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Q1

BIA Name:

Downtown Courtenay BIA

Q2

Contact:

Catherine Thompson

Q3

Email:

info@downtowncourtenay.com

Q4

Project Title:

Downtown Courtenay Welcome Back Video

Q5

Category:

Marketing

Q6

Project Description:

During COVID-19 the DCBIA has put a lot of focus on marketing to the public and reminding people to shop local and support our small businesses. This video was posted on social media and various websites as a way of welcoming community members back to our downtown, and letting them know that their safety is our priority as we move forward.

Q7

Audience:

Comox Valley and Campbell River residents

Q8

Implementation:

Posted on a variety on social media channels, the DCBIA website and partner websites.

Q9

Results:

Community Spirit

Q10

Cost:

5,347