APPLICATION

Please review guidelines before submitting an application. Applications must be received at info@bia.bc.ca no later than 5:00 pm PST on April 20, 2026.

No extensions will be given.

Applicant Information

Organization: Austin Heights BIA

Contact: Lisa Landry

Email: lisa@austinheights.ca

Project Information

Project Title: Austin Heights Bars

Project Timeframe: April 14, 2025 - April 30, 2025

Category:

- [ ] Community Leadership
- [x] Events and Marketing
- [ ] External Relations / Public Relations
- [ ] Organizational (Operational) Excellence

Values:

- [x] Innovative
- [ ] Sustainability
- [x] Relationship Building

Project Overview

Brief Description (maximum 500 words):

In the fall of 2024, the Austin Heights BIA (AHBIA) kicked off the, "Austin Heights Chocolate Bar Golden Ticket" campaign. The initiative was such a huge success we decided to double the amount of chocolate bars and run the campaign again in April of 2025.

The campaign was simple, yet delicious, and inspired by the, "Willy Wonka and the Chocolate Factory" movie. People of all ages had an opportunity to purchase a locally made chocolate bar and a 1 in Five chance of finding a Golden Ticket in the wrapper. The lucky winner of a Golden Ticket would win a gift card worth at least $10 and possibly as much as $100 at an Austin Heights business.

The AHBIA purchased all of the gifts cards from our businesses in a variety of monetary denominations; $10, $20, $50 and $100. The cost of the entire campaign was paid for by the AHBIA. There was no cost to our businesses at all. However, they fully embraced and supported the fun-filled initiative.

In addition to purchasing gift cards from our businesses, we all had print collateral and stands filled with the chocolate bars on sale at some of our high traffic retailers locations. The collateral was produced and generously donated, by one of our talented design business, Steady Studio. While one our floral businesses, Artisan Gifts and Florists, agreed to be the distribution location for the Golden Ticket winners' gift cards.

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Once again, the campaign was so successful the chocolate bars were completely sold out in under two weeks! We look forward to running the campaign again in the fall of 2026.

Top Three Measurable Outcomes (maximum 200 words each):

Remember to include your Key Performance Indicators and how they were met.

KPI 1- Increase awareness and support of for AHBIA businesses and the area.

We saw an increase in our social media followers and engagement, during and after the campaign. Businesses from which we purchased gift cards, reported that winners spent at least 25% more than the value of the gift card they had won, while the businesses that sold the chocolate bars reported new customers visiting their business location.

KPI 2 - Elevating Brand Awareness

Increase in AHBIA online engagement regarding the campaign; winners sharing their excitement about finding a golden ticket and tagging the AHBIA in their posts. Others, tagged the AHBIA to simply share their enthusiasm for the organization and the campaign.

KPI 3 - Relationship Building and Membership Engagement.

The AHBIA worked solely with our business membership for ever aspect of the Golden Ticket campaign. From purchasing gift cards for prizing, promoting the retailers locations, applauding the businesses on social media that partnered with us on design to those that assisted with distribution. Throughout the process we increased membership interest, engagement and a high level of appreciation and continued support of the AHBIA.

Project Budget

	Category	Dollars
REVENUES:	500 chocolate bars at $4 per bar	$2,000
	TOTAL REVENUES	$2,000
EXPENSES:	Chocolate bars	$1,673.44
	Gift Card Prizes	$900
	Posters and tent cards	$24.35
	TOTAL EXPENSES	$2,597.79
	PROFIT/LOSS	-$597

Budget Notes (Maximum 100 words):

*Please note; this was not a revenue generating campaign for the AHBIA itself. It was purely a marketing investment to bring support and awareness to our area and businesses. Much like a print or online advertisement, but way more creative and fun.

Additionally, the revenue generated from the campaign went back into the businesses that sold the chocolate bars, as the AHBIA purchased gift cards with the funds from them to be used in other marketing initiatives.

Along with your application, you can upload any marketing or other project materials to a maximum of 10 MBs. Formats can include Word, Excel, PDF. JPG and PNG.