



RiverDistrict

OWEN SOUND

River District Review



MADE IN GREY

In alignment with the Made in Canada and Made in Ontario movement, Grey County is making its Made in Grey brand available for use by local businesses. Originally launched in 2019, the brand was developed to strengthen community pride and support for Grey County businesses through public facing co-promotion. Grey County's Economic Development team uses this identity and brand across platforms, both in market and externally. It's our stamp of local pride.

We invite local businesses to make use of the Made in Grey brand. There is no cost to participate, simply display and circulate Made in Grey branded materials to grow local awareness and pride in Grey County.

[Download Toolkit](#)
[Link to Assets](#)


ADD YOUR RIVER DISTRICT EVENTS



Share your events, classes, and programs with us! All the listings will go automatically to the Owen Sound Tourism website. The listings do not flow the other way. Select the icon above to enter your listing.

NOW BOOKING FOR 2024/2025 SEASON



River District Podcast

Attention new businesses and businesses celebrating something special! Here is your chance to tell Owen Sound about you. Join staff to record your own episode of My River District. Featured on Rogers TV, our website and Spotify. Have questions? Reach out to vgravel@owensound.ca

2025 River District Events & Activations

Grey County is working together with its member municipalities to actively monitor and respond where able to ongoing challenges related to Canada-USA relations.

The link below will be updated as information is made available. Here, you will find services and support geared to independent local businesses. We will do our best to keep you up to date in this newsletter as well. If required, supplemental communications will be sent.

Updates
Here



OBIAA Launches National Movement to Shop Main Street Canada. Support Local

The Ontario Business Improvement Area Association (OBIAA) is proud to announce the launch of a nationwide campaign: Shop Main Street Canada. Support Local. This movement urges Canadians to embrace a local-first mindset, recognizing the essential role Main Street businesses play in driving economic prosperity, job creation, and vibrant communities.

Shop Main Street Canada is a national initiative that unites Business Improvement Areas (BIAs) and local businesses and organizations to encourage shopping locally.

The River District Board of Management will send out a Media Advisory and utilize the logo and messaging digitally. You are welcome to join the RDBM and leverage the logo for your own messaging. Please continue to tag @RiverDistrictOS on social media so your content can be shared.

The logo is designed to be adaptable, allowing businesses to place their logos at the center or to be used over your current profile picture. This can also be used on personal assets. To download and use the logo, right-click on the logo above and save it to your computer. If this does not work, please request the logo from vgravel@owensound.ca.

River District Best Pizza	March
Wheel & Ride Safety Festival	Saturday, May 3
Pride Promotion	June
River District Blooms	June to August
DRP2 Opening Celebration	Friday, June 6 (TBD)
Hottest Street Sale	Saturday, July 12
Cars & Coffee and Concours d'Lemon	Saturday, September 13
Trick-or-Treat Trail	Saturday, October 25
Warmest Seat on the Street	November 4 to 13
Holiday Magic	Saturday, November 15
Holiday Window Contest	November 15 to December 14
Holiday Shopping Passports	November 15 to December 14
Moonlight Madness	Friday, December 5
Just Say Yes	Saturday, February 14, 2026



CONTACT

Viveca Gravel
River District Coordinator
vgravel@owensound.ca
[519-376-4440 ext. 1209](tel:519-376-4440)



**Cameras have been installed
in the River District**
[Click here to read the Media Release](#)

Please use the hashtag: **#ShopMainStreetCanada**



TAG OUR SOCIALS

We want to share your Facebook and Instagram content!

Tag @RiverDistrictOS and we will be notified about your post. If we are not tagged we may not see your content.



River District Board of Management Meetings

Next meeting date: March 12, 2025
Agenda available: March 7, 2025
Watch live: Council Chambers

Reports, minutes, and videos of the RDBM can be found at

owensound.ca/meetings

KEEP READING FOR ONLINE TRAINING OPPORTUNITIES, FUNDING AND RESOURCES



Business Led Initiatives

What are your plans this year? The River District has allocated funds to support River District businesses' own initiatives. Up to \$200 can be used to run your own sale, promotion, or other initiative/event. Each business-run initiative must include a minimum of five participating River District Businesses. Funds must be managed through River District staff and can be used to fund promotion, materials, etc. These funds will be allocated first come, first served, so if you have an event in November, sign up now so you don't miss out. Reach out to riverdistrict@owensound.ca to learn more and get started.

Snow Removal

What is your responsibility when it comes



to snow removal in the River District?

While the City of Owen Sound provides a path of snow removal, it is the responsibility of each business to ensure that snow is cleared from their storefront.

By-law No. 2008-046*

*For more information or original signed copies of by-laws please contact the City Clerk's Department.

[LEARN MORE](#)



Gift Certificate Opt-In

FREE! Here is your chance to be listed as one of the participating businesses in the River District business directory. Nothing has changed; any business in the River District can accept one of the certificates, and the program is free for businesses.

This effort is to ensure that we can be more confident in telling customers who accept these and that the business knows about the program. More information available later in this email.

[LEARN MORE OR OPT-IN NOW](#)

Upcoming City of Owen Sound Opportunities

Join the City of Owen Sound in these upcoming events. Click a banner to learn more about that specific opportunity.

Own a heritage property in Owen Sound?

Join Doors Open Ontario and showcase your site for free! This provincewide event invites the public to explore the historic buildings, cultural spaces, and natural landscapes that define our communities.

🏛 Museums | 🏡 Places of Worship | 🌿 Trails & More!

Celebrate local heritage, engage volunteers, and boost cultural tourism—at no cost to you.

Apply at events@owensound.ca today and open the doors to history!



**Saturday, June 21
10 a.m. – 4 p.m.**



MAY 3 & 4, 2025
10 AM-4 PM

HARRY LUMLEY BAYSHORE COMMUNITY CENTRE
& JD MCARTHUR ARENA | OWEN SOUND

50%
SOLD



INDOOR & OUTDOOR VENDORS
MARKETPLACE & GREEN ENERGY VENDORS
PLANNING PROFESSIONALS
ASK THE EXPERT
KIDS ZONE

REGISTER NOW

CALL FOR ENTERTAINERS & MUSICIANS
2025 FESTIVALS & EVENTS

Please complete the application using the QR Code
Deadline: March 1, 2025

owen sound
where you want to live

New & Noteworthy



A huge congratulations goes out to Bayshore Broadcasting for hitting an incredible milestone of 85 years for 560 CFOS! This year may mark the transition to the FM dial but you can expect the same quality content you've had your whole life.

We'd like to extend a heartfelt welcome to Down North Garlic Co. Andrew has been a staple at the Owen Sound Farmers' Market for a while now but did you know he is working out of the Harmony Centre for production of the pantry items? Can't make the market? Several local retailers are happily stocking his items. Find him online at downnorthgarlic.com



We want to hear from you! When is your anniversary? What are you celebrating? email, vgravel@owensound.ca with the details.



POSTER KIOSK

Want your poster to appear in the kiosk? Any poster for a public event happening in the River District or being hosted by a River District business (even outside) can be put up. 8.5" x 11" posters are preferred. We will do our best but can't guarantee larger posters being put up. We will not accept any posters with negative or hateful messaging

Leave your poster with the Community Service Desk at City Hall. We do our best to replace posters on a weekly basis. If your event is a future date its posting may be postponed to allow for other event posters. City Hall now collects posters for

The Farmers' Market - JMRRC - Bayshore Community Centre - Georgian College & the Kiosk

Post your event on our event calendar at owensoundriverdistrict.ca, your event will automatically appear on the Owen Sound Tourism events calendar as well.

Please do not post posters on public property. By-Laws are in place and you may face fines



[LEARN MORE](#)

CPTED – Crime Prevention Through Environmental Design

The Owen Sound Police would like to work with the local community to help promote and prioritize increased visibility in and around property to deter from crimes of opportunity. There are ways to increase visibility.

Call [519-376-1234](tel:519-376-1234) x 569 or check out CPTED Canada for more information

Homelessness Response Tool-Kit



Developed in collaboration with Iain De Jong from OrgCode, this toolkit outlines considerations and practical strategies for best responding to homelessness and related issues in your BIA. From people sleeping in doorways to partnering on advocacy, this toolkit will equip BIAs with more knowledge and approaches to homelessness.

[GET THE TOOLKIT](#)

Why Choose Our Membership?

Chamber membership \$210 1-5 employees annually



Cost Savings

Chamber Affinity programs offer cost savings on Business expenses, Product shipping, HR documents, and much more



Free Marketing

Members are entitled to free email advertising through the Inside Scoop eblast, promotion through Chamber social media platforms including videos made special for your business



Chamber Perks

Free with a membership. Enjoy the perks of offering discounts and promotions from your business to 1000's of locals through the convenience of our APP

Visit www.oschamber.com to learn more

The Owen Sound & District Chamber of Commerce can offer your business support. If you are looking for cost savings, free marketing, and other perks, reach out to the Chamber. They are always up for helping a business reach its goals.

LEARN MORE



Increasing Hospitality & Restaurant Profits: Opportunities in Space and Strategies

Owners, General Managers,
Operation Managers

Unlock the full potential of your business within your Four Walls. Join us for a live and interactive presentation designed for hospitality/restaurant operators looking to boost revenue, lower costs and improve efficiency with proven strategies. Discover insights into:

- Server Sales & Upselling Strategies
- Credit and Debit Card Processing costs
- Menu Engineering concepts to develop profit-driving menus
- Waste Disposal/Facility Supplies
- Business Planning for Small Business
- Uniform and Linen costs

Leave knowing the opportunities within the Four Walls of your small business. None of us are experts at everything and as Jonathan Raymond said, "You can't know what you don't know." Gain insights you can implement right away and learn about the resources available to help Maximize Your Space. Seats are limited, reserve your spot today! Complimentary lunch will be provided for all attendees.

**Tuesday, March 18th, 2025
2 - 3:30 pm**

Stone Tree Golf Fitness Banquets
318085 Hwy 6 & 10, Owen Sound

For more information:

Email: alanb@fourwall.ca

Website: fourwall.ca

Email: Miguel.cardenas@schooleymitchell.com

Website: www.schooleymitchell.com/mcardenas

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RSVP Required
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We Value Your Input: Share How US Tariffs Impact Your Business

Dear Valued Members,

We are reaching out to better understand how US tariffs are affecting businesses like yours. Your insights are essential in helping us advocate for policies that support our members and ensure that we address key challenges in today's economic landscape.

We kindly invite you to take a few minutes to complete our survey:

Your participation will provide valuable information on:

- The specific ways tariffs have impacted your operations.
- Potential changes to your supply chain, pricing, or customer base.
- Insights into how we can better support your business.

Thank you for sharing your valuable perspective and for being an essential part of our community.

Warm regards,
Owen Sound & District Chamber of Commerce

TAKE THE SURVEY

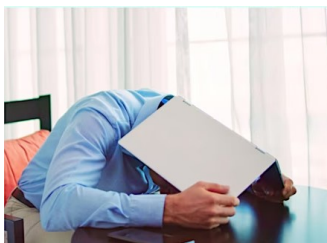
BUSINESS ENTERPRISE CENTRE

When was the last time you touched base with the Business Enterprise Centre?

The Business Enterprise Centre provides entrepreneurs throughout Grey County with the information, tools and guidance needed to successfully start, expand and grow their small business. Contact us today to schedule an appointment for an in-person or virtual consultation.

VISIT THE WEBSITE

VIEW MORE EVENTS



Business Essentials

Wednesday, March 19
1:00 p.m. to 2:30 p.m.
Sydenham Campus
Cost: Free

Join the BEC and fellow entrepreneurs for Wellness Wednesdays: Entrepreneur Growth Series. 9 weeks of events, workshops and webinars geared to promote business growth, clarity and direction.

Tune up your business with a review of the basics, from marketing to staffing, to finances and more. Get under the hood of your business and figure out how to move things forward. Join fellow small business owners for this in-person interactive workshop!

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Imposter Syndrome

Wednesday, March 26
10:00 a.m. to 11:30 a.m.
Online
Cost: Free

Do you often feel like a fraud despite your accomplishments and qualifications? Imposter Syndrome can make you doubt your abilities and fear being exposed as an imposter, even when you're highly capable.

This session is designed to help you understand and overcome these feelings, empowering you to embrace your true potential with confidence. Join us to conquer self-doubt and unlock your full potential!

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Master QuickBooks Online

Thursday, April 3
12:00 p.m. to 4:00 p.m.
Sydenham Campus
Cost: \$20

Then join us at the Business Enterprise Centre and say hello to clarity and goodbye to confusion as Michele Craig from BookSmarts guides you through the best way to set up and use QuickBooks Online™ for your business, with lots of practical tips that you can implement right away.

Are you ready to conquer QuickBooks Online™? During this workshop you will gain confidence and learn how bookkeeping comes together with hands-on exercises using a sample company.

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Free Tools with Tech Compass
Unlock Your Digital Potential




    

Free Tools with Tech Compass: Unlock Your Digital Potential



Thursday, March 20
1:00 p.m. to 2:00 p.m.
Online
Cost: Free

Join us to explore Tech Compass, a program designed to help businesses navigate their technology journey. Whether you're looking for ready-to-use tools or a personalized technology assessment for your business, Tech Compass offers the guidance and support you need to

What's in a Window?
Transforming Your Storefront for Maximum Impact



March 24 | 7:00 PM

What's in a Window? Transforming Your Storefront for Maximum Impact

Monday, March 24
7:00 p.m. to 8:00 p.m.
Online
Cost: Free

Join us for an engaging workshop designed to help you boost your storefront appeal and attract more customers. This session will explore key strategies for enhancing curb appeal, from eye-catching signage to inviting window displays. The Retail Duo Inc.

make informed decisions. Best of all, program participation is completely free, and qualifying tourism businesses may receive hands-on implementation support.

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will share practical tips on making your store stand out while reinforcing the fundamentals of effective merchandising. Whether you're looking to refresh your storefront or maximize your visual impact, this workshop will provide actionable insights to elevate your retail space.

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Government
of Canada

Wage subsidies and other assistance programs



Wage subsidies and other assistance programs to help you hire the right employees for your business.

LEARN MORE



Government
of Canada

Contact an IP professional



Protect your business assets with expert guidance from an intellectual property (IP) professional. IP experts offer free information sessions, professional services, and more

MORE INFO



Benefits of mentorship

As you navigate the dynamic world of entrepreneurship, consider Futurpreneur mentors as your guides towards success. These seasoned professionals are here to help you grow, conquer challenges, and forge valuable connections.

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AND



River District Gift Certificates

River District businesses have had the opportunity to accept River District Gift Certificates for some time. The one thing that continues to come up is that people want a list of participating businesses. Many of the River District businesses are professional corporations, and it wouldn't always make sense to accept them (not that they can't). Anyone who accepts cash in a transaction can use these gift certificates like cash and deposit them into your bank the same way you would cash.

We've recently received an order of new certificates that are branded River District vs. Downtown. Both are now in circulation and the old branding should still be accepted.

River District Gift Certificates are a great incentive for people to visit the River District and a wonderful gifting opportunity. Often these are purchased as corporate giveaways, secret Santa, and any other events. This kind of group gift certificate is often used at malls and other Business Improvement Areas. The River District Board of Management also uses these as prizes and giveaways throughout the year.

People using gift certificates will often spend over and above what the value of the certificate is and that is all the better for you, the business.

You do not have to pay to be part of this incentive. You are automatically able to participate by being part of the River District and that is based on your business location.

Gift certificates come in \$5, \$20 & \$50's and can be purchased at City Hall with cash, debit or credit.

These should be treated like a cheque and deposited at your bank. These are guaranteed funds.

We hope that everyone in the River District participates with this initiative and the information is passed along to all of your staff.

If you have any questions at all please reach out to staff at 519-376-4440 ext. 1209 or vgravel@owensound.ca

LEARN MORE OR OPT-IN NOW

Garbage Bag Tag Guideline Reminder



To make sure your garbage will be collected, please ensure the entire Owen Sound bag tag is visible. All River District businesses and residences are required to use a bag tag.

Using a bag tag on a garbage bag:

- Secure the bag tag around the neck (or top) of the bag.
- Do not use tags as a twist tie.
- Make sure the full tag can be seen.

Using a bag tag on a garbage can:

- Do not place the bag tag on the garbage can itself.
- Place the tag on the top bag inside the garbage can.
- Make sure the tag is clearly visible when the collector removes the lid.
- You only need one tag on the top bag for the entire container to be collected as long as it weighs less than 18 kilograms/40 pounds.

Please Note:

- Do not use tags for recycling, hazardous waste, or leaf and yard trimmings.
- You must bring garbage that can't be bagged, placed in an approved garbage can, or properly bundled to the transfer station located at 2085 20th Avenue East.

Owen Sound River District Community Playlist



A playlist of local artists created by locals!

NOW LIVE!

COMMUNITY PLAYLIST



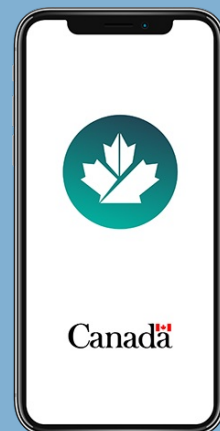
Local Music - Local Content

Canada Business App

New features to make it even easier to find government programs and services!

- Easy navigation to government programs and services
- Recommendations tailored to your business
- Personalized notifications straight to your phone
- Easy access to COVID-19 support and other programs and services
- Answers to help you start up, scale up and access new markets

The Canada Business app. Your mobile business partner.



Learn
More

Follow and tag @RiverDistrictOS on social media for a chance to be featured on our profile!



Owen Sound River District | 808 2nd Avenue East | Owen Sound, ON N4K 2H4 CA

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Try email marketing for free today!