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Q1

BIA Name:

Downtown Williams Lake BIA

Q2

Contact:

Brent Dafoe - Business Coordinator

Q3

Email:

marketing@downtownwilliamslake.com

Q4

Project Title:

Business Portrait Project

Q5

Category:

Marketing,

Placemaking

Q6

Project Description:

Every year in Williams Lake the downtown business in preparation and in celebration of the WL Stampede paint their windows in rodeo theme's. With the cancellation of this years Stampede I heard many of the businesses and our community express how they would be sad not seeing all of the fun window paintings this year.

I had the idea of the Business Portrait Project to provide some humour and business marketing opportunities while uniting the downtown. It’s about bringing faces out during a time when face-to-face connection has been more rare and remind Williams Lake of the friendly faces behind the businesses that make up our downtown core.

We also created a scavenger hunt which allowed an outside social distancing activity where you would find items in the portraits and fill out a fill in the blanks which would create a word which would get you entered into a prize.

Q7

Audience:

Our Downtown Business and all those who work and shop downtown Williams Lake, along with our trickle of visitors over the summer months.

Q8

Implementation:

I contacted a local artist who is known for some of our murals and window paintings. We put together a google form which invited business to sign up, did a story with the local newspaper and a story with the local radio station. From the google form entries I would meet with our artist every couple days to update on who signed up and he would touch base with the business on theme.

Q9

Results:

We had 35 businesses sign up, with people starting to talk about it more and more as more when up. People have been able to promote their sales, items they sell that people might not now and create a talking point that was positive. We also ran business promotions on our social media over the course of the summer along with a photo of the portrait.

(It would be great to upload or email some of the photos)

Q10

Cost:

Around $9,000