



November Newsletter

November 1, 2020

The Tweed Chamber would like to take this opportunity to congratulate all the businesses for their strength during these past several months. We too have struggled watching how this pandemic has affected the local economy. With the shut down of venues and for the safety of everyone we did not entertain any new B2B meetings. We are looking forward to continuing these in the new year. If you have any ideas of seminars you would like to see us bring to you, please let us know.

Joint Marketing Initiative

As the year end's we are focussing on helping you finish this unpredictable year by sponsoring a joint marketing initiative with our Municipality and Tweed News. If you have this notice please contact Lacy at the Tweed News and she will happily send the information to you. We are all looking forward to your success for the Holiday Season.

Social Media Shopping Experience

Last year we kicked off the Holiday Season with the annual ***"All Dressed for Christmas"***. Over the last few weeks we have been planning this years event with a new twist.

The **Christmas Season** is the largest local shopping experience of the year. For our businesses we are excited to announce our marketing plan ***"12 Days of Christmas"***.

This will kick off Tuesday, December 1st and run until December 12th. This will provide the consumers with a variety of local promotions, specials and giveaways. We hope you take advantage of this one of a kind social media event for Tweed.

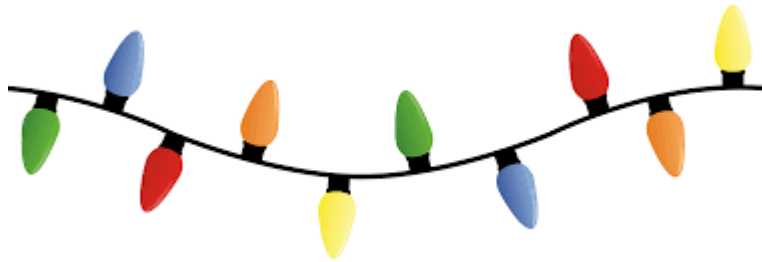
We require 12 local businesses who want to participate in this (on a first come first serve basis) by suppling us one product to promote for you for free (overstocked items, tax free, free with purchase, seasonal---the ideas are endless). As you all are aware foot traffic is one of the most essential measure for businesses. More traffic means more opportunity for sales and customer engagement, in return this leads to higher revenues. Daily we will be posting the sales on the All Dressed for Christmas and Tweed Chamber Facebook pages. This will run on the pages starting at midnight for 24 hrs at which time the next days promotion will be posted. We suggest this is a one day sale item running only the selected day, this will let us know how this promotion has worked.

In addition we are looking to have a \$25 gift certificate from each participating business, which will be given at the end of the promotion for a grand prize draw. These will **NOT** be redeemable for cash

We encourage you to join our Facebook pages to increase everyone's shopping experience. Entrants will be entered by going to our Facebook pages, like, share and comment on the daily posts and their name will be entered to win the gift certificates, a \$300 value which will once again bring traffic to your door.

2020-2021 Memberships

As we continue to show our support your memberships will all be renewed at no charge for this fiscal year. Letter is attached for your convenience.



Light Up Our Town

Are you in the Holiday Spirit yet? Untangle those lights, get the inflatables ready and start decorating. Nominate a neighbour, favorite house, and your favorite downtown business to win our Holiday contest and show them how much you appreciate their efforts. What a magical way to enjoy The Christmas spirit by exploring with family and friends as we Light up our community.

This will be open to everyone in the Municipality of Tweed. So your thinking what can I do, well let us help you with our 3 categories

- 1) Traditional -residential
- 2) The Griswalds -residential
- 3) Best store front/window display

Prizes for each category are:

- 1st- Plaque and \$50.00
- 2nd & 3rd Plaques

Entry and Nomination forms can be downloaded from our Facebook pages or picked up at the Tweed News. Entries must be submitted by December 1 and judging will take place December 17th. We encourage you have your displays up by December 5th which will be our virtual Santa Claus Parade and All Dressed for Christmas weekend. More detail to follow on these two events.

Upcoming Newsletters

Do you have something you would like to be included in the December Newsletter. Send to info@thetweedchamber.com. We are always looking for new content monthly and would certainly like to share this information for you. Help us help you by making our newsletter the voice of Tweed.

Regards from our Executive
Will Austin – President
Bonnie Jussila – Secretary/Treasurer
Stephanie Sims, Tammy Austin, Jennet Honey – Directors