

Meeting: Via Italia BIA Board Meeting

Date: August 29, 2023; Location: BIA Office, 836 Erie St.; Time: 7:00 PM

Director Attendees: Filip Rocca, President; Pietro DiPonio, Vice-President; Mike Vonella Jr., Secretary; Teresa Silvestri, Past President; Graham Marko, Director;

Regrets: Mark McKenzie, Councillor; Franca Conciatori, Treasurer; Adriano Ciotoli, Director; Tony Conciatori, Director; Pete Vitti, Director

Member Attendees: Grace Ferrara

Minutes Submitted: Mike Vonella and Brandi Myles

Call to Order

Adoption of the Minutes:

- Moved by Pete DiPonio, seconded by Teresa Silvestri
- That the minutes of the meeting of the Via Italia BIA Board of Directors held July 18, 2023 BE ADOPTED as presented
- Carried.

Finance:

- Teresa Silvestri, Past President, reports that there is currently \$33,322.26 in the bank. Final levy installment for the year should be received later this month.

Events & Marketing:

TDVI/St. Angela Fest:

- **TDVI-** Pete DiPonio reports that the bike races were a success. He notes that Giles Ave seemed to be easier to control this year and believes it was due to the extra notifications that were sent prior to the event by his organization. There were more racers this year and that an estimated 75% were from out of town and bolstered the tourism economy as a result. He recognizes that the biggest crowds were during the main event later in the day. Graham M states that his patio was busier this year throughout the entire day than it was last year.
- **St. Angela Fest-** It's noted that they were busy on the Saturday night and all day and evening on Sunday. Questions on how busy their Saturday afternoon was arose. Brandi to investigate and reach out to see whether having the two festivals together is advantageous or other avenues should be explored going forward.
- **Butterfly Fest-** Teresa S reports it was a success and felt it grew from last year. This year there was a port-a-potty that was appreciated, as well as the face painter and demonstrations.
- **Mural Fest-** Discussion on upcoming mural fest. After multiple meetings, several board members are still unsure of who gets murals, do they have to pay for it, how was the selection process determined, how much sponsorship the organizers are looking for from

the BIA, and what benefits the BIA will derive from it. Brandi to message Adriano and festival organizers. Deferred.

Beautification/Safety:

Streetscaping:

- Pole at garden has had GFCI fixed by Bre&El with a weather resistant box and plugged the holes to stop water from entering. Discussion regarding number of poles and amount of work needing to be done to bring them back to continued proper working order. Estimated fix between \$10,000 - \$12,000 with (estimated 40 poles to fix at \$300 each). Pete mentions possible holes on poles from brackets and that they should be aware to not disturb what is already in place. Since each pole is different, troubleshooting will have to be done according to each pole's needs. Mike V puts forth motion for work on poles to begin as soon as possible with no more than \$10,000 to be spent. Priority of poles to be checked and fixed are the poles that are used most for events and lighting. Motion passed unanimously. Filip to report back with progress.
- Brandi has called to report streetlights that are out. Filip has called as well and will again to get them fixed immediately.

Bocce:

- All permits have been approved. Waiting on contractor. Bocce court should be ready by spring. Questions about who will take care of the bocce court.

Garbage Receptacle Locks:

- Brandi and Filip had a meeting with the City's Environmental Manager and they are amenable to offering a program within the BIA similar to the one within the DWBIA. Offer to sponsor garbage receptacle locks for all merchants went out. No one interested but the program could be ready if anyone shows interest in the future.

Shuttle:

- Graham M reports that people have been interested until they see the safety report and what would be needed. It's been listed for sale for \$4000 for over a month. Discussion on dropping the price to \$2000. Motion by Filip to drop the price to \$2000. Passed unanimously.

Open Discussion/New Business:

- Chamber of Commerce would like a renewal from the BIA. Discussion on membership benefits for the price. Mike V makes a motion to renew membership for \$1045.25. Passed unanimously.
- Questions from Adriano C:

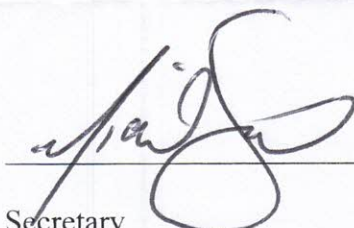
- Would like to know if there are any plans for Hallowe'en events or activities. Discussion about Hallowe'en with unanimous decision that nothing will be held this year.
- Would like to know if there are any plans for Christmas events or activities. Discussion over possible carollers and collaboration with church. To be discussed further at next marketing meeting.
- Pete D mentions the BIA may have to look for alternative sources to help put up Christmas decorations. Discussion on what decorations to put up. Decided to put up same as last year with possible new additions including possible coloured flood lights on buildings, wrapped light poles and possible lights strung from clock tower in form of a Christmas tree.
- WIFF: Would like sponsorship again. Filip notes that restaurants see overflow from the festival and the event brings people to the overall area as a result. Sponsorship package was shared with board. Discussion on exposure for sponsorship. Noted that it is on all film screens before each movie, with there being over 100 movies. Discussion on whether WIFF could ever show a movie within Via Italia. Motion to sponsor \$3000 by Peter D. Passed unanimously.


Social Media:

- Presentation by Christina Coletti, contracted social media manager. She has overseen social media for the last four months. Has created and a TikTok and Threads account as well as managing the Facebook and Instagram accounts. Businesses are beginning to reach out asking for promotions on the accounts. Brandi has acted as a liaison between merchants and social media as well as collaborated to help guide and promote the branding. Instagram is the most active with 301 new followers in a wide range of ages. Engagement is up 304%. Christina mentions that CTV reposts her posts from the BIA's Tik Toks. Would like to incorporate more in-depth blog posts tied in with website in collaboration with Brandi. Motion by Mike V to renew contract at \$750 until the end of the year to keep up momentum. Brandi to message her to see if she's open to staying at \$750 and if so, to send contract to be signed. Motion passed unanimously.

The next board meeting is scheduled for Tuesday, September 19, 2023, at 836 Erie St, BIA Office, at 7:00 PM.

End of meeting.


 Secretary


 President

Sept 11/23
 Date

Sept. 9/2023
 Date

WINDSOR-ESSEX REGIONAL Chamber of Commerce

Annual Investment



\$360



\$775



\$1,575



\$3,650



\$6,790

Tiered Membership Benefits & Services Directory

Business
Builder

Connector

Community
Builder

Pillar

Gold Circle

Subscription to Chamber magazine, " Business Briefs " - 2-3 annually

Member pricing at all Chamber events (After business networking, Policy luncheons, Business excellence awards, Chamber Gala, Annual General meeting, Warden's Luncheon etc.)

Opportunity for participation in Chamber committees

Business advocacy at local, provincial and federal levels

Membership Recognition (Membership certificate, window cling and official " Chamber Member" logo available for use on your website or marketing

Access to Member benefits and affinity programs (group health benefits, home and auto insurance, office supplies, fuel savings and shipping discounts)

a. Boardroom rentals

\$ 50/hr

\$ 20/hr

NC

NC

NC

b. Trade Document Certification - \$ 25 @ document

1 Free Annually

3 Free Annually

15 Free Annually

30 Free Annually

UNLIMITED

Welcome message on social media channels (Facebook, Twitter, LinkedIn, Instagram)

Business listing in online Membership directory (available for viewing by public)

BASIC

ENHANCED

ENHANCED

ENHANCED

ENHANCED

Ability to SHARE Member 2 Member deals and special offers

30 DAYS

90 DAYS

180 DAYS

270 DAYS

1 yr

Social media promotions (shares and retweets or tagged posts)

1 Annually

2 Annually

4 Annually

6 Annually

Multiple category listings in Membership directory (maximize exposure and SEO)

2 Categories

3 Categories

4 Categories

5 Categories

Digital advertisement on Chamber website homepage

30 Days

60 Days

90 Days

180 Days

Member spotlight in E- Newsletter (150 word article and logo)

●

●

Member spotlight in Business Briefs magazine (150 word article and logo) Printed and Digital

●

●

Exclusive invitation to annual Board of Directors' Breakfast

1 Person Annually

2 Persons Annually

Complimentary registration at Chamber Policy events

1 Person Annually

1 Person Annually

2 Persons Annually

Complimentary registration at Lifetime Achievement Awards

1 Person Annually

2 Persons Annually

Invitation to exclusive private networking & leadership events with dignitaries and high-level executives

1 Person Annually

2 Persons Annually

VIP seating at registered events (when available)

1 Person Annually

2 Persons Annually

LOGO displayed on Chamber website homepage

●



WIFF

WINDSOR INTERNATIONAL FILM FESTIVAL
2023 SPONSORSHIP PACKAGE



VISION, MISSION & VALUES

VISION

A nationally recognized, industry-leading cultural destination.

MISSION

WIFF is a cultural, charitable organization that celebrates the art of cinema by showcasing Canadian and international film and filmmakers. Delivering exceptional experiences through film, WIFF strengthens and enriches community while promoting the creative economy.

VALUES

DIVERSITY OF PROGRAMMING Increasing the exposure of Canadian and international film to all audiences and offering programming which appeals to and is representative of people in our community

INTEGRITY Developing and nurturing respectful relationships with each other, our volunteers, audience, partners and the film industry

EDUCATION Being a vehicle to increase knowledge of film and the film industry

QUALITY OF LIFE Contributing to the quality of life for Windsor-Essex residents that comes from having a vibrant arts community

SUSTAINABILITY Operating under the highest standards that will ensure the continuance of the festival for years to come

URBAN ARTS COMMUNITY Being part of a cultural hub and vibrant arts community in the downtown core

WIFF

WHO WE ARE

BOARD OF DIRECTORS

MARTY BENETEAU (CHAIR)
PAT PAPADEAS (VICE-CHAIR)
RENÉE TROMBLEY (TREASURER)
KATHAREN BORTOLIN (SECRETARY)
MATT CIARMA
DIANA KAO
DYLAN KRISTY
LIZ PETTAPEACE-PHILLIPS
MARY-ANN RENNIE

STAFF

HAYDEN FREKER (MANAGING DIRECTOR)
ERIKA SANBORN (DIRECTOR OF MARKETING & COMMUNICATIONS)
AUSTIN DI PIETRO (DIRECTOR OF OPERATIONS & SPECIAL EVENTS)
ASIL MOUSSA (ADMINISTRATIVE COORDINATOR)

EXECUTIVE DIRECTOR + CHIEF PROGRAMMER

VINCENT GEORGIE



VINCENT GEORGIE brings films to the masses and makes art accessible for all with an irrepressible penchant for big, bold ideas and a relentless positivity that inspires and empowers.

Georgie holds a PhD in the marketing of film.

Georgie wed his marketing savvy with his lifelong love of cinema to grow the award-winning Windsor International Film Festival into the **largest volunteer-run festival in Canada**. The can't-miss event draws crowds from across the country and every corner of Windsor-Essex to watch films from around the globe that have won Academy

Awards, Golden Globes or the prestigious Palme d'Or at the Cannes Film Festival, among other awards.

Year after year, he continues to expand WIFF's offerings and reach, showcasing films "Under the Stars" on the city's spectacular riverfront and inspiring the next generation of filmmakers with the Mark Boscaroli 48-Hour FlickFest and WIFF Local. He builds partnerships to promote films and filmmakers, including partnerships with **Netflix, Amazon Studios and others**. He has also championed the installation of WIFF Alley, a vibrant film-themed mural in the city's core that keeps WIFF top of mind even when the projectors aren't running.

Georgie was named a **Top 10 Community Leader Who Makes Windsor Better by Windsor Star**, made the **Top 40 Under 40 list by Leadership Windsor-Essex** and received the **Made a Difference Award from the University of Windsor**, where he earned his MBA and where he continues to be Marketing faculty while serving as the Acting Associate Vice President External.

Georgie has been an active member of the **Board of Directors for Ontario Creates** since 2021. With support from Ontario Creates, Ontario's Film and Television industry contributed a record-breaking \$3.15 billion to Ontario's economy in 2022, creating 45,891 high-value full-time equivalent direct and spin-off jobs for Ontarians.

PRAISE FOR WIFF

POINT OF VIEW MAGAZINE

POV

CANADA'S DOCUMENTARY MAGAZINE



EMPIRE OF LIGHT OPENED THE 2022 WINDSOR INTERNATIONAL FILM FESTIVAL | SEARCHLIGHT PICTURES

Windsor Film Fest Returns as a Cinephile's Haven

Festival returns strong after two-year pause



BY PAT MULLEN · NOVEMBER 2, 2022 · FESTIVALS · 15 MINS READ

“Our festival is generally a go-big-or-go-home type of festival,” observes Vincent Georgie. The executive director of the [Windsor International Film Festival](#), speaking with *POV* in downtown Windsor during the 2022 edition of the event, has reason to be proud. WIFF is back in full swing with 11 days of in-person screenings, offering 177 films following a two-year COVID-induced pause. The festival is a cinephile's paradise and a reminder that nothing replaces the in-person experience. With screenings taking place at venues that are all less than a five-minute walk from each other in downtown Windsor, WIFF lets movie buffs run the gamut of the best the world has to offer. One can easily see seven films per day without the headaches associated with navigating other festivals. This easy-to-navigate fest is all about the movies.

This festival is so unique in that it really does allow people to watch movies, and watch a lot of them if you want to. Everywhere I go, I see people with the brochures talking about what film they're going to see next. People like to have a good time, and it's also really easy to have a good time here cause everything is so close. There's a sense of community and everyone knows each other. It does feel like you're a guest in someone's home and the host is very warm and kind.

ANTHONY SHIM, DIRECTOR OF RICEBOY SLEEPS



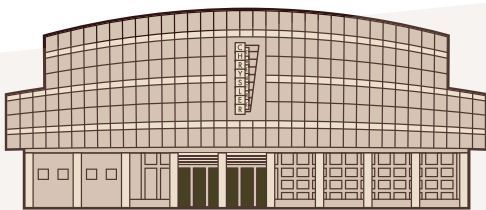
WIFF AT A GLANCE

WIFF IS ONE OF THE FASTEST GROWING CULTURAL EVENTS IN SOUTHWESTERN ONTARIO



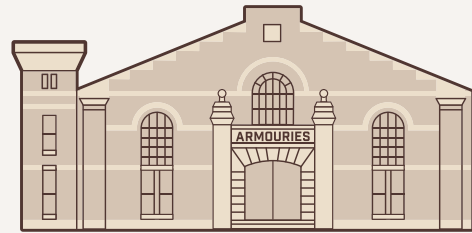
IN 2019, WIFF WAS NAMED IS THE #1 VOLUNTEER-RUN FILM FESTIVAL IN CANADA THE TORONTO INTERNATIONAL FILM FESTIVAL. WIFF IS IN WINDSOR, ONTARIO, WHICH IS A BORDER CITY WITH DETROIT, MICHIGAN.

	2005		2022
FILMS SHOWN	16	»»»	177
SCREENINGS	21	»»»	311
TICKETS SOLD	2,705	»»»	45,000



CHRYSLER THEATRE

1,137 Seats



ARMOURIES

134 Seats



CAPITOL THEATRE

Pentastar Theatre: 626 Seats
Kelly Theatre: 208

SOME OF THE NUMBERS FROM WIFF 2022:

32
DIFFERENT COUNTRIES REPRESENTED

39
PRE-RELEASE FILMS

24% »
FRANCOPHONE FEATURE FILMS

WIFF AT THE AWARDS



BLUE IS THE WARMEST COLOUR



WOMEN TALKING



THE IRISHMAN

210

OSCAR NOMINATIONS
INCLUDING 12 BEST
PICTURE



43

OSCAR
WINS



131

GOLDEN
GLOBE
NOMINATIONS



22

GOLDEN
GLOBE
WINS



83

CANNES
FESTIVAL
PRIZES



13

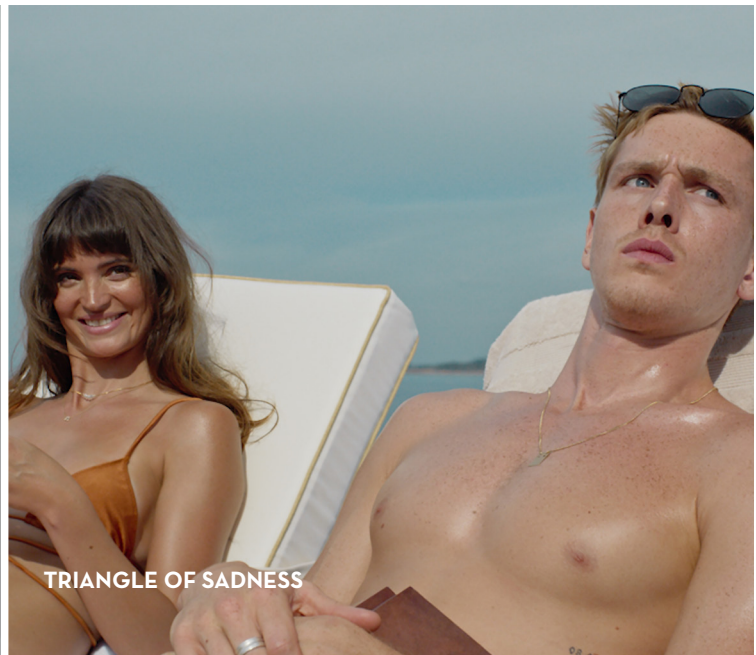
PALME
D'OR
RECIPIENTS



ALL QUIET ON THE
WESTERN FRONT



PARASITE



TRIANGLE OF SADNESS

AWARD WINNING PROGRAMMING



WIFF expands programming in new and unique ways. Here is just a taste of the award-winning programming that WIFF brings each year.

WOMEN OF WIFF

Women of WIFF is generously supported by local individuals who have made contributions to help WIFF continue to ensure women's voices are heard and their stories shared. Each year, a film is selected and screened, followed by a panel discussion with representatives from the film and a discussion-filled post-film reception to conclude the evening. Past selections have included *Buffy Sainte-Marie: Carry It On*, *Untouchable*, *Say Her Name: The Life and Death of Sandra Bland* and *I Am Evidence*.

SPECIAL ACHIEVEMENT AWARDS

WIFF has presented special achievement awards to notable members of the film community, including the Spotlight Award to Academy Award-nominated Shohreh Aghdashloo, and the Lifetime Achievement award to Tony Award-nominated Lois Smith and Academy Award-winner Norman Jewison.



WIFF PRIZE IN CANADIAN FILM

WIFF is committed to celebrating excellence in Canadian film by honouring Canadian films and filmmakers with an annual cash prize of \$25,000. An independent jury comprised of film industry experts selects the winner. The Francophone-Indigenous film KUESSIPAN, directed by Myriam Verreault, was the recipient of the 2019 prize. In 2022, the prize was given to RICEBOY SLEEPS directed by Anthony Shim. Nominees are announced annually at WIFF AT TIFF, a celebration held each September on the rooftop of the TIFF Bell Lightbox in Toronto. The winner is announced during the opening weekend of WIFF's festival.



WIFF AT TIFF

WIFF

WINDSOR INTERNATIONAL FILM FESTIVAL 2023 SPONSORSHIP PACKAGE

Our annual celebration held during TIFF each September on the rooftop of the TIFF Bell Lightbox. This event includes the announcement of the nominees for the WIFF Prize in Canadian Film.



SPECIAL PROGRAMMING

FRANCOPHONE PROGRAMMING

In 2022, 43 Francophone feature films screened at WIFF - the largest number of Francophone feature films of any festival in Canada (including Québec). WIFF presents these films screenings in partnership with ICI Radio-Canada.

LGBTQ2S+ PROGRAMMING

WIFF screens an expansive LGBTQ2S+ slate of films at the festival. In 2022, 14 films were presented as a part of this initiative. Films are selected from major LGBTQ2S+ festivals including Inside Out Toronto and the San Francisco International Film Festival.

HOTDOCS SHOWCASE

WIFF teams up annually with the Hot Docs Canadian International Documentary Festival to present the Hot Docs Showcase. WIFF is thrilled to present unique, clever, and provocative films specifically selected by Hot Docs president Chris McDonald and artistic director of programming Shane Smith.

WIFF LOCAL

WIFF is committed to promoting and fostering local films and filmmakers and welcomes local short and feature film submissions for programming consideration to the core festival. Films are selected by an independent jury based on their quality and originality, and on their ability to contribute significantly to the overall success of WIFF.

MARK BOSCARIOL 48-HOUR FLICKFEST

Named in honour of WIFF founder, Mark Boscariol, the 48-Hour FlickFest consists of a slate of short films shot and edited by local filmmakers and film lovers over one weekend. FlickFest is an intense, hyper-local movie making challenge. Supplied with a line of dialogue, a character trait and a prop, filmmakers are given 48-hours to complete and submit their film. This is a juried competition and the screening includes awards presentations.

MIDNIGHT MADNESS

A cult-like programming series that features obscure and sometimes terrifying films that are new and old. Included in this series is the yearly screening of Tommy Wisseau's *The Room*, known as the worst film of all time.

SPECIAL SCREENINGS

WIFF is also committed to providing space for culturally relevant conversations by programming films that are presented with panel discussions. In 2022, this included a special screening of *Indian Horse*, which was followed by a panel discussion with Indigenous Elders and the University of Windsor Men's Hockey Team.

EVENTS

WIFF PRESENTS

Outside of the 11-day festival, WIFF provides the opportunity for continued exceptional film viewing experiences by screening films throughout the year with its WIFF Presents series - giving audiences more of what they love - more WIFF.

WIFF UNDER THE STARS

Created in response to the restrictions put in place because of COVID-19, WIFF Under the Stars programming includes any film event happening outside of our main venues and throughout our community. This included the drive-in style events that were held during the summers of 2020 and 2021, and community screening events at Charles Clark Square.

OPENING NIGHT FILM AND PARTY

The premier event of the year! Join WIFF's closest friends and enjoy our opening night ceremonies, including a specially curated film, followed by the party of the year!

WIFF VILLAGE

A vibrant downtown venue featuring a tented space on University Ave. W., one block east of the Capitol Theatre, during the second weekend of the festival. WIFF Village will feature live entertainment and signature events.



SPONSORSHIP ELEMENTS

PREPARED FOR VIA ITALIA

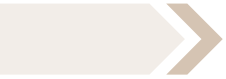


	DIRECTOR \$3,000
<p>PROGRAM GUIDE Most comprehensive source of information about the festival. Over 5,000 copies printed and distributed.</p>	✓
<p>WEBSITE Most used communication tool - year round. Thousands of visitors annually.</p>	✓ DURING FESTIVAL SEASON (SEPT-NOV)
<p>PRE-ROLL Display sponsor logo on the screen as audience members enter the theatre. <i>Note: Not to be confused with commercial trailers.</i></p>	✓ SHARED SLIDE
<p>OPENING NIGHT PACKAGE Complimentary tickets to attend the Opening Night Film and party. <i>Note: Additional tickets can be purchased for \$250 each.</i></p>	✓ 2 TICKETS
<p>GENERAL SCREENING TICKETS Complimentary tickets that can be distributed to your members and used to attend any general screening. <i>Note: These must be exchanged at the box office for a specific screening ticket.</i></p>	✓ 2 TICKETS
<p>CLOSING NIGHT FILM Complimentary tickets to attend the Closing night film.</p>	✓ 2 TICKETS
<p>SCREENING SPONSOR Verbal recognition before screening and introduction to the film.</p>	✓

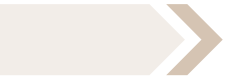
TOTAL COMMITMENT: \$3,000

CUSTOMIZABLE SPONSORSHIP

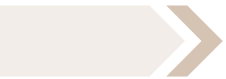
These customizable add-ons could suit your needs. Please inquire for availability, price, and details.



FILM SERIES Exclusive sponsorship of up to 3 themed films, verbal recognition before screening, introduction of each film, logo with any film materials, 2 complimentary tickets to each film in the series (6 complimentary tickets)

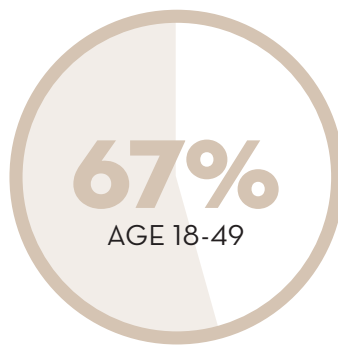


FILM SCREENING SPONSOR Available upon request, subject to availability. Choose a film genre/theme that you would like to sponsor and WIFF will pair you with a film. Verbal recognition before screening and introduction to the film.



PRE OR POST SCREENING PRIVATE RECEPTION Available upon request, subject to availability. Host a cocktail reception in our Joy Lounge before or after a selected film screening. Cash bar available, catering options available, panel discussion available, flexible event.

ABOUT OUR AUDIENCE



7,719
EMAIL SUBSCRIBERS

40,000
UNIQUE WEBSITE VISITORS



WIFF
WINDSORFILMFESTIVAL.COM

CONTACT:

VINCENT GEORGIE

WIFF EXECUTIVE DIRECTOR & CHIEF PROGRAMMER
VINCENT@WINDSORFILMFESTIVAL.COM
519.563.7444

PAT PAPADEAS

CHAIR, FUND DEVELOPMENT
PAT@WINDSORFILMFESTIVAL.COM
519.791.4414



Photo credit: Erika Sanborn

WIFF Alley is an urban transformation project, showing WIFF's investment in our community. This addition expands the festival experience, creating a corridor connecting our venues and animating our downtown core.



Social Media Review: August 2023

Social Media Highlights:

- Small Businesses have been noticing the *increase social media posts/engagement* and have been reaching out to get their businesses featured in our Business Spotlight series. This is wonderful as it creates excitement and other opportunities for features.
- *Our social media accounts are growing.* One of the most popular videos this far has been the Giuliana's store feature on TikTok. It is important that we are teaching others what Via Italia businesses offer and educating them on what each business provides. Many are enjoying the sneak peek feature of the inside of our local businesses.
- A lot of members of the community are not only viewing our posts but sharing them! *The engagement this month with the business features* and event posts was an increase of 13.7% and over 14 thousand people were looking at reels and stories combined. (Impressions – Instagram)
- It has been noticed that other BIA accounts in the area have been following and creating similar social media styles/posts. I believe we are setting trends and it is wonderful to see more pages adding short video clips and teaching others about all that they have to offer too.
- A lot of messages from the page followers and member of the community noticing the increase in social media presence and are also *sharing personal stories and comments on some of our posts* (example family traditions, remembering when they were younger, memories).

Business Spotlight Mondays:

This month's focus has been on promoting the upcoming events (Tour Di Via Italia, Windsor Eats Street Food Fare, St. Angela Festival and The Butterfly Festival) as well as small business features posted on Mondays. The focus has been on creating posts and highlighting not only the events but the businesses as well.

Statistics:

Overall, what has been important has been the increase in not only followers and likes, but many sharing the posts to their own personal pages!

2,328
Accounts reached

See how people have viewed your content over 7 days compared to the previous cycle.



Impressions **14,402**
+62.3%

Top Content
Based on reach

All Followers Non-followers



Last 7 Days

Aug 7 - Aug 13

Overview

You reached **+13.7%** more accounts compared to Jul 31 - Aug 6

Accounts reached	2,328	+13.7%
Accounts engaged	137	-6.2%
Total followers	4,176	+0.3%

Profile Activity **2,687**
vs Jun 15 - Jul 14 +22.6%

Profile Visits **2,653**
+23.3%

External link taps **31**
-20.6%

Email Button Taps **3**
+200%

The social media socials I have created – Threads (The Latest Social Media App) & TikTok

Erie Street, Windsor, Ontario

viaitalayqg threads.net

Little Italy on Erie Street!
Windsor, Ontario
#viaitalayqg #yqg #windsorlittleitaly

318 followers · viaitalia.com

Edit profile Share profile

Threads Replies

You reposted

windsoritedotca 2d ...

PHOTOS: Tour Di Via Italia Races Through Erie Street For 63rd Time windsorite.ca/2023...

windsorite.ca

PHOTOS: Tour Di Via Italia Races Through

Via Italia YQG

@viaitalayqg

43 Following 112 Followers 291 Likes

Edit profile Add friends

Little Italy on Erie Street Windsor, Ontario

Add Yours

Growth - We have grown a total of 125 people since the end of July on Instagram! On Facebook the total number of followers have increased by 304 people since the end of June!



The screenshot shows the Instagram profile for 'viaitaliayqg'. The profile picture is a circular logo with 'VIA ITALIA' and 'LITTLE ITALY' text. The bio includes the address 'Erie Street, Windsor, Ontario', a phone number '27,243,363', and a location pin for 'Little Italy on Erie Street! Windsor, Ontario'. It also lists hashtags '#viaitaliayqg #yqg #windsorslittleitaly' and the website 'www.viaitalia.com'. A 'Professional dashboard' badge indicates '4.7K accounts reached in the last 30 days'. The statistics show 1,366 posts, 4,178 followers, and 4,711 following.

Category	Count
Posts	1,366
Followers	4,178
Following	4,711

Next Steps:

- I would like to continue all the features and social media posts for Via Italia! I would like to include some features on educating others about all that Via Italia has to offer. Some upcoming *Did You Know? features* about some hidden gems and businesses. (Example – Did you know Erie Street has these places to grab a cup of coffee? Did you know we have an amazing Gastropub?) Giving attention to the businesses that may not be on socials, new businesses as well places to visit in the Fall & Winter!
- Even though event season has finished, continuing to build up what we created on this summer is so important to continue to creating buzz for the fall and winter seasons and show that there is still so much to be offered on Erie Street!
- In addition to the social media business reels, I would like to *write blog posts* for the Via Italia website as well!
- The rest of the month – The Butterfly Festival posts and pictures from the event!