



Township of Springwater

Economic Development Marketing Plan

FEBRUARY 2018
FINAL PLAN

 eSolutionsGroup
A GHD COMPANY

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TOWNSHIP OF SPRINGWATER ECONOMIC DEVELOPMENT MARKETING PLAN

THE GOAL

The Springwater Economic Development Marketing Plan's (EDMP) goal is:

To raise awareness about the economic development opportunities in the Township of Springwater among key audiences, as well as support the economic development vision of becoming a prosperous community that enables tourism and attracts sustainable business while maintaining the quality of life that is valued by its citizens.

OBJECTIVES

The following measurable objectives (specific, tangible deliverables that let you know you've achieved your goal) have been identified:

1. To increase awareness of the Township of Springwater as an economically viable destination with external audiences.
 - Success Indicator:** An increase of Springwater economic development and tourism website page hits by 50% of previous levels within the first year of implementation (starting from the moment the Township puts a concentrated effort into enacting its new EDMP website tactics).
 - Success Indicator:** An increase of the amount of time users are spending on the website by 50% of previous levels within the first year of final implementation.

2. To increase the support of local businesses within the Township of Springwater.
 - Success Indicator:** Having 3 to 5 businesses profiled in Springwater marketing tactics within the first year of implementation.
 - Success Indicator:** Developing a list of three actionable items (with timelines) that help existing businesses, using feedback generated from the EDMP.
 - Success Indicator:** Increase the use of the Community Improvement Plan grant program by double the number of businesses who used the program in 2017.

3. To increase the usages and shares of the Township of Springwater's social media accounts by key audiences.
 - Success Indicator:** An increase of Facebook Likes by 50% and Twitter Followers by 15% in 2018.
 - Success Indicator:** An increase of #ThisIsSpringwater mentions on all social media platforms by 15% per month within the first year of implementation.

THEME AND SUB-THEMES

The theme of the Springwater EDMP will centre around one short, impactful, overarching statement and include five sub-themes to use across all tactics and be integrated into targeted channels and audiences. The theme will also integrate with social media platforms and be used across all marketing materials and main messaging channels. The main theme is intentionally broad and short, ensuring ease of use and marketability across all platforms, and with all messages.

The EDMP's sub-themes summarize what makes Springwater unique. The sub-themes branch off into more focused and specific messaging related to a certain aspect of Springwater economic development and tourism, and can be used in concert with the main theme. The hashtags are offered as suggestions, but the Township may develop alternatives that reflect its thoughts and feelings on current economic development opportunities.

Main Theme

- This is Springwater.
#ThisIsSpringwater

Sub-Themes

- Linked by Adventure.
#LinkedByAdventure
- Plant Your Roots Here.
#PlantYourRootsHere
- Which Path Will You Take?
#WhichPathWillYouTake
- Many Settlements, One Community.
#ManySettlementsOneCommunity
- Springwater Gets You There.
#SpringwaterGetsYouThere

KEY MESSAGES

The Springwater EDMP includes eight key messages, split into the categories of economic development and tourism. Springwater's key messages communicate how the brand is presented to the outside world. They are important tools in keeping your organization and its stakeholders unified in their communications. Making sure everything (and all staff) from Springwater are delivering a consistent message about the Township will help with its overall branding and name recognition in the marketplace Springwater serves. Whenever there is communication about Springwater, the messages are controlled.

Key Messages: Economic Development

- Ranked by *Moneysense Magazine* as a top place to live based on quality of life, high incomes and resident safety, Springwater is a safe and prosperous community with a mix of business opportunities and highly educated and skilled workers.
- The Township of Springwater will work co-operatively to help set your business up for success.
- The Township of Springwater is strategically positioned for quick access to Toronto and the GTA thanks to its proximity to major provincial and regional highways.
- Elmvale is a prime destination for a quaint Main Street experience, where people find art, culture, small business shopping, fresh food, and an overall sense of community.

Key Messages: Tourism

- As a Township of four seasons, Springwater offers access to more than 50km of public trails, as well as forests, wetlands, snowmobile trails and ski hills for year-round fun and adventure.
- As a community of communities, there is always something new to discover in Springwater's own backyard. Each settlement has its own patch in the Township's greater quilt.
- The Township of Springwater offers an authentic, rural, small-town charm while also providing easy access to urban amenities through its close proximity to Barrie.
- Springwater is a Township of fairs and festivals that attract tens of thousands of visitors to the municipality on an annual basis.
- Springwater's bountiful agricultural experiences, sweeping open spaces, fresh air and pure water makes it an attractive getaway from the big-city grind.

AUDIENCES

The audiences listed below are targets for the Springwater EDMP and the focus of tactics and resources:

EXTERNAL AUDIENCES		
Within Springwater and Simcoe County	Springwater Residents	Springwater Businesses
	Media Members in Simcoe County	Potential Simcoe County Businesses
	Cycle Simcoe	Elmvale Maple Syrup Festival Committee
	Flos Agricultural Society	Elmvale BIA
	Agricultural Operators and Market Gardens	Simcoe County Federation of Agriculture
	Springwater-Elmvale Farmers Market	Developers
	Recreation Advisory Committee	
Outside of Springwater		
	Central Ontario residents and tourists + businesses (i.e. Neighbouring municipalities, cottage country, Simcoe County)	Potential Toronto and GTA businesses (commercial, industrial, warehouse/storage, office and service)
	Greater Ontario Residents and Tourists	Media Outlets in Surrounding Regions, Toronto and the GTA
	International Tourists	Tourism Information Outlets and Directories
	Toronto Commuters	

INTERNAL AUDIENCES	
Mayor and Members of Council	Staff at All Levels
All Boards and Committees	

MEASUREMENT

The Springwater EDMP utilizes four measurement methods to gauge the success of the plan. Along with the completion of tactics and the advertising reach of the EDMP’s advertising methods, the Township will monitor:

- **Feedback** – Through the use of lines of communication, the Township will keep track of the number of positive or negative responses to the tactics of the EDMP via email, telephone and in-person feedback.
- **Media** – The Township will monitor and evaluate the number of positive or promotional media items developed as a result of media engagement tactics.
- **Website analytics** – The Township will monitor and evaluate the number of views, length of stay, bounce rate and traffic source/referral at Springwater.ca’s economic development and tourism pages.
- **Social media analytics** – Throughout the Township’s social media channels, the EDMP will monitor and evaluate engagement and activity with the municipality. This is done through the number of comments generated by posts, the number of ‘Likes’, the number of theme or sub-theme hashtag references, the number of shares, and overall subscriber counts.

ACTION ITEMS/PROGRAMS/INITIATIVES

The Springwater EDMP employs a variety of action items to be used at the discretion and budgetary capabilities of the Township. Included are a mix of external communications and marketing channels, as well as internal action items to better inform staff and members of Council.

*Please note that the budget amounts for each action item are estimates and are not final. Room for customization and flexibility is always available for each action item.

eCommunications

Action Item	Details	Duration to Complete	*Budget
Website Refresh	<p>A refresh of all the content on the Springwater website or a new website with upgraded functionality and navigation.</p> <p>A refresh of the website would include:</p> <ul style="list-style-type: none"> ▪ A comprehensive economic development and tourism section with updated business listings, Community Profile, newsroom, and main page content refresh <p>A new website would include:</p> <ul style="list-style-type: none"> ▪ Google analytics functionality to track and measures user's time spent on site, navigation, bounce rate etc. (already used with existing website) ▪ A new Content Management System that allows staff to easily create and maintain content ▪ A modernization of underlying technology to support multiple devices with different operating systems, with a focus on mobile optimization ▪ User-centric design that allows visitors to find information quickly, with easy navigation and upgraded search feature ▪ A visually appealing design using colours, photographs and menus that complement the Township's values ▪ A platform that complies with AODA legislation standards 	6 to 8 months	\$20,000-\$30,000

<p>BLOG</p>	<p>A bi-monthly BLOG covering the following topics:</p> <ul style="list-style-type: none"> ▪ Economic development and tourism activities/initiatives in the Township ▪ Existing businesses’ success stories ▪ New policies and programs ▪ Lands available and their features ▪ Short biographies/updates on notable entrepreneurs or figures from the Township <p>BLOGS will be written with occasional contribution from guest bloggers.</p> <p>The BLOG can be hosted on the website and promoted through social media in other EcDev promotional materials. BLOG content can be re-used in the form of email blasts, social media ‘BLOG previews’, Springwater Link content and/or media pitches.</p>	<ul style="list-style-type: none"> ▪ 2 to 3 months ▪ New BLOG written bi-monthly 	<p>\$1,500 for BLOG page development</p> <p>\$650 per BLOG for writing</p>
<p>Social media advertising</p>	<p>Launch targeted advertising on Twitter and Facebook using Promoted Tweets and Sponsored Facebook Posts to encourage users to learn more about economic development and tourism opportunities in Springwater.</p> <p>Tweets and posts will include a picture or a short video, as well as a link to the content that the post is detailing, or if none exists, a link to Springwater.ca’s economic development or tourism section of the site (or Community Profile when ready).</p> <p>Measure and track engagement. Posts will include a call-to-action, or a simple question for brief responses from audiences.</p> <p>Creation of a Springwater Instagram account and regular posts, along with Facebook and Twitter to highlight the visuals within the Township.</p>	<ul style="list-style-type: none"> ▪ 1 to 2 months ▪ Purchase of one post on each platform for a weekly duration ▪ Regular social media posts for all Township news (non-sponsored: Once per business day, with scheduled posts to go up on Saturdays) 	<p>\$5,000</p>

<p>Video series</p>	<p>Production of a minimum three short (30-second to 2-minute) videos that highlight economic development and tourism opportunities in Springwater.</p> <p>Themes will include:</p> <ul style="list-style-type: none"> ▪ Spring/Summer Activities ▪ Fall/Winter Activities ▪ Festivals/Cultural Events ▪ Economic Development key messages, with a showcase of land available ▪ Quality of Life – Affordability, short commutes, resident safety <p>The video series will answer the question “Why visit Springwater?” and/or “Why should I move my business/family to Springwater?”</p> <p>Some footage to capture can include trail hiking, canoeing, snowshoeing, snowmobiling, local art/artists, heritage, places of interest, food offerings, downtown shops, farmers markets, agriculture activity, festivals, parades, crowds and attractions.</p> <p>Videos can be re-used and re-purposed to fit different platforms (Youtube video vs. Twitter tease), with the ability to edit length. They can be hosted or played on Springwater.ca, social media, email blasts, BLOGs, video loop ad space on internal networks and television/online advertisements.</p>	<ul style="list-style-type: none"> ▪ 3* to 12 months (based on the need for seasonal footage). <p><i>* 3 months to complete video - from script to final video</i></p>	<p>\$2,000 per video for production</p>
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Email blasts	<p>Develop a regularly scheduled email blast tailored to the identified target audiences.</p> <p>The blasts will follow a consistent template for easy reusability and highlight current or future economic development or tourism initiatives within the Township.</p> <p>The blasts will also highlight content created from the Township’s BLOG, newsletter and from the Township’s identified key messages.</p> <p>Templates can be formatted to different target audiences (residents, visitors, existing businesses, potential businesses). Blasts will include messages from special guests or input from stakeholders.</p>	<ul style="list-style-type: none"> ▪ 2 to 3 months ▪ Blasts sent out monthly to at least one audience 	\$1,000 for template development
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MEDIA RELATIONS

Action Item	Details	Duration to Complete	Budget
Story pitches	<p>Story development of the latest success stories happening within the Township and an update on policies/initiatives undertaken by Staff and Council.</p> <p>Stories can also consist of notable residents’/former residents’ accomplishments, features on new businesses/housing developments, CIP progress, businesses taking advantage of CIP rebate programs and results/reports/attendance numbers from festivals and cultural events.</p> <p>Gather business stories on all existing key businesses with more than five employees to illustrate the breadth of business in Springwater.</p>	<ul style="list-style-type: none"> ▪ 2 to 4 months 	N/A for pitching stories \$500 - \$3,000 (depending on outlet) would be required if you wanted to buy advertorials and place your story without pitching.
Press releases	<p>Regular press releases distributed on newsworthy items. The Township will try a new “deconstructed format” with the purpose of allowing for ease of use for reporters.</p>	<ul style="list-style-type: none"> ▪ 2 to 3 months ▪ Submissions as newsworthy events occur 	Internal cost

	Build out the Township's media list to include Central Ontario and GTA media outlets. Include an image wherever possible with press releases.		
Updated Newsroom on website	<p>Develop an improved Newsroom section on Springwater.ca.</p> <p>Newsroom function includes both a news archive and separating out news releases by topic (ex. special events, economic development, etc...). Photo gallery database with at least 20 relevant photos</p> <p>Build out the newsroom with key Springwater contacts, facts and figures, and a gallery of high-resolution photos available for media to select and use.</p> <p>Creating a current page on Springwater.ca within the Newsroom section full of facts and figures, key Springwater contacts and a list of photos can be completed before a website refresh.</p>	<ul style="list-style-type: none"> ▪ 4 to 5 months 	\$2,000 or included in Website Refresh action item

COUNCIL COMMUNICATIONS

Action Item	Details	Duration to Complete	Budget
Council briefing note	<p>Develop a briefing document that can be provided to Township of Springwater Council.</p> <p>The content of the briefing note centres around staff initiatives, program progress updates, talking points to emphasize to media and residents, and departmental updates on projects.</p> <p>The goal is for the note's content to be re-used in Mayor and Council's columns, communications platforms, social media, elevator speeches, BLOG posts and newsletters, as well as to inform council on the latest progress and initiatives taken by the Township.</p>	<ul style="list-style-type: none"> ▪ 2 months 	\$900 for template development

INTERNAL AND BUSINESS COMMUNICATIONS

Action Item	Details	Duration to Complete	Budget
Intranet content	<p>Inform staff about economic development and tourism initiatives and activity within the Township using the intranet portal.</p> <p>The purpose of the content is to make Staff knowledgeable and engaged ambassadors of the Township.</p>	<ul style="list-style-type: none"> ▪ 1 month ▪ Bi-monthly regular posts 	Internal cost
CAO email	<p>Township of Springwater CAO or senior management provides a personalized update to staff related to economic development progress.</p> <p>Content can include information on the municipality's operations, financial/programs, current projects, and future plans.</p>	<ul style="list-style-type: none"> ▪ 1 to 2 months ▪ Bi-monthly regular posts 	Internal cost
Business Walk (economic snapshot)	<p>Township of Springwater performs a "Business Walk" – a business retention and expansion exercise that captures the pulse of the business community and takes an "economic snapshot" of the Township. To lead a business walk, members of Staff, the Economic Development Working Group, Council, and community partners (BIA) break into groups and perform short visitations to numerous businesses in a three-to-four hour time span.</p> <p>Within this time, the "walkers" gather industry intelligence through the distribution of in-person surveys. During the walk and through conversations, needs, concerns and successes of the business community can be discovered, leading to actionable themes for the Township.</p> <p>Possible questions include: Is the business growing/remaining steady/shrinking? What is most enjoyable about conducting business in Springwater? What are some challenges? How can the Township support your business?</p>	<ul style="list-style-type: none"> ▪ 4 to 5 months 	Internal cost

TRADITIONAL MARKETING AND COMMUNICATIONS TACTICS

Action Item	Details	Duration to Complete	Budget
Print advertising	<p>Township of Springwater to develop an economic development advertisement presence in local newspapers, community guides, and tourism publications.</p> <p>Publications to target include:</p> <ul style="list-style-type: none"> ▪ Experience Simcoe County Guide ▪ Barrie Advance and community newspapers (ex. The East York Mirror, Richmond Hill Liberal, Beach Metro Community News, Post City Toronto, Wasaga Beach News, etc...) ▪ Visitor guides (Toronto GTA, Central Ontario) ▪ Daily publications (ex. Metro News, Toronto Star/Sun, Hamilton Spectator, Owen Sound Sun Times, Waterloo Region Record) ▪ Special Interest Magazines (ex. Muskoka Life, Cottage Country, Our City Barrie, Our Innisfil, Discover Orillia, TORONTO LIFE, CT [Canadian Traveller], Maclean's, Chatelaine) ▪ Central Ontario/GTA leisure and community guides <p>Advertisements are created in modular formatting (1/4, 1/2, 1 full page) to ensure clean, consistent and legible copy.</p>	<ul style="list-style-type: none"> ▪ 3 months - Advertising concepts ▪ 4 months – Placement of advertisements 	\$1,500 per concept
Promotional booth	<p>The Township of Springwater has recently developed a brand new booth, complete with booth infrastructure. The Township attends festivals and fairs, and distributes rack cards and promotional items.</p> <p>The Township will attend out-of-municipality events, like those happening in nearby Barrie, Wasaga Beach, Orillia, Owen Sound, Newmarket etc. to have a presence in applicable area trade shows, conferences, special events and more.</p>	<ul style="list-style-type: none"> ▪ 1 month ahead of selected event to prep 	<p>Internal cost.</p> <p>Booth space costs TBD and varies based on events selected.</p>

<p>Rack/Post Cards</p>	<p>The Township of Springwater has also developed topic-specific rack cards. We recommend combining the messaging from the existing economic development rack cards with the EDMP's key messages to form one card. For example, use the Lifestyle's rack card's numbers/figures and introduce verbiage using the EDMP's key messages (urban amenities [distance to hospitals], average household income [educated population] and outdoor amenities lead to year-round fun and adventure [55km of trails]).</p> <p>The Township forms a second tourism-focused card, in addition to the economic development card. This tourism post card focuses on the events, places of interest and tourism key messages that have been established in the EDMP.</p>	<ul style="list-style-type: none"> ▪ 3 to 4 months 	<p>\$2,500 for concepts</p>
<p>Posters</p>	<p>The Township of Springwater distributes and displays posters intended for community facilities. These show event listings, contact information for volunteers looking to get involved and general economic/tourism information for residents.</p> <p>The Township displays posters with a tourism focus in tourist establishments or commuter stops.</p> <p>Posters can also be hung as 8.5'x11' sheets of paper in township bulletin boards or small business/community group/service partner windows.</p>	<ul style="list-style-type: none"> ▪ 3 to 4 months 	<p>\$2,500 for concepts</p>
<p>Brochures</p>	<p>The Township expands the existing rack cards to full trifold brochures for each, as well as an all-encompassing business attraction brochure, with in-depth information.</p> <p>The brochures will provide a visual and descriptive aid to those wanting the most information possible (without going online) about opportunities in Springwater.</p>	<ul style="list-style-type: none"> ▪ 4 months 	<p>\$3,500 for concepts</p>

	<p>Content to include in the brochures:</p> <ul style="list-style-type: none"> ▪ Key messages ▪ Downtown Elmvale opportunity ▪ Land available ▪ Business parks ▪ Quality of Life benefits ▪ Event calendar <p>Content for all three types of post cards, posters and brochures should be similar and consistent with slight variations to adapt to the format. This creates ease of reusable content and saves time for content creators.</p>		
Community Profile	<p>A 15-page booklet and online document highlighting Springwater demographics, environmental features, local institutions, economic activity, tourism destinations, community facilities, labour force, top employers, healthcare, housing, population and more.</p> <p>The Community Profile booklet will be outsourced for production and print.</p> <p>To maximize reach, the Township will create both a booklet and an online copy, with easy and prominent access on Springwater.ca.</p>	<ul style="list-style-type: none"> ▪ 3 to 4 months 	<p>15-page Community Profile booklet: \$7,500 (not including printing)</p>
Springwater Link	<p>The Springwater Link Township newsletter is heavily read and often the main source of news for older residents or those not frequently online. The Township can attract volunteers and applicants/pitches for business/entrepreneur profiles through the Link. The Springwater Link is another avenue to reiterate key messages and distribute cross-platform BLOG/eblast content.</p> <p>The newsletter in its current format is very text-heavy with slim margins between announcements/topics. A re-design using optimal formatting, layout, readability, eye-drawing methods and content distribution is recommended.</p>	<ul style="list-style-type: none"> ▪ 2 to 3 months 	<p>\$TBD on scope</p>

<p>Signage</p>	<p><i>Trail and Wayfinding Signage</i> The Township develops interpretive and wayfinding signage at trails, major roads and business-heavy areas throughout the Township using Township signage program colours and guidelines.</p> <p>Trail signage is a value-add for recreational users, with options for a “storybook trail” included with collectible stamp locations, as well as interpretive signage on unique vegetation and wildlife.</p> <p><i>Advertising Signage</i> The Township will develop advertising signage with placement into high-traffic travel areas in Central Ontario and the GTA, including:</p> <ul style="list-style-type: none"> ▪ Bus, subway and train stations/stops (Greyhound, VIA Rail, GO Transit, TTC, regional transit operators) ▪ Airports (Lake Simcoe Regional, Billy Bishop, Pearson International, Ontario regional airports) ▪ Ontario highway signage/billboards ▪ Recreational signage (neighbouring or GTA municipality arenas, courts, fields, benches) ▪ Targeted communities may include: Barrie, Wasaga Beach, Owen Sound, Orangeville, Orillia, Collingwood, Newmarket, GTA, Toronto 	<ul style="list-style-type: none"> ▪ 9 months - Stamp stations set up, and network of trail stations formed ▪ 4 months - Wayfinding signage leading to major tourism attractions or recreational areas ▪ 6 months - Transit station/vehicle signage developed and purchased ▪ 6 months - Billboard advertising events purchased and their location identified along “back” or scenic route highways near Springwater 	<p>-Custom interpretive trail signs: \$10 - \$100 per sign</p> <p>-Wooden posts: \$10 - \$20 (Does not include installation)</p> <p>Transit example: TTC (Does not include production)</p> <p>-TTC 4-week subway station posters: \$500 - \$2,500 (costs range on type of stations)</p> <p>-TTC 4-week subway, bus interiors: \$2,500 - \$22,000 (costs range from targeted to full TTC area)</p> <p>-TTC 4-week transit shelters: \$650 - \$1,500 per shelter (costs decrease with more shelters purchased)</p> <p>-TTC billboards: \$1,500 - \$3,000 (costs decrease with more billboards purchased)</p>
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<p>Ontario Tourism Marketing Partnership Corporation (OTMPC)</p>	<p>The Township of Springwater forms a partnership strategy with the Government of Ontario’s Tourism Partners to advertise and showcase economic development and tourism opportunities in Springwater.</p> <p>Options for this partnership include advertisements within social media, Ontario Road Maps, OnRoute service centres, travel information centres and kiosks, snowmobile magazines and more. The campaigns include a customizable reach of provincial, national and international markets.</p> <p>The “Ontario Signature Experiences” markets ‘must-see’ tourism experiences involving many Ontario participants and collects those destinations in an Ontario travel brochure with wide distribution.</p> <p>Many more marketing partnership options with the provincial government can be found at www.tourismpartners.com</p>	<ul style="list-style-type: none"> ▪ 3 to 4 months 	<p>\$TBD based on selection of ads</p>
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RECOMMENDATIONS

In identifying which action items to prioritize, eSolutions recommends the following top-four action items as priorities to implement as budget allows. A full rationale for each action item is also included below each's summaries and cost estimates:

Action Item	Summary	Duration to Complete	Cost Estimates
Website Refresh	<ul style="list-style-type: none"> Includes a responsive web design that integrates across all devices, a user-friendly content management system, a custom look and feel to reflect the Township's brand, and is AODA accessible and compliant. 	Website launch: Complete within 6 to 8 months	\$20,000 - \$30,000
Community Profile	<ul style="list-style-type: none"> A 15-page booklet and online document highlighting Springwater demographics, environmental features, local institutions, economic activity, tourism destinations, community facilities, labour force, top employers, healthcare, housing, population and more. 	Final draft and printing: Complete within 3 to 4 months	\$7,500 (does not include printing)
Video/Photo Database	<ul style="list-style-type: none"> A build-up of photographic and video content showcasing the Township's economic development and tourism activities, as well as for use in official Township material. 	3 months for one video, start to finish	\$2,000 per video for production
Social Media Advertising	<ul style="list-style-type: none"> A focused economic development and tourism social media campaign that reaches large and targeted online audiences through hashtags, key messages, visuals, and links back to the website. 	Development of posts and Instagram account set-up: Complete within 1 to 2 months	\$5,000 for campaign development and ad purchasing

Action Item	Rationale
Website Refresh	The Springwater.ca website is the Township's No. 1 marketing and communications tool. It is the central location for all information concerning economic development and tourism, and it is the location that all marketing material directs back to. The website has the potential to reach the majority of key audiences and is the most cost effective way to provide updated information and share success stories. The process of posting content should be easy and never a challenge or obstacle in promoting the Township. A website refresh will allow for fresh content to be easily updated and posted along with a modern user-friendly interface.
Community Profile	A ~15 page comprehensive, professional Community Profile, including statistics, services, market data and much more, accomplishes the same goals that a website refresh achieves, but on a smaller scale. The Township may look to outsource the development of this guide to a design consultant/firm. A Community Profile is a one-stop location for key audiences looking to find what Springwater has to offer. A profile is portable, easy to read and provides a quick 'Coles Notes' version of what is available on Springwater.ca.
Video/Photo Database	The development of a video/photo database during the early stages of the EDMP implementation would act as an asset base for use with other EDMP objectives, such as website refreshes, a Community Profile, BLOG and social media content. The photos and videos would also act as one of the Township's most effective visual assets, showing off the recreational opportunities, cultural events and unique environmental features the Township possesses. The creation of an Instagram account can work in tandem with the development of a photo database and the Township can ask residents for their best photos of Springwater (can be featured in official Township material).
Social Media Advertising	Promoted posts across Facebook and Twitter reach a large and targeted audience of people and businesses that are near, or have interest in Springwater. The costs and time dedicated to creating the posts are minimal compared to full print or video advertising and can be just as effective. With the loss of the Barrie Examiner, it is increasingly evident that most residents receive their news in an online format and via social media. It is important to capitalize on the thousands of people browsing social media every day to see the Township's promoted posts, which can include hashtags, key messages and links back to the website for more information.