

TOWNSHIP OF EDWARDSBURGH CARDINAL DISCUSSION ITEM

Committee: Committee of the Whole – Community Development

Date: February 6, 2023

Department: Community Development

Topic: Small Business and Trade Show 2023

Background: The LG Approved Small Business and Trade Show is scheduled for March 2-4, 2023. The show aims to support the growth of small businesses and trades in Leeds and Grenville. As a committee and as a Township, this show gives us the opportunity to meet with our local entrepreneurs to better understand how we can support them. The show also provides a unique opportunity to meet with residents to share how we are making a difference in the community and hear ideas about how we can do better.



The Community Development Committee attended the trade show last year and the Township was a title sponsor. We displayed a giant map, community information guide and a video to demonstrate features on our new website. We gathered promotional material from our local businesses to share with show visitors in reusable branded shopping bags. Show organizers reported approximately 1200 visitors over the three days.

For 2023, the Township is a title sponsor for the event and we've reserved a 10' x 10' booth at the show. Staff are preparing the booth design with our map; printed materials that focus on our live, work and play themes; and video to showcase our township with updated drone footage taken this past summer.

We plan to gift attendees with a reusable bag, filled with items to represent our local businesses and encourage visitors to shop in TWPEC. Staff request that Committee

members help us reach out to local businesses to gather coupons, flyers, menus, cards, etc. that can be shared in our gift bags.

Committee members are encouraged to help out at the booth and connect with residents and visitors at the show. Please reach out to the Community Development Coordinator to schedule a time to be at the booth.

The trade show is scheduled for:

Thursday, March 2nd, from 3pm-8pm

Friday, March 3rd, from 3pm-8pm

Saturday, March 4th, from 9am-2pm



A handwritten signature in dark ink, reading "Nancy Van Kesteren". The signature is written in a cursive style and is positioned above a horizontal line.

Community Development Coordinator