



business improvement area

NEWSLETTER

2014



President's Message

Since last year's AGM, our economy continues to show positive signs of stabilization and growth. CAMI and other larger industries continue to make positive announcements and future commitments, and we, as small business, look forward to and welcome the eventual prosperity to downtown Ingersoll.

BIA and community events continue to be a big part of our focus as we do our best to promote, draw and remind those who live within and around Ingersoll, that our unique downtown is still vibrant and open for business.

While most of these events have changed very little over the years, our annual Ribfest is one that has undergone a shift. Once again, rain plagued the event in 2013 and forced the idea of change to the table in 2014. After considering the event's history and the event's requirements, as well as the feedback of the BIA community, the Board decided that it was necessary to consider a change of venue for 2014's event. This year's Ribfest event was relocated to St. Andrew Street and the Ingersoll Arena, where the closure of the street would have little impact on downtown traffic flow, while at the same time offering an indoor seating solution in the case of rain again this

year. The success of this move is still being assessed at the time of this message, but preliminary indications show that, despite the move, the revenue from ticket sales was only slightly lower than some of our event's better years. A wrap-up meeting in July will paint a clearer picture of the success or pitfalls of this change and will help to determine the direction necessary in 2015.

The spirit of both the Canterbury Folk Festival and the Harvest Festival run high as we prepare for these events in the coming months. By all reports, these festivals enjoyed another great year of free family entertainment in Ingersoll's downtown and area parks in 2013.

As 2013 drew to a close, November saw another successful launch of the Christmas Shopping Season with a host of seasonal events drawing residents and customers to our downtown.

While we all enjoy all of the celebrations and festivals the BIA takes part in, the BIA also has a business side - a commitment to promote, maintain and improve our downtown core. As part of our promotion commitment in 2013, we continued the expansion of our broad based advertising campaign by continuing our partnership with a local radio station which affords the BIA a discounted radio package. This partnership once again, allowed the BIA to broker ad spots to merchants and community groups at competitive rates. We have also continued our support of the Downtown Facade Improvement program and continue to watch as building owners do their part to spruce up the appearance of our downtown.

In June 2014, the Ingersoll BIA is honoured to once again induct another group of businesses into our BIA Business of Distinction Walk of Fame. Businesses inducted this year represent 30 to 50 years of service to the Ingersoll Downtown. At this time, the BIA would like to wish all businesses, new, old and expanded, all the best for a bright and prosperous future.

Rietta's Décor & Design Centre to Relocate

After a year in business at her 124 Thames Street South location, Rietta Demeester of Rietta's Décor & Design Centre has announced that her store will be moving to 25 King Street West in Ingersoll.

Purchased by Rietta and her husband Richard, the 25 King Street West property is being redeveloped to provide the additional floor space necessary to showcase the variety of products that the store is known for. The renovations will see both floors of the property redeveloped in order to make room for the new décor and design centre. When completed, the renovations will see nearly 10,000 square feet of our downtown retail area updated and repurposed.

Rietta's Décor & Design Centre will continue to serve its customers from its current location until renovations on the King Street West property are completed. Customers can expect to shop at the store's new location sometime later this fall. Rietta and her staff look forward to seeing you at their new location.

Oxford Tax Service is Open for Business

As of February, there is another option available for residents and business owners looking for accounting and bookkeeping services in Ingersoll. Oxford Tax Service officially opened its doors to the community on February 19, 2014.

Recognizing industry trends during her 25 years in the accounting field, Anne Houthuyzen began Oxford Tax Service to provide her clients with individualized assessments and reviews - not blanket solutions. "Each person is unique and so are their taxes," says Houthuyzen.

Houthuyzen, a long-time resident of Ingersoll, has experience working for both large and small firms; however, when an empty storefront on Thames Street South became available she realized her dream of opening her own business. "It's great to be home," says Houthuyzen.

Domino's Joins the Community

Domino's is ready to serve the Ingersoll community. Owned by franchisee Kathryn Prichard and her husband Will, Domino's opened on January 6, 2014.

Prichard recognized that Ingersoll was one of the few remaining communities without a franchise. Seeing an opportunity to expand their business, the Prichards selected a vacant store in a Charles Street West commercial plaza as the site of their shop. The store, located at 60 Charles Street West, was fully renovated and redesigned to accommodate the restaurant's kitchens and dining space.

The restaurant, which currently employs twelve people, has already earned a reputation for providing high quality products and service. To serve its customers efficiently, Domino's offers a variety of ways in which customers can place an order, from calling or coming into the Ingersoll store, to using Domino's online ordering system.

Façade Improvement Program

The purpose of the Façade Improvement Program is to improve the retail marketplace and to encourage the preservation and rehabilitation of historically significant structures in the downtown core of Ingersoll.

- Program is part interest free loan and grant
- Cost of façade projects are eligible up to 50% of approved expenditures to a max. of \$3,000.00
- Cost of signage projects are eligible to 50% of approved expenditures to a max. of \$500.00

Loans are to be repaid in four equal annual payments, unless alternate arrangements are made that are acceptable to the committee. If the first three annual payments are made on time and without default, the fourth payment will be recognized as a grant and forgiven.

For more information: www.ingersoll.ca