



Who is COD and what does it stand for?

The Celebrate Old Downtown was established (2007/11/01) as a non-profit corporation linked directly to DNFBM. This was endorsed by the municipality to strengthen the marketing mandate of the BIA.

The directive; to establish signature events to improve local business

What is COD doing to move this forward?

Within the mandate COD will showcase the significant contribution that downtown provides to the social fabric of Niagara Falls business, arts, culture and tourism and community hubs.

Speciality Programs we should support in 2019

- Alley Project
- Queen Street Market (mon or wed)
- Cruising on The Q
- Summer Concert Series
- TAPS Sunday Trivia
- 4680Q events
- Piano Project
- Canada Day
- Santa Claus Parade



Once again in 2018 COTQ exceeded attendance targets reach 250 entries more than once. Attendance numbers rose weekly with a finally in September at Super Cruise

This event is only possible with the support of the Queen Street Cruisers, Sponsors, Keefer Development and Legacy Contracting for their tireless efforts

**3 DAYS
OF FAMILY FUN
ON QUEEN STREET!**



Springlicious

QUEEN STREET NIAGARA FALLS

JUNE 1ST - JUNE 3RD, 2018

Springlicious Committee 2018 Matthew Aiello, Terra Pasco, Ron Charbonneau, Karen Stearne, Candice Legacy, Matthew Guarasci, Emily Dupuis, Eric Martin, Wendy Leard, Rick & Rosa Rose, Torena Durdle-Gardner

The vision of the Springlicious committee was to invest in a local experience, support local business, and celebrate Niagara entertainment. We are committed to

delivering family focused fun events for locals to enjoy while highlighting the heart of Niagara, the Queen Street District.

Street closure has been a huge challenge in 2018, as it is every year. Based on requests from tenants we modified the route and tried to eliminate any bias and reversed the order after 11 years the other direction. You were essential to making this work and minimizing conflicts.

- ✓ More than 39 business on this street saw a direct benefit from Springlicious, again you helped to make that happen
- ✓ More than 50 Niagara entertainers took a stage and were able to captivate our audience.
- ✓ We logged more than 1,000 volunteer hours and showcased civic pride to more than 20 students.
- ✓ We have estimated just over 14,500 attended and Saturday many people stayed
- ✓ The festivals' economic impact estimated at \$265,000
- ✓ City of Niagara Falls provided resources in excess of \$30,000 to assist in making the festival a success
- ✓ A conscience effort to support Niagara music, artists and performers \$16,598 was spent to support Niagara artists.
- ✓ Total expenses \$51,922 Total revenue \$48,650 COD contributed \$3,272 to balance the financials.

We definitely do more together,





Summer Series

Committee Members: Wendy Leard, Rosa Rose, Candice Legacy, Ashlee, Torena Gardner-Durdle, Eric Martin
COD Representative Terra Pasco Ron Charbonneau

Responding to concerns about the cost of road closures the Committee decided that the events

would take place Taps parking lot and in front Wendy Leard and NIOMA studios

July 7: Karaoke/Dance/Music/Trivia Day

July 14: Dog/Pet show and Comic Show

July 21: Game Day

- Chocolate Bar Bingo
- Live Bands

July 28: Dance Party

- Car Wash fundraiser
- Queen Street Cruisers
- Live Music

August 4: NIOMA Stars

- Dance Class
- Kids Karaoke with Ashlee

August 11:

- Friends Trivia
- Hip Hop workshops at Wendy's studio outside
- Rick Rose and Friends Bands on the Taps Stage

August 18: Fairy Day

- Under the supervision of Torena 2-5 p.m.
- Disney themed dance/karaoke/music party under the supervision of Wendy/Ashlee/Rick 5-8 p.m.
- 8-12 booths

August 25 Yoga/Wellness days

- Under the supervision of Ashlee noon to 7 p.m.
- 12 booths
- Exhibits and Yoga classes

Queen Street Promotion

- Large Chess Set, Connect and a giant twister board
- Photo Booth - people can get their picture taken at a special Queen St.
- Summer Series booth and have a t-shirt printed for them to take home
- Ice Cream Stand

4680Q Launch Party

COD hosted the Launch Party with more than 35 entertainers taking the stage, 150 well-wishers supporting 4680Q. This evening was a toast to community success.



4680Q goes Live This is one of the most significant innovations that the fund has awarded by this fund in its history.

The online platform development has been a collaboration which will/has leverage more than \$400,000 in volunteer support. To date reaching more than eight (8) countries, highlighting more than 100 Niagara artists, and making a significant contribution to the 2018 Niagara Falls municipal election.

To date COD has not monetized marketing reach nor has there been a revenue stream built for advertisement and special events.

It is the goal of 4680Q to establish a revenue and expense statement that provided a living wage to production, social media, management and personalities within three years.

This platform is critical to experiential learning, mentoring and showcasing the legacy of Niagara arts, entertainment and culture on a local and international stage.

4680Q looks forward to an opportunity to work with Niagara Falls Arts and Culture, Niagara College Broadcasting, Brock University, DSBN and NCDSB secondary school SHSM programs, Celebrate Our Downtown, other BIA's and business to insure the contribution to date is not lost due to funding challenges.

Many grants help with development; there is significant evidence that projects do not succeed past the grant due to lack of funding in the first three years for administrative cost to establish the model. It is essential that 4680Q a project of this magnitude receive a multi-year stipend to cover a portion of operating costs including rent, SOCAN fees, internet, phone, cloud storage, IT support and accounting.

Queen Street Cares special projects

COD and the BIA appreciate our community and the projects delivered in our community. In 2018 we were able to support the following events with volunteers, physical assets, social media and/or financial support when we could.

- Canada Day Celebrates
- Jazz at the Hall
- Busk For A Cause
- Summer Market at Taps
- Carmel Fine Art Showcase
- Santa Claus Parade



Dignity at 4666 Queen Street

Need winter clothing? Come and see us!
Dignity is a FREE Pop-up Store - No Screening

Thursday October 25 & Friday October 26 - 9:30am - 6:30pm
 Saturday October 27 - 9:30am - 2:30pm

Celebrate Our Downtown, Downtown BIA and Heart Niagara reached out to Niagara business; we wanted to make sure Chris and his team's hard work to warm as many hearts and feet as possible came. Access to shopping is often is an additional challenge for residents and families in Niagara.

Donors joined the campaign and a Pop Up Store named **Dignity** was on its way.

Keefer Development	Bev Hodgson Law	Taps Brewhouse	Everything Store
Heart Niagara	David J Fast Chartered Accountant	Qube Emporium	Bain Printing
Gales Fuels	Royal Linen	Terra Pasco	Janie Palmer
Grand Central	City of Niagara Falls staff	Anita Fiorentino	Karen Stearne
Brand Names Shoes	Wendy Leard School of Dance	Anne Angelone	Anonymous
NIOMA			

The store was open less than 12 hours with 150 volunteer hours we were able to provide an estimated

- 700 men's and women's winter coats
- 140 infant, child, youth winter wear
- 150 men's sweater and light coats
- 100 women's sweaters
- 500 mitts/gloves
- 250 hats
- 300 pair socks
- 350 pairs warm boots
- 185 blankets

All left over items will be shared with Third Space/The Hub clothing exchange, Out of the Cold, St. Andrews Church Store, Project Share and Tender Wishes Green Box