



**Date:** March 17, 2025  
**To:** Mayor and Council  
**Author:** Sue Rice, Economic Development & Tourism Officer  
**RE:** BIA Reserves Request

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## **RECOMMENDED ACTION**

That Council **approves** Kingsville BIA's request to draw up to \$24,550 (plus tax) from their BIA Reserve to expand their advertising and promotion campaigns.

## **BACKGROUND**

To bolster local commerce and encourage our community to shop locally and support small businesses in the BIA district, the Kingsville BIA is requesting to access their reserve funds to allocate \$24,500 plus tax to purchase the program provided by Shop Local 2 Win.  
(APPENDIX A and B)

## **DISCUSSION**

Shoplocal2win is a placemaking, economic development program that makes it easy for organizations to run prize-based promotions that increase spending at local businesses through a series of weekly contests during the promotion and draw period of May 5<sup>th</sup> through June 17, 2025.

Participation criteria is based on a purchase of \$10+ and uploading a receipt or submitting a Google review. Every week for 6 weeks, a customer and a business win \$500. The grand prize is drawn on the same day as the last regular draw with \$1,500 going to the customer only.

The Canadian, female owned and operated business provides strategy, project management, marketing, compliance mechanisms, surveys and a post return on investment (ROI) report.

The program results include increase in spending, boosting social media followers, building email lists, and growing community loyalty and has been successfully utilized by over 25 BIA and business organization across Canada.

**FINANCIAL CONSIDERATIONS**

There is potential for the overall cost to decrease by up to \$9,500 if the Kingsville BIA are able to secure a program sponsor, which they are actively pursuing.

**ENVIRONMENTAL CONSIDERATIONS**

None

**CONSULTATIONS**

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Margaret Schroeder, Manager of Financial Services / Deputy Treasurer / Customer Service

PREPARED BY:

*Sue Rice*

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Sue Rice  
Economic Development & Tourism Officer

REVIEWED BY:



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John Norton  
Chief Administrative Officer