



Marketing & Branding Report Details



Branding

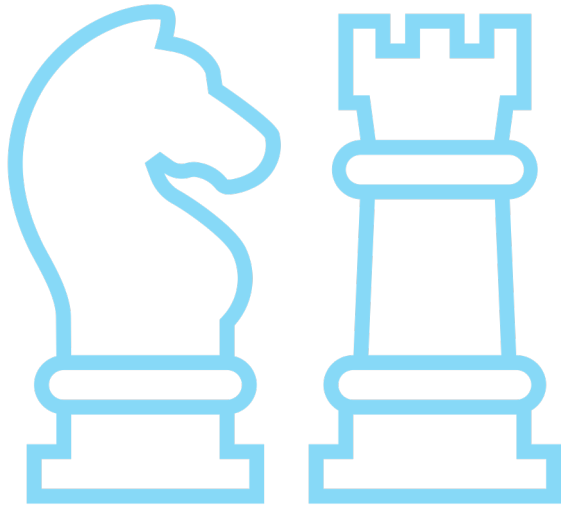


Strategic Objective:

Create an impactful and bold identity.

Recommendation

Rebrand Owen Sound's downtown.



- Leverage downtown's connection to the river through branding.
- Undertake a brand touch point audit.
- Follow a predetermined timeline for rebranding.



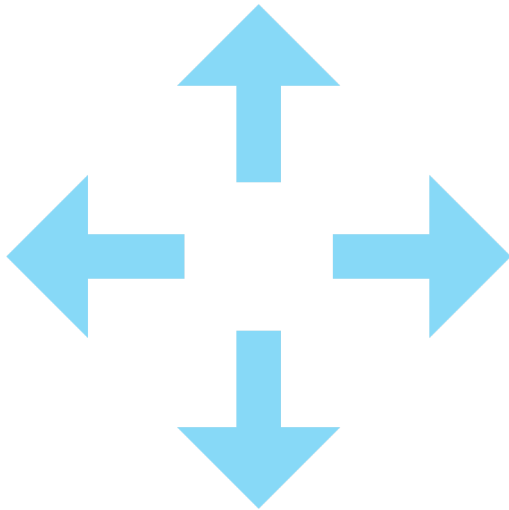
Strategic Objective:

Create an impactful and bold identity.

Recommendation

Rebrand Owen Sound's downtown.

- Follow the brand toolkit in all applications of the brand.
- Throw a brand launch party.
- Change the organizations name.



A Quick Recap:

Brand Story:

The River District is a place where people gather.

It is a destination for people looking for a city experience, in a rural setting.

It is a place where people feel safe and meander.

It is a place for celebration and community.

Keywords:

- Natural
- Beautiful
- Quality
- Classy
- Confident
- Welcoming
- Romantic
- Connection



Logo & Variations



R i v e r D i s t r i c t





R i v e r D i s t r i c t

O W E N S O U N D



R i v e r D i s t r i c t

O W E N S O U N D

Logo Icon & Palette



Colour Palette



River District Management



Strategic Objective:

Create a safe and clean space.

Recommendation



Increase the safety and comfort of patrons and business owners.

- Encourage the development & activation of a substance abuse and River District housing initiative.
- Facilitate the implementation of an accessibility program.
- Ensure the accessibility of places of business and public areas.
 - Undertake a River District public space accessibility or walkability audit.
 - Deal with unforeseen accessibility issues in a timely manner.
 - Communicate accessibility requirements.
 - Enforce snow clearing requirements.
 - Establish an accessibility program under the CIP.



Strategic Objective:

Create a safe and clean space.

Recommendation

Ensure the cleanliness of the River District.



- Create a business rewards program.
- Undertake a waste & cleanliness audit.
 - Review the schedule of litter patrols.
 - Review the number of garbage and recycling receptacles.
 - Review and update (if applicable) garbage standards bylaws.
 - Communicate timing for curbside garbage.
 - Review the locations & messaging of stoop and scoop waste dispenser stations.



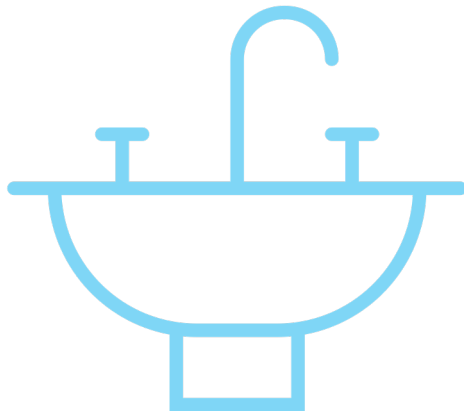
Strategic Objective:

Create a safe and clean space.

Recommendation

Ensure the cleanliness of the River District. (Continued)

- Ensure adequate (safe and clean) public washrooms are available.
 - Assess the need for additional public washrooms.
 - Install public washroom signage.
 - Ensure public washrooms are safe, clean and open year-round.
 - Encourage businesses to allow public access to restrooms.

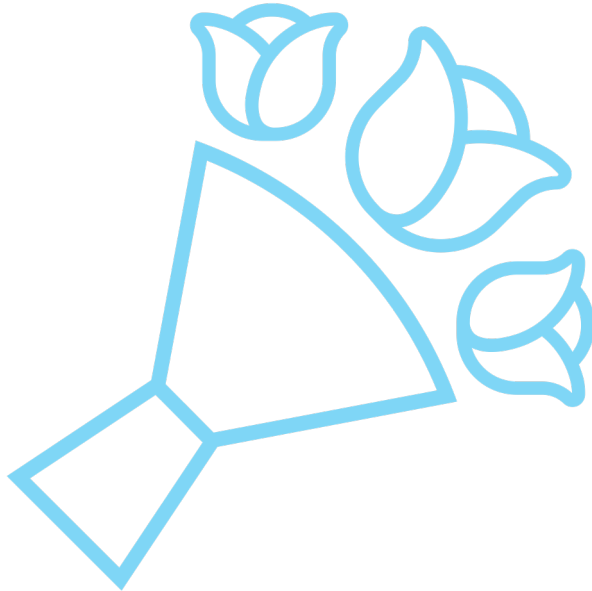


Strategic Objective:

Create a visually appealing River District.

Recommendation

Continue beautification efforts.



- Beautify the River District's public spaces.
 - Continue to beautify River District with flower baskets, bridge planters and flowerbeds, themed banners and Christmas decorations.
 - Implement streetscaping upgrades to align with the River District brand.
 - Expand the community gardens initiative in the area to beautify undeveloped areas such as parking lots, alleyways and empty lots.
- Encourage River District business owners and landlords to beautify their property leveraging CIP programs.

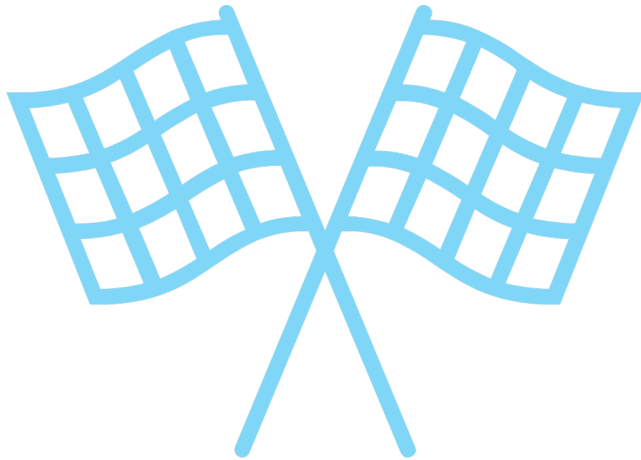


Strategic Objective:

Entice drive through traffic to stop in the River District.

Recommendation

Create visually appealing arterial routes through the city.



- Beautify arterial public spaces.
 - Increase focus on landscape maintenance.
 - Utilize flower baskets, bridge planters, flowerbeds, and banners along arterial routes to beautify the area.
 - Update directional signage outside the core to direct traffic to the River District.
- Encourage arterial route property owners to beautify their property.



Strategic Objective:

Entice drive through traffic to stop in the River District.

Recommendation



Make it easier for visitors to find their way to the River District.

- Undertake a River District wayfinding plan.
- Continue to offer complimentary parking for River District patrons.



River District Experience Development

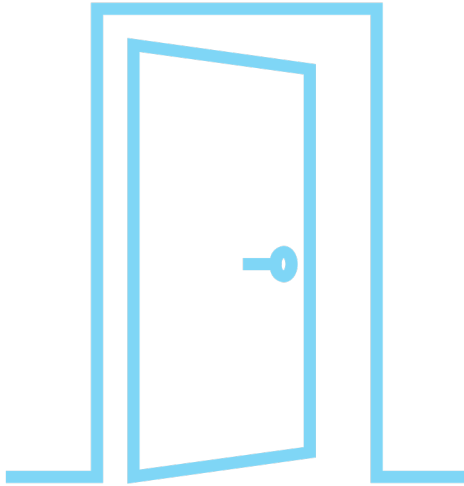


Strategic Objective:

Create an engaging space.

Recommendation

Continue to invest in animation and activation of the River District.



- Ensure River District properties are open for business.
 - Create an environment of opportunity to allow River District businesses to open on Sundays, after 4pm on weekdays and on holidays.

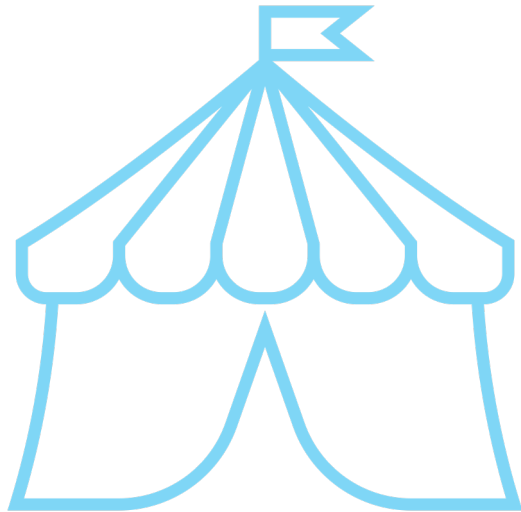


Strategic Objective:

Create an engaging space.

Recommendation

Continue to invest in animation and activation of the River District. (Continued)



- Invest in infrastructure to support animation.
 - Continue to develop infrastructure to attract residents & visitors to the downtown area.
 - Continue the policy & use of sidewalk cafes and patio dining.
 - Research & investigate closing a section of the River District to vehicular traffic on an ongoing or scheduled basis.
 - Consider an expansion of the OSDIA boundary to include the west side of the river and harbour to ensure the inclusion of key properties that align with the River District brand.

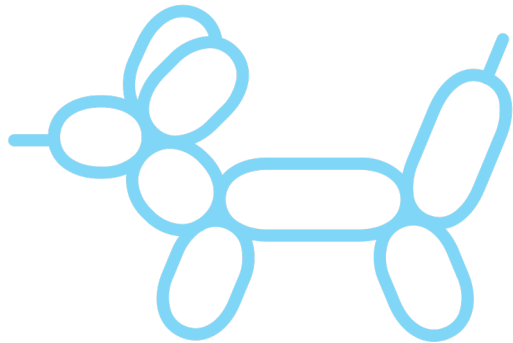


Strategic Objective:

Create an engaging space.

Recommendation

Continue to invest in animation and activation of the River District. [\(Continued\)](#)



- Encourage animation of the River District.
 - Encourage new and continued programming.
 - Encourage new activities and attractions to engage visitors & residents.



Strategic Objective:

Create an engaging space.

Recommendation

Continue to invest in animation and activation of the River District. (Continued)



- Continue to plan and deliver a roster of exciting events that will attract the target market to the River District area.
 - Create an annual event plan.
 - Create a criterion to evaluate and determine the most effective (and strategic) events to continue.
 - Plan and deliver a roster of new events.



Strategic Objective:

Create an engaging space.

Recommendation

Continue to invest in animation and activation of the River District. (Continued)



- Continue to plan and deliver a roster of exciting events that will attract the target market to the River District area.
 - Work with the Festival of Northern Lights Board to upgrade the light show.
 - Work with the Georgian Bay Folk Society to encourage the expansion of Summerfolk programming to the River District.
 - Recap events each year and summarize key performance indicators, to inform future delivery.



Strategic Objective:

Learn from and lean on others to build success.

Recommendation

Leverage the experience, mistakes and successes of other destinations.

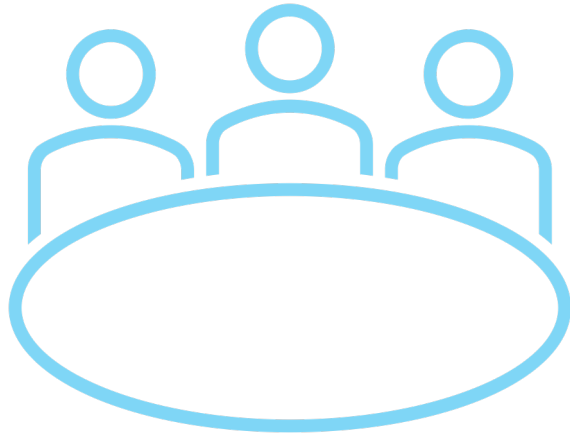
- Undertake an annual best practices mission.



Strategic Objective:

Learn from and lean on others to build success.

Recommendation



Create the environment to attract businesses.

- Cluster and develop assets that will attract the target market.
 - Through the BR&E, undertake a River District business gaps and location planning exercise.
- Mentor potential new River District entrepreneurs.



Strategic Objective:

Learn from and lean on others to build success.

Recommendation

Leverage the experience, mistakes and successes of other businesses.



- Enhance OSDIA communication tactics to create success.
 - Create a newsletter with simplified format.
 - Create an annual OSDIA Summit for businesses.



River District Promotion



Strategic Objective:

Attract people to the River District.

Recommendation



Follow a strategic, multi-layered collaborative and bold promotion plan for the River District.

- Create a River District consumer website.
 - Register a River District domain.
 - Design and program a River District content-based consumer website.
 - Create and post content regarding River District businesses, events and activities.



Strategic Objective:

Attract people to the River District.

Recommendation



Follow a strategic, multi-layered collaborative and bold promotion plan for the River District. (Continued)

- Create an annual promotional tactical schedule & social media content calendar.
- Implement social media marketing tactics.
 - Brand OSDIA social media accounts for alignment with River District.
 - Regularly schedule social media posts.
 - Deliver digital ad campaign(s) to local and nearby residents in the target market.
 - Leverage local social media influencers.

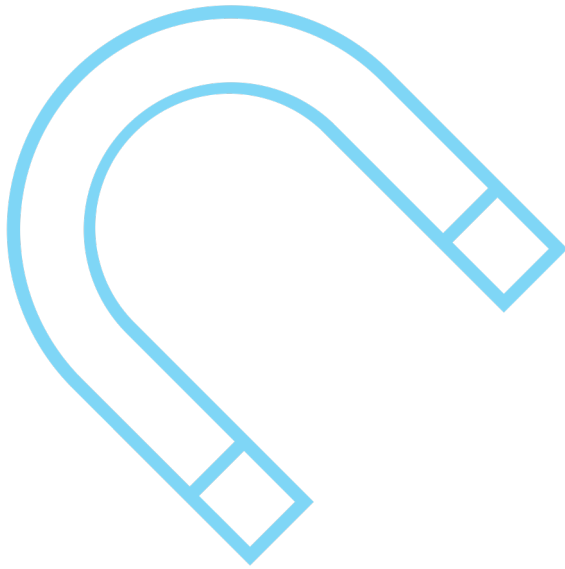


Strategic Objective:

Attract people to the River District.

Recommendation

Follow a strategic, multi-layered collaborative and bold promotion plan for the River District. (Continued)



- Develop and deliver a promotional campaign to attract new and exciting businesses to the River District.
 - Encourage targeted businesses to locate (or relocate) to the River District.
 - Invest in a program or creative marketing campaign to attract entrepreneurs and targeted businesses to the River District.



Strategic Objective:

Attract people to the River District.

Recommendation

Follow a strategic, multi-layered collaborative and bold promotion plan for the River District. (Continued)



- Deliver a campaign designed to attract people who work from home to the city.
 - Create a relocation campaign.
 - Market to potential residents in the target market age bracket.
 - Provide an incentive to relocate to the city and live in or near the River District.
 - Encourage downtown landlords to upgrade the residential rental stock in a targeted area of the River District.



Strategic Objective:

Attract people to the River District.

Recommendation

Follow a strategic, multi-layered collaborative and bold promotion plan for the River District. [\(Continued\)](#)



- Create a local's love it here program.



Questions?





Development, Management & Marketing