



Karen Cooper, Program Coordinator
November 12, 2024

About me...

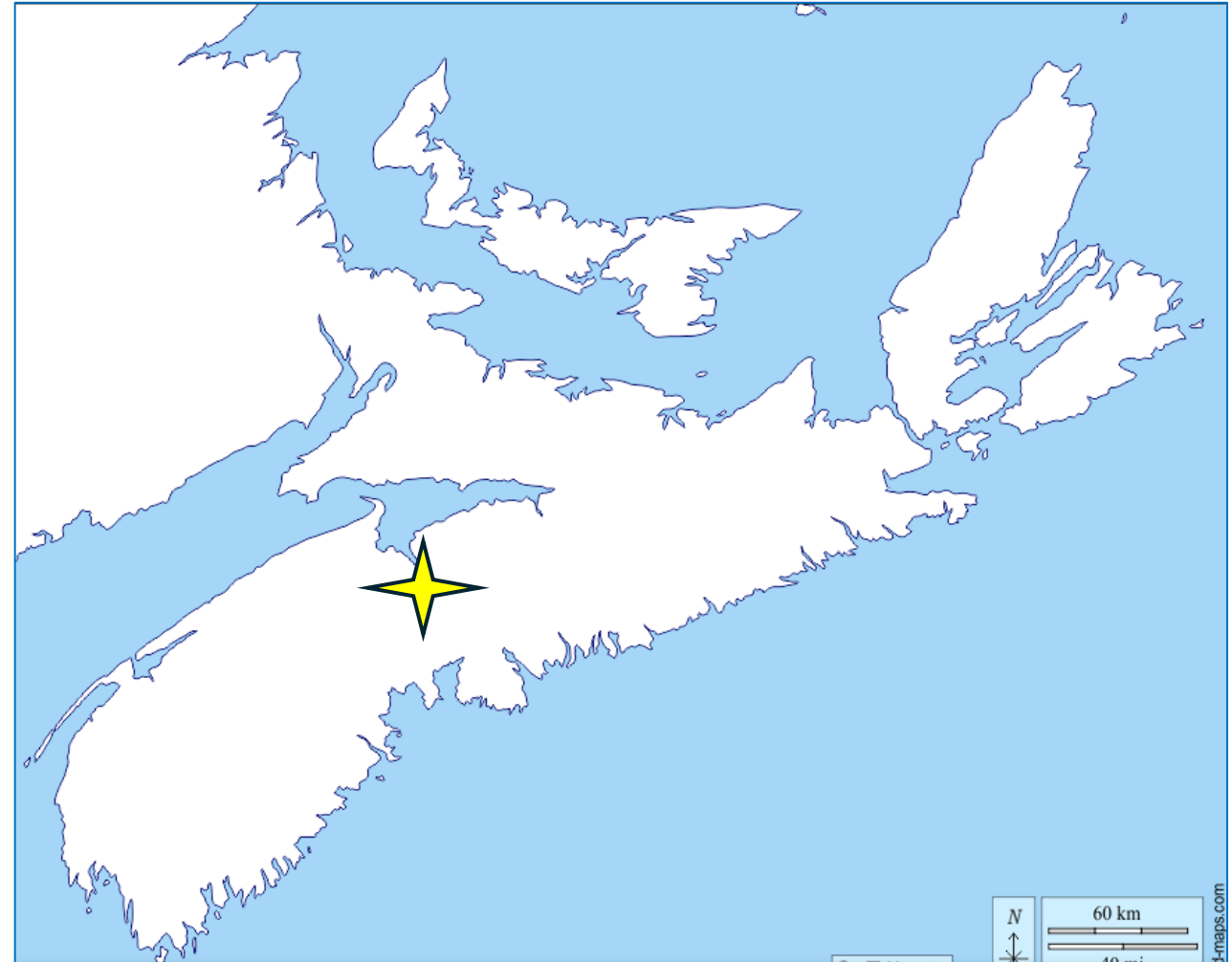
- Grew up in Ellershouse and returned to live there in 2018
- Worked in project and HR administration, various accounting roles
- Since 2017, self-employed in administration roles, including Market Manager for the Avon Community Farmers' Market April 2018 to April 2024 (6 seasons)

FAQ about the Windsor Township Business Association (WTBA)

- A downtown business association, similar to those found in HRM, Kentville, Wolfville, etc.
- [Our Coverage Area](#) (commonly referred to as the BID area) – portions of District 10 and 11
- A registered non-profit with NS Joint Stocks with a volunteer board, a part-time Program Coordinator and contract Board Administrator

VISION: Downtown Windsor is recognized by all stakeholders as a critical economic, social, and cultural service center for West Hants and Nova Scotia.

MISSION: To foster a collaborative business environment in Windsor that makes it easy for motivated entrepreneurs to thrive



2024 – 2029 WTBA Strategic Plan

There are five pillars to the strategic plan:

1. Improving the downtown experience
2. Engagement with Windsor businesses
3. Sustained promotion and & marketing of Windsor
4. Advocate for Windsor's business environment
5. Standardize organizational effectiveness of the WTBA



Programs run by the WTBA

1. Online Directory for BID businesses
2. Regular newsletter to BID businesses
3. Sign Rental management (in Schoolhouse parking lot)
4. Façade Improvement Program
5. Beautification – banners, murals, gardening
6. Events – Winter Thing, Holiday Window Decorating Contest, Summer Music Series, Summer Bingo, Tea Party, Candidate Forum, Business Engagement sessions

Program Coordinator Role

Since starting in July 2024 I have focused on:

- Meeting business owners and managers in the BID area to get know them, hear their concerns, ideas
- Advocating for businesses as needed and connecting them to right resources
- Updating our email list of businesses and sending out a newsletter twice a month

Program Coordinator Role

Since starting in July 2024 I have been focusing on:

- Attending community and other business events
- Organizing events – Summer Music Series, Time for Tea Party, District 10 & 11 Candidate Forum, Small Business Week events
- Managing our social media (FB & IG)

Advocacy Areas – Municipal

The common concerns we hear from the public and the businesses are:

1. Making the downtown core more inviting with regards to lighting and litter clean up
2. Dealing with dangerous and dilapidated properties
3. Parking
4. Street closures and limitations on traffic flow during special events

Advocacy Areas – Provincial and Federal

The most common concerns we hear from the public and the businesses are:

1. Highway safety between exit 6 and 7
2. Exit closures
3. Prolonged decision on causeway/bridge issue

The Fun Stuff!



**WINDSOR**

**Garlic Fest**

**Treasure Hunt**

**Clifton Museum Park**

**Victoria Street**

**Grey Street**

**Gerrish Street**

**Water Street**

**G4D**

**STUDIO**

**Anchor**

**M**

**WINDSOR**

**Clifton Museum Park**

**WINDSOR**

**Clifton Museum Park**

**WINDSOR**

Treasure Hunt Rules:

1. Pick up a Treasure Map from the Windsor Township Business Association Table.

2. Visit the businesses listed on the map and ask for your map to be stamped.

3. If you get 10 (ten) of the businesses on the map stamped, you earn ONE to earn an entry for the gift basket.

4. No purchase necessary.

5. Only 300 maps have been printed.

6. Bonus Entry for visiting Clifton sites and/or a full stamped map.

7. Entry due by 5pm, September 14 at WTBA table. Name will be drawn at 530pm.

8. Prize can be picked up in Windsor.



On the Horizon....

- Holiday Window Decorating Contest
- Winter Thing
- Focused social media campaigns
- More business connections and events
- Demographic analysis via Environics Reporting
- Annual BID survey
- Legacy Binder Project



Questions?

How to reach the WTBA

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