#2

COMPLETE

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Q1

BIA Name:

Downtown Maple Ridge BIA

Q2

Contact:

Coree McIntosh

Q3

Email:

membership.events@downtownmapleridge.ca

Q4

Project Title:

Pick Up Picnic

Q5

Category:

Events,

Marketing

Q6

Project Description:

With restrictions somewhat relaxed during the summer months, more people are getting out and utilizing our parks, patios + planning family day trips. This promotion is taking the food prep frustration out of the way and giving the community an opportunity go on a picnic close to home…. Simply purchase a delicious picnic from one of our local businesses! Businesses were asked to offer a special “picnic menu” for families to order for pick up and eat in the park(or the back yard!)

Q7

Audience:

Maple Ridge & surrounding areas; as well as anyone visiting Maple Ridge. Families who are planning fun trips.

Q8

Implementation:

This promotion was posted on our website as well as our social media platforms. DMRBIA creates a daily event (August 1st to September 30th) Menus are posted for easy access.

Q9

Results:

Feedback is great on the postings and postings are shared by the 7 participating restaurants.

Q10

Cost:

There was no cost to this event