



# Sumac Strategic Marketing 2012

*Bringing Simcoe County's  
Cultural Stories to Life*

# History of Sumac

- ◉ The Simcoe County Archives, Art Galleries and Museums group is a collaborative association of arts and heritage institutions in Simcoe County.
- ◉ The group was formed to explore cross-promotional opportunities and to provide a forum for the exchange of ideas and information.
- ◉ In 1999 SCAGM produced a full colour Historical Passport brochure designed to encourage attendance at multiple Simcoe County locations.

# Members of the Association

- Base Borden Military Museum
- Collingwood Museum at “The Station”
- Huronia Museum & Ouendat Village
- Huronia Historic Parks –
  - Discovery Harbour; Sainte-Marie among the Hurons
- MacLaren Art Centre
- Museum on the Boyne
- Nancy Island Historic Site
- Orillia Museum of Art & History
- Ontario Provincial Police
- Penetanguishene Centennial Museum and Archives
- Simcoe County Archives
- Simcoe County Museum
- Stephen Leacock Museum National Historic Site

# Strategic Marketing Plan Background

- Sumac was awarded a \$200,000 trillion grant in 2008 to create a Marketing Strategy with a goal of increasing admissions to all participating sites by 30% over three years.
- The firm Malone Givens Parsons, along with DACS Marketing, were hired to complete the first phase of this strategy – creating a strategic, five year Marketing Plan .
- The plan was completed in December 2009 and approved by all members of the Association in February 2010.



# Goals of the Marketing Plan

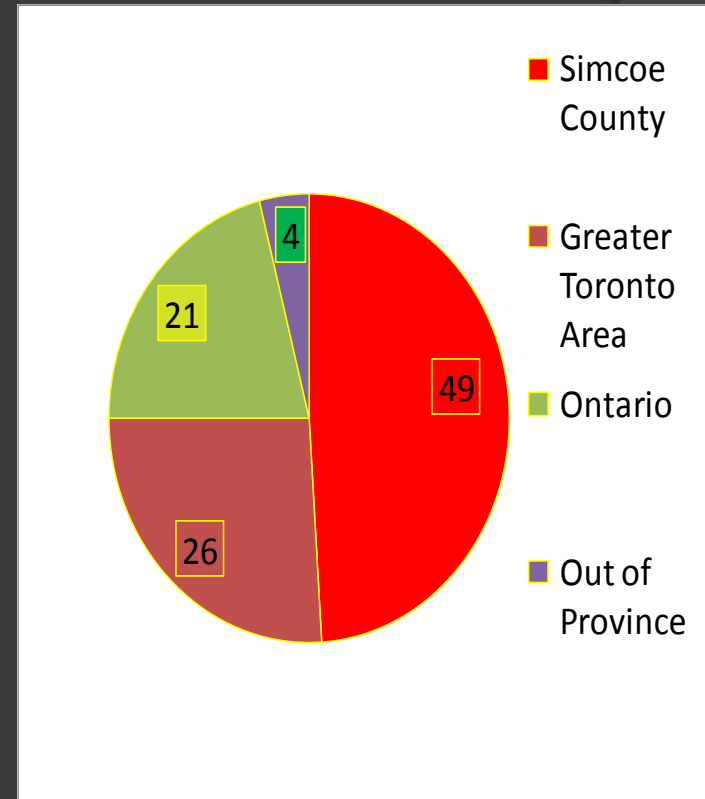
- To maximize effectiveness of the limited marketing resources.
- To increase the exposure of the association members.
- To create a distinctive, underlying image for all association members.
- To target “Best Bet” markets.
- To create a unique brand identity.
- To increase local awareness among students, young adults with families, and Baby Boomers.
- To increase revenues for all members of the association.

# Situational Analysis

- ⦿ The Marketing Plan describes the Association as an eclectic collective of Simcoe County's cultural places.
- ⦿ The current 15 sites represent a broad range of unique and distinctive experiences for visitors.
- ⦿ They all share a common goal - ***Bringing Simcoe County's Cultural Stories to Life.***
- ⦿ They offer a wide range of events and interpretive programs.

# Visitation

- In 2008, nearly 218,000 people visited the 16 member sites.
- Nearly 48,000 school children participated in organized group visits to the 16 member sites. This number represents slightly more than 22% of total attendance.
- Almost all visitors to these sites come from Ontario; with nearly half from Simcoe County



# Target Audiences and Markets

- The priority demographic target markets for most Association members are younger children, students, and families with children.
- The second most common demographic target market is Baby Boomers and Seniors.
- No attraction considered young adults or adults between the ages of 18 and 34 as priority target markets.





# Tourism in Simcoe County

- Tourism is a large and growing economic sector in Simcoe County – it includes both attraction oriented travel and seasonal residence activity.
- Ontario residents made 96 per cent of the 3.3 million same day trips and 86 percent of the 2.3 million overnight visits in Simcoe County in 2007 with Toronto being the major feeder market.
- Visiting museums and art galleries ranks 10<sup>th</sup> as things to see and do among same day visitors and 15<sup>th</sup> among overnight visitors.
- Greg Sorbara's Report – Emerging tourism market
- Premier Ranking - 4<sup>th</sup> in new market opportunities

# Best Bet Target Markets

- Residents of the Greater Toronto Area (GTA) and Simcoe County account for 86 percent of the number of visitors to the County and over 75 percent of the visitors to Association attractions.
- With a growing population of over six million, the GTA and Simcoe County will continue to be the major feeder markets for years to come for Association attractions, and are therefore considered the “best bet” target markets.

# Objective 1 – Collective Brand Identity

- Brand identity needs to clearly communicate the experiential uniqueness of the Association.
- Elements of the brand must convey the uniqueness of the Associations' offerings in a meaningful manner.
- The logo must be capable of being used seamlessly across multiple marketing materials – print, broadcast, interactive.

# Brand Identity

- Major priority for the group achieved in December 2010
- Sumac, Simcoe County's Cultural Network



# Objective 2 - Online Presence

- ◎ [www.sumac.info](http://www.sumac.info)
- ◎ Facebook 
- ◎ SEO program last year to increase google hits in both frequency and top of mind
- ◎ YouTube Channel
  - Network hired Georgian Bay Production to create a 2 minute vignettes for each site.

Next steps – Twitter, Blog

# Objective 3- Increase Local Awareness

- Cultural Places Pass – partnership with Simcoe County Library Co-operative & the libraries of Orillia and Barrie
- Sumac Scavenger Hunt – Distributed through the SCDSB, Barrie Travel Centre, Port of Orillia, TSC rack card network
- Rogers TV ACCESS I - Cultural Connection



# Objective 4 – Increase Revenues

- Increased awareness of the Association partner attractions will increase traffic to each partner location, the end result being increased ticket sales, merchandise sales, event bookings and donations.
- The Marketing plan notes that the Association could realize additional financial gain with the development of an umbrella sponsorship strategy, and an assessment should be completed to assess the opportunities for sponsorship and partnerships

# Tactics to Increase Revenue

- ① Develop a galleries, museums, parks and campground admissions offer.
- ① Partner with RTO7 to create a “museum tour” throughout Bruce/Grey/Simcoe
- ① Develop an Network membership program. The membership program would have perks to members, and increase revenue to association sites.



# Key Considerations

- ⦿ Market Readiness of all sites.
- ⦿ Return on Investment
- ⦿ Networks' Infrastructure – seasonality, accessibility, technological offerings.
- ⦿ Funding contributions for this plan must take into consideration the individual marketing funds possible from each Network member.

# Next Steps – 2011 to 2015

- ① Develop and update content of Association website
- ① Develop community events and local business cross promotion
- ① Develop media partnerships
- ① Sponsorship Strategy
- ① Seasonal Visitors Promotions, Association membership campaign



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