

# Mayor's Annual Business Breakfast

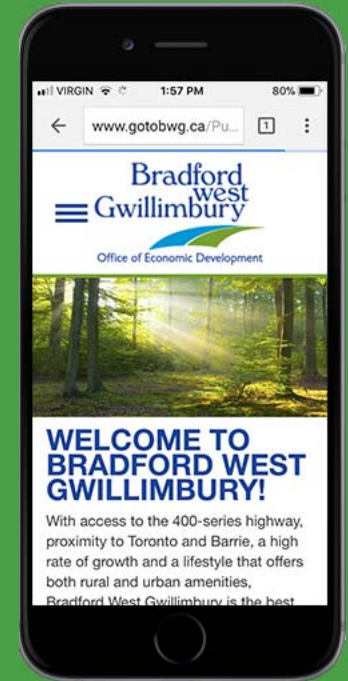
## Marketing Role

- Website
- Print, Web and Social Media promotion
- Working with Partner Groups
- Networking and Promotion
- Business Investment and Expansion (CIPs)
- Economic Development Marketing Strategy

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## Website

- Phase One of Website refresh commenced in December
- All information reviewed and updated, with content “scrubbed”
- Fully mobile (including forms)
- New site uploaded in April



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## Advertising and Social Media

Increase local awareness of Economic Development initiatives (Seminars, Grand Openings, Events, Surveys and Business Retention Initiatives):

- Listing in Town Page and/or paid advertising in Bradford Times
- Promotion through Town website and Economic Development site
- Listing on Town Events Calendar
- Promotion via Town Facebook and Twitter sites (before and after)

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## Working with Industry Partners

- Bradford Board of Trade
- Simcoe County
- Nottawasaga Futures
- BradfordWORKS
- EPIC Innovation and Training
- Holland Marsh Growers' Association
- EDAC and Downtown Revitalization Committee

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## Networking and Promotion

- EDCO conference in February (Eco. Developers Council of Ontario)
- Familiarization Tour in Collingwood in February (Simcoe County)
- Hosted S. Simcoe Business Excellence Awards in April (N. Futures)
- County Conference and Networking Dinner in May (Rama)
- Hosted Manufacturer's Forum in June (Simcoe County)
- EDAC conference in September (Eco. Developers Assoc. of Canada)

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## Networking and Promotion

- Hosted Food Sector and Productivity Training Seminar in September (EMC)
- Hosted a Discussion of Bill 148 & Electricity Prices (BBT, CFIB and OCC)
- Hosted Small Business Week Discussion Forum (with N. Futures)
- Hosted Mayor's Annual Business Breakfast

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## Networking and Promotion

- Grand Openings for Businesses – 24 to date in 2017 (6 upcoming)
- Piloting new Online Business Retention and Expansion (BR&E) program format (Nottawasaga Futures)

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## Community Improvement Plans

- Downtown CIP
- Industrial Areas CIP
- Seniors Housing CIP\*



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## Downtown CIP

1. Façade, Landscape and Signage Improvement Grant Program
2. Building, Restoration, Renovation and Improvement Program
3. Planning Fees and Building Permit Grant Program
4. Development Charge Grant Program
5. Tax-based Redevelopment Grant (TIG) Program

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## Industrial Areas CIP

1. Development Charge Grant Program
2. Tax-based Redevelopment Grant (TIG) Program
3. Planning Fees and Building Permit Grant Program
4. Building, Restoration, Renovation and Improvement Program

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## Benefits of the CIP Programs

- New investment in industrial, commercial and residential buildings
- Aesthetic and structural improvements to buildings
- Increased/improved housing options
- Compliance with building and fire codes
- Improved accessibility
- Increased assessment and property taxes for municipality
- New local jobs

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## Approved CIPs

- 100 Reagens (December 2016 IACIP - MedReleaf)
- 72/74 Holland Street East (DCIP)
- 66 Holland Street West (DCIP – Hay Caramba! Restaurant)
- 190 Holland Street West (DCIP – Great Canadian Dollar Store)
- 140 Holland Street West (DCIP – Bradford Massage Clinic)

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## Approved CIPs

- 95-105 Holland Street West (DCIP – Baccilieri Plaza)
- 4 Holland Street West (DCIP)
- 10 Holland Street West (DCIP)
- 177 Holland Street East (DCIP)

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## Marketing Strategy

- Created Request for Proposals (RFP) in December
- Issued RFP in January
- Contracted with Amplify Communications in March
- Conducted a Digital Assessment of online information and capabilities in April/May

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## Marketing Strategy

- Conducted an Economic Development Marketing Peer Assessment with 2 Regional, 1 National and 1 International communities
- Conducted more than 30 interviews with local business owners, partner groups, elected officials and other stakeholders, as well as 2 focus groups and online survey in June/July
- Created draft strategy including digital marketing strategy targeting decision makers and other influential business investment professionals

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## Marketing Strategy – Next Steps

- Create a new Economic Development brand and associated promotional collateral
- Marketing Implementation Strategy and Rollout
- Implementation to commence in early February 2018



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## Questions

Michael Kemp

Economic Development Marketing Coordinator

905-775-5366 ext. 1302

[mkemp@townofbwg.com](mailto:mkemp@townofbwg.com)