



Staff Report

Report Title: Holiday Shopping Pass 2020 Results

Prepared By: Taralyn Cronin Business and Economic Officer

Department: BED

Date: Feb. 1, 2021

Report Number: BED-2021-02-5

File Number: D02 HOL 20

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-02-5 prepared by Taralyn Cronin, Business and Economic Officer.

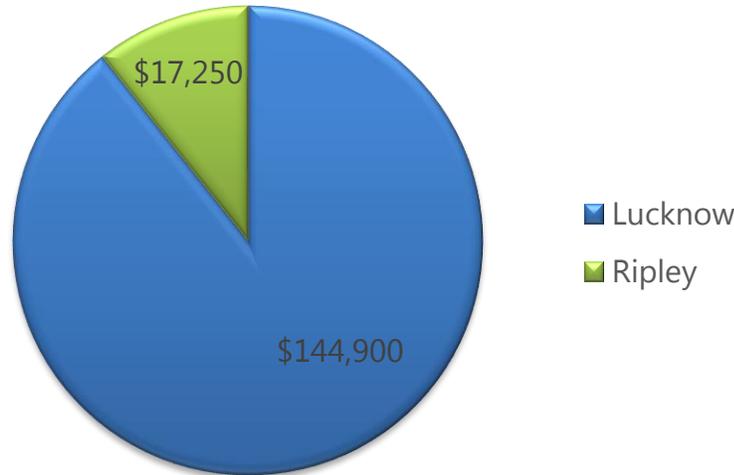
Background:

The Holiday Shopping Pass Promotion ran from November 12th to December 24th. For every \$10 spent at participating merchants in Lucknow and Ripley, a customer received a sticker. Once they collected 15 stickers, or spent \$150 dollars, they could submit their completed Pass to the Township of Huron-Kinloss for a chance to win 1 of 3 \$150 Huron-Kinloss shopping sprees. Completed passes were accepted up until January 8th.

Discussion:

The results of the 2020 Holiday Shopping Pass promotion are in! We had 1,081 completed Passes returned to the Township. This is approximately a 26% increase in participation over 2019. There were 18 Passes submitted that were incomplete and not included in the draw. The graph below shows the breakdown of where money was spent.

Holiday Shopping Pass Dollars Spent



We drew our three prize winners on January 25th. Congratulations to Debbie Bakker, Betty Henderson and Helen Van Osch! They have each won a \$150 Huron-Kinloss shopping spree. We want to thank everyone who participated in this program and shopped local this past holiday season!

Financial Impacts:

None.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision and Mission. The recommendations contribute to our goals in achieving a prosperous community.

Respectfully Submitted By:

Taralyn Cronin, Business and Economic Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer