

Greetings From ...

The

# Beach Village BIA Proposal

Showcasing the world in the best light



Elise   
@EliseGoodhoofd  
Summer 2020  **TORONTO**  
BEACH VILLAGE BIA

AT THE   
**LA SIRENA**  
ESPRESSO BAR & GELATO





# About us

- We create festivals and events to promote tourism in neighbourhoods to support local businesses through our technologies
- We provide opportunities for small businesses to gain new customers by hosting the festival in their businesses
- We provide hosting opportunities for everyone to showcase their culture
- We give back to communities through our charitable initiatives

# THE | BEACH

## About Waterfront BIA

- Goes above and beyond the administration of its members and makes strides to connect with the community at large
- Mission to beautify programs, streetscape revitalization and maintenance, advocacy, marketing and promotion of the area, and special events.





Tasttlig

Presents

**Taste of  
Beach Village**

+

**Beach  
Villgae BIA**



# THE PERFECT MATCH

## Beach Village BIA

Create special events to connect with the community.



Improve, beautify and promote Beach Village through beautification programs, streetscape, and marketing.



Provide resources and support for Beach Village businesses



Run festivals year round to support local businesses in various neighbourhoods to attract and increase tourism



Promote businesses on our social media platforms such as Instagram and Facebook, website and mobile app.



Assist local businesses with technology and marketing





# Our Journey

2018

**FOUNDED AND ESTABLISHED**

Nabil started Tasttlig in 2018 at Kiza Restaurant, as an experience to celebrate food from various parts of Africa

2019

**SERVED OVER 500 PEOPLE IN PERSON**

Our experiences have served over 500 guests and local hosts, vendors and artists from over 15 countries around the world

2020

**MOVED ONLINE DURING COVID**

In September 2020, Tasttlig moved online to serve our customers during COVID-19

2020

**16K ONLINE VISITORS BY DECEMBER 2020**

By December 2020, we had successfully registered over 17K visitors to our website

2021

**45K ONLINE VISITORS IN JANUARY 2021**

In January 2021, we had recorded our record high 45,000 visitors to the Tasttlig website

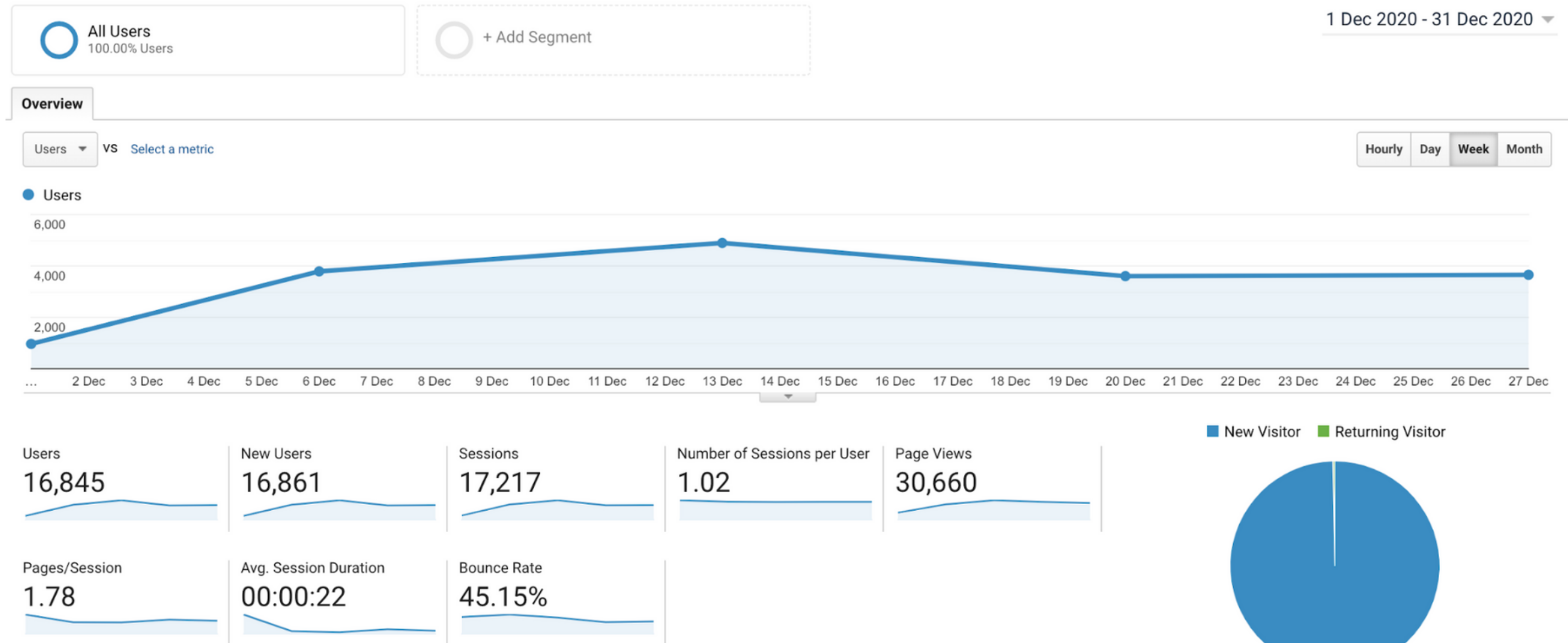


# Our Journey

2021 - March	2021 - December	2022 - March	2022 - March	2022 - June
<p><b>EVENT MANAGEMENT CONTRACT WITH PAPE VILLAGE BIA</b></p> <p>An agreement to host Taste of Pape Village from concept to implementation</p>	<p><b>TASTE OF PAPE VILLAGE WINTER FESTIVAL</b></p> <p>150 businesses participated in the festival</p>	<p><b>TASTE OF PAPE VILLAGE SPRING FESTIVAL</b></p> <p>150 businesses participated representing 11 countries with 10 Tasting menus</p>	<p><b>TASTE OF ST. JAMES TOWN</b></p> <p>Over 100 businesses participated in the festivals</p>	<p><b>GLOBALLY ENABLING EVERYONE TO HOST CULTURAL FESTIVALS</b></p> <p>June 1st, launching the beta version of Tasttlig app to enable everyone to host cultural festivals globally</p>

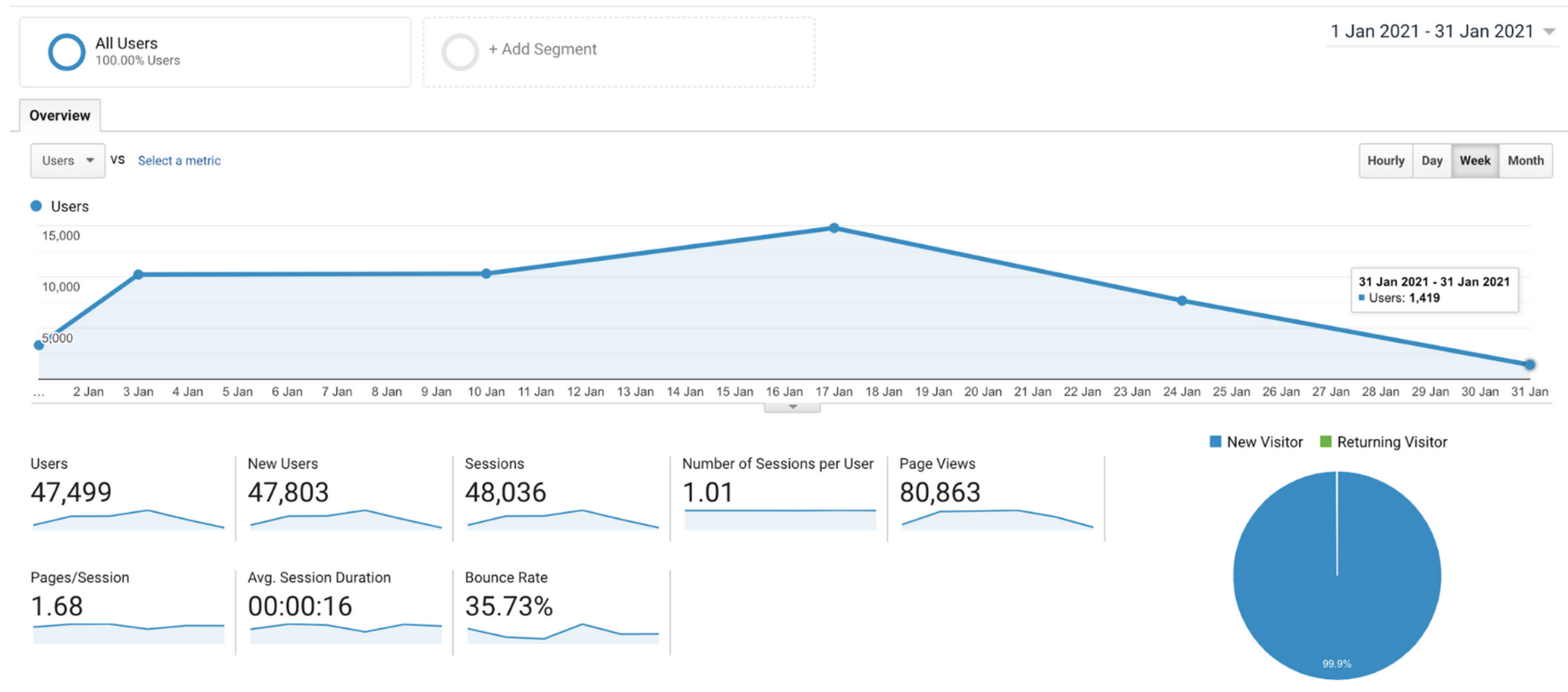


# Google Analytics - December 2020



Showcasing over 16,000 visitors.

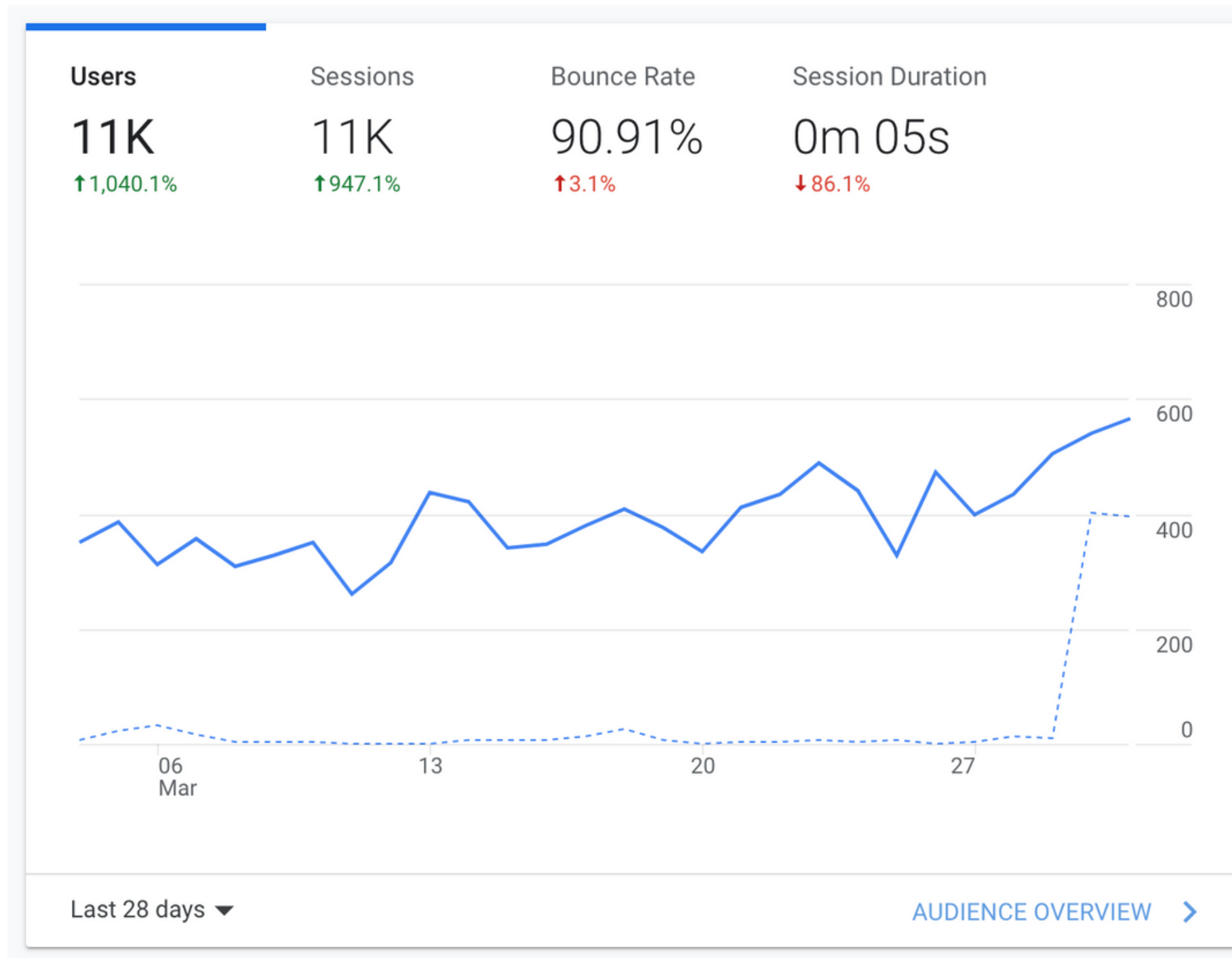
# Google Analytics - January 2021



Visitors nearly **tripled** in one month.

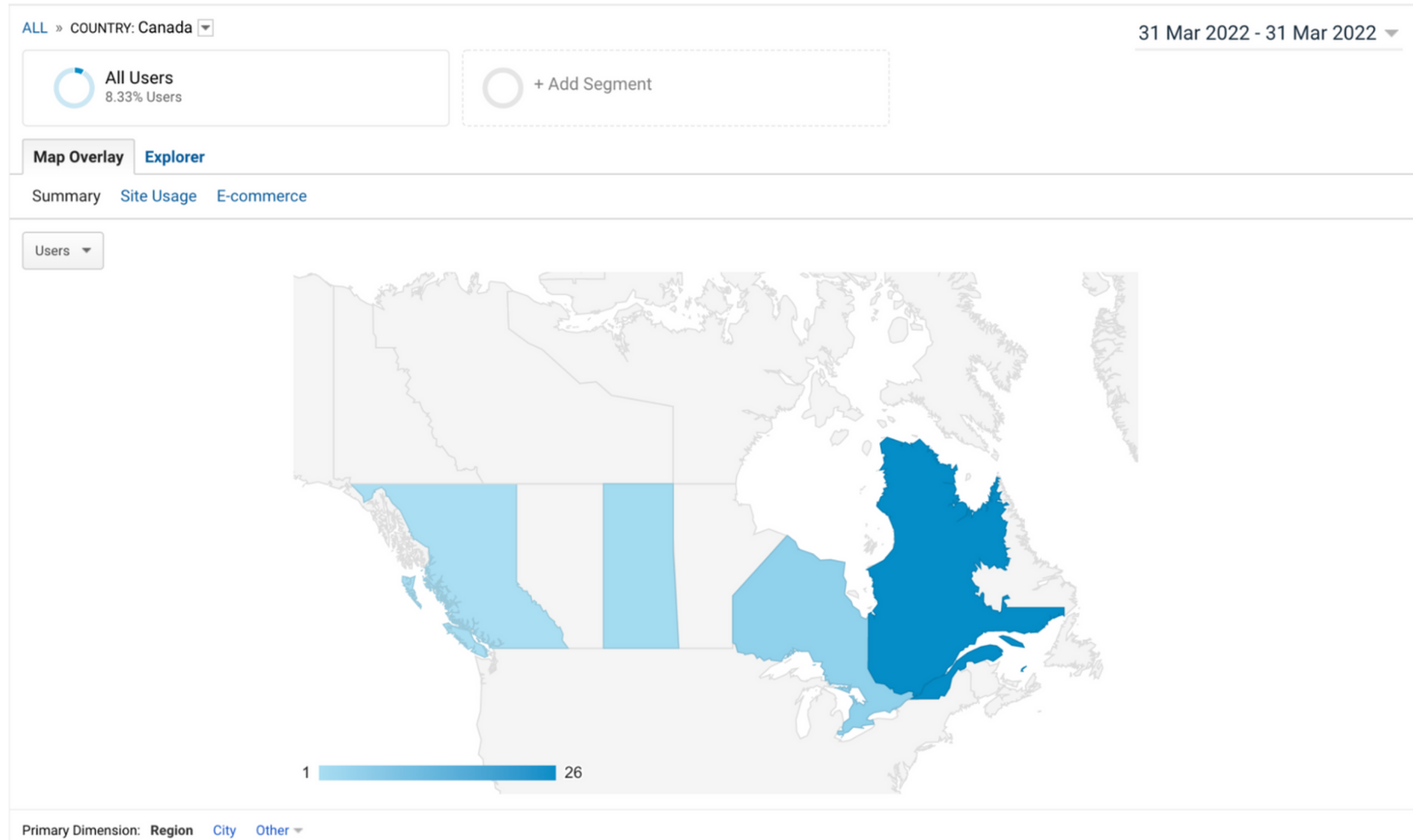


# Google Analytics - March 2022

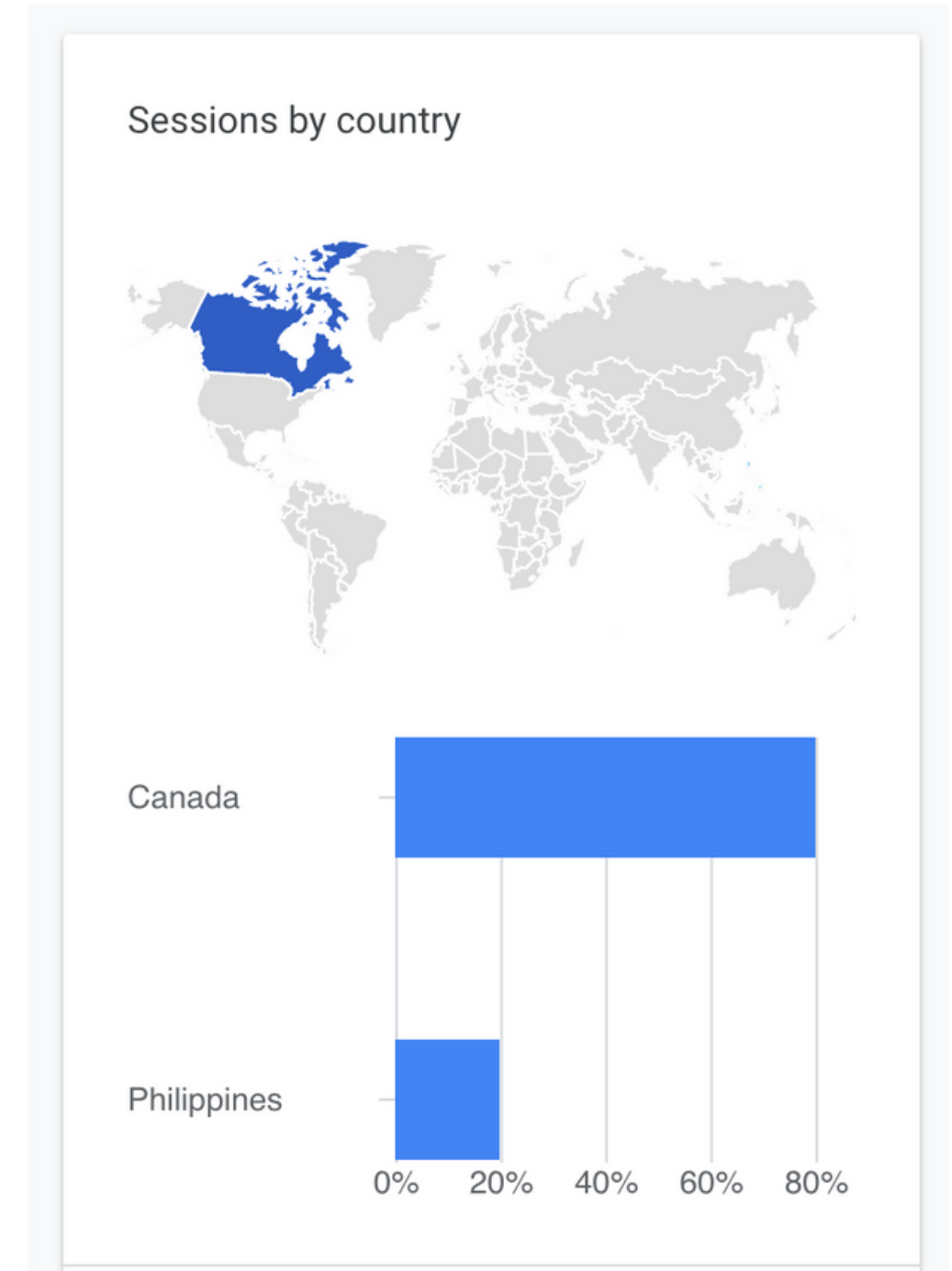


11,000 users in **active** sessions.

# Google Analytics - March 2022



Focused on Canadian visitors.



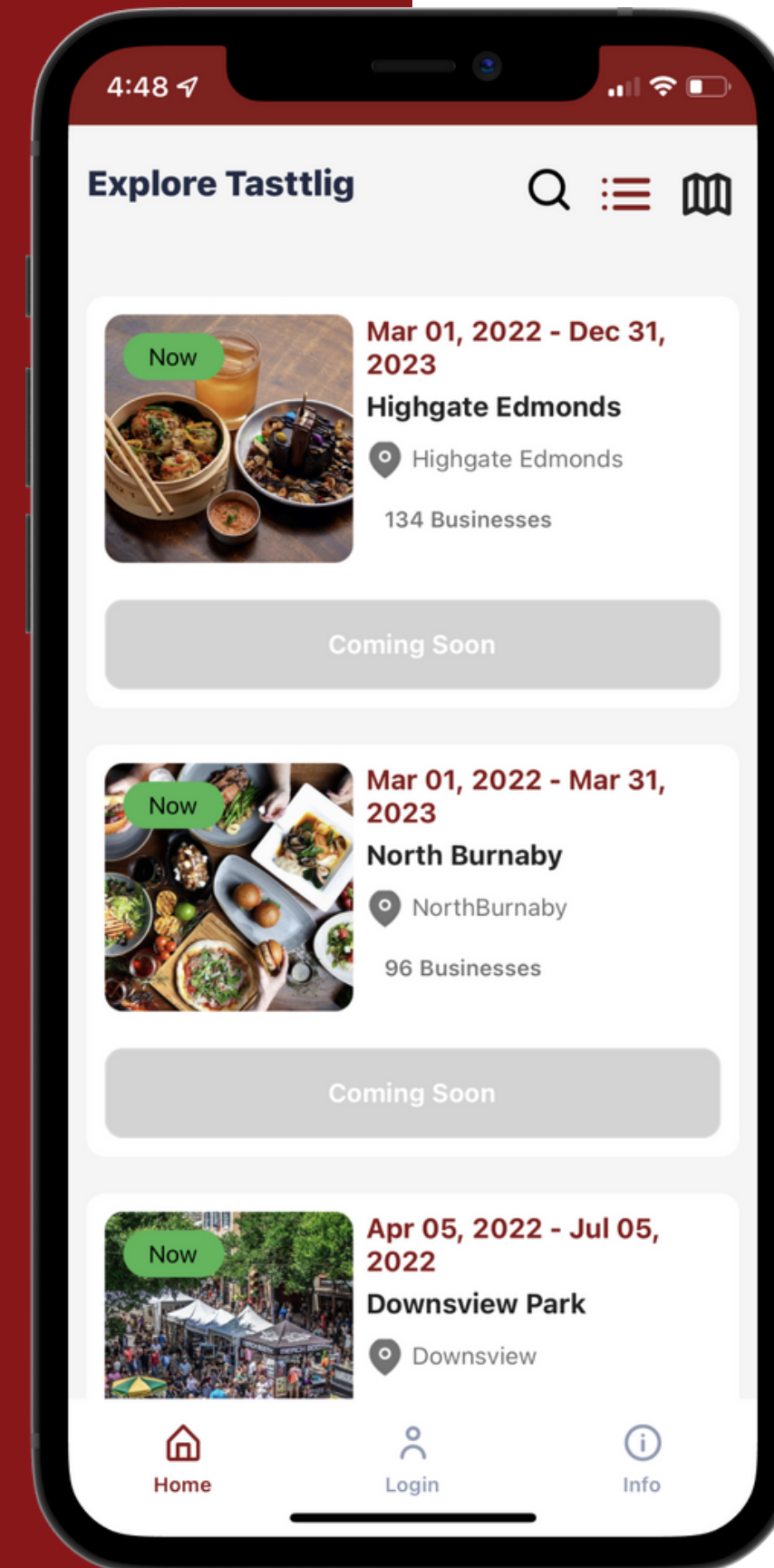


# Mobile and Web App

Tasttlig is more than a company that runs international food festivals in various neighbourhoods. We are also a technology company.

Our mobile and web app:

- Allows guests and businesses to stay connected to our festivals
- Passport as an innovative marketing tool
  - Our Passport gives guests access to everything that is included in the festival, such as tasting menus, deals, and specials



# Technologies to **Support** Small Businesses

## Current Technologies

TASTTLIG MOBILE APPLICATION

TASTTLIG WEB APPLICATION

## Emerging Technologies

KODIDI FOOD APPLICATION

Provide restaurants a platform to promote cultural festivals to customers year round.

FOOD ROUNDS

Mobile truck solutions for food entrepreneurs to enter the hospitality industry with ease.

HOST DASHBOARD

Mobile app to give businesses access to host deals, specials, tasting menus, and create events with entertainment to promote their businesses.

ERP FOR SMALL BUSINESSES

ERP (Enterprise Resource Planning) - Advanced host dashboard that enables businesses to run their business with integration of payment, human resources, advertising capabilities





# Our Festivals

Tastlig creates three festivals:

## 1. Cultural Festivals

To enable everyone to showcase their culture anywhere

## 2. Multicultural Festivals

To enable retail businesses to attract customers

## 3. Traditional Festivals

To enable businesses without retail outlets to attract customers





# Experiencing the Festivals

## Cultural Festivals

Everyone is able to experience any culture by buying admission tickets to the cultural experiences held everywhere.

## Multicultural Festivals

Everyone can support a business in their neighbourhood by buying tickets to their cultural experiences and their business promotional items during the multicultural festivals in their neighbourhood.

## Traditional Festivals

Everyone can support businesses starting out without a physical, permanent location by buying tickets to the traditional festival to support the businesses hosting it.





Tasttlig



PASSPORT  
PASSEPORT

# How it Works

1

Join Tasttlig to get your Free Passport

2

Add Festival content to your Passport

3

Bring along your downloaded Passport





Some of our festivals showcasing Filipino and Italian culture.





# Showcasing Beach Village

We bring all our expertise, experience and resources to create events to serve the people and businesses of Beach Village.

# Festival Creator Packages

**\$5,000**

**PER YEAR OR \$450/MONTH**

- Admin dashboard to host festivals
- Ability to create unlimited experiences
- Ability to create traditional festivals
- Ability to host cultural experiences
- Donate 10% of festival proceeds to the neighbourhood

- Advertising in Business directory
- Advertising businesses directory
- Featured on Tastlig promotions



# Sponsorship Packages

## \$100

**PER BUSINESS**

Businesses in your neighbourhood will vend the festival by using the Tasttlig web and mobile application to promote the businesses and sell their deals, specials, products and services.

- Advertising on business profile
- Advertising at business premises
- Advertising in business directory

## \$10,000

**BUSINESS DIRECTORY**

Tasttlig provides advertising in the festival's business directory to promote the interest of the BIA while showcasing GreekTown in the best light

- Advertising in Business directory
- Advertising businesses directory
- Featured on Tasttlig promotions

## \$25,000

**ONE SEASONAL FESTIVAL**

Tasttlig enables the sponsor of this package to be the official financier of Taste of GreekTown for one festival

- Advertising on Festival card
- Advertising on Festival details page
- Advertising on all festival promotions

# Sponsorship Packages

**\$100,000**

## **FOUR SEASONAL FESTIVAL**

Tasttlig enables the sponsor of this package to be the official financier of Taste of GreekTown for one calendar year. Providing advertising in festivals.

- Advertising on all 4 Festival cards
- Advertising on all 4 Festival details page
- Advertising on all 4 festival promotions

**\$1,000,000**

## **ALL TASTTLIG FESTIVALS**

The sponsor of this package is the official financier of Tasttlig for all cultural, multicultural and Tasttlig hosted traditional festivals all year.

- Official sponsor of all festivals
- Advertising on every page on Tasttlig
- Advertising on every material offline

# Connect With Us

[Marketing@tasttlig.com](mailto:Marketing@tasttlig.com)

1-833-308-2783

[Tasttlig.com](http://Tasttlig.com)





A scenic view of a lake with a rainbow in the sky, a person kayaking, and a shoreline with trees and kayaks.

# Thank You

Tasttlig 