



THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION
484 PELISSIER ST., WINDSOR, ONTARIO N9A 4K9
DWBIA@DOWNTOWNWINDSOR.CA
DOWNTOWNWINDSOR.CA
519-252-5723

DOWNTOWN WINDSOR BIA MARKETING & EVENTS STRIKING COMMITTEE AGENDA

Date: Thursday, September 21, 2023

Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

COMMITTEE:

Professional Services:	Chris MacLeod
Bars & Nightclubs:	Andrew Corbett
Hotels/Tourism/Retail:	Sunny Bhatti
Restaurant (licensed):	Olivia Holt
Ward 3 Councillor:	Renaldo Agostino
DWBIA Executive Director:	Debi Croucher
DWBIA Administrator:	Janice Dyett

1. CALL TO ORDER

- Reading of Land Acknowledgement

We [I] would like to begin by acknowledging that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. The City of Windsor honours all First Nations, Inuit and Métis peoples and their valuable past and present contributions to this land.

- Adoption of the distributed agenda

2. DISCLOSURE OF PERCUNIARY INTEREST

3. ADOPTION OF THE MINUTES

- Minutes of Meeting on August 3, 2023

4. REGULAR BUSINESS ITEMS

- Ouellette Car Cruise – update
- Buskers – update
- Beach Volleyball Tournament – update
- Social media – reports
- Co-operative Member Advertising for the Holidays
- Activation of Khan Courts - Halloween
- U.S. Marketing Campaign – update

5. UPCOMING MEETINGS

DWBIA Board of Directors
Tuesday, September 26, 2023

DWBIA Marketing & Events Striking Committee
Thursday, October 5, 2023

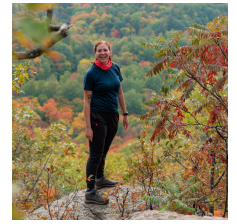
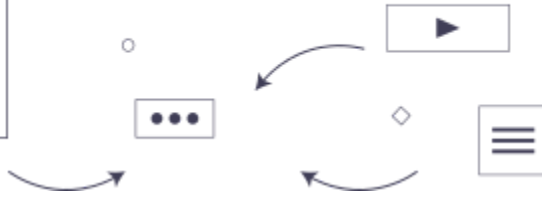
DWBIA Infrastructure & Development Striking Committee
Thursday, October 12, 2023

DWBIA Board of Directors
Tuesday October 24, 2023


ADJOURNMENT

A quorum of three (3) voting members is required for DWBIA Board Meetings

WINDSOR



Facebook Analytics - Page

 Downtown Windsor BIA

Aug 01, 2023 to Aug 31, 2023

(Timezone: PST)

Total Page Likes



8.1K

Hooray!

Page Reach



34.7K

↑ 32% from previous period

Page Engagement



1.1K

↓ 19% from previous period

Page Clicks



944

↓ 644% from previous per...

New Fans



83

↑ 48% from previous period

Posts Published



32

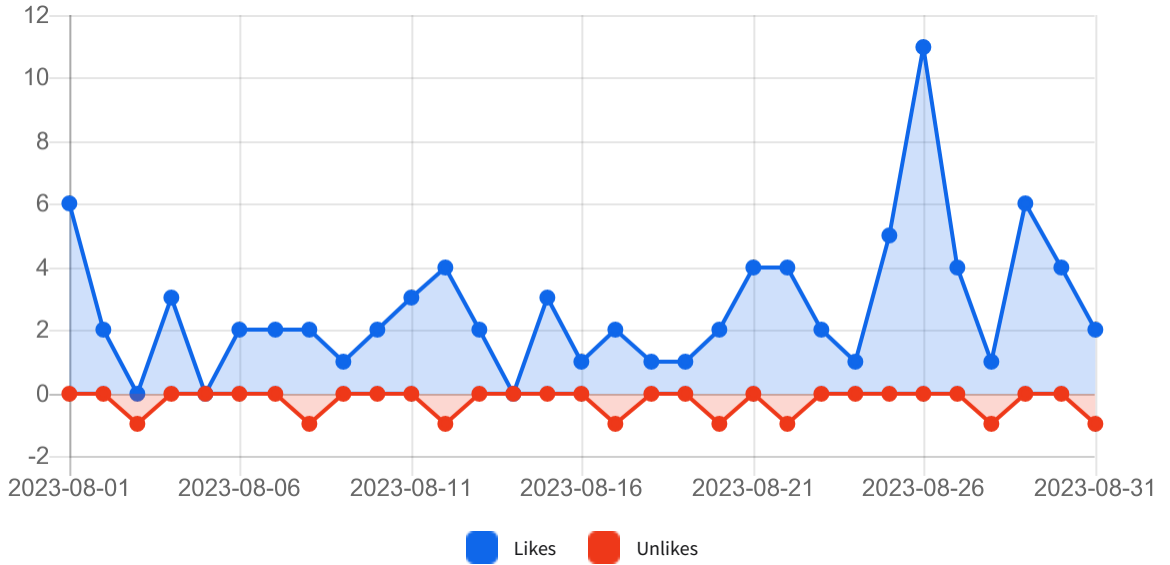
Great Going!





Audience Growth

Number of fans (likes on your page) you have gained and lost each day



Audience Insights

Since Previous Period

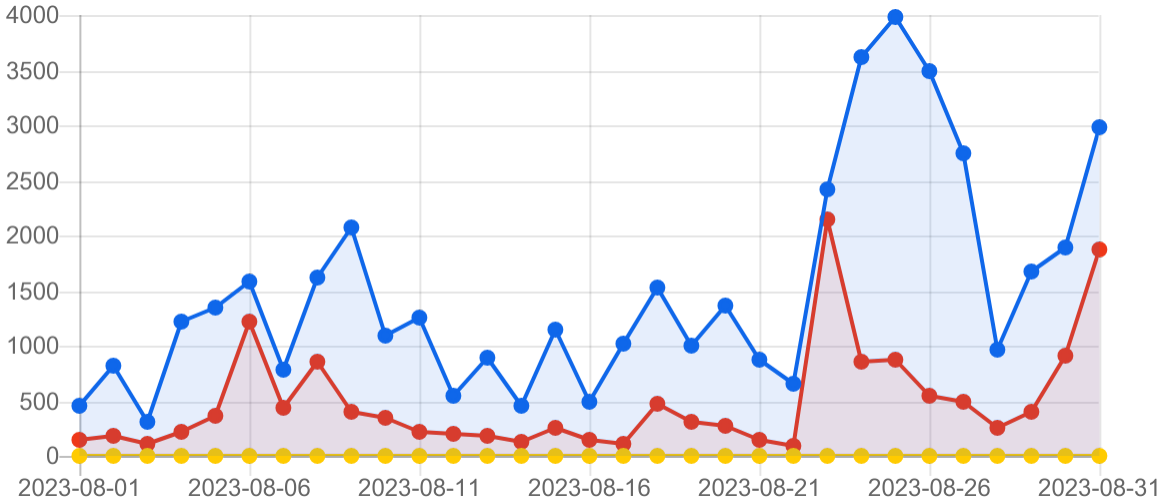
↑ 0.93%
Total Fans Increased

Total Page Likes	8147
Net New Likes	75
Organic Likes	83
Paid Likes	0
Unlikes	8



Impressions

Number of times content from your page appeared on someone's screen



Impression Insights

Since Previous Period

↑ 43.42%

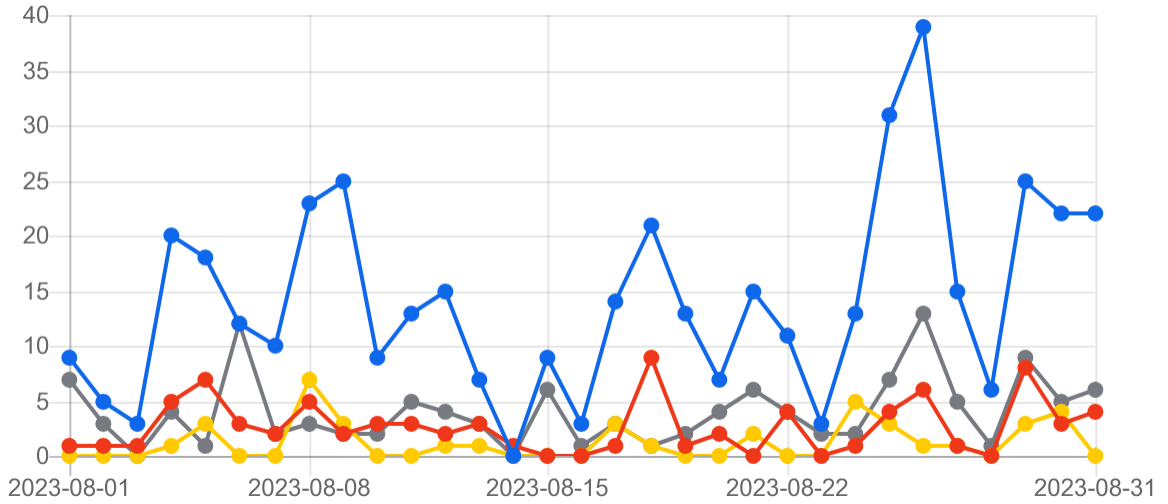
Total Impressions Increased

Organic	46275
Paid	0
Viral	15124



Audience Engagement

Audience Engagement shows the number of likes, comments and shares on your posts



Engagement Insights

Since Previous Period

↑ 16%

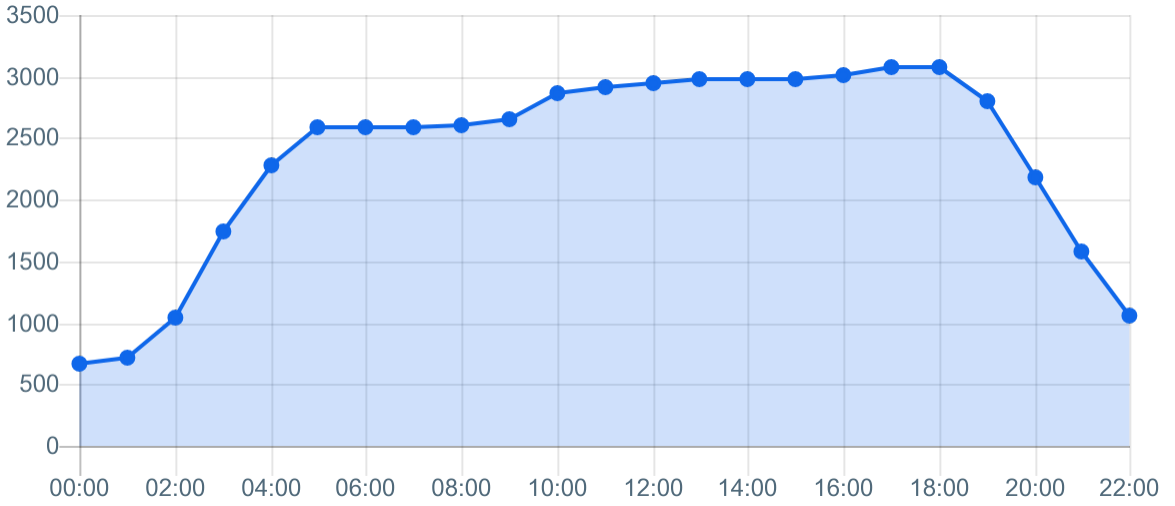
Total Engagement Increased

Likes + Reactions	438
Shares	83
Comments	39
Others	125



Active Fans

Number of fans active on Facebook at each hour of the day



Fans Online

Sunday



Monday



Tuesday



Wednesday



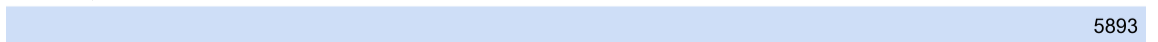
Thursday



Friday



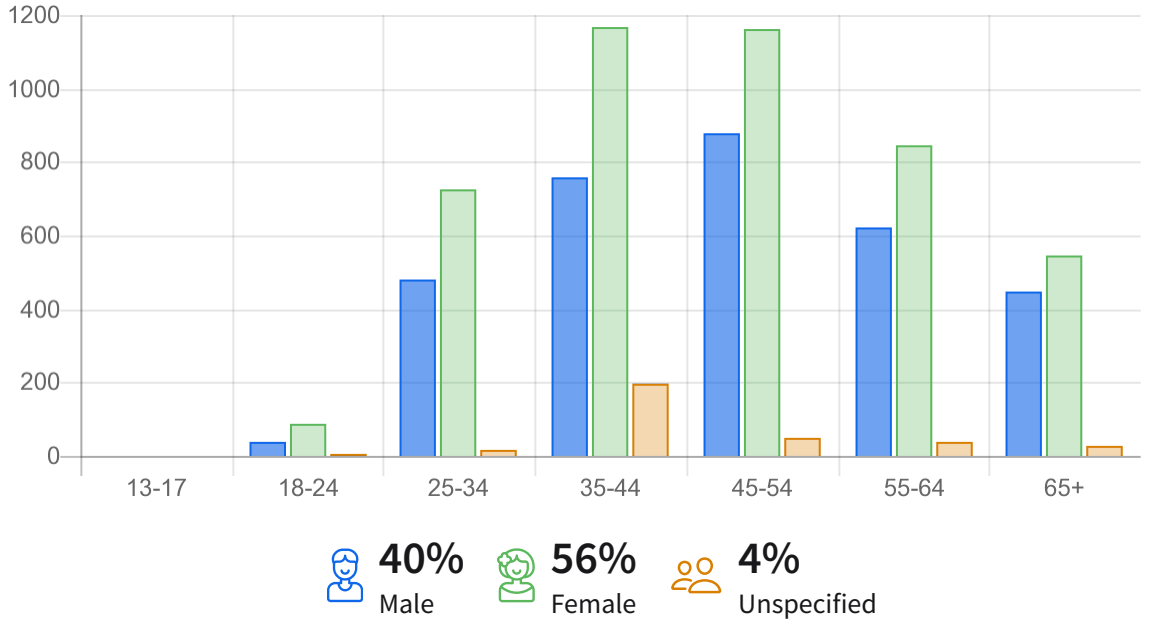
Saturday





Audience Demographic (Fans)

Demography breaks down the composition of your fans and audience



Audience Location

Canada

7540

United States

316

Romania

16

India

15

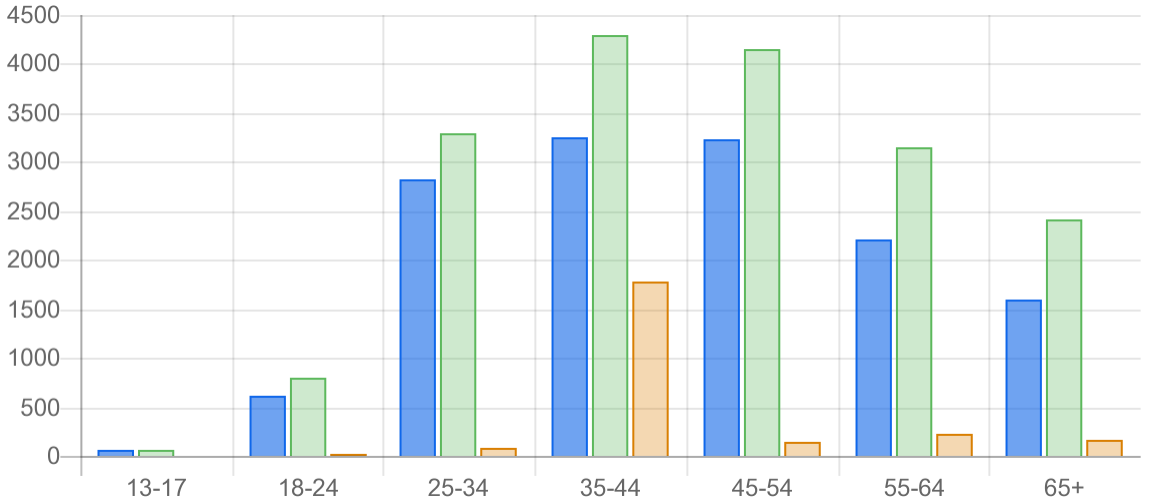
Mexico

15



Audience Demographic (Reach)

Demography breaks down the composition of your fans and audience



40%

Male



53%

Female



7%

Unspecified

People Reached

Canada



United States



Philippines



United Kingdom



Australia





Most Active Commenters



Kirsten Davison

Comments: 1



Walter Manzig

Comments: 1



Cathy Cooke

Comments: 1

Most Active Likers



Catharina Blommers

Likes: 27



Chris MacLeod

Likes: 8



David Faulkner

Likes: 6

Most Active Sharers



**Our West End
Community
Renewal & Advocacy**

Shares: 4



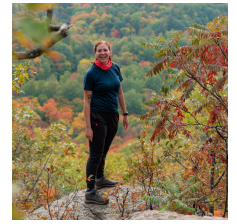
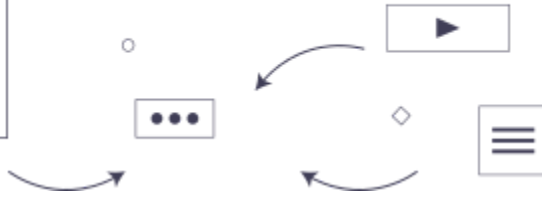
**YQG Synergy - So we
can all Win in
Windsor**

Shares: 1




Mayor Drew Dilkens

Shares: 1



Facebook Analytics - Posts

 Downtown Windsor BIA

Aug 01, 2023 to Aug 31, 2023

(Timezone: PST)

Posts Published



Great Going!

Posts Reactions



Hooray!

Post Reach



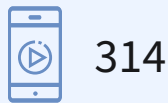
↑ 2% from previous period

Post Engagement



↓ 37% from previous period

Post Video Views



↑ 100% from previous per...

Post Shares



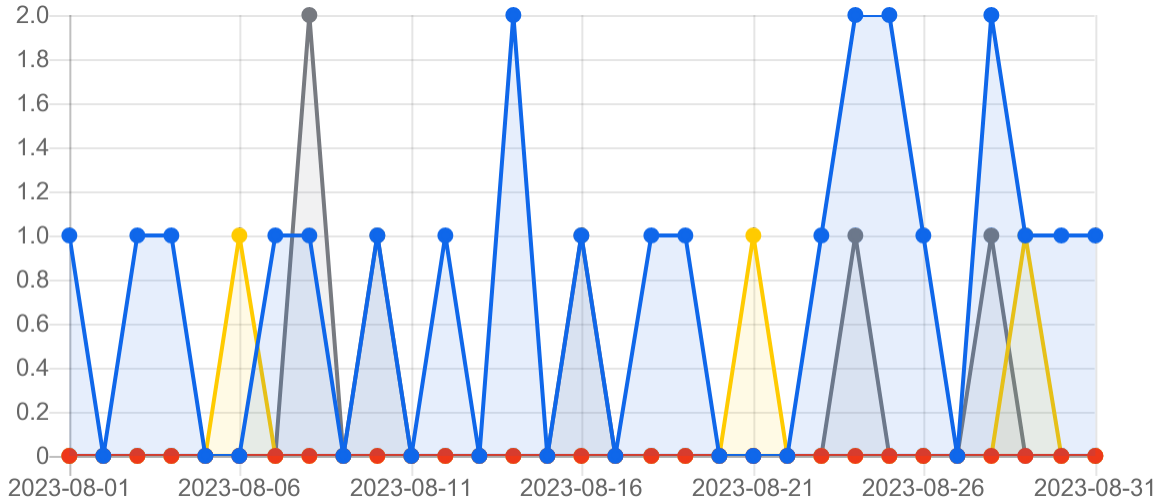
↓ 1% from previous period





Post Type

See the different types of post you have published over the time



Post Type

Since Previous Period

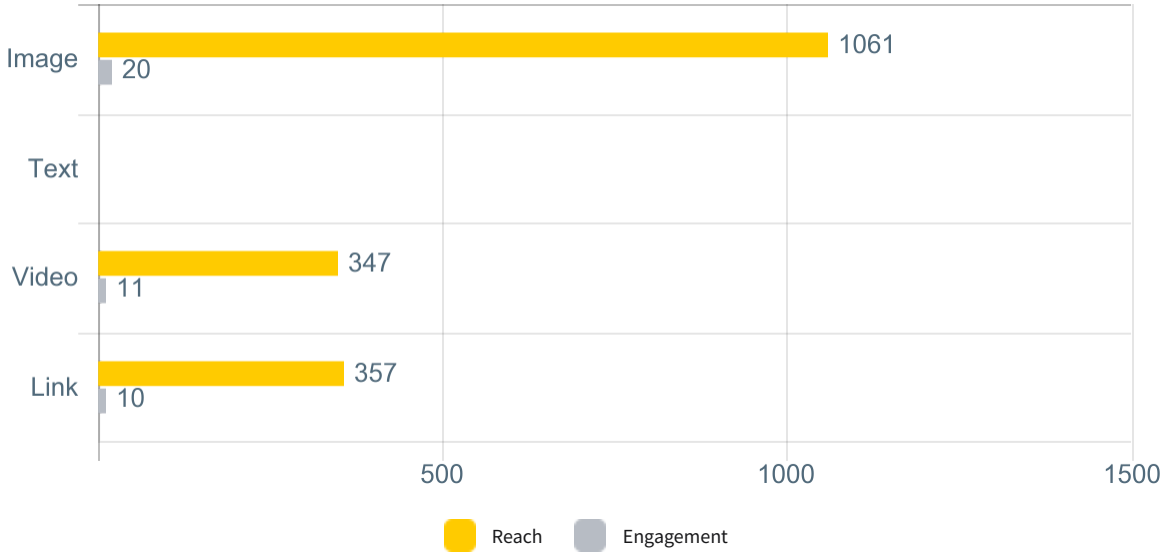
↓ 17.95%
Total Posts Decreased

■ Image posts	23
■ Text posts	0
■ Video posts	3
■ Link posts	6



Median Reach and Engagement

This graph shows how each of your content type performed in terms of reach and engagement



Post Type

Number of posts for each post type





↓ 17.95%
Total Posts Decreased

Image posts	23
Text posts	0
Video posts	3
Link posts	6



Performance - Last 14 Posts





Post performance is the total number of likes, shares, reach and engagement on your post.

Posts	Reach	Engagement	Reactions	Shares	View Time
 <p>Buskers on the Block continues with this exciting Saturday lineup! Who will you stop to see?</p> <p>Publish On: Aug 31, 2023 04:00 pm</p>	333	5%	12	3	N/A
 <p>The enchanting sounds and sights of the 'Buskers on the Block' initiative are set to...</p> <p>Publish On: Aug 30, 2023 05:51 pm</p>	1.1K	3%	10	3	N/A
 <p>The Mark Boscarior 48-Hour FlickFest is a component of WIFF that celebrates the ingenuity an...</p> <p>Publish On: Aug 29, 2023 08:00 pm</p>	463	1%	3	1	N/A
 <p>Calling All Artists and Artisans: Register for the 9th Annual Downtown Arts Fair as part of...</p> <p>Publish On: Aug 29, 2023 04:20 pm</p>	250	2%	1	1	0min



Performance - Last 14 Posts





Post performance is the total number of likes, shares, reach and engagement on your post.

Posts	Reach	Engagement	Reactions	Shares	View Time
 <p>"The Volleyball Beach Bash is more than just a tournament; it's a symbol of our city's vibrant... Publish On: Aug 28, 2023 08:00 pm</p>	2.5K	3%	28	7	N/A
 <p>We're getting so excited for the The Rescue Relay, the 5K Run with First Responders, The Tug... Publish On: Aug 28, 2023 04:01 pm</p>	529	4%	12	4	N/A
 <p>Remember the electrifying heyday of beach volleyball in Windsor? That buzz is coming... Publish On: Aug 28, 2023 01:27 pm</p>	234	2%	3	0	N/A
 <p>Happy #DWFm morning! Head down for fresh, local produce and delicious baked goods. Publish On: Aug 26, 2023 12:04 pm</p>	1.2K	1%	5	0	N/A



Performance - Last 14 Posts



Post performance is the total number of likes, shares, reach and engagement on your post.

Posts	Reach	Engagement	Reactions	Shares	View Time
 <p>Coming up tomorrow! Here's this Saturday's slate for Buskers on the Block.</p> <p>Publish On: Aug 25, 2023 08:00 pm</p>	2.0K	3%	21	6	N/A
 <p>Registration for the 2023 Mark Boscariol 48-Hour FlickFest is officially open! The 48-Hour...</p> <p>Publish On: Aug 25, 2023 04:00 pm</p>	1.1K	1%	8	3	N/A
 <p>"This is not just a game, but a celebration of community, sportsmanship, and giving bac...</p> <p>Publish On: Aug 24, 2023 08:30 pm</p>	1.1K	3%	10	2	N/A
 <p>Windsor's FIREFEST is back with its 10th edition showcasing firefighting skills at the Riverfro...</p> <p>Publish On: Aug 24, 2023 08:00 pm</p>	1.0K	2%	15	2	N/A



Performance - Last 14 Posts

Post performance is the total number of likes, shares, reach and engagement on your post.

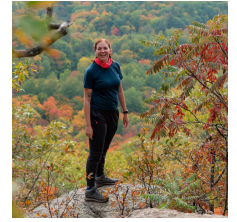
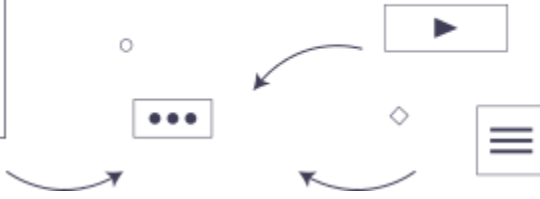
Posts	Reach	Engagement	Reactions	Shares	View Time
 <p>In a triumphant return, Windsor is set to bring back the legendary Volleyball Beach Bash...</p> <p>Publish On: Aug 24, 2023 07:21 pm</p>	486	2%	4	0	N/A
 <p>Who watched the Amazing Race Canada come through downtown Windsor? Did you see them wh...</p> <p>Publish On: Aug 23, 2023 04:01 pm</p>	5.6K	2%	21	1	N/A



Popular Hashtags

Most popular hashtags used in your posts

DWFM



Instagram - Profile

 Downtown Windsor

Aug 01, 2023 to Aug 31, 2023
(Timezone: PST)

Followers



8.7K

Hooray!

Profile Views



1.2K

↑ 36% from previous period

Reach



28.3K

↑ 8% from previous period

Impressions



55.0K

↑ 28% from previous period

Website Clicks



44

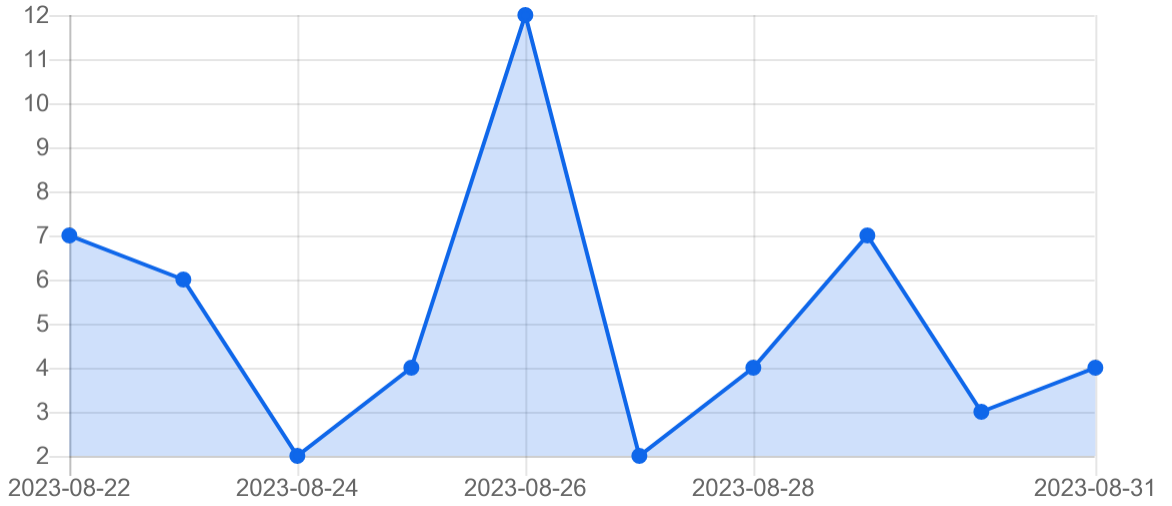
↑ 63% from previous period





New Followers

Discover the number of New Followers that you have gained since last period.



Followers Insights

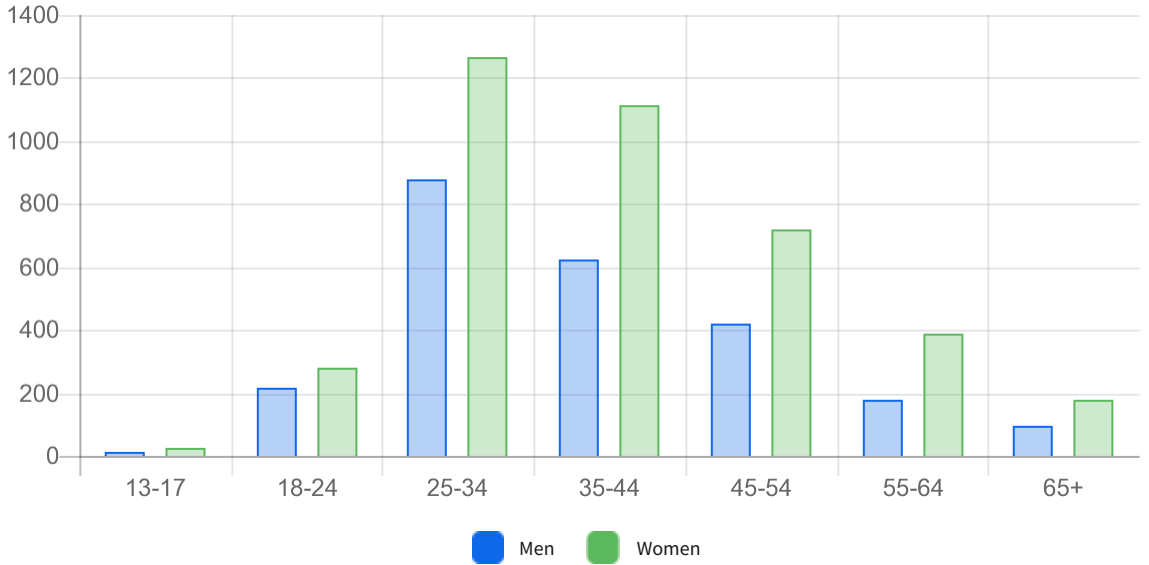
Since Previous Period

■ New Followers 51



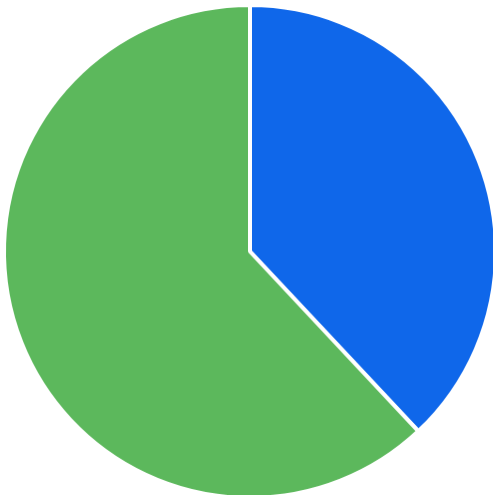
Audience Demographic

Understand your audience demographics based on gender and age.



Gender Insights

Since Previous Period



38%

Male



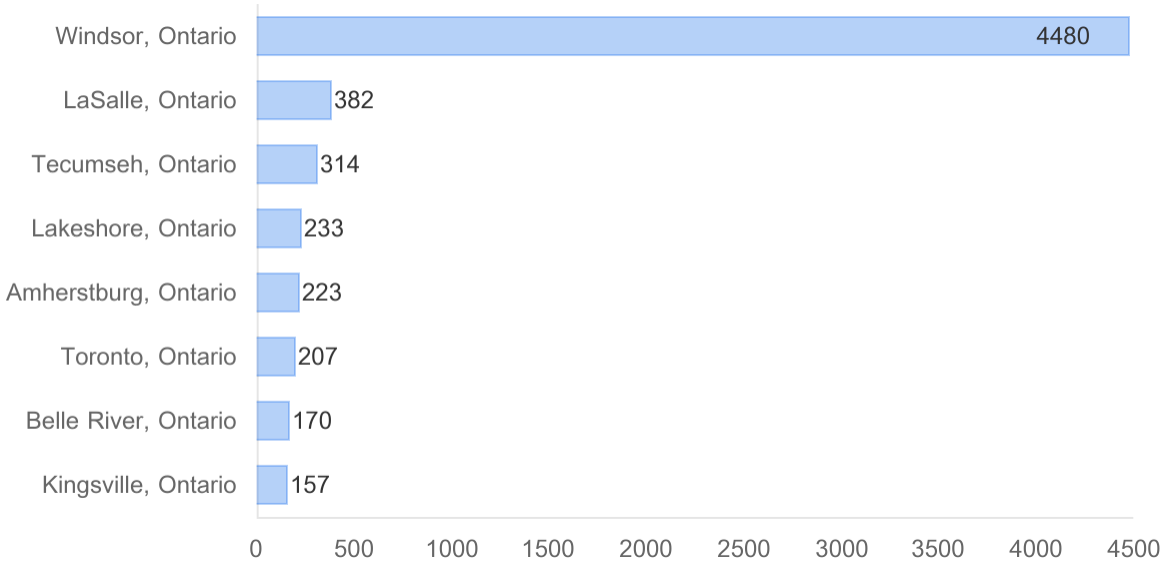
62%

Female



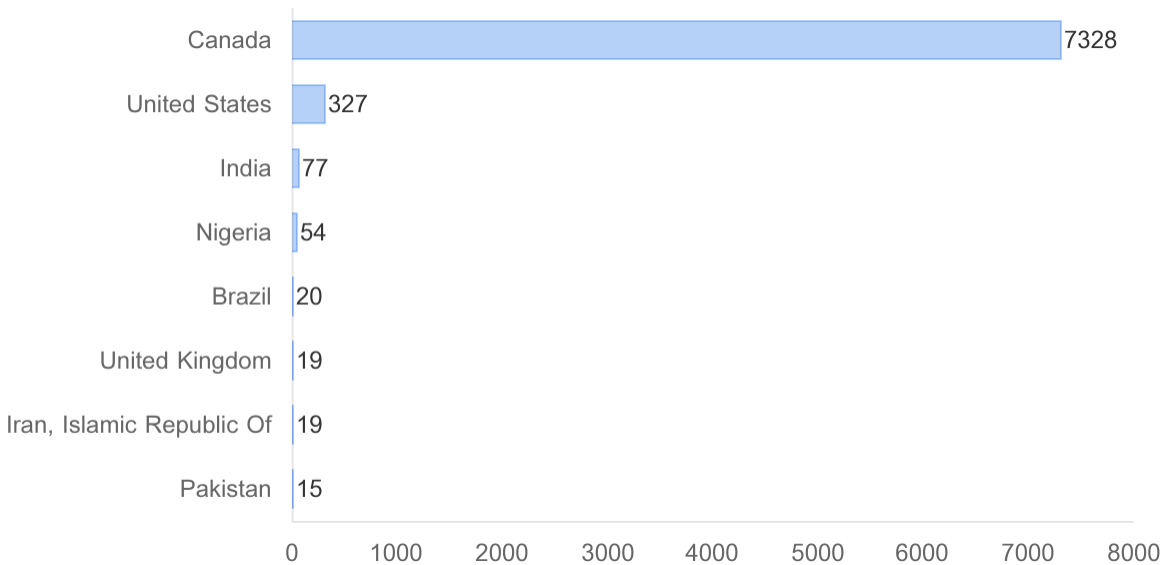
Locations (Cities)

See the places where your followers are concentrated.



Locations (Countries)

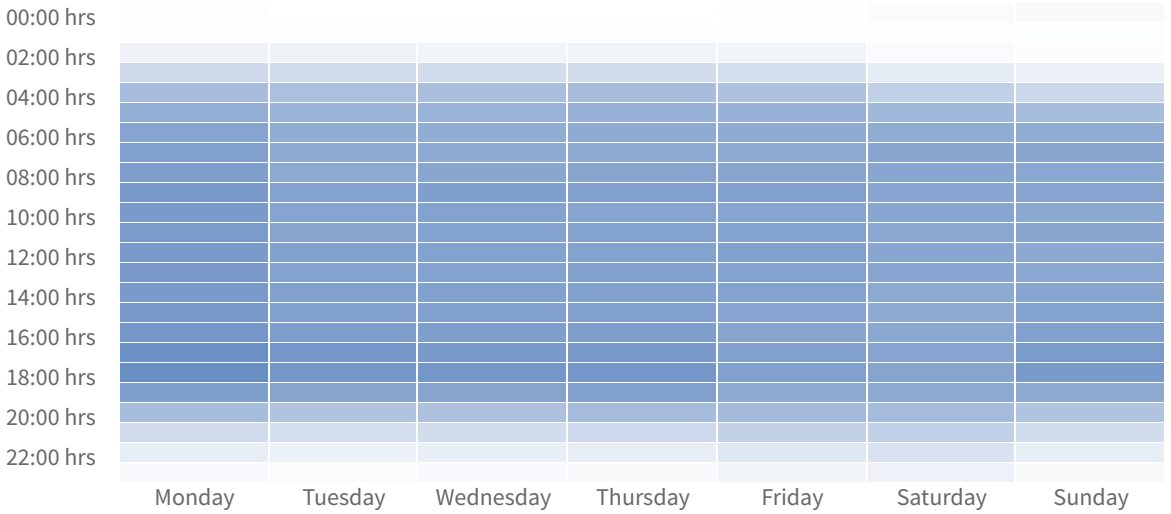
See the places where your followers are concentrated.



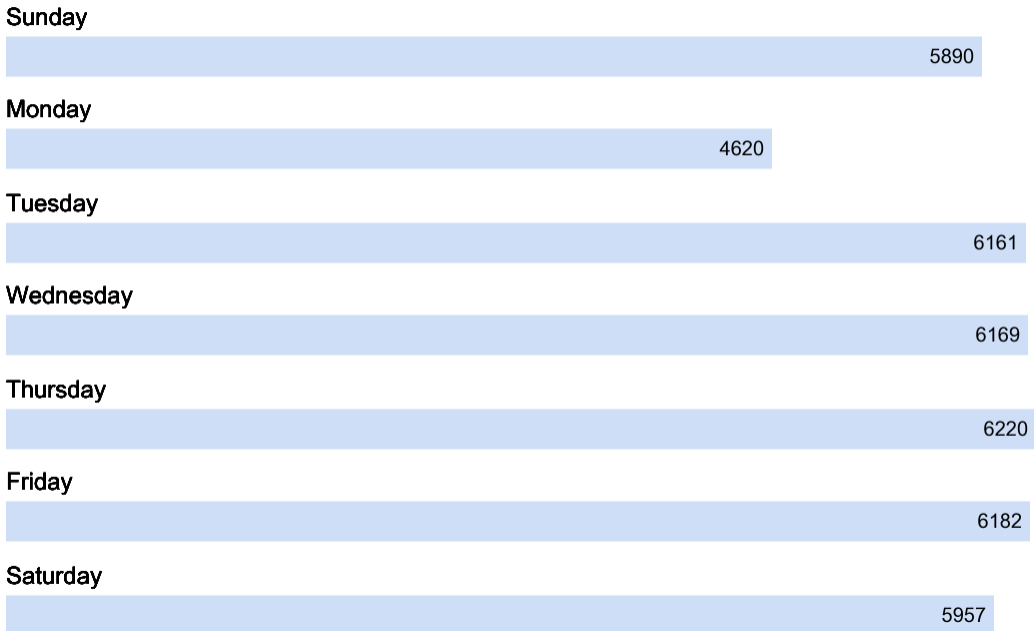


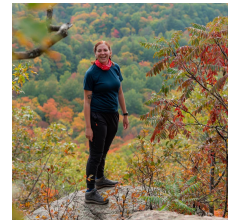
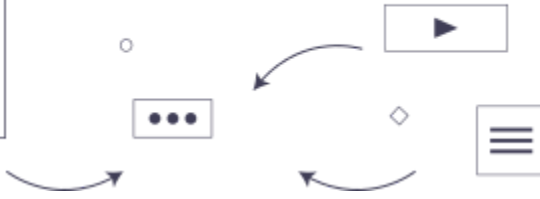
Followers Online Activity

Glance at your followers activity to determine when your audience is most likely to engage with your content.




Fans Online





Instagram - Posts

 Downtown Windsor

Aug 01, 2023 to Aug 31, 2023
(Timezone: PST)

Reach



36.7K

↓ 7% from previous period

Engagement



1.5K

↑ 12% from previous period

Likes



1.4K

↑ 12% from previous period

Comments



21

↑ 163% from previous period

Saves



72

↓ 5% from previous period

Posts



27

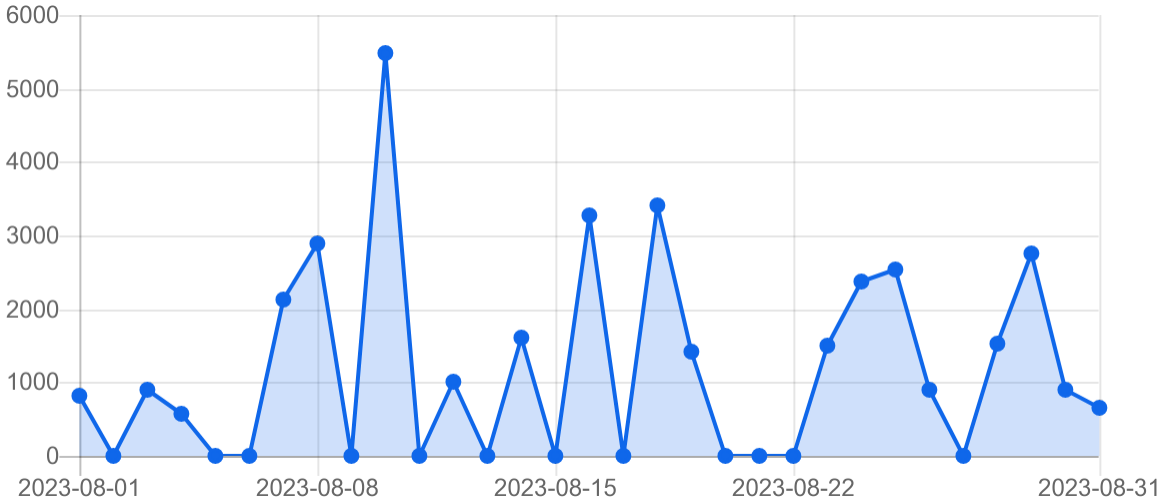
↓ 23% from previous period





Reach

Discover how your unique visitors have changed over time.



Reach Insights

Since Previous Period

↓ 7%

Total Reach Decreased



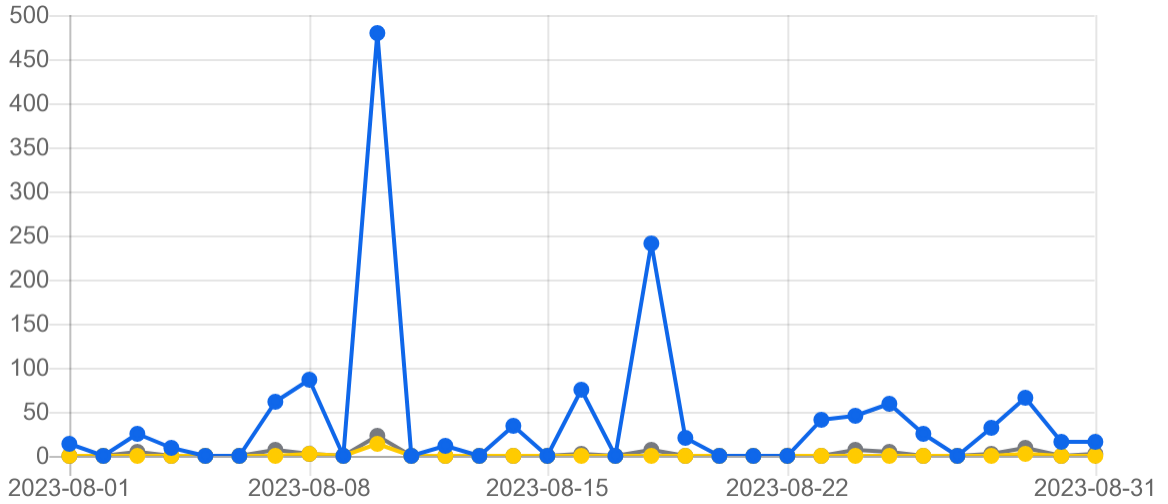
Reach

36676



Post Engagement

Post Engagement shows the number of likes, comments and saves on your posts.



Engagement Insights

Since Previous Period

↑ 12%





Total Engagement Increased

Likes	1358
Comments	21
Saves	72



Performance - Last 14 Posts





See how each of your posts performed over time.

Posts	Likes	Comments	Reach	Impressions	Saves	Engagement
 <p>Buskers on the Block continues with this exciting Saturday...</p> <p>Publish On: Aug 31, 2023 09:00 am</p>	17	1	656	867	3	21
 <p>The enchanting sounds and sights of the 'Buskers on the...</p> <p>Publish On: Aug 30, 2023 10:51 am</p>	15	0	896	968	0	15
 <p>The Mark Boscarol 48-Hour FlickFest is a component of WIFF...</p> <p>Publish On: Aug 29, 2023 01:00 pm</p>	10	0	593	650	0	10
 <p>Calling All Artists and Artisans: Register for the 9th Annual...</p> <p>Publish On: Aug 29, 2023 09:20 am</p>	57	2	2.2K	2.4K	8	67



Performance - Last 14 Posts





See how each of your posts performed over time.

Posts	Likes	Comments	Reach	Impressions	Saves	Engagement
 <p>"The Volleyball Beach Bash is more than just a tournament;...</p> <p>Publish On: Aug 28, 2023 01:00 pm</p>	22	0	823	884	1	23
 <p>We're getting so excited for the The Rescue Relay, the 5...</p> <p>Publish On: Aug 28, 2023 09:00 am</p>	9	1	702	785	1	11
 <p>Happy #DWFM morning! Head down for fresh, local...</p> <p>Publish On: Aug 26, 2023 05:04 am</p>	24	0	890	948	1	25
 <p>Coming up tomorrow! Here's this Saturday's slate for...</p> <p>Publish On: Aug 25, 2023 01:00 pm</p>	13	0	1.1K	1.2K	3	16



Performance - Last 14 Posts



See how each of your posts performed over time.

Posts	Likes	Comments	Reach	Impressions	Saves	Engagement
 <p>Registration for the 2023 Mark Boscariol 48-Hour FlickFest is...</p> <p>Publish On: Aug 25, 2023 09:00 am</p>	47	0	1.5K	1.5K	1	48
 <p>"This is not just a game, but a celebration of..."</p> <p>Publish On: Aug 24, 2023 01:30 pm</p>	25	0	1.1K	1.2K	1	26
 <p>Windsor's FIREFEST is back with its 10th edition showcasing...</p> <p>Publish On: Aug 24, 2023 01:00 pm</p>	21	0	1.3K	1.4K	6	27
 <p>Who watched the Amazing Race Canada come...</p> <p>Publish On: Aug 23, 2023 09:00 am</p>	42	0	1.5K	1.7K	1	43



Performance - Last 14 Posts

See how each of your posts performed over time.

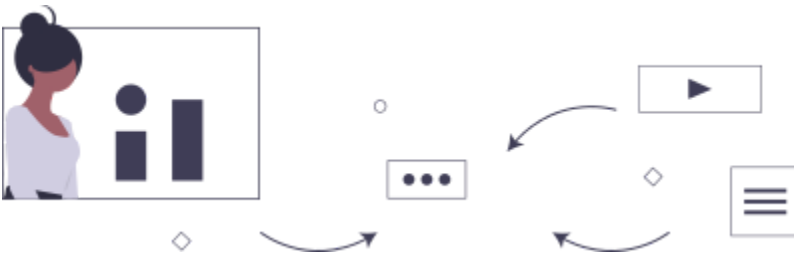
Posts	Likes	Comments	Reach	Impressions	Saves	Engagement
 Today's live entertainment starts at 5pm with Busker... Publish On: Aug 19, 2023 10:46 am	20	0	1.4K	1.5K	0	20
 The streets of Windsor are about to be painted with the... Publish On: Aug 18, 2023 09:00 am	241	1	3.4K	3.7K	7	249



Hashtag Performance

See how your hashtags could be affecting your reach and engagement rates.

Hashtag	Post Count	Average Reach	Average Engagement
DowntownWindsor	17	1361	57
WindsorOntario	17	1361	57
YQG	17	1361	57
BuskersOnTheBlock	2	776	18
DWFM	2	731	17
WIFF	1	593	10
48HourFlickFest	1	593	10
ArtsFair	1	2170	67




Instagram - Stories

 Downtown Windsor


In Past 24 hours
(Timezone: PST)

Reach




1.7K

Replies




0

Taps Back



130

Taps Forward




1.3K

Exits



204

Stories



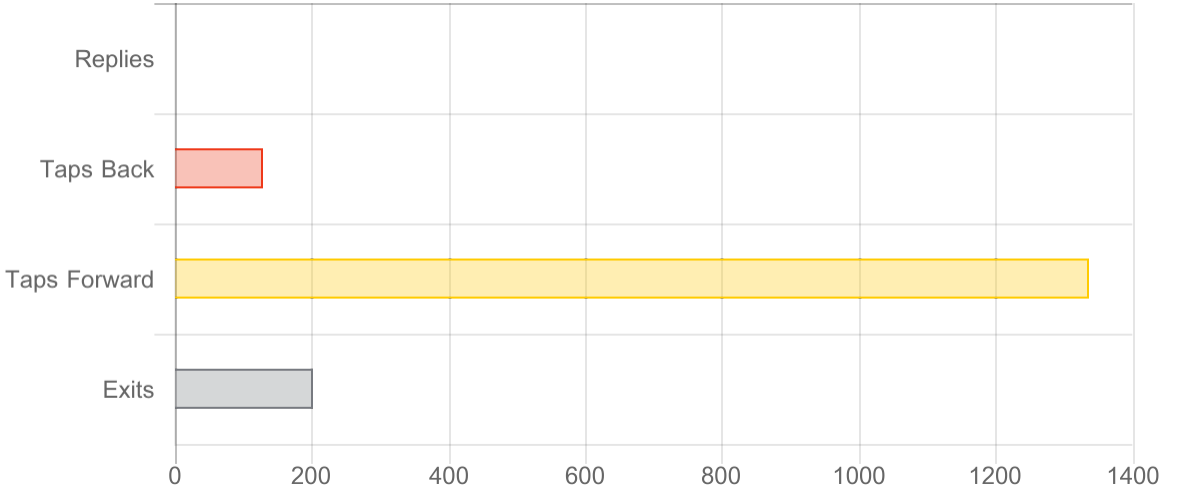
2









Stories Performance

Explore how people are viewing and interacting with your stories.



Stories Insights





Since Previous Period

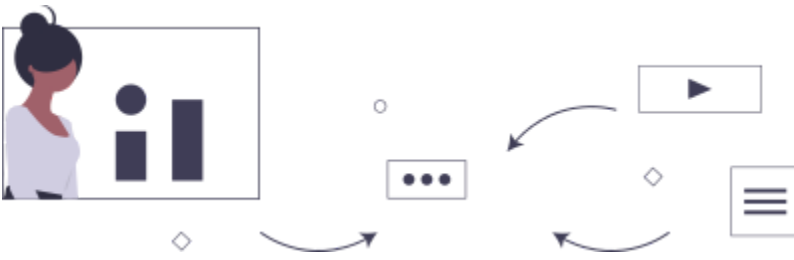
 Replies	0
 Taps Back	130
 Taps Forward	1336
 Exits	204



Stories Individual Performance

See how each of your stories performed over time.

Stories	Backs	Exits	Forwards	Impressions	Reach	Replies
  <p>Publish On: Sep 20, 2023 01:28 am</p>	110	135	693	825	820	0
  <p>The response earlier downtown.</p> <p>Publish On: Sep 20, 2023 01:27 am</p>	20	69	643	884	884	0



Instagram - Reels

 Downtown Windsor

Aug 01, 2023 to Aug 31, 2023
(Timezone: PST)

Reels



↑ 0% from previous period

Reach



↑ 0% from previous period

Interactions



↑ 0% from previous period

Likes



↑ 0% from previous period

Plays



↑ 0% from previous period

Saves



↑ 0% from previous period





Reach

Discover how your unique visitors have changed over time.



No data found

Reach Insights

Since Previous Period



No data found



Interactions

Interaction shows the number of likes, saves, comments and shares on your reels.



No data found

Interaction insights

Since Previous Period



No data found



Performance - No Reels found

See how each of your reels performed over time.



No data found



Hashtag Performance

See how your hashtags could be affecting your reach and interactions



No data found