

*come to life in*  
**UNIONVILLE**



# Unionville Business Improvement Area

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**Report Card  
to the Town of Markham  
February 6, 2012**

# Accomplishments

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- **By-laws approved**
- **Finances in order**
- **Working Board of Management**
- **More events planned**
- **Marketing program in place**
- **Strategic Planning underway**

# Strategic Planning

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- Plans for the future - Master Plan, including vision, Big Picture/Context, Opportunities
- On-going process
- Creation of task force, including UVA, URA and Heritage

# Events

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## 2011

- ✓ Branded events
  - Unionville Festival (June 3-5), Thursday Nights at the Bandstand (x12), Markham Jazz Festival (Aug. 19-21)
- ✓ June 5 > Oct. 9 – Stiver Mill Farmers’ Market
- ✓ June 18 – Bollywood on Main
- ✓ July 9-10 – Celtic Festival
- ✓ August Arts – Family events every day in August
- ✓ Sept. 1 – Movie night in the park #1
- ✓ Sunday, Oct. 9 – Plein Air Art Challenge
- ✓ Sunday, Oct. 30 – “Spooky Sunday in Unionville”
- ✓ Friday, Nov. 11 – Remembrance Day
- ✓ Dec. 2, 3 + 4 – Olde Tyme Christmas
- ✓ Dec. 15 - 23 – Late Night Shopping
- ✓ Dec. 26 - 31 – Boxing Week Shopping

# Events

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## Coming Events

- Monday, Feb. 20 — Family Fun Day
- **Saturday, Feb. 25 — A Moveable Feast - progressive dinner**
- **Sunday, March 25 — Unionville Wedding Show**
- Saturday, April 7 — Easter Egg Hunt
- Sunday, April 22 — Earth Day in Unionville (T of M)
- June 1 - 3 — Unionville Festival
- June 3 > Oct. 7 — Stiver Mill Farmers' Market
- June 7 > Aug. 23 — Thursday Nights at the Bandstand
- **July 4, 18 + Aug. 1, 15, 29 — Movies on Main**
- **July 21 + 22 — World Music Festival**
- Aug. 17 - 19 — Markham Jazz Festival
- **Sept. 1 — Heritage Festival**
- Sept. 22 — Doors Open Markham
- + +

# Marketing

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Website/Online

Loyalty  
Program

Gift Card

Service  
Excellence  
Program



Advertising

Main St.  
Directory

Publicity &  
Promotion

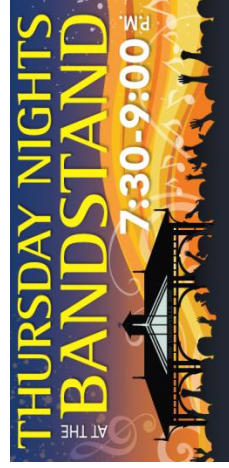
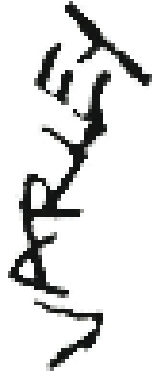
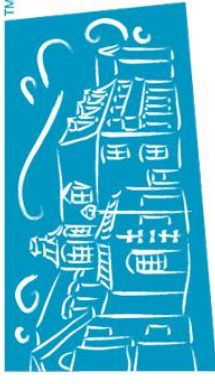
Main St. Events

## Partners

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# Samples

## Stroll, shop, sip, dine, do business, meet friends, enjoy!



The vibrant village of Unionville is one more great reason to live and work in Markham. Confer over coffee. Treat clients to a tasty lunch. Show visitors our charming architecture and iconic art. Shop for unique gifts, leading fashion, fine home décor and so much more. Then bring the family to town for some good, old-fashioned fun.

### SHARE THE FUN IN UNIONVILLE!

December 2, 3 & 4  
Olde Tyme Christmas

December 15-23 &  
Boxing Week  
Extended shopping hours

February 20  
Family Day Festivities

**Come to life in UNIONVILLE**



Near Hwy 7 & Kennedy Rd.  
Free parking



[www.unionvilleinfo.com](http://www.unionvilleinfo.com)

MBT - The VOICE

## Holidays come to life in Unionville



**SPOOKY SUNDAY**  
October 30, 1 - 4 p.m.



**OLDE TYME CHRISTMAS**  
December 2,  
Candlelight Parade 7 p.m.



**PRE-HOLIDAY LATE SHOPPING**  
December 15 - 23



**BOXING WEEK SHOPPING**  
December 26 - 31



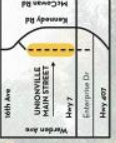
**REMEMBRANCE DAY**  
November 11 - 11 a.m.

Design a pumpkin. Admire art. Shop till you drop, then stop in at one of our great restaurants, cafés and pubs to celebrate with friends. There's always something happening in Unionville. So, grab a scarf and come explore this charming, vibrant village. You're welcome anytime!

**Come to life in UNIONVILLE**



Visit Main St. Unionville  
Near Hwy. 7 & Kennedy Rd.



[www.unionvilleinfo.com](http://www.unionvilleinfo.com)

ME&S - The Good Life in Unionville

unionvilleinfo.com



Breakfast Television - Nov. 2011  
in front of What Girls Want

## The Merchants of Historic Main Street Unionville

### Welcome You

### OLDE TYME CHRISTMAS

**EXTENDED SHOPPING HOURS**  
Pre-Christmas - Dec. 15-23  
Boxing Week - Dec. 26-31  
**SIP & DINE IN THE VILLAGE**  
Reserve early for your Holiday celebration



**Come to life in UNIONVILLE**






# Samples

Meet, shop, sip, stroll, dine, visit, celebrate!



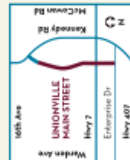
Whatever the season, whatever the occasion Unionville knows how to have fun! It can be the simple joy of shopping with friends. Get together for a casual meal at a lively pub, a special event at an elegant restaurant, or out on Main Street for one of our village festivals. Visit the expanded Varley Art Gallery to view its latest show, then chat with an artist at McKay House. Love music? Soak up jazz, blues and more at the Millennium Bandstand all summer.

Whatever your pleasures, come and be part of our fun throughout 2012!

|                     |                                             |
|---------------------|---------------------------------------------|
| <b>February 20</b>  | Family Day Frolic                           |
| <b>March 25</b>     | Unionville Wedding Show, Varley Art Gallery |
| <b>April 7</b>      | Easter Egg Hunt                             |
| <b>May 12</b>       | Markham Run for Women                       |
| <b>June 2-3</b>     | Unionville Festival                         |
| <b>August 17-19</b> | Markham Jazz Festival                       |
| <b>August 25</b>    | Doors Open Markham                          |
| <b>September 3</b>  | Heritage Festival                           |
| <b>October 28</b>   | Spooky Sunday in Unionville                 |
| <b>November 11</b>  | Remembrance Day Ceremony                    |
| <b>December 7-8</b> | Olde Tyne Christmas                         |

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Discover us near Hwy 7 & Kennedy Rd.  
Free parking

[www.unionvilleinfo.com](http://www.unionvilleinfo.com)



Markham Economist & Sun  
Thursday, Jan. 19

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新年快樂

**Celebrate!**

The Merchants of Main Street Unionville wish you prosperity and happiness in the Year of the Dragon.

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[www.unionvilleinfo.com](http://www.unionvilleinfo.com)

Meet, shop, stroll, sip, visit, dine, celebrate winter!

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Whatever the time of year, whatever the occasion, there's always something happening in Unionville! For the latest on merchant offers, news and events, visit [unionvilleinfo.com](http://unionvilleinfo.com) often.



February 20 - Family Fun Day

February 25 - The Moveable Feast: Progressive Dinner

March 25 - Unionville Wedding Show

SNAP Markham - February

# Marketing

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## Directory

- welcome message + brief history
- map
- events
- listing of all UBIA members
- advertising space available
  - 1/2 page
  - 1/4 page



# Marketing

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## Website

- redesigning for greater impact
- clearer listings, similar to directory
- special promotions, store offers
- more interactive – social media feeds + contributed videos
- more photos

[www.unionvilleinfo.com](http://www.unionvilleinfo.com)



# Marketing

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## Co-promotions

### Hotel Key Program

- postcard in hotels
- offer discounts in stores + restaurants
- decal in windows of participating merchants



### Theatre Ticket Program

- backs of ticket invites theatre-goers to come to Unionville
- offer discounts in stores + restaurants
- decal in windows of participating merchants



# Marketing

## Collective Advertising

- series of 4-6 special ads/year
- each promotes a special retail focus to draw visitors
- QR code drives visitors to website > special offer/event
- participating merchants share the cost of one larger ad in Markham Economist + Sun
- more visible than each merchant advertising alone
- UBIA controls the ad quality + placement

**Dining comes  
to life in Unionville**

**WARM up  
winter *with*  
your friends**

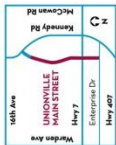
**come to life in  
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Discover us  
near Hwy 7  
& Kennedy Rd.  
Free parking

Scan this QR code for current  
details and Special Offer

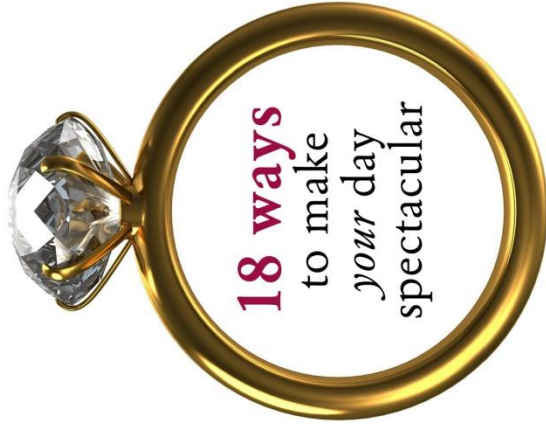
UBIA  
UNIONVILLE  
MAIN STREET  
Hwy 7  
Enterprise Dr  
Hwy 407

[www.unionvilleinfo.com](http://www.unionvilleinfo.com)



# Marketing

## Weddings come to life in Unionville



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Scan this barcode for event details and Special Offer!



Discover us  
near Hwy 7  
& Kennedy Rd.  
Free parking



[www.unionvilleinfo.com](http://www.unionvilleinfo.com)

## Fashion comes to life in Unionville



**WOW**

your wardrobe *with* fresh ideas

come to life in  
**UNIONVILLE**



Scan this barcode for event details and Special Offer!



Discover us  
near Hwy 7  
& Kennedy Rd.  
Free parking



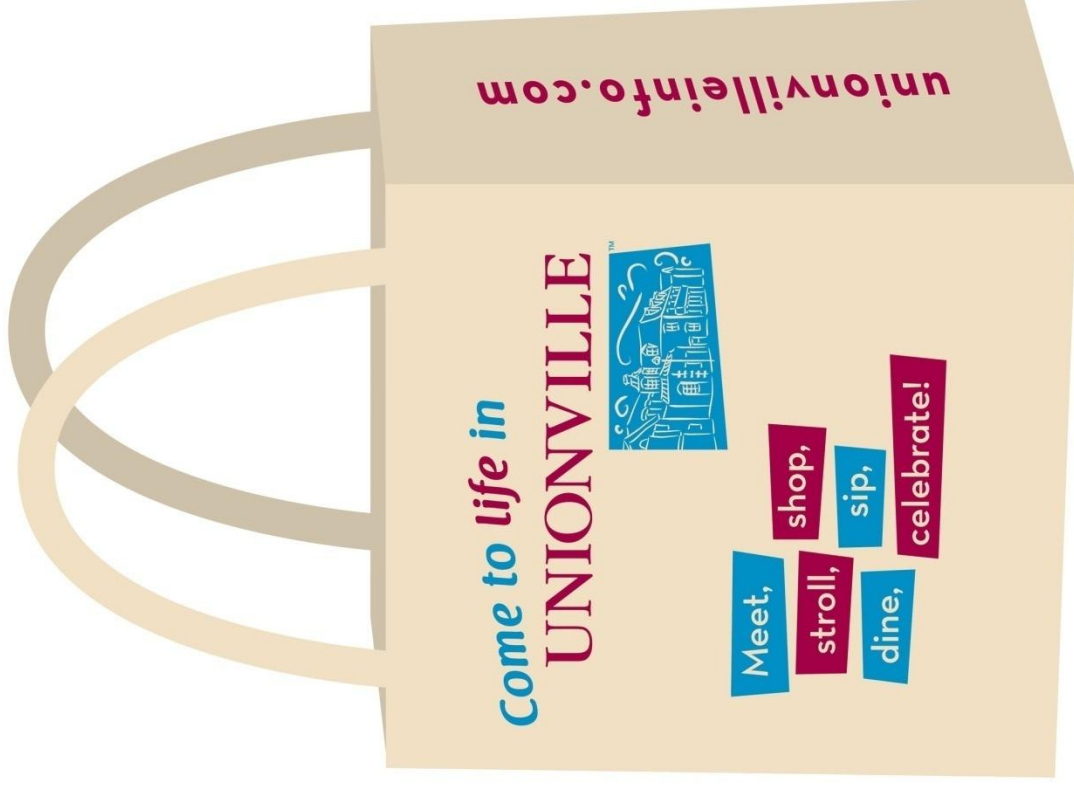
[www.unionvilleinfo.com](http://www.unionvilleinfo.com)



# Marketing

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## Shopping Bag



# Town Assistance

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- Strategic Planning
- Flowers - more on Carlton Road & bridges
- Lights - clean or replace light fixtures

**Thank you!**

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