



Newsletter February 2022

Message from **Jean Johnson** **Executive Director**

Dear members,

It is high time that we reached out to our members and review what has been going on the past several months.

Last year we have reached out to many of you to explore how we need to face the new reality we are in and how to adapt, survive and eventually thrive. Your Board of directors have been invested in exploring different ways to pivot our traditional business models to one that is adapting to an imposed new reality. Our discussions and planning sessions has led us towards the creation of a new business model. This model needs to look at our traditional approach - a store-front and to add a second dimension to this approach and that is to develop a hybrid approach – a traditional store front business combined with a strong online presence. We know that there has been a huge surge and push towards encouraging businesses to have an e-commerce presence. The challenge with this approach is this still leaves the business owner with the challenge of promoting their e-commerce entity.

Our approach has been to build economies of scale in terms of investments and especially in terms of the marketing and promotion of this entity. Our solution: **www.francomarket.ca**

This ecommerce site allows for multiple merchants to be online on one platform and benefit from everybody's efforts in promoting their presence. The economies are in terms of promotional investments and in terms of time. Having 10, 30 or 50 merchants on one platform promoting their online presence creates a benefit for all of the merchants who chose to be part of this approach. Has every member of our BIA chosen to participate? The answer is no. For those who said no, be assured that if you are ready to join the project, you can do so at any time by contacting our office.



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As a BIA it has been extremely difficult to watch the permanent closure of some 40 plus businesses. A few of these have been replaced but the negative impact of the pandemic has left our business community facing a difficult reality.

Resiliency is the key to a successful future and those businesses who are still operating after 2 years of absolute uncertainty, we shout out our admiration and absolute respect for what you have achieved. We have been working for you and we will continue to do so.

As 2022 roles out it is important that we share with you some of the things we have been working on. This Spring, we are bringing back the flower program. This has been a request from several of our members and it is time to reinvest in a street beautification. We heard you and we will act on this.

We are in the final stages of a request for funding from the Federal Government. Our goal is to create a higher visibility for all of our BIA members. We wish to create a more enjoyable and walkable business district and creating ongoing activities and gatherings that are meant to attract more tourism, more interest and more consumers towards our members.

Plans are in place to host an artisan market at Bonnie Doon: 'FrancoMarket for Artisans'! We are excited for the future and we are looking forward to working diligently with all of our members.

We will keep you informed of changes and projects as we move forward. We recognise that the grant application will have a significant and positive impact on our entire business district. We wish to create a strong culture of:

Support Small, Support Local, Support Albertans.

