

BIA ECDEV REPORT

EXECUTIVE SUMMARY

May/June 2023

- 1) Finances are well controlled with revenues exceeding forecast and expenses below budget.
- 2) Membership engagement activities continue forward with a focus on being responsive to feedback, suggestions and pivoting to priorities based on community events.
- 3) Marketing activities continue to be robust with continued growth of all social media metrics.
- 4) TurtleFest planning is well under way with significant revenue attainment including confirmation that Rogers Sports & Entertainment has committed \$25,000 - the largest amount in the history of the festival.
- 5) Spring beautification initiatives are well underway with purple being the colour of the year as planned by the "Communities in Bloom" national organization.
- 6) Several planning meetings underway with stakeholders to deliver on 2023 business plan commitments.
- 7) Funding applications to support the business plan are in the queue - one successful project for the "Tree Canopy Renewal" program was received - \$2,500.
- 8) Supplementary ambassador supports have been funded with students starting through the balance of June.
- 9) The pop-up patio program has been modified to deliver flexibility to the member hospitality sector.
- 10) Planning is well underway for the 2023 Budget & Business plans.