

Welcome to the 2023 Core Area Construction Dollar Program!

Unlike 2022, this year's program will begin April 18th and run until November 30th, 2023. This program encourages people to get out and support local, BIA businesses during construction. Construction Dollars are currency (\$1 CAD = 1 Construction Dollar) and can be spent at and distributed by participating business. See below for details.

Reimbursement Information: Participating businesses will receive their first Reimbursement notification on May 1st for Dollar pick up on the Friday of the same week. Bi-weekly emails and dollar pickups will follow through the duration of the program on that schedule. If you would like to redeem outside this schedule, please contact the office for pick-up options.

Program Promotional Ideas: Last year we had some businesses share some excellent promotions to market the program and other businesses struggled to find ideas that would work for them. Through our tracking, we learned that those businesses who strongly marketed their Construction Dollar promos received the highest overall redemptions resulting in revenue generation far beyond the initial allocated funding. These are some very simple ideas others have used that may be right for your business. They are easy and non-resource exhaustive. Call the BIA office if you require any additional support for promo implementation. **All businesses who are allocated funds must do at least one public-facing Construction Dollar promotion choosing from the list below:**

- Use your dollars to purchase goods/services from your business
- Use your dollars to purchase goods/services from another OEV business
- Give away \$100 Construction Dollars or more through an online social media contest
- Give away a shopping spree at your store in an online social media contest

Learning from program successes, the following changes will be implemented in 2023

- The promotional fund allocation to each business will be \$300 for one round.
- The fund allocation of \$300 is meant for distribution between April and November.
- Not all businesses will receive promotional fund allocation; it will depend on the distribution of their funds in previous program terms.
- We strongly encourage businesses to pick up their reimbursements from the BIA office; however, the delivery of funds directly to businesses will be available if necessary.

Contact the OEV BIA office at 519-645-7662 or email Nicole@oldeastvillage.com



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