



Development, Management & Marketing

Marketing & Branding Report Details



Branding

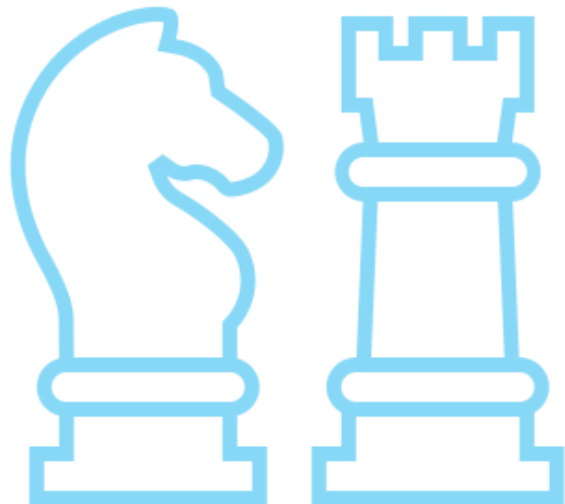


Strategic Objective:

Create an impactful and bold identity.

Recommendation

Rebrand Owen Sound's downtown.



River District Management



Strategic Objective:

Create a safe and clean space.

Recommendation

Increase the safety and comfort of patrons and business owners.



Strategic Objective:

Create a safe and clean space.

Recommendation

Ensure the cleanliness of the River District.



Strategic Objective:

Create a visually appealing River District.

Recommendation

Continue beautification efforts.

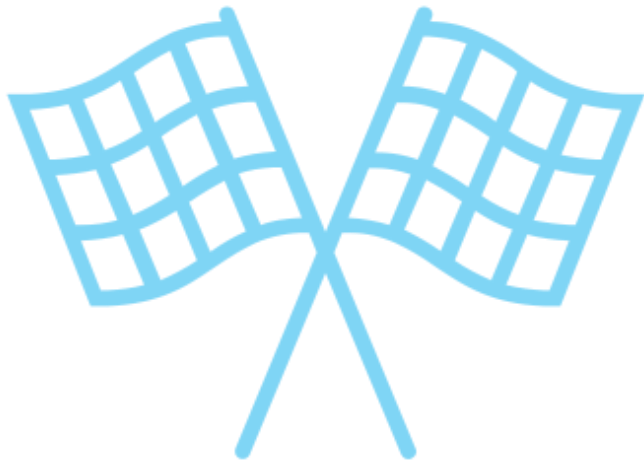


Strategic Objective:

Entice drive through traffic to stop in the River District.

Recommendation

Create visually appealing arterial routes through the city.



Strategic Objective:

Entice drive through traffic to stop in the River District.

Recommendation

Make it easy to find your way and stop in the River District.



River District Experience Development

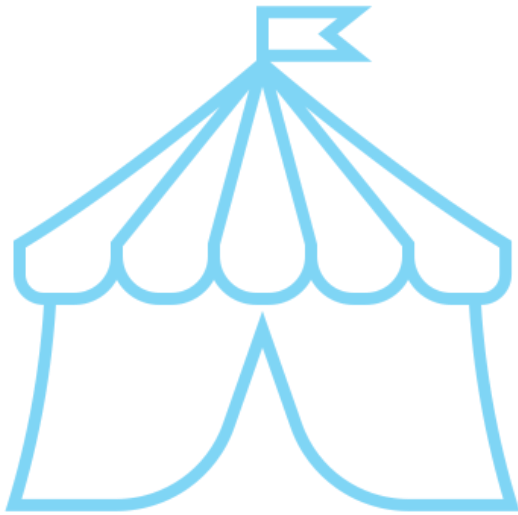


Strategic Objective:

Create an engaging space.

Recommendation

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



Strategic Objective:

Learn from and lean on others to build success.

Recommendation

Leverage the experience, mistakes and successes of other destinations.



Strategic Objective:

Learn from and lean on others to build success.

Recommendation

Create the environment to attract the right businesses.



Strategic Objective:

Learn from and lean on others to build success.

Recommendation

Leverage the experience, mistakes and successes of other businesses.



River District Promotion



Strategic Objective:

Attract visitors to the River District.

Recommendation

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



Recommendation

- That in consideration of the presentation of the Draft Downtown Branding and Marketing Action plan that the DIA approve the Marketing Action plan and request that actions be developed under each Action for consideration at a future meeting; and
- That DIA approve the brand creative as presented in the closed session.

Questions?





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