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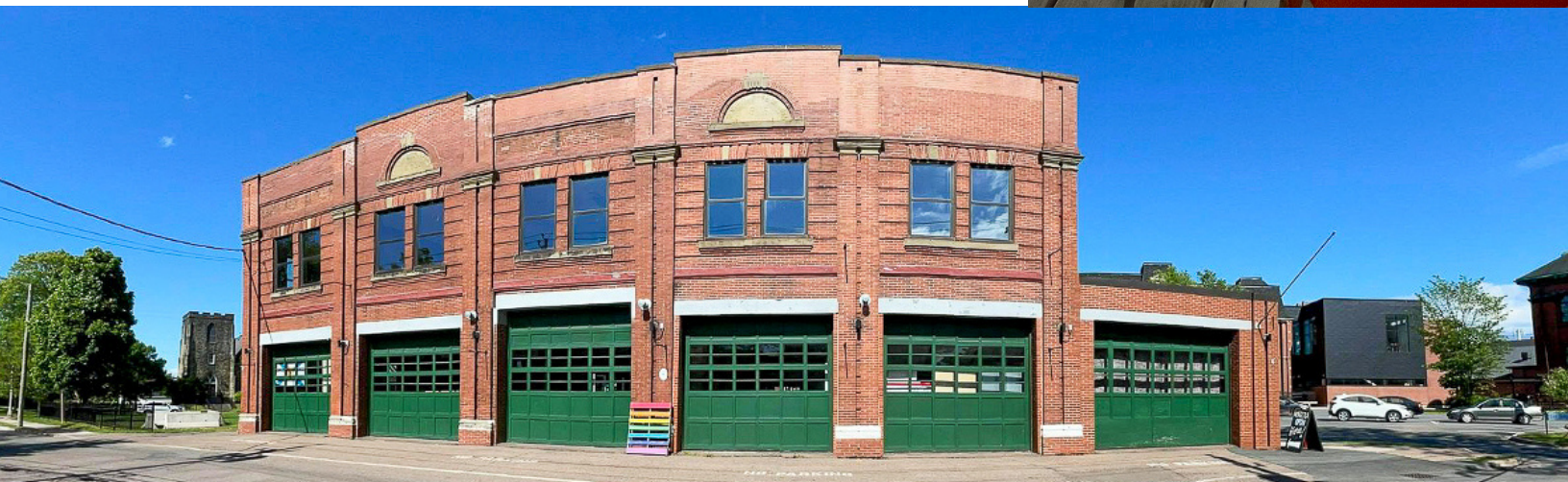
**2020 – 2021
ANNUAL REPORT**



AGENDA

ANNUAL GENERAL MEETING

- 1) Call to Order
- 2) Appointment of Recording Secretary
- 3) Appointment of Scrutineer
- 4) Scrutineer's Report
- 5) Minutes from 2019-2020 AGM
- 6) Review of Audited Financials
- 7) Auditor's Report
- 8) Appointment of Auditors (2021/2022)
- 9) Executive Director's Message
- 10) President's Message
- 11) Nominating Committee Report
- 12) 2021/2022 Board of Directors
- 13) Other Business
- 14) Adjournment



MESSAGE

FROM THE EXECUTIVE DIRECTOR



Since stepping into my new role as Executive Director in February 2021, I've been thrilled by the level of cooperation and collaboration that exists between the Downtown Truro Partnership, the Town of Truro, businesses, organizations, and community members in our downtown core.

I would also like to thank Jenn Martin, who resigned in January 2021, for her extensive contributions to the vibrancy of Downtown Truro during her tenure as Executive Director, as she played a key role in driving collaborative relationships and in fueling excitement for our downtown core.

This year has been filled with unprecedented challenges for our downtown businesses as a result of the COVID-19 pandemic. We collaborated with the Town of Truro and the Truro and Colchester Partnership for Economic Prosperity to create a Truro Colchester Delivers service, with the goal of helping our small, local businesses compete with big-box giants during a frenzy of online ordering to keep local dollars here in our community.

We organized a Reopening Sidewalk Sale and giveaway in July, a 'Walk Santa's Block' stationary Christmas Parade over the holiday season, and were able to host physically distanced photos with Santa and the Easter Bunny. The Downtown Truro Partnership also continued with our annual beautification efforts including summer flower planters and hanging baskets, painting colourful pianos and picnic tables in our Downtown, outdoor dining plazas, Christmas and holiday decorations, and the Facade and Signage Improvement Program.

I would like to extend a huge thank you to our Board of Directors, who are passionate about making Downtown Truro an incredible destination to visit, work and live. Their support through my first several months in this role has been invaluable, and I look forward to building on the momentum they've created in making Downtown Truro an inviting and welcoming place for everyone.

A handwritten signature in black ink, appearing to read 'Rochelle Roberts'.

Rochelle Roberts

Executive Director

(902) 895-7800 | rochelle@downtowntruro.ca



MESSAGE

FROM THE BOARD PRESIDENT

The end of 2020 saw the departure of Jenn Martin as she moved on to a great new opportunity with the County. We would like to thank Jenn for her dedication and hard work during her time with the Downtown Truro Partnership. We were pleased to hire Rochelle Roberts as our new Executive Director in February 2021 and she has settled in quickly! We want to welcome Rochelle to the Downtown Truro Partnership and also back to her hometown! This past year we have seen many new and returning residents to Truro, which speaks to how great our little Town is and how much we have to offer.



2020 found us settling into a new normal of face masks, business lockdowns and cancelling of events but I believe Downtown Truro has weathered the storm and found ways to pivot and thrive with online purchases, curbside pick-ups and home deliveries. Many Nova Scotians were able to explore their own province and have staycations close to home. DTP looked for ways to help their members get through this past year together: from gift card purchases and contests, stationary Christmas Parade, social distancing pictures with the Easter bunny and online learning webinars. We are happy to see restaurants and stores re-opening in time to greet summer visitors! Our new beautification program with the Town of Truro is a nice addition to help members get ready to welcome everyone back into their shops and services. We are excited to look forward to the planning of events for late summer and fall, when we can gather again safely.

I want to express my thanks to the DTP Board for their volunteer time and support and also acknowledge our retiring members as we say farewell to Nancy, Sandeep and Jon. Thank you to our business community members for their continued resiliency and hard work to keep Downtown Truro an awesome place to live, work and visit! I am proud of my hometown and happy to say it's the place I choose to be.

Erin Eisner Melanson

Erin Eisner Melanson
President, Board of Directors
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BOARD OF DIRECTORS

RETURNING

ERIN EISNER MELANSON

President
Benchmark Developments

MELISSA PAGE-WEBSTER

Vice President
Cobequid Dance Academy

ANNA-MARIE MANLEY

Secretary
Patterson Law

MIRIAH KEARNEY

My Home Mercantile

CAROLYN PIERCE

Bistro 22

JAMES ACKERMAN

Eight Nine One Hair Studio

ALISON GRAHAM

Ex-Officio Member
Town of Truro Councillor

RETIRING

NANCY FRAME

Treasurer
Grant Thornton

JON KEDDY

Walker Lofts

RESIGNED

SANDEEP SODHI

West End Pharmachoice

RON CHISHOLM

Law Office of Ronald Chisholm

ADRIAN LIVELY

Sid Sells Signs

DANNY JOSEPH

Town of Truro

NOMINATED

ALLISON BUTCHER

Grant Thornton

JOSHUA MACGRATH

Pye Chevrolet

RHON CANALIN

Kabitenyo's Filipino & Asian Store

COURTNEY WHITELAND

Intrinsic Salon & Spa

DERRICK HIGGINS

Sunlife Financial



OUR STAFF



ROCHELLE ROBERTS

Executive Director

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NICOLE MACDONALD

Administrative Coordinator

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EMMA TOOLE

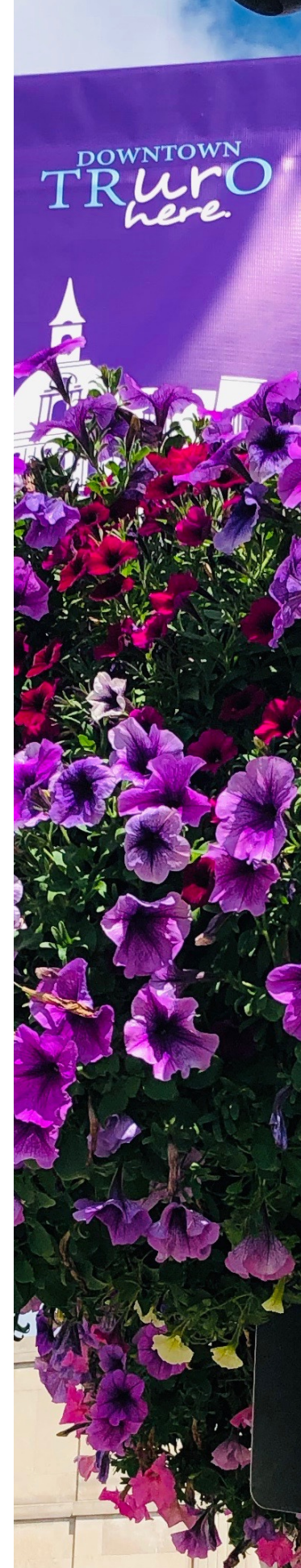
Social Media Coordinator

student@downtowntruro.ca
(902) 895-9258



JENN MARTIN

Jenn Martin left in January for a new position with the County of Colchester. She will be greatly missed!



2020 – 2021

YEAR IN REVIEW



EVENTS

July Reopening Sidewalk Sale Event

We organized a sidewalk shopping sale with live music, and gave away Downtown Dollars to customers for supporting our local businesses.

Photos with Santa and The Easter Bunny

We were able to host physically distanced photos with Santa (Christmas 2020), and with the Easter Bunny (Easter 2021).

Festival of Lights

Our annual festival of lights included decorating the Downtown core, but did not include the Christmas Tree lighting event due to the pandemic.

Walk Santa's Block – Stationary Parade

We hosted a stationary Santa Claus Parade called "Walk Santa's Block" in place of our regular parade due to the pandemic. Visitors were able to walk from float to float following a predefined route to ensure physical distancing.

Hugs For Hospice – Truro Has Heart

This is a fundraising event supporting the Colchester East Hants Hospice Society in February.

Winter Long John Festival

We participated in the Winter Long John Festival hosted by the Town of Truro in February.

COVID-19 INITIATIVES

Truro Colchester Delivers

We partnered with the Town of Truro and the Truro Colchester Partnership for Economic Prosperity to provide a downtown delivery service at several points during the pandemic, including the busy holiday season.

Coalition of Nova Scotia Business Improvement Districts

We have been working with 11 other BIDs from around the province to advocate at the Provincial level for small, downtown businesses during the third wave of the pandemic.

Mother's Day Gift Card Sales

We incentivized locals to purchase gift card packages from small, local businesses by including bonus Downtown Dollars for free.

Support Local Contests

We partnered with the Town of Truro to run two contests that gave away Downtown Dollars to customers for supporting small, local businesses.

Downtown Dining Plazas

We hosted public outdoor dining plazas on the corner of Prince and Dominion Streets and at Civic Square to encourage outdoor dining with take out orders from local restaurants during the pandemic.





Downtown Truro Beautification

Facade & Signage Improvement Program

Since 2019, we've partnered with the Town of Truro to provide commercial property owners and tenants with facade and signage improvement grants to promote investment and enhance the economic vitality of Downtown Truro.

Hanging Flower Baskets and Street Planters

Each year the Downtown Truro Partnership purchases the hanging flower baskets that decorate our downtown streets in the summer months, as well as the beautiful flowers that fill our planter boxes.

Piano Project, Picnic Tables and Downtown Banners

With assistance from the Town's Parks and Recreation Department, we place and paint pianos and picnic tables throughout the Downtown during the summer months to add a splash of colour to our streets.

Downtown Truro Christmas Decorations

Each year the Downtown Truro Partnership decorates Civic Square, Victoria Square, and the lampposts throughout the Downtown core for the holiday season. We also decorate the town Christmas Tree in Civic Square.



Marketing & Advertising Initiatives

Website and Social Media

We launched a brand new website in March 2021 that hosts a Downtown Events Calendar, a full directory listing of businesses in Downtown Truro, Visitor Experiences, blogs about some of our member organizations, and a convenient way to apply for our programs and register for events.

www.downtowntruro.ca

This year on social media we worked with local influencers to deliver a Faces of Downtown Truro campaign. We've also worked hard to amplify content from our members, including pandemic information like hours of operation, sales, and special virtual events.

Truro Visitor Guide and Winter Experience Guide

We partner with the Town of Truro to create and distribute the Truro Visitor Guide (16,000 copies) and the Winter Experience Guide (25,000 copies).

Radio Advertising

We have a weekly call-in with Bounce 100.9 on Wednesday mornings to provide updates on events happening in Downtown Truro, and to encourage shopping local. We also have regular commercials that run on Pure Country 99.5.

Downtown Dollars

Downtown Dollars work like gift cards at over 100 participating restaurants, shops and services in Downtown Truro. They're an easy way to keep money local and help our community grow. This year we hosted several major Downtown Dollar sales and giveaways.



Committees and Collaborations

- Radio Advertising
- Diversity Advisory Committee (Town of Truro)
- Planning Advisory Committee (Town of Truro)
- Truro Pride Committee
- Wild Blueberry Harvest Festival
- Downtowns Atlantic Canada
- Explore Central Regional Marketing (Truro & Colchester Chamber)
- Truro Has Heart (Hugs for Hospice)
- Events Truro Colchester
- Accelerated Market Readiness Program (TCPEP)
- Physician Recruitment Events (TCPEP)
- Events Atlantic Committee
- Winter Long John Festival Planning Committee (Town of Truro)
- EMBRACE Festival Planning Committee (Town of Truro)

