

Hello





Development, Management & Marketing

Main streets and  
downtowns are  
economic and cultural  
engines



And they're  
back baby!

But you already knew that,  
that's why we're here ;)





Let's talk  
about Detroit





Voted #2 city in the world by  
Lonely Planet in 2017

Detroit: The Most Exciting City in America,  
New York Times 2017

Detroit is America's come back story,  
Toronto Star 2017



If Detroit can do it...  
Imagine what  
Owen Sound can do!



Downtown Owen Sound brand  
perceptions are evolving.



We need to create and foster the  
platform to tell our come back  
story.



The table is set,  
we just need to dig in.



Everyone needs to  
sit at the table.





The elements for successful  
downtowns are proven.



We just need to get them  
prioritized.



And get everyone  
to the table.



We've got this.....



# The Project Approach

1. Launch
2. Research
3. Site Visits
4. Stakeholder Consultation
5. Branding
6. Marketing Plan



# 1. Launch

- Create an actionable marketing plan & branding document for the downtown. Which is informed by the sub goals of:
  - Increasing locals & visitors in the downtown
  - Rallying the troops, and getting more OSDIA members singing from the same songbook
  - Planting long term investment seeds
  - Leveraging reputation management to get noticed



# 2. Research

- Review 24 related studies, strategies, reports
- Summarize case studies
- Complete site visit assessment tools
- R&D from other communities



# 3.Site Visits

Undertake 6 site visits

- 1 site visit during a shoulder season event (February Frisky First Friday)
- 1 site visit with City staff (Spring-daytime)
- 1 site visit with OSDIA board members (date TBD)
- 1 site visit during summer event (July)
- 1 site visit by BC Hughes team solo (secret shop)
- 1 site visit completed during the evening





# 4. Stakeholder Consultation/ Public Engagement

- Project information presentation to OSDIA membership at Spring Celebration (May 2020)
- Complete one-on-one interviews with stakeholders
- OSDIA member survey
- Community survey deployment
- Summarize key stakeholder input findings
- Branding & marketing workshop



# 5. Branding

## Based on research & engagement

- Draft brand story, promise & visual style
- Draft logo & tagline
- Draft brand deployment document
- Provided all drafts to OSDIA Board/ project management committee for feedback
- Present final branding document
- Complete training session



# 6. Marketing Plan

- Draft marketing plan delivered to OSDIA board/ project management committee for review & feedback
- Finalize marketing plan based on feedback
- Present final marketing plan



# Your Role

1. Create the buzz. Get people excited. Get peers on board. Be leaders. Be change agents.
2. Start thinking:
  - What do you want people say about downtown 10 years from now?
  - Is the term "Downtown" still relevant?



# Timeline of Phases/ Tasks

## **April: Steps 2, 3**

Review completed research, case study development, set up project framework, initial site visits

## **May: Steps 1, 3, 4**

Project public launch, OSDIA membership presentation, site visits, stakeholder consultation, interviews, community survey

## **June: Steps 3, 4, 5, 6**

Site visits, stakeholder summaries, branding research, present draft marketing plan including brand story, logo, brand development documents to project team

## **July: Steps 5, 6**

Draft brand deployment document, finalize marketing plan

## **August: Steps 6**

Finalization of all documents, complete training sessions



Questions?



Good Bye





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