



# NEWSLETTER

## FEBRUARY 2020

### PORT COQUITLAM BUSINESS IMPROVEMENT ASSOCIATION

Suite E - 2232 McAllister Ave. Port Coquitlam BC

BIA Office: 604-464-1490



### EXECUTIVE DIRECTOR'S MESSAGE

I had an amazing introduction into the community of downtown Port Coquitlam over these last 8 months. I am grateful for the relationships I have had the chance to build and I look forward to building those I have yet to.

The BIA was active in our community and online presence this past year, a priority for 2020 as well. We provided many opportunities to engage our members by hosting events and promotions, all the while increasing the culture here in downtown Port Coquitlam. We advocated for your safety and addressed your issues. We will continue to work with you to improve the quality of the community and your business. In backing the City's Downtown Action Plan, the BIA is prioritizing their support to the revitalization of the downtown, working towards creating that charm and energy for people to live, work and play here. As always, we welcome your suggestions, ideas and feedback at any time.

Thanks for your help in building the vibrancy of Downtown PoCo.

Jennifer

### LOOKING BACK ON 2019

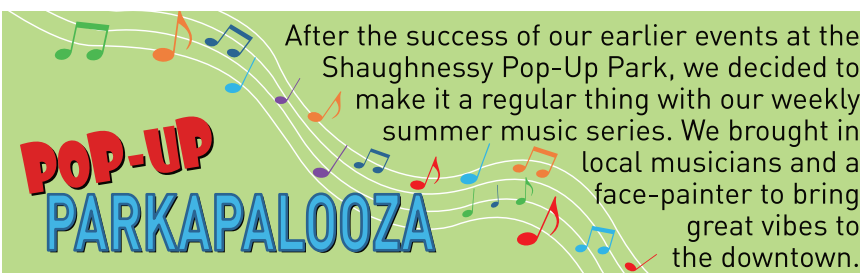


#### ENGAGE POCO!

Back in May, we hosted a **Pop-Up BBQ** to introduce our new E.D. to the community. Despite the downpour of rain, we had a great turnout and built up our weather karma for the rest of the year!



We teamed up with both **Sadhana Yoga & Sound** and **Rasa Flow Yoga** to offer a couple of free outdoor yoga classes at the Pop-Up Park. It was a great way to make new friends and get stretchy.



#### OPERATION BAG LAUNCH

To celebrate the arrival of our updated reusable Shop Downtown PoCo bags, our team offered their services at **Donald's Market** and **Fresh Mart PoCo** as bag packers. We are proud to report that no eggs were broken.

We still have plenty of bags available. They are free in small quantities or 50 cents a bag if you would like to give them out at your business.

## LOOKING BACK ON 2019



### WINDOW PAINTING

After the positive feedback on the winter snowflakes, we decided to create more window painting opportunities. We helped the PoCo Grand Prix put out window decals in the summer and had leaves flow through the downtown in the Autumn. Look for even more efficiency next year as we continue to refine the window painting process.

## WEBSITE LAUNCH

One of our big projects for the year was redoing our website. We enlisted the help of **Ancell Marketing** and created a brand new website to showcase our businesses.

Look for your business listing in the directory and double check to make sure your information and map location is correct.

Go to **downtownpocobia.com** to check it out.

E-mail **info@downtownpocobia.com** to request any changes to your listing.

## SPONSORSHIPS

We continued our support of local events and initiatives happening in the downtown core.

We work closely with community partners such as: **City of Port Coquitlam** (did you know we play a significant part in lighting up our downtown core?), **PoCo Heritage**, **PoCo Events Society** (we are proud to be one of the presenting sponsors of the car show), **PoCo Farmers Market**, and many more.

We believe our sponsorships create wonderful opportunities to bring visitors to our downtown and allow us to proudly represent and showcase our businesses.

Thank you to everyone who stopped by our tent at the various events throughout the year!

## DOWNTOWN POCO



One of our greatest achievements of the year was bringing back the Harvest Festival. We really went all in by making it a week long event with something different to do every day.

From painting pumpkins and scavenger hunts to wreath decorating and pet costume contests: we had a blast celebrating Autumn.

We also took this opportunity to celebrate our business community with an appreciation

dinner for our members at the Michael Wright Art Gallery.

To finish off the week, the Harvest Festival took over Leigh Square for a celebration with incredible performances by local artists, delectable treats, and amusing games. We are still finding hay in the office, but it was well worth it.

Thank you to the **City of Port Coquitlam** and everyone who participated in the event. We couldn't have done it without you!

## MARKETING OPPORTUNITIES

We worked closely with **What's On Port Coquitlam**, **Experience Tri-Cities**, and **Tri-City News** to amplify the voice of our business members. Let us know if you would be interested in being featured in a 2020 advertisement or if you would like to participate in a social media contest.

You can also showcase your business at the **PoCo Farmers Market**. We offer our table to our members at no charge. Don't miss out on this opportunity to connect with the community!



## WE WANT TO HEAR FROM YOU!

Your feedback is an important part of deciding what direction the BIA will take in the future.

Please fill out this quick survey for a chance to win a \$100 gift card to **Samz Pub**.

Go to: [downtownpocobia.com/survey](http://downtownpocobia.com/survey)

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