



SPRING IS ON THE SQUARE

There is a sense of change in the air and the breadth of spring seems to have blown the cobwebs away from the door. The sun is out.

My name is Susan Armstrong. I am your new BIA manager. My hope is to meet and speak with each BIA member by summers' end.

With 30 years of retail experience and managerial training, it is a pleasure and thrill to find such a match of skill requirements and dynamic conditions in which to begin a new job.

I look forward to the opportunity to learn and so I look forward to meeting you soon.



BIA Board of Management Meetings

Are held the 3rd Thursday of each month. Meetings are open to the public. We look forward to having you join us!

Call Susan
519 440 0871
for meeting times and locations

Elizabeth from Elizabeth's Art Gallery has a great idea for an evening event.

Ladies Night Out in Goderich

Stores could be open for the women only and they can do a BIA stop drop and shop.

From the Chair:

As Chair of the Goderich BIA I would like to wish everyone well for the coming season. The volunteer BIA Board of Management has been working hard preparing for the challenges that face us all. We continue to look for funding opportunities and partnerships to benefit the BIA.

I would like to ask for the help of all business/building owners and their employees in keeping the streets tidy. Please have someone take a few minutes to make sure the sidewalk in front of your location is neat and litter free. If we all do our part we will have the tidiest downtown around.

One other item we need cooperation with is parking. As an employer have your staff park in designated areas found on our new BIA map. Parking spaces in front of all places of business are for customers and clients. Think of it this way, would you park in your neighbours driveway at home? Then why do it at work?

Please remember all BIA meetings are held the 3rd Thursday of the month and are open to everyone. We welcome any new ideas.

Enjoy the spring/summer in Beautiful Downtown Goderich.

Cheryl Dunn

Welcome

Collins & Wright

74 The Square
Hair Studio
Opening May 23rd
519 440 5155
Owners: Tara and
Amanda

Straight to the Point

60 East Street
Tattoo & Body
Piercing
Open
519 612 1600
Owners: Jay & Kim

Best wishes from the
Goderich BIA

The Goderich BIA is a legislated, municipal organization representing business and property owners. It is dedicated to providing the vision & leadership to sustain the economic vitality of our community's central heritage district within the designated Business Improvement Area through beautification, promotions and commercial and residential development.

Funding News for the BIA to maintain and enhance the downtown area.

DOWNTOWN CORE COMMUNITY IMPROVEMENT PLAN

Façade Improvement Grant Program.
Fee Grant Equivalent Program
Tax Increment Equivalent Grant Program

This document is available on the Town website <www.goderich.ca> under the "Requests & Downloads" section, which can be accessed from most of the drop-down menus on the main page. It is called "Downtown Core Community Improvement Plan".

Want to find out ?

The Goderich Residents Survey

BIA members can access the statistics for the benefit of knowing their local customer, for future marketing campaigns, for product mix decisions, to boost sales, and much more.....

The **Goderich Residents Survey 2008**

Circulated to approximately 3400 households, the BIA would like to particularly thank the residents of Goderich who took the time and effort to fill out and return over 900 surveys.

Call Susan if you are interested in the results of the survey. The BIA survey committee and their funding partners have put together a fact filled report that would be of interest to any business in the community.

Survey Committee Members

Michael Strickland
Robert Evans
Myles Murdock
Scott Young

Funding Partners

Town of Goderich
HBDC
HEDM
OMAFRA

MEET ME ON “THE SQUARE”

2009 Thursday Evening BIA Concert Series at the Bandstand

Free downtown concert series Courthouse Park
7:00 p.m. to 8:30 p.m.

July 2	Pastels
July 9	Kinsmen “Summerfest”
July 16	Mellifluence Duo “From Classics to Ragtime”
July 23	Noted – women of Huron County
July 30	Finola MacGinty and David Walker
August 6	Celtic Festival Performers
August 13	Howlin Dog Vintage Jazz Band
August 20	Kati Durst & Quarter Mile Lane
August 27	Finola MacGinty & Friends



There are events that we feel do justify closing The Square, including the Canada Day Parade, the Christmas Parade and the Teddy Bear Parade. We the Board feels this subject must be dealt with on an individual basis, as one rule cannot apply to all.

Great News – “West Coast Blues” Bluesfest is back and coming to town Friday September 4th and Saturday September 5th. Look for your downtown bars and restaurants to be a part of this exciting event.

Goderich Health & Harvest Festival September 19th, 2009

Showcase your service or store on “The Square”

BIA Promotions and Events to help your business grow

“Madagascar 2: Escape to Africa”
The BIA and Tourism Goderich Movie Night
Friday July 17th, 2009

Weekends in the Park
Farmers’ Market Saturdays 8 am to 1 pm
Flea Market Sundays 9 am to 3 pm

Celtic Dance
On the Square
9:00 p.m.
August 3rd – 6th

Mark Your Calendars
Sidewalk Sale
July 15 – July 18
Downtown Christmas
Sale
Dec 9 – Dec 12
No-Tax Open House
Dec 6th

GODERICH BIA

Located at the
Goderich Tourism
Centre
91 Hamilton Street

Contact:
Susan Armstrong
Manager

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Goderich, ON
N7A 2K5

PHONE:
519-440-0871

FAX:
519-524-1466

E-MAIL:
bia@goderich.ca

DID YOU KNOW?

These three locations have the last remaining Victorian storefronts left in Goderich. (Victorian 1800's)

H.G. BRADLEY & SONS AUTO PARTS – 53 Hamilton Street

THE E-LEARNING CENTRE – 38 East Street

GODERICH CHIROPRACTIC CENTRE – 34 Kingston Street

OPEN FOR PARKING OPEN FOR BUSINESS

The business district is fortunate to have a number of “long term” parking areas for those requiring a parking space while they are at work or conducting business in The Square for an extended portion

of the day. Please be aware of the “short term” parking spaces and adjust your parking accordingly.

The Board of Management for the BIA wish to extend their appreciation to all the BIA members that

extend the courtesy of parking off The Square. “Open” parking spaces are good for business. Designated parking areas can be found on the BIA map.

Thank you



THE B.I.A. BOARD OF MANAGEMENT 2009

Cheryl Dunn - Chair
Michael Strickland - Vice Chair
Peter Lane - Farmer's Market
Bill Brittain –Programming & Events
Tom Fincher – Programming & Events
Rob Evans – WiFi
Lorraine Baechler – Beautification
Heather Lyons – Council
Myles Murdock – Council
Dan Stringer – Co-op Student
Sue Wilkinson – Web design
Keith Moreland – Web design

Are you wired? 50% of our members still to go. Communicating with each other, whether you are wired and email friendly, or would prefer a phone call and/or a personal visit, communication is the key. You want to hear from us and we want to hear from you, be 2008 survey Wired.

Coming events in Goderich.

Together we can increase the footsteps through your door.



Colour-coded welcome: One of the main attractions to the motorcyclist is to feel welcomed into the communities. **If you were able to decorate your store front with Yellow and Black (the colours of the event) they would recognize the location as a rider-friendly location. This will attract them into your location and they will remember the generous feeling they enjoyed during their visit.**

The PCVA, Stratford Shakespeare Festival and Huron Tourism Association are excited to be able to offer this new event, providing business owners and comminutes across Perth and Huron Counties with a new and growing group of visitors.

American *Wind Symphony* Orchestra

Opening doors to the Americas

The American Wind Symphony Orchestra is coming to Goderich harbour July 9, 10, 11 and 12, 2009. With only 3 stops on Canadian shores this is a unique and rare opportunity to hear 45 young musicians who are dedicated to their art. Goderich will be able to listen in on rehearsals, take in tours of the barge and much more. For information on the main concert event Saturday night or to book a chamber concert of your own call 519 524 6600

Catch the Wind.....

Goderich Celtic Roots
Festival
August 7th – 9th, 2009

**Goderich Celtic Roots
Festival**

Posters and brochures
are available at the BIA
office.

Help us welcome the
Festival goes to town by
posting the poster in your
window and displaying
the brochures in your
store or business. This
event is known world
wide and can draw a
crowd of 10,000. Let's
give our Celtic visitors a
week to remember in
downtown Goderich.

For more information on
ways in which we can
encourage visitors into
our stores



Last but not least, as a fitting FINALE to our newsletter, the:

Preliminary Theatre Feasibility Study For The Town Of Goderich

Phase – 1 Market Needs Assessment Final Draft was presented to Council
May 11th, 2009 by Janis Barlow of Janis A. Barlow & Associates a
research, planning and management consultant specializing in Theatre.

Goderich BIA was a focus group involved in the initial stages of the theatre
build study. A copy of the final draft is available at the office.