

HANDS & FEET OF OPERATIONS



**& How to Save a
Buck!!!**

A LITTLE ABOUT ME



- Born and Raised in Saint John
- I am a funeral director by trade and have been in the Operations field for the last 10 years
- I am a drummer, husband and father
- Certified in
 - CPR First Aid
 - Fall Arrest
 - Elevated Work Platform
 - WHMIS
- I Love finding a good deal!



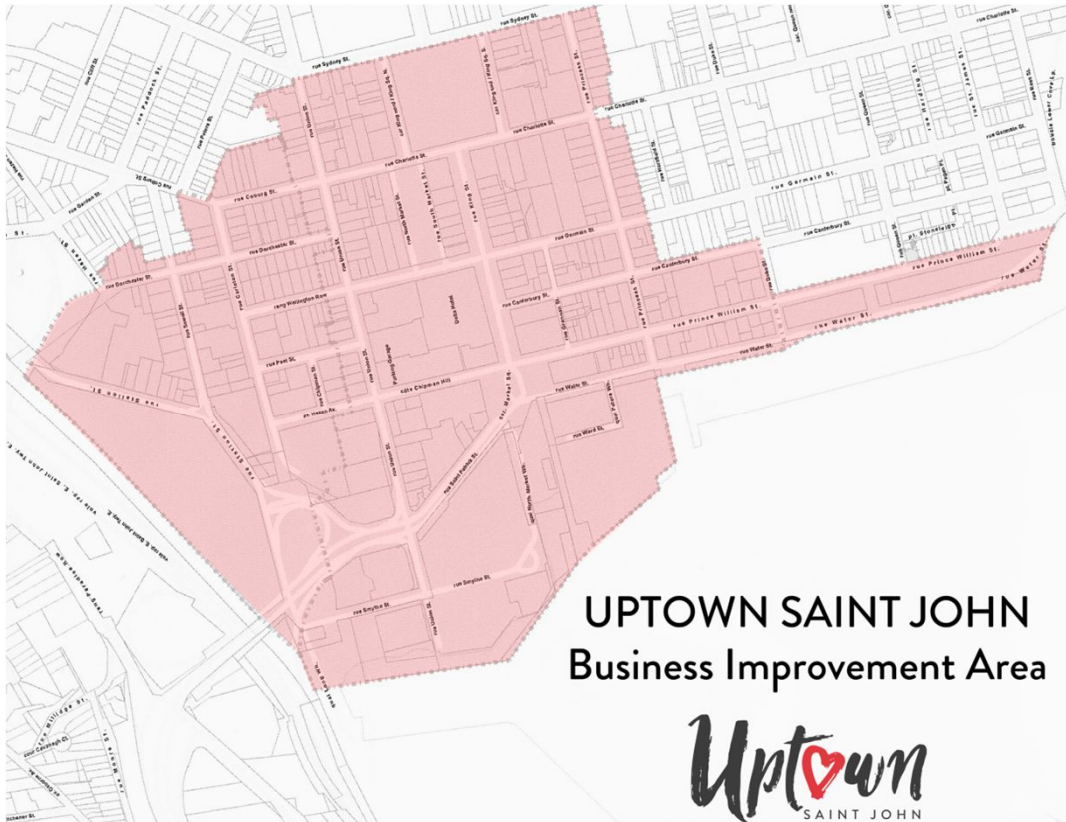
SAINT JOHN, NEW BRUNSWICK



- Saint John is located on the southern tip in New Brunswick
- Home of Uptown Saint John Inc.
- Home of the Saint John Sea Dogs
- One of the busiest Ports in the Maritimes
- 70-80 Cruise Ships a Season



UPTOWN SAINT JOHN INC.



About Us:

- Incorporated in 1992
- We are made up of 26 city blocks
- 200+ properties
- Annual levy is \$528,000
- \$84,000 is dedicated to everything outside operations
- 4 Full-time staff
- 1 Part-time bookkeeper, 2 Seasonal outside workers



Nancy Tissington
Executive Director



Nick Crozier
Operations Manager



Tracy Hanson
Special Project Manager



Lea St John
Digital Marketing Manager



OPERATIONS MANAGER



■ *Part I – January – December*

■ Admin

- Work with the Executive Director and Bookkeeper
 - Office Management, policy development and Employee Handbook
 - Annual Financial Audit, working with Auditor, Executive Director, Bookkeeper
 - Twice a year we do a 20% off gift card sale.
 - On this day it is a team effort to process, load and package the orders
 - \$25,000 is sold out in 1 hour



OPERATIONS MANAGER

■ Collections

- In New Brunswick, the BIAs are responsible for collecting all outstanding Levy's
 - We usually have between 30-50 property owners who have not paid annually.
 - Most are out of province, several phone calls, emails, and doing property searching, the Lawyer on our Board is very helpful with this
 - There have been times properties have neglected to pay and we have had to bring them to small claims court
 - The biggest part of this job is educating the property owners what the benefit of the Association



In 2022/2023

\$48,000

Collected





OPERATIONS MANAGER

- *Part II – May - December*
 - Uptown Clean Crew
 - Posting, Interviewing and Hiring 2 Seasonal Employees
 - Managing their work schedules
 - Scheduling of sidewalk vacuum routes
 - Installation of Banners
 - Installation and Repairs of all tree and special lighting in the BIA





CLEAN CREW

- *Part II – May - December*
 - Uptown Clean Crew
 - Repairs and upkeep of all Equipment
 - Scheduling of all Pressure Washing Services offered by the BIA
 - Sand/Salt Bin Installation (November)
 - Uptown in your town delivery service (December)



HANDS & FEET OF OPERATIONS



**& How to Save a
Buck!!!**



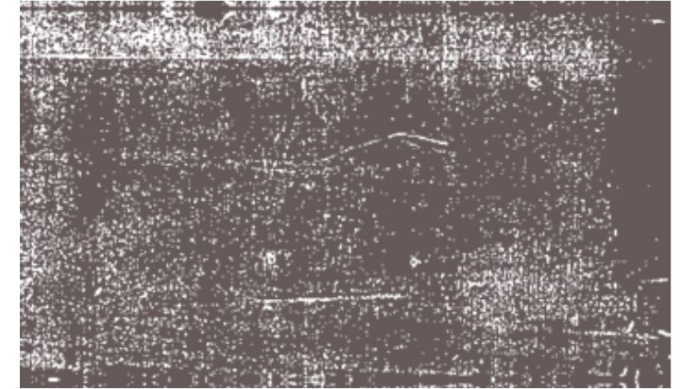
HISTORY

- 5 Years ago...
- 3 brooms and our sidewalk vacuum
- Last 5 years have worked with Executive Director, Board of Directors
- Developed a Strong working Clean Crew



SIDEWALK CLEANING — PART I

- Sidewalk Vacuum
 - Seasonal Driver, operates the vacuum from June – October
 - First major purchase by the Association
 - Typically operates 20-25 hours a week, weather permitting
 - Members and Visitors love to see it out and about
 - It can pick up things big and small



HAPPY to
HERE! see you

Saint John
Energy
100 YEARS
AND COUNTING

#LiftUpLocalSJ

BUSINESS
IMPROVEMENT
ASSOCIATION

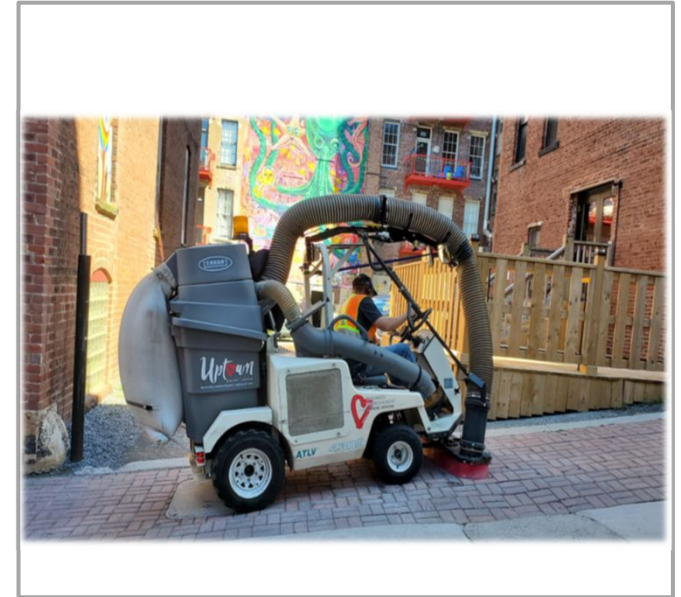
ATLV

4300

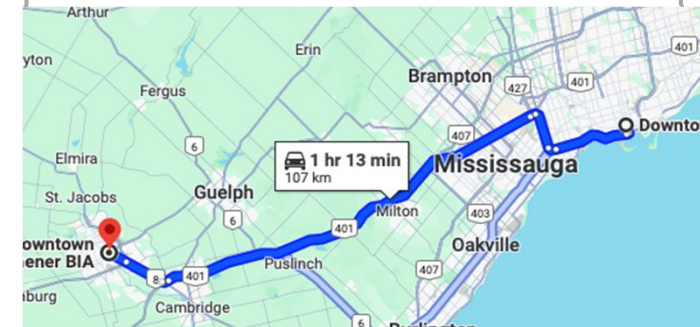
Uptown
SAINT JOHN
BUSINESS IMPROVEMENT ASSOCIATION

SIDEWALK CLEANING — PART I

- Sidewalk Vacuum
 - It can be a 1 or 2 person operated machine
 - Typical Season of running the vacuum we drive 200-225km.
 - The original cost of this unit was \$70,000 it was the first capital purchase for Uptown SJ
 - In 2023 during the winter months, we did some painting, decals, and new headlights.
 - We usually have to empty the hopper every other day.



200-225km cleaned



Downtown Toronto to
Downtown Kitchener Round trip



SIDEWALK CLEANING — PART II

- Pressure Washing
 - In 2019 We purchased an Easy-Kleen RV Wash trailer
 - 100' Hose
 - 100 Gallon water tank
 - 3.5 hp engine
 - 3000 psi pump
- We used it so much year 1 we had to upgrade the engine and pump
 - 6 hp engine
 - 4000 psi pump
 - You want paint off anything this is your tool!



Annually 97,000 square cleaned = 5 NHL Hockey Rinks

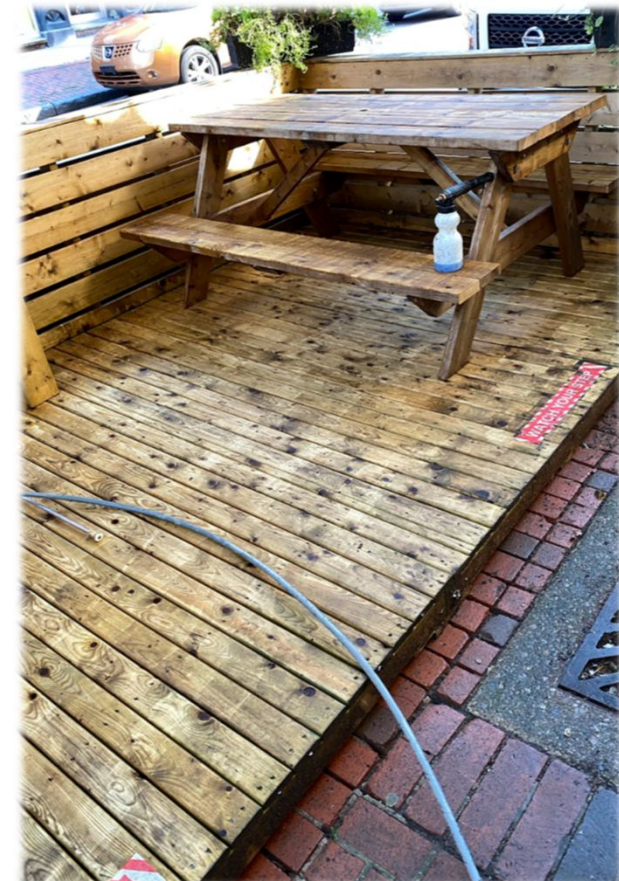


SIDEWALK CLEANING/PRESSURE WASHING

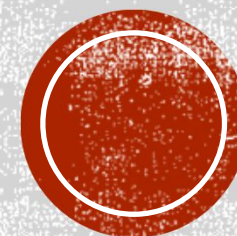
Awning/Patio Cleaning

- Cleaning is completed once a year
- Each business is to sign up and sign a waiver
- Pressure Washer Cost \$8,000 but only paid \$5,000
- Road worthy so our truck can tow





SIDEWALK CLEANING / PRESSURE WASHING



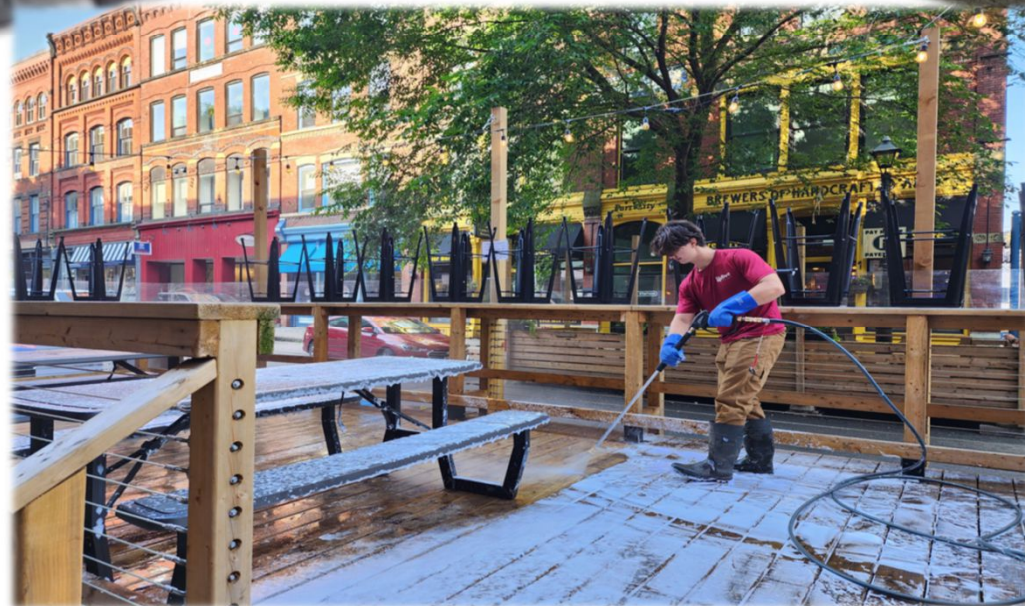
SIDEWALK CLEANING/PRESSURE WASHING

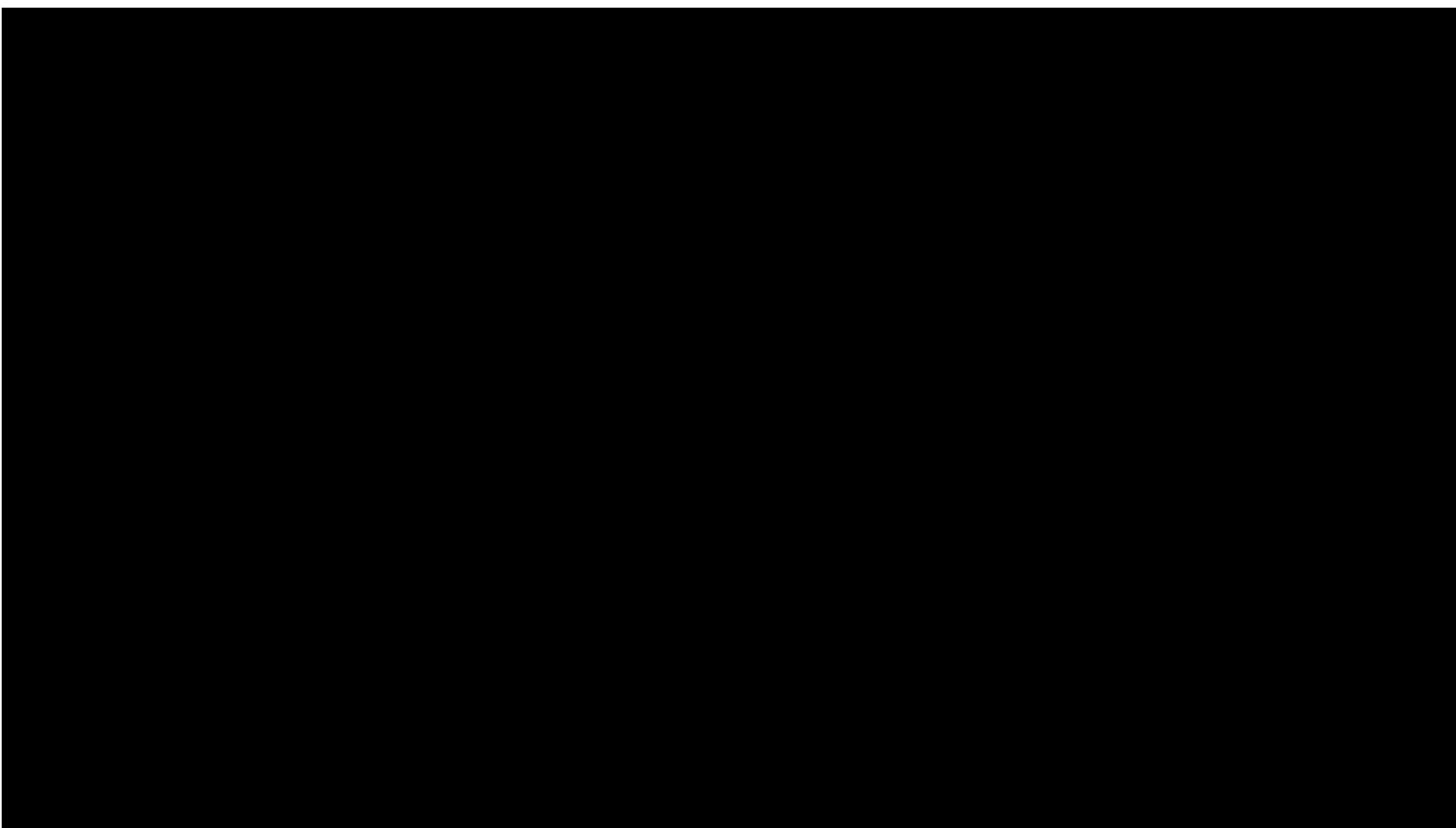


We also Clean and Sanitize all public Bus Stops within the BIA



SIDEWALK CLEANING / PRESSURE WASHING

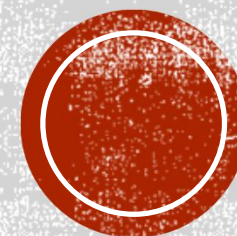






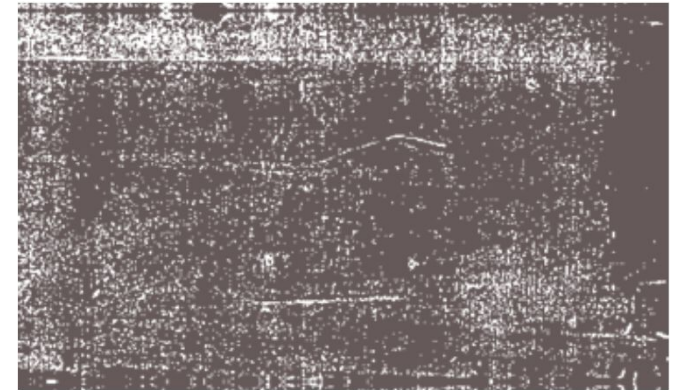
PRESSURE WASHER — PIMP UP MY RIDE

January – May 2023 - Trailer Overhaul and Upgrade



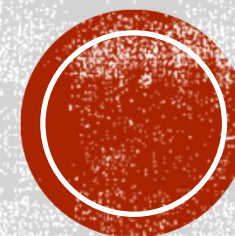
NEWEST ADDITION IN 2023

- The Skipper
 - Equipped with:
 - Broom and Dustpan
 - Gloves
 - Dog poop bags
 - Graffiti remover
 - Paper Towel
 - Garbage Picker
 - QR Code



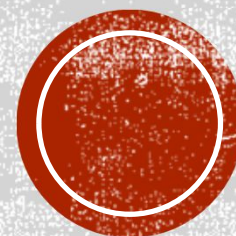


GRAFFITI REMOVAL



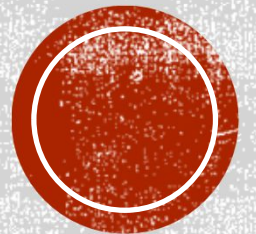


GRAFFITI REMOVAL



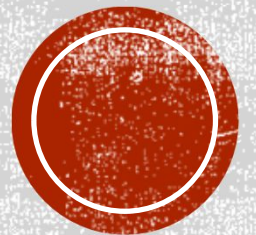


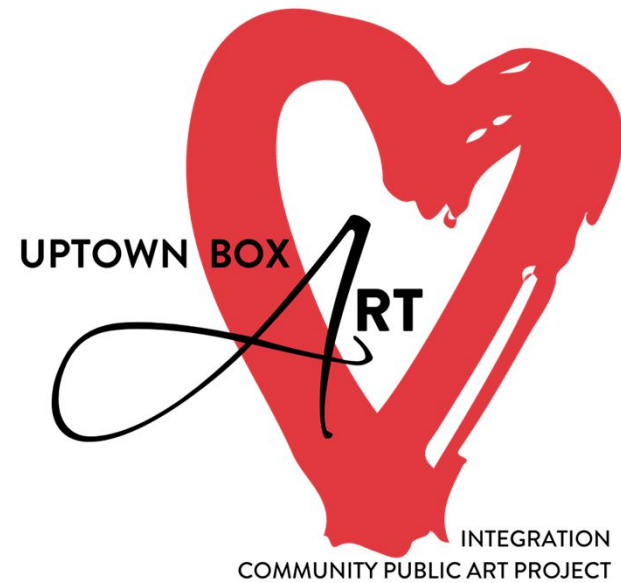
UPTOWN BOX ART PROJECT — YEAR 1





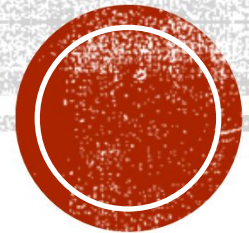
UPTOWN BOX ART PROJECT — YEAR 1





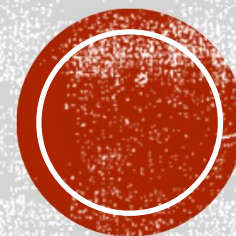
UPTOWN BOX

ART — YEAR 2





UPTOWN BOX ART PROJECT — YEAR 2

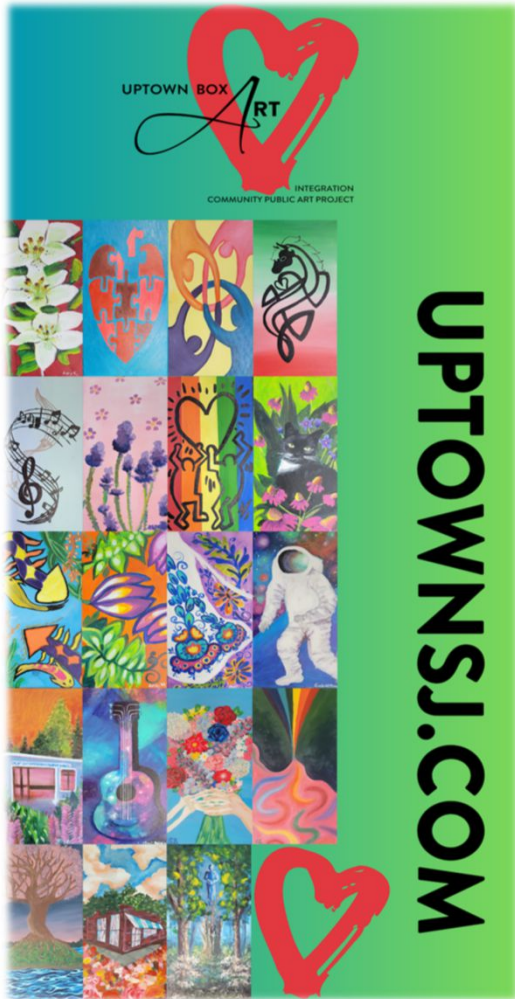




UPTOWN BOX ART PROJECT — YEAR 2

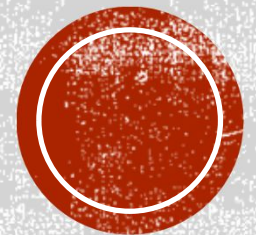


UPTOWN BOX ART PROJECT – YEAR 2



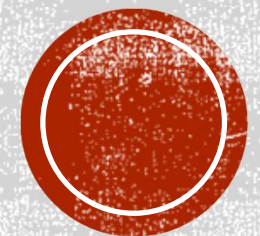


UPTOWN BOX ART PROJECT — YEAR 2



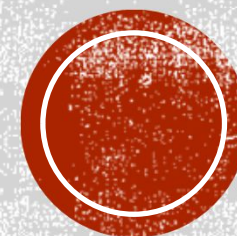


WEEDING & GARBAGE REMOVAL





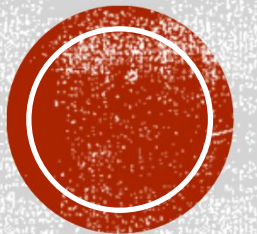
WEEDING & GARBAGE REMOVAL





WEEDING & GARBAGE REMOVAL

IN 2023 8,000-10,000LBS OF GARBAGE REMOVED





WEEDING & GARBAGE REMOVAL

- Between 2022 and 2023 we removed a total of 21,000lbs of garbage and debris off our streets
- That is equal to approximately 21 full grown bull moose or 6.5 Male Hippos



UPTOWN CLEAN SWEEP



UPTOWN CLEAN SWEEP



- City of Saint John Green Machine Trailer Equipped with:
 - Push Brooms
 - Corn Brooms
 - Work Gloves
 - Disposable Gloves
 - Garbage bags
 - Garbage Cans
 - Pickers
 - Rakes
 - Pylons
 - Includes everything you need to do clean up



UPTOWN CLEAN SWEEP



SAND/SALT BINS



10 Locations within our BIA
Initial Cost - \$3,000

50-75 Branded Hand Scoops
Initial Cost - \$1,500



BANNER INSTALLATION

- **Pre – Operations Manager**

- Association would pay \$50/banner
- Outsourced this project annually

- **Operations Manager**

- Became Certified
 - Elevated Work Platform
 - Fall Protection
- Saving the Association upward of \$10,000
- 2022 we installed over 200 banners
- 2023 we installed over 150 banners



BANNER INSTALLATION



Winter
Banners



Landmark
Banners



Memorial
Cup



Fundy Fringe
Festival



Box Art
Project



Seafood
Summit



Union
Street Art



Saint John
Energy



BANNER INSTALLATION



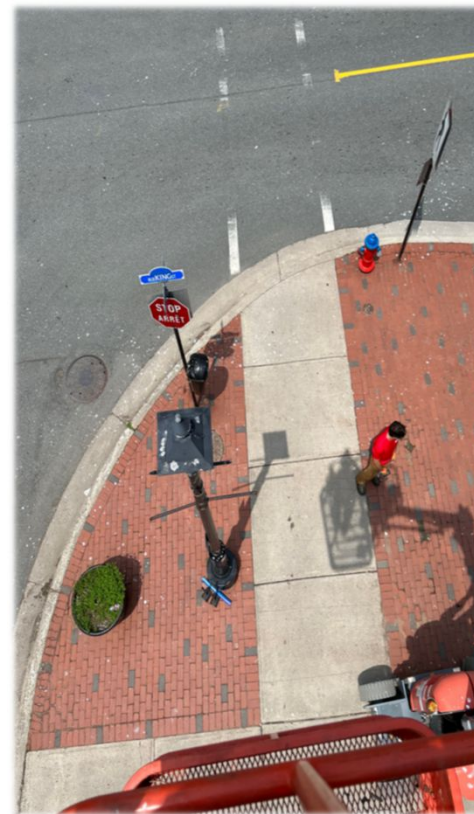
Memorial
Cup



Box Art
Project



Landmark
Banners



A View
from Above



Landmark
Banners



■ **Each Outside Group is required to:**

- Sign a waiver
- Provide Proof of Insurance
- Pay a fee per banner which includes all installation, removal and maintenance
- Once the event is complete the banners are returned to the organizer



Saint John Landmark Banners

BANNER INSTALLATION





JARDINE'S ALLEY - HISTORY

- 8 foot wide x 90 foot long Alley
- Between 2 of the busiest streets
- Prince William Street and Water Street
- Dark and usually tagged by Graffiti
- Safety and Security was a concern
- Very little foot traffic

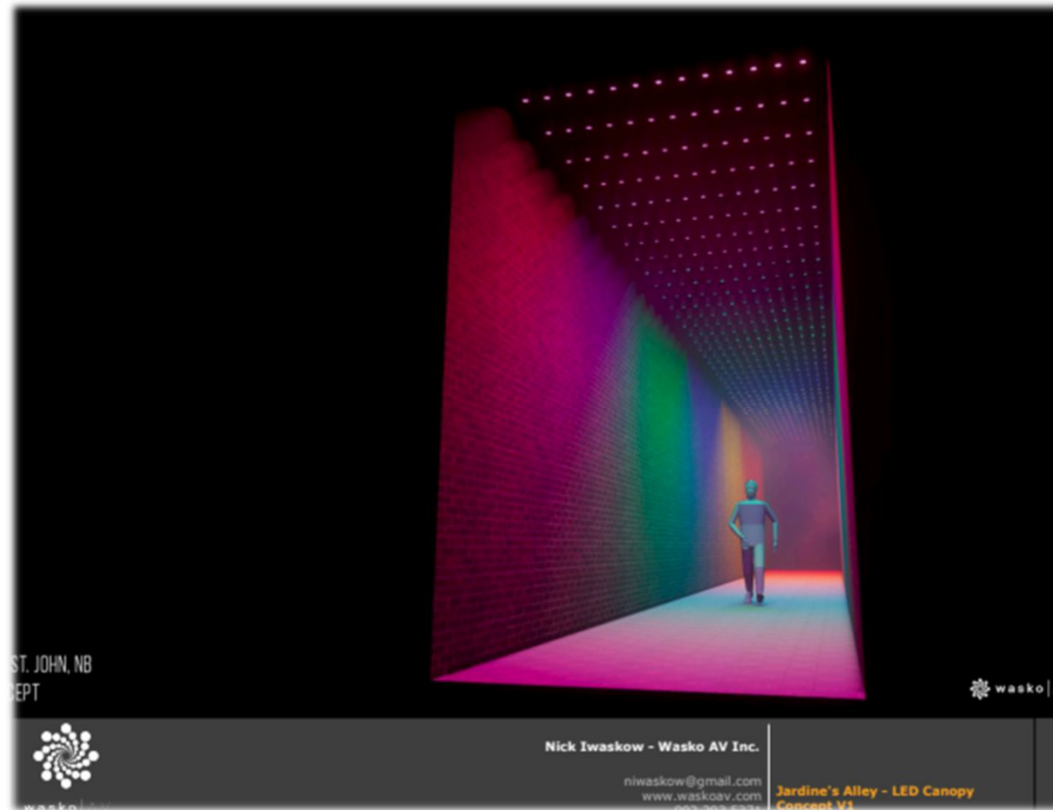


JARDINE'S ALLEY — REFURBISHMENT

- Located Audio, Video, Lighting Specialists
- Worked with our Executive Director and Urban Design Chair
- March 2022 – I saw a segment on CTV with WaskoAV
- Full Proposed Project include:
 - 90ft LED Canopy
 - Sound System
 - 2 Security Cameras



JARDINE'S ALLEY — LED CANOPY



- Nick Iwasko of Wasko AV developed the plan for Jardine's Alley
- April 2022 Board of Directors gave Approval
- Applied for ACOA Grant
- Met with:
 - Heritage Department from City of Saint John
 - Fire Marshall





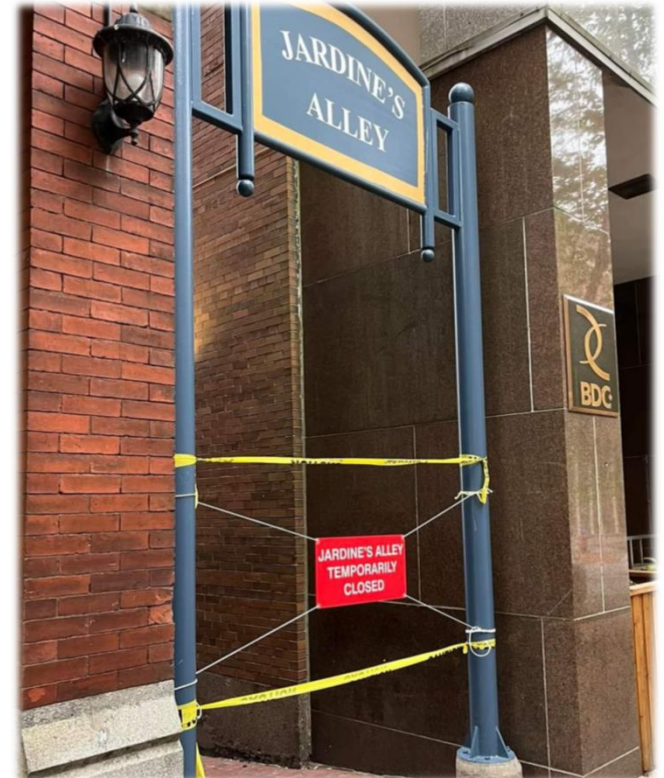
JARDINE'S ALLEY - REFURBISHMENT

- Sanded and primed the Entrances
- New Paint on the Entrances
- New Decals labeling Streets
- Removed all graffiti on Alley
- Weeded, swept and pressure washed Alley
- Added 2 Cigarette butt holders
- Project cost \$30,000



JARDINE'S ALLEY

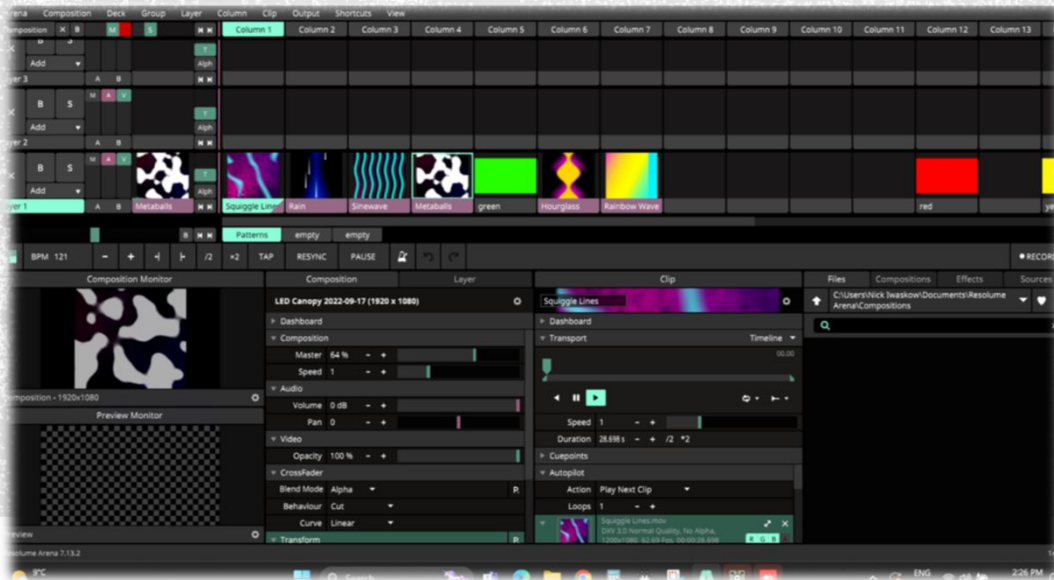
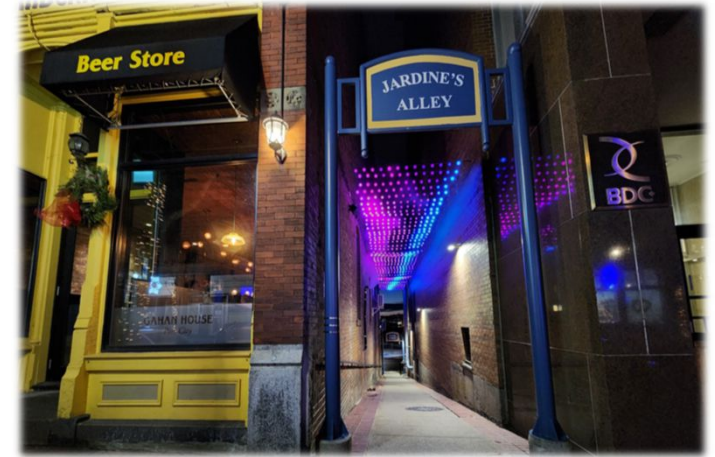
- July 28th Approval from ACOA and had our MP do the announcement
- September 19th installation began
- High Performance Laptop with audio system and Wifi
- New wall lighting





JARDINE'S ALLEY

- LED Canopy can be changed for different Events:
 - Canada Day
 - Truth & Reconciliation
 - Pride
 - Uptown Sparkles
 - Autism Awareness



Remote Desktop Access



UPTOWN IN YOUR TOWN



- Began in 2020
- 4 weeks (20 Business Days)
- 750 Deliveries
- Covering between 2500-3000kms
- 25km radius from our uptown
- \$25 min order
- \$2,500-\$3,000 Annually





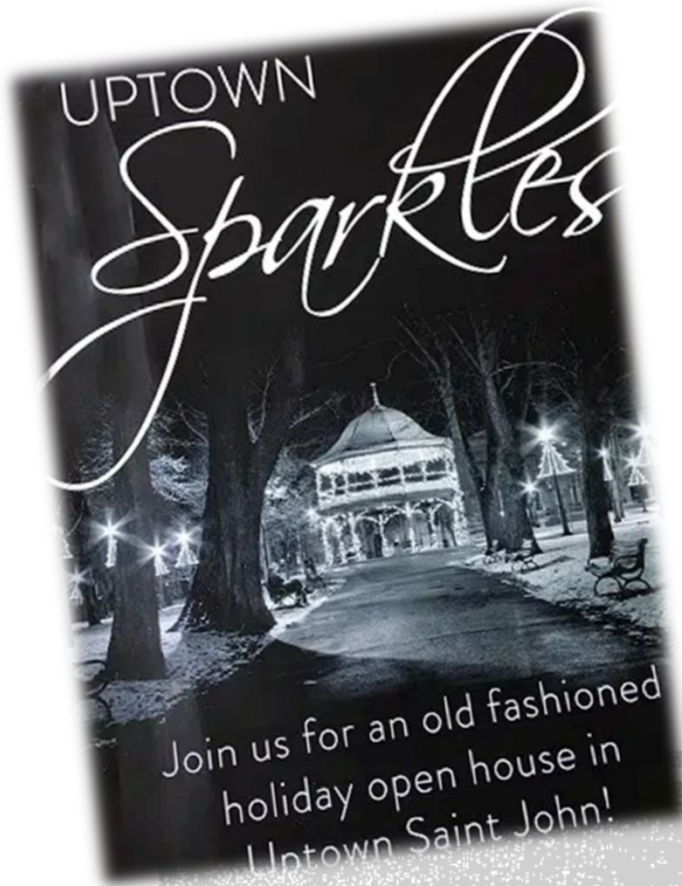
UPTOWN IN YOUR TOWN

2021
500 Deliveries

2022
250 Deliveries

2023
120 Deliveries





UPTOWN SPARKLES

■ 2009

- Old Fashion Family Christmas
- Carolers, trolly rides and Shopping
- Holiday lights
- Budget - \$1,000
- Approximate Attendance – 1,500 people



FAST FORWARD 14 YEARS...



UPTOWN SPARKLES - 2023

Trolly
Rides

Wood
Burning
Fire Pits



Live Music



Photo
Opportunities

Ice
Sculptures



Propane
Fire Bowls





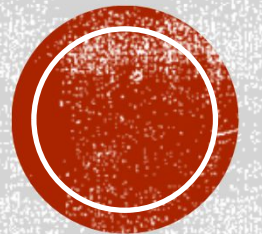
UPTOWN SPARKLES

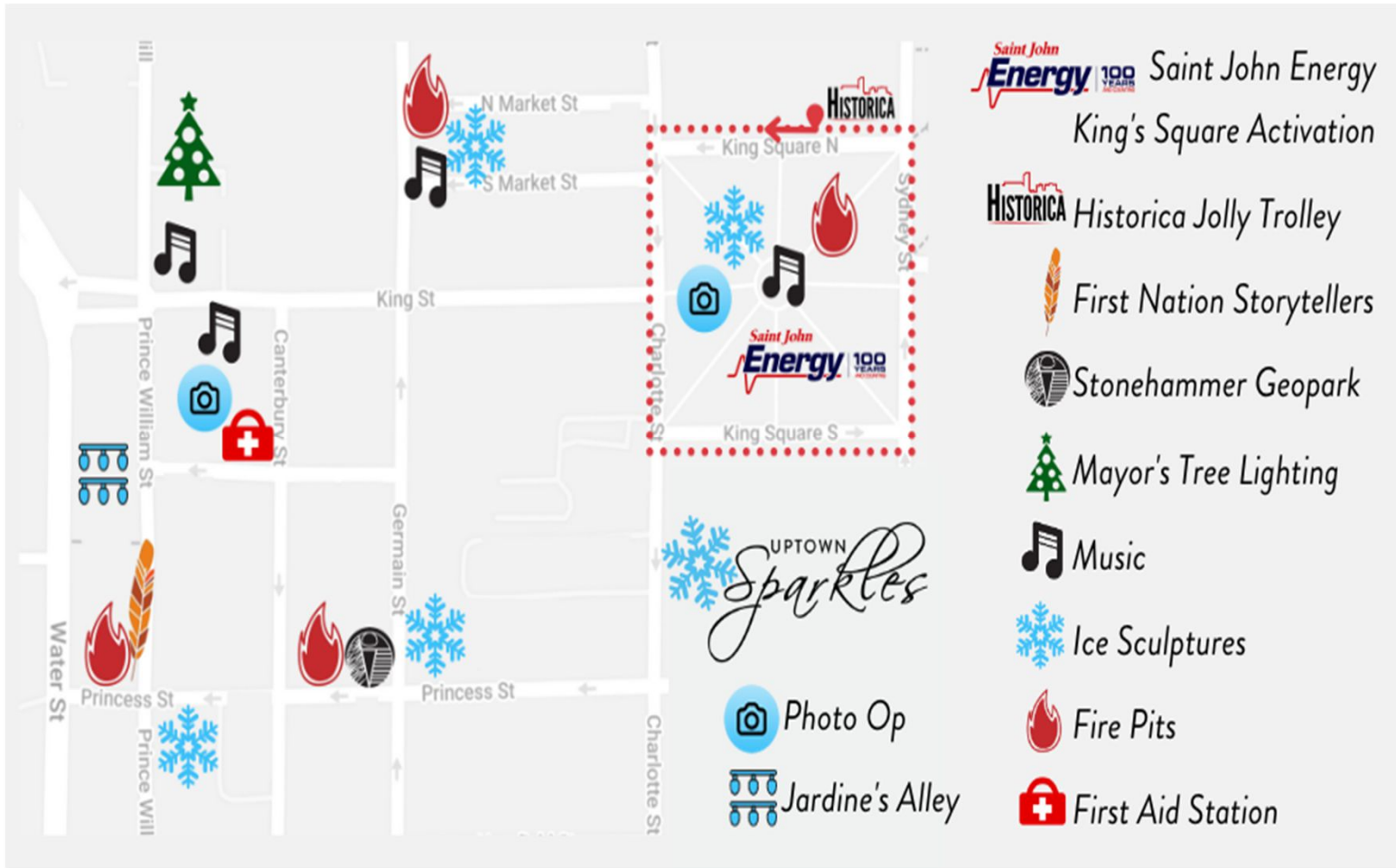
- Budget - \$20,000
- Attendance – 55,000
- Length of event 4 hours



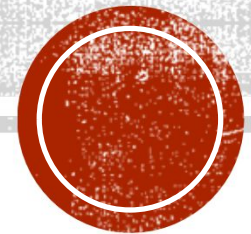


UPTOWN SPARKLES

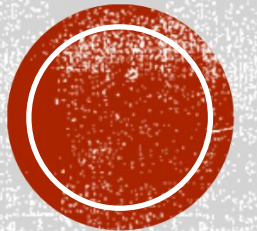




UPTOWN SPARKLES

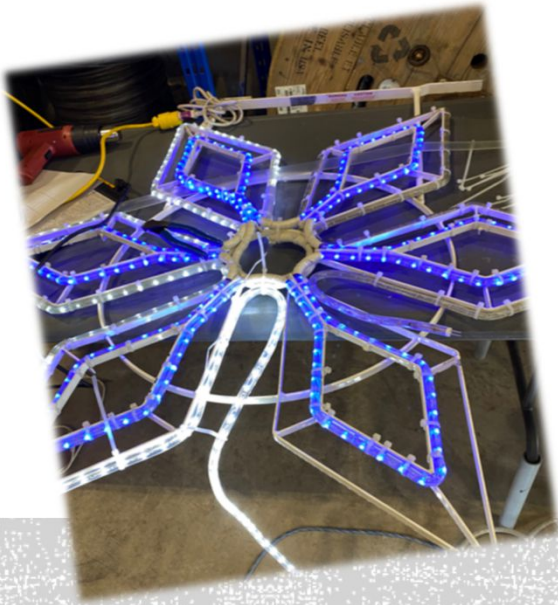


COMMUNITY SPONSORS



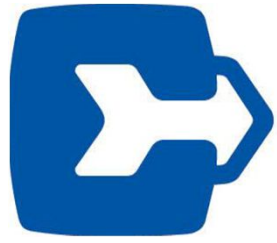


- 500 Pole display light repairs with Uptown SJ
- Uptown Sparkles
 - 30+ volunteers
 - Financial Support
- Powers several projects including Jardine's Alley



COMMUNITY SPONSORS





COOPER
EQUIPMENT RENTALS



Provide us with:

Zoom Booms

Scissor Lifts

Trailers

Generators for many events

Provide Volunteers for Uptown Sparkles

COMMUNITY SPONSORS

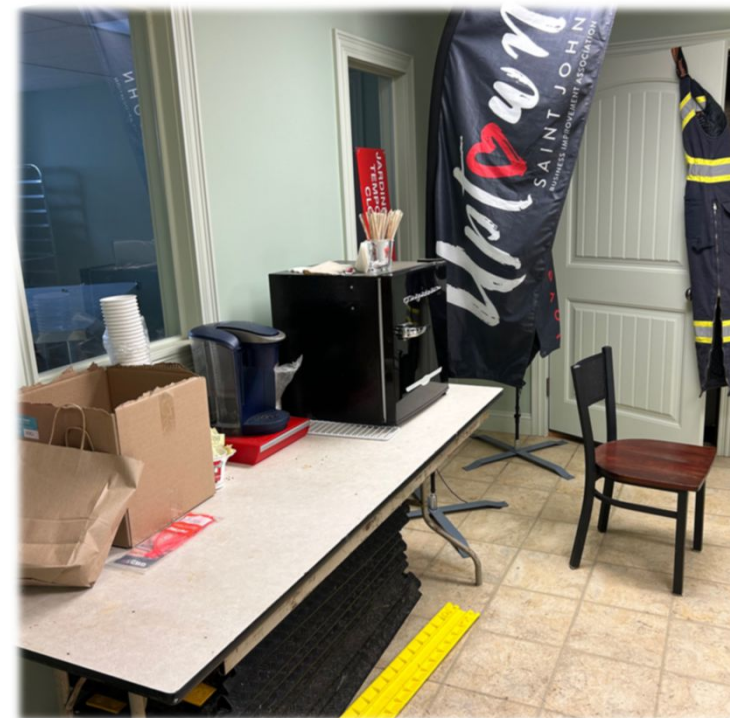


Largest Arena
in our Region
(7,000 seats)

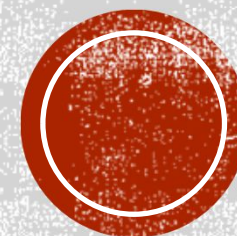


COMMUNITY SPONSORS

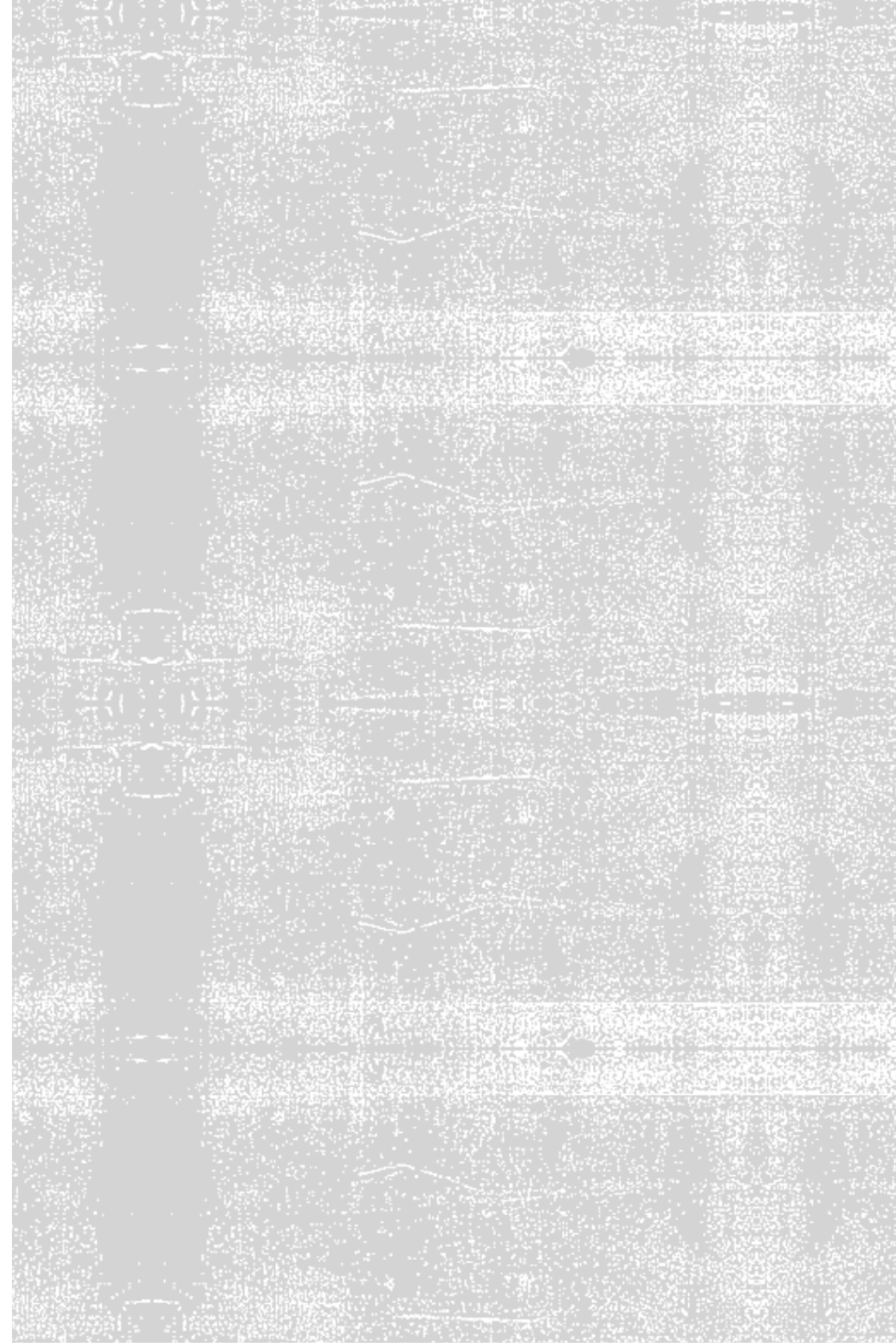




WORKSHOP



HOW TO SAVE A BUCK!



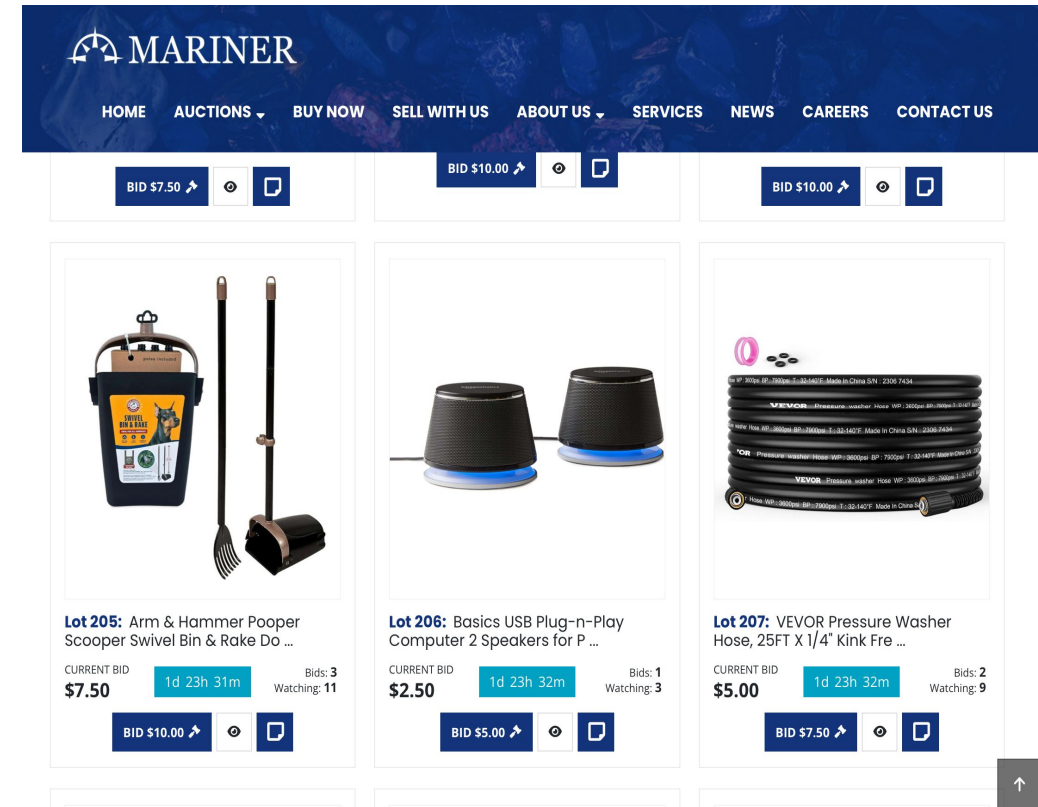
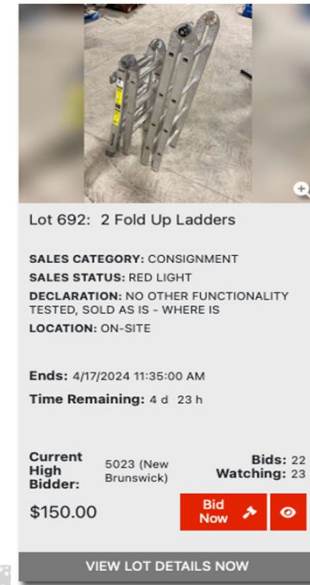
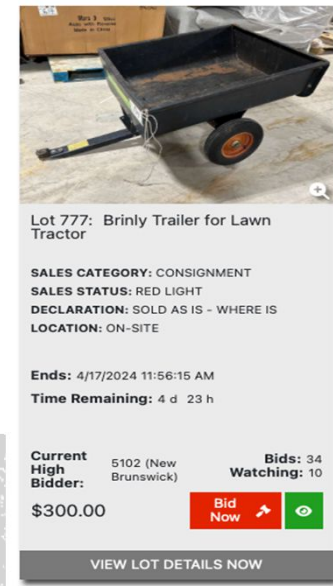
1. Don't be afraid to ask for a discount when buying bulk

2. Look for Clearance Sections

Clearance doesn't ALWAYS mean broken!

3. Check out Auction Sites

Physically inspect if possible



HOW TO SAVE A BUCK

CLEARANCE



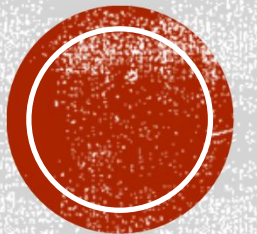


REDUCE, REUSE, RECYCLE





BUY, FIX, REPAIR, REPEAT





- Nick Crozier
- Uptown Saint John Operations Manager
- nick@uptownsj.com

