

2016 Parkdale Village BIA Events and Promotions

Events & Promotions

The Parkdale Village BIA will be supporting a number of initiatives throughout the 2016 year. If you would like more details or discuss how you can support and contribute to these opportunities, please contact us today!

January 21-24, 2016

- 'Parkdale Village Anniversary' Campaign – The month of January 2016 marks the 137th Anniversary of Parkdale becoming a Village in 1879. We encourage all businesses to celebrate from January 21-24th with in store promotions or events. We will be promoting the Anniversary via print advertising, posters, social media and a community Reception on Thu Jan 21 @ 8pm Duggan's Brewery Parkdale (1346 Queen St West @ Brock Ave)!. Additionally please contact us if you haven't yet received a "Proudly Parkdale" sticker for your storefront window.



February/March/April

- Other non BIA events you may want to consider supporting these months: Winterlicious, Chinese New Year, Tibetan New Year, Valentine's Day, Family Day, International Women's Day, Daylight Savings, March Break, St. Patrick's Day, Earth Hour, Easter, Vintage Crawl

May 7, 2016

- 'Spring into Parkdale' Sidewalk Festival – This Saturday outdoor street event will encourage visitors to take a stroll down Parkdale and celebrate Spring with a Sidewalk Sale, free crafts for kids, street performers, tulip giveaways, Parkdale branded shopping bag giveaways, face painting, food tours and additional entertainment from the east to the west of Queen Street. Each business has an opportunity to display a table in front of their store and offer incentives to visitors such as sales specials, free samples, free consultations and display new merchandising. We will be promoting this event and your business with print advertising, posters, balloons, website and social media.
- Other non BIA events you may want to consider supporting this month: Vintage Crawl, Earth Day, Mother's Day, Victoria Day, Doors Open Festival.

June

- 'Random Acts of Kindness' Campaign - A street team of ambassadors will spend 2-3 weekends visiting businesses and interacting with visitors along Queen Street West in Parkdale. The team will distribute 'yellow' city garbage bags to members, sweep storefronts, hand out free newspapers, pay for parking, open doors, distribute brochures and encourage shopping by giving away free Parkdale branded shopping bags to visitors.

June/July/August/September

- Other non BIA events you may want to consider supporting these months: Pride, Luminato, North By North East, Canada Day, Summerlicious, Back to School, Caribana Festival, Farmers Markets, TIFF

October 1st, 2016

- 'Parkdale Night Market' – This Saturday outdoor Night event focuses on food, music, movies and tours. More details will be available shortly, for inquiries contact us today.

October/November

- Other non BIA events you may want to consider supporting these months: Nuit Blanche, Thanksgiving, Fashion Week, Halloween, Daylight Savings.

December

- 'Shop Local This Holiday Season' Campaign – This campaign encourages residents and visitors to shop locally this holiday season. This is an opportunity for you to promote your business and Parkdale Village by displaying posters in your store front. Additionally, we will be doing some radio, TTC Subway posters, print advertising, website and social media.