

County of Bruce

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County of Bruce in Ten Minutes

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2. Business to Bruce Strategy
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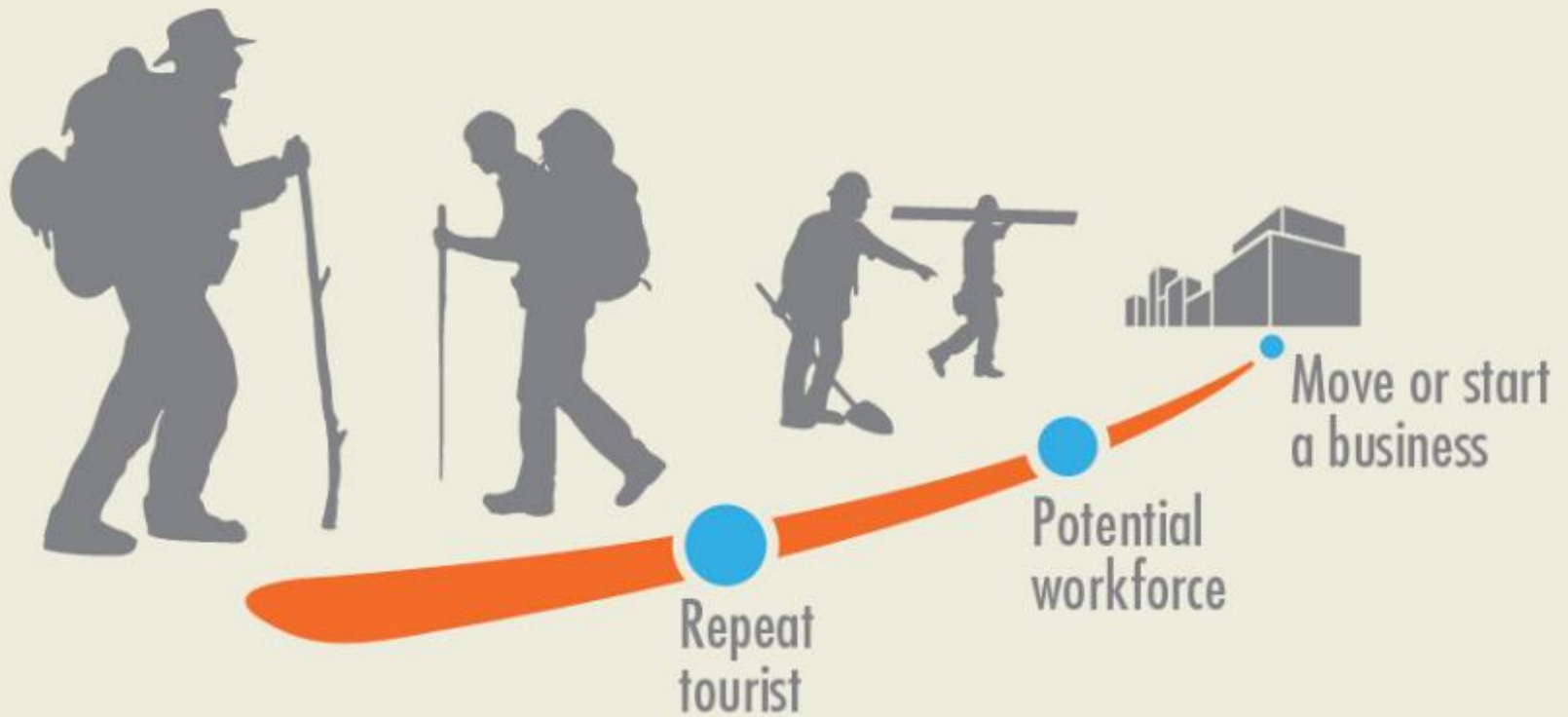
Year in Review

It was a transitional year.



inspire/attract/support

A Visitor



business  bruce

inspire/attract/support

[Start A Business](#)[Expand A Business](#)[Match Your Skills](#)[Bruce Life](#)[Partner Up](#)

talk to bruce

Find Yourself in Bruce County

Imagine what life and work could be. With time and **space to grow**. Where it's less about the race and more about **individual drive**. Where tinkering leads to invention, art becomes industry and **sweat becomes equity**. And where that equity goes 100% further than you ever imagined. Consider a life where energy, nature, agriculture and innovation all combine to

[Warton](#)[Other Town #3](#)[Kincardine](#)

business **to** bruce



business **to** bruce

OPEN

COMMUNITY
ATTRACTION
TOOLKIT

Local Marketing Segments

The business attraction and recruitment strategy is designed to appeal to a specific mindset. It's about 'who' instead of 'what' – about attracting entrepreneurially-minded people instead of specific industries. So while there are business categories in this area that will fill important gaps (co-ops, entertainment, locally-based food processing and agri-business, energy/engineering and other business categories that align with

Who They Are

Current Business Owners – Local business owners who are already in town are the best bet for expanding existing businesses or starting new ones.

Friends & Family – They have a connection to town and coming home is always an easier sell than trying to convince total strangers.

Seasonal Property Owners – Part time residents all along the Lake Huron shoreline are half way to living here full time. They have a vested interest and because many are nearing retirement age, they form the core of potential 'senior-preneurs' (retiring boomers with equity who are looking for something to do, invest in or to fulfill a dream).

Tourists – Kincardine festivals and events attract thousands of tourists every year. This is when they see us at our best. They become familiar with our community attributes and this positive environment could mean they're more open to a more permanent relationship.

Bruce Power Families – Bruce Power attracts great families with strong household income. While providing highly-skilled engineers and technicians with opportunities is good, it's their well-educated spouses and family members who may be the most open to starting a new business locally.

How To Reach Them

Engage local entrepreneurs in the business owner network and invite the entire business community to participate in the discussion. Send the new Kincardine video to this group, encourage them to pass it along, and keep them up to date via email or LinkedIn with regard to new businesses coming to town.

The best way to engage the friends and family of local residents and business owners is through social media. Leverage the county Facebook page and post success stories. Promote this page via a news release to local media. Advertising during the summer months will also reach this group.

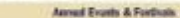
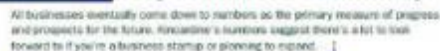
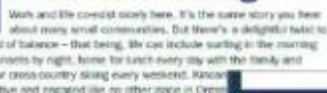
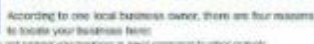
Seasonal property owners follow local and tourist media (focused on activities, cultural happenings, sports). Place advertising from the Toolkit in media they see and in places they frequent (posters, pop-up banners).

The advertising creative and media plan in this kit is designed to get tourists (and seasonal property owners) contemplating the possibilities of starting a business in Kincardine. Timing of the media plan is focused on the popular tourist season.

The advertising creative will reach this group during the summer months, but it's social media and The Idea Toss event that may prove the most useful. Identify those in the Kincardine community with links to Bruce Power and encourage them to send the new video and Idea Toss invitation (to be developed with the event) along to their networks.

Media Plan

| MEDIA | Unit Size | # of Placements | Estimated Cost | May | June | July | Aug | Total Placements | Total Estimated Media Cost |
|---------------------------------------|--------------------------------------|----------------------------|---------------------------------------|-----|------|------|-----|---------------------|----------------------------|
| PRINT | | | | | | | | | |
| Kincardine News | 1/2 page, 4 colour | 2 per month | \$935 | | x2 | x2 | x2 | 6 | \$5,610 |
| Kincardine News Visitor Guide | Full page, 4 colour | 1 Annually | \$1,200 | | | | | 1 | \$1,200 |
| ONLINE | | | | | | | | | |
| The Weather Network (Kincardine Page) | 250x300, 728x90 (Mobile and Desktop) | 60,000 impressions / month | \$22 CPM | | | | | 240,000 impressions | \$5,500 |
| YouTube | Video | 75,000 impressions / month | \$3 CPM | | | | | 300,000 impressions | \$900 |
| Facebook | Various | - | - | | | | | - | \$900 |
| OUTDOOR | | | | | | | | | |
| Billboards | 10' x 20' | 2 boards, 16 weeks | \$700 per location per posting period | | | | | 8 | \$5,600 |
| Billboard Production | | | \$125 | | | | | 10 | \$1,250 |
| | | | | | | | | Total: | \$20,960 |



Business & Tourism Operator Support



spruce^{the}bruce

spruce^{the}bruce

Launched

May 15, 2015

Approved Grant Dollars

\$57,867

Leveraged Dollars

\$3.81:\$1



Applications Approved

24

Eligible Communities

- Kincardine
- Lucknow
- Port Elgin
- Ripley
- SaubleBeach
- Walkerton
- Wiarton

New this year

Sidewalk Patio grant

Project Completion

October 31, 2015

Explore The Bruce

Adventure Passport Data Project

Phase 1:

- Review current data
What has changed?
- Consumer data
segmentation analysis



Sneak Peek
2016 Bruce Brand

Sneak Preview 2016

RED Grant Results



Tobermory



Target Audience

Visitor



New Canadians



Memory Makers



Nature Lovers



New Canadians



Memory Makers



Nature Lovers

Geography



Season



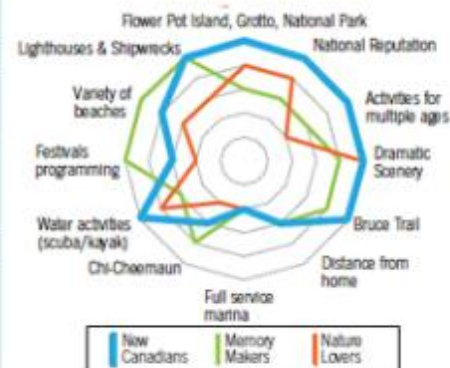
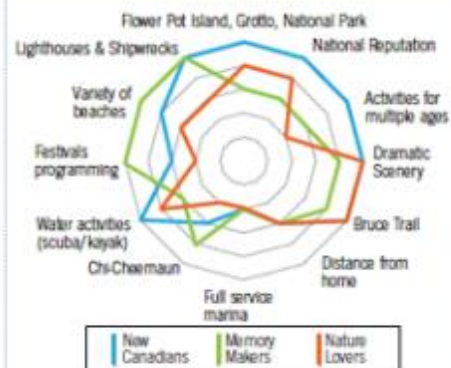
May - October

Length

Day Trips

2-3 Day Stay

Assets



The 8th Wonder of Canada

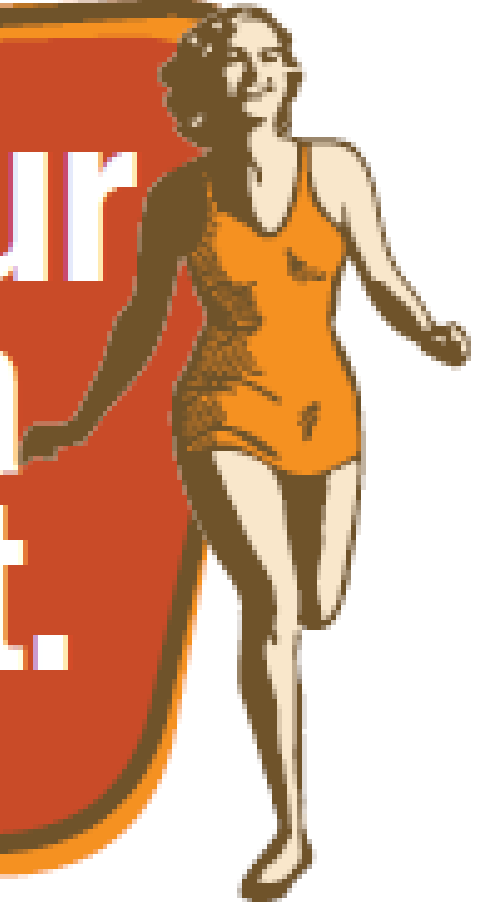
A red book cover with blue and yellow streamers. The title 'What's for dinner?' is written in white, and 'Port Elgin Dining Guide' is written in white at the bottom. The book is tilted and has a shadow.

What's for dinner?

Port Elgin Dining Guide

Since your
grandma
was hot.

 Sauble Beach



THE BEST OF
Southampton



SEE & DO | STAY | FOOD & DRINK | SHOP



Pants optional.

If you've ever had the feeling that pants really aren't your thing, we know how you feel. Get swept away in our Scottish flavour and feel free to lose your pants.



On the shore of Lake Huron
2 hours north of Kitchener
www.kincardine.ca

56 Lindsay Road S
R. R. #2
LION'S HEAD, Ontario
N0H 1W0



*Dave Fenwick
Letter, inc
509 Cascade Ave, Suite H
Hood River, OR 97031*

Instructor Retreat Package

Serenity on the Bruce Peninsula



Lion's Head
ONTARIO

Bruce Peninsula Map



Basecamp to the Bruce Peninsula



Thank You

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