - **Roncy Rocks:** Facebook & Instagram
- For the festival accounts there is an ebb and flow to activity on the accounts surrounding the festivals themselves.

Website Redesign & Content Publishing

- After changing web hosting companies in 2018, our website was redesigned, redeveloped and new content created to support our strategy.
- The new website markets the unique Roncy experience to the City and beyond.
- The business directory was rebuilt and content was painstakingly verified and updated.
- These additional listings are coming up in Google Search results and this helps drive traffic to our Members.