

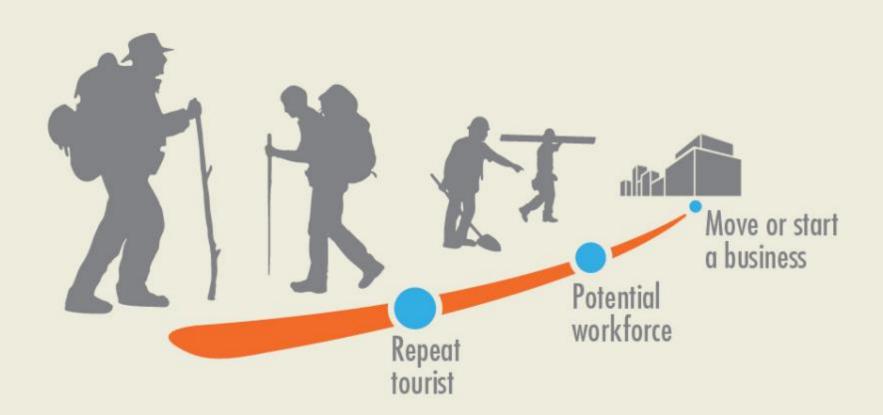
County of Bruce in Ten Minutes

- Transitional Year –Year in Review
- 2. Business to Bruce Strategy
- 3. Business and Tourism Operator Support
- 4. Sneak preview into 2016



inspire/attract/support

A Visitor



business to bruce

inspire/attract/support

business to bruce





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	How To Reach Them				
Current Business Owners – Local business owners who are already in town are the best bet for expanding existing businesses or starting new ones.	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.				
Friends & Family – They have a connection to town and coming home is always an easier sell than trying to convince total strangers.	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 — 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).	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).				
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.	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.				
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.	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		0.00					-	\$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
1		ľ						Total:	\$20,960

Kincardine Overview

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and name than one of Cariada's locating energy shadors put up the absorbine. The excitomed you can bed is enforcemental by solute and gloving every your. We copy and embour on enforcement large, here. And that makes Mounches the sight hanch; pad for visitables and hundred expension.



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Kincardine Economics

According to one local business owner, there are four manufes to books your business face:

- 1) the cost of subling up and raising your traditions in level compared to other manels.
- 2) You can senior control without sacrificing scores.
- 3) The year man in manufile of all any with impression incremental tool and objects with that records of action from the first. I There are releast more constraint grains in the community call the action of a situation grain.



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Kincardine Living

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Assured to have an extending regional benefits in the committed and comparisons to dispositions, specialisis and other forces of health come to beliefly within choice.









Kincardine Events & Key Numbers Summary

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Population: 1/4 Time: Discount Services Services MS Neckets (annual)

Total Single

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Annual Events & Forthelis

Market Services

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Business & Tourism Operator Support



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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 Billce

Adventure Passport Data Project

Phase 1:

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



Snew Peek 2016 Bruce Brand

Sneak Preview 2016

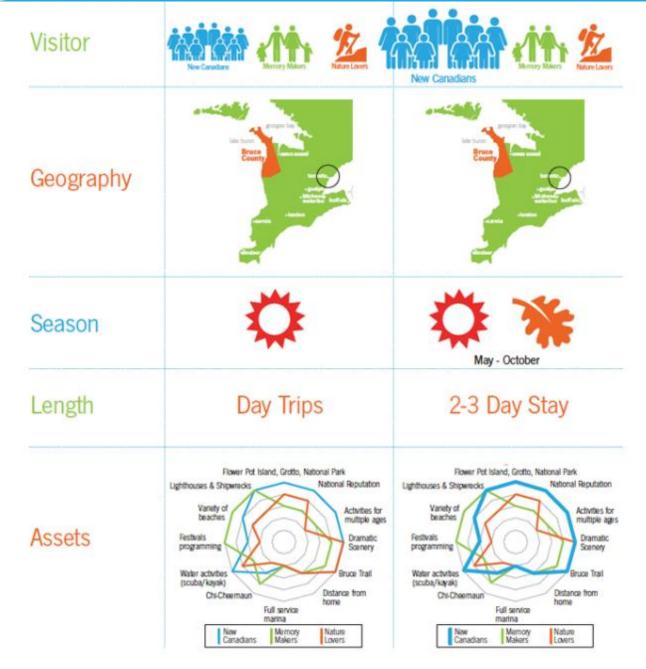
RED Grant Results



Tobermory



Target Audience



The 8th Wonder of Canada

What's for dinner?

Port Elgin Dining Guide



Southampton

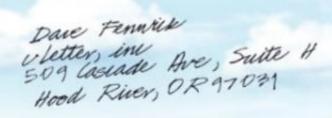






On the shore of Lake Huron 2 hours north of Kitchener www.kincardine.ca 56 Lindsay Road 5 R. R. #2 LION'S HEAD, Ontario NOH 1WO





Instructor Retreat Package

Serenity on the Bruce Peninsula Lion's Head



