



- **April 8 Eclipse**
 - We have created bayofquinte.ca/eclipse and are working with our community partners to map out viewing areas and activities for the April 8th event
 - We launched a micro grant: 20x\$500 for a total of \$10,000 to support businesses and organizations to activate their space for the eclipse with entertainment, materials, etc in an effort to increase interest from travellers to come to the Bay of Quinte region for the eclipse vs other communities in THE PATH OF TOTALITY
- **Get FREE Gas Promo**
 - To help incentivize overnight visitation through the typically slower winter months, we are currently marketing our Get FREE Gas promo (<https://bayofquinte.ca/get-free-gas/>), where individuals booking 2 nights between Jan 1-March 31 receive a \$50 gas card. Or, 3 nights = \$100 gas card.
 - We are deploying this via programmatic + enhanced social and aiming it at the geographies of GTA, Ottawa, Quebec
- **Public Relations**
 - We are actively working with City and downtown on a proactive and coordinated public relations strategy for the downtown over the coming weeks and will be contributing budget and staff time to support this.