

Mayor's Annual Business Breakfast

Committee Update

April 30, 2018

2014-2018 Committee Update

- The Town of BWG has 6 advisory committees:

- Active Transportation & Recreation Committee
- Accessibility Advisory Committee
- Arts & Culture Advisory Committee
- Downtown Revitalization Committee
- Economic Development Advisory Committee
- Heritage Committee



- Additionally there is a Committee of Adjustment, Fire & Emergency Services Committee, Seniors Housing Committee and Traffic Committee

Economic Development Advisory Committee Update

- Town of BWG Office of Economic Development issued an RFP for the development of a Marketing Strategy and Implementation Plan
- Awarded to Amplify Marketing & Communications in March 2017

AMPLIFY MARKETING & COMMUNICATIONS
WE CREATE, BUILD & MANAGE BRANDS

- Economic Development Advisory Committee (EDAC) provided input, reviewed results and advised throughout the process

Economic Development Advisory Committee Update

- Research phase included:
 - SWOT analysis (strengths, weaknesses, opportunities, threats)
 - Review of comparable municipalities
 - Stakeholder interviews and focus groups
 - Surveys of public and industry groups (ICI and SIOR)
- Outcomes:
 - Logo – various concepts presented to the OED and EDAC for evaluation, revision and final selection
 - Strategy including digital marketing and branding
 - Implementation plan and schedule
 - Draft Strategy & Marketing Plan presented to Council on April 3

Economic Development Advisory Committee Update

- Final logo and tagline:

BW•G

ECONOMIC
DEVELOPMENT 

BUILD • WORK • GROW

Economic Development Advisory Committee Update

- Next steps – rollout 2018-2019 including:
 - Complete marketing collateral (brochures, etc.)
 - Website redesign
 - Video development

Economic Development Advisory Committee Update

- Artesian Industrial Park Gateway Signage:
 - Merchants in Artesian Industrial Area seeking ways to revitalize the area including the gateway with outdated signage
 - EDAC listening and looking for ways to respond with ideas and support

Economic Development Advisory Committee Update

- Sign concept:



Economic Development Advisory Committee Update

- Sign concept – side view:



Economic Development Advisory Committee Update

- Highway 400 development
 - Interest picking up steam since servicing completed
 - MiTek is the first of several developments on Strathallen property
 - Construction now underway



Arts & Culture Advisory Committee Update

- Arts & Cultural Master Plan
 - Town of BWG hired MDB Insight, a management consulting firm specializing in economic and cultural development
 - Plan aims to provide a long-term strategy that will support a vibrant arts and culture environment within BWG
 - Significant public and stakeholder consultation will take place in June
- Art competitions
 - Call for Artists – art selected to put on display in municipal buildings
 - 2018 Art Contest – underway now through end of June to select art to turn into BWG souvenirs and gifts – www.townofbwg.com/ArtContest
 - BWG Studio Tour – September 15 & 16, 10am-5pm – www.bwgstudiotour.ca

Accessibility Advisory Committee Update

- Accessible on-demand taxi service:
 - Town of BWG put out a request for grant applications to receive funding for an accessible on-demand (pre-booking not required) taxi cab
 - Funds available to either retrofit an existing cab or purchase a new one
 - Bradford/Bondhead Limousine Taxi (BB Taxi) was the successful applicant
 - Next steps are to draft agreement, publicize service once available
- National AccessAbility Awareness Week:
 - Flag raising: Sunday, May 27, 1:00 p.m. – BWG Leisure Centre flagpole
 - Free workshop: Monday, May 28, 7:30 p.m. – “My Business Welcomes Everyone” presented by Independent Living Simcoe – BWG Leisure Centre

Active Transportation & Recreation Committee Update

- Walk 'n' Wheel Wednesday:
 - Semi-annual event – May and October
 - Objectives: encourage students to use human-powered methods of getting to school in order to promote healthy living while reducing traffic congestion near schools
 - First event May 2016 – participation from 2 BWG elementary schools
 - Number of participating schools and students increased with each event
 - Next event May 9 – participation from all 11 schools

Downtown Revitalization Update

- Friday Afternoon Carrot Fest:
 - First introduced in 2017
 - Afternoon/evening event highlighting downtown Bradford businesses
 - Family-friendly entertainment leading into evening event for adults
 - Estimated attendance of 3,500-4,000 people
 - Funding primarily from sponsorships
 - Will return in 2018 with assistance of Town funding



Heritage Committee Update

- Bond Head Heritage Conservation District Study:
 - Heritage Committee working with Town Planning staff and heritage planning consultants Archaeological Research Associates (ARA) to conduct a Heritage Conservation District Study
 - Phase 1 – research including extensive public input into whether an official designation under the *Ontario Heritage Act* is the best way to preserve the heritage features of “old” Bond Head
 - Public Information Centre: Wednesday, May 9, 6:00-8:00 pm (2-hr session, not a drop-in)
– Bond Head Hall, 2892 County Rd 27
 - Online survey and mailing list: www.townofbwg.com/BondHeadHCD
 - Phase 2 (starting approx. June) – implement whatever actions deemed appropriate to protect and preserve heritage value

Mayor's Annual Business Breakfast

Questions?

Keep in touch:
jleduc@townofbwg.com