

DTBIA ECDEV/TDCC REPORT - EXECUTIVE SUMMARY

June 2024

- 1) TurtleFest: In the final stages for event planning and execution. There will be a record number of vendor booths, food trucks and entertainers. The social media reach on Facebook is now over 44k and the impressions are over 86k. These metrics are off the charts which is indicative of the favourable brand recognition of TurtleFest and the overall interest of the festival.
- 2) Planning for next year's budget continues with many of the assumptions and initiatives already formulated into the documents and overall budget presentation.
- 3) There is one new co-working tenant that joined the DTBIA offices effective June 1st. The Huron Farmworker's Ministry - part of the Anglican Diocese of London; will be opening a migrant farmworker support centre focused on various programming to ensure that these individuals are successful in their work placements. There is a one-year lease in place until May 31/2025.
- 4) Façade Improvement Program update: The project at 77 Broadway is under construction and will be a significant improvement to that block of the downtown core area. There are additional applications in the pipeline and further interest in the program.
- 5) Tillsonburg Town Centre update: Stacked Pancake House will be opening in the space currently occupied by Lady's a Champ/Kinetics/Frat House. The former will be moving to a temporary location in the space formerly occupied by Knock-out Fashions with construction to commence shortly.



- 6) Marketing and events: The social media channels continue to grow with high quality video content.
- 7) Beautifications: The deployment of the full summer floral program is nearly complete. Special thanks to Tillsonburg Garden Gate and staff for their diligence and hard work readying the downtown for a busy summer.
- 8) Safety and security concerns: There continues to be significant challenges with vandalism particularly with pots, plants and furniture being disturbed, moved or destroyed on an almost daily basis.
- 9) The board approved commencement of the strategic plan project to be completed in the coming weeks. Surveys will be sent to community members and all other stakeholders. The target date for completion of the full strat-plan is mid-August.
- 10) Finance: The financial audit is nearing completion. All expenses are well controlled to date.
- 11) The next board meeting is June 26th.