

BUSINESS TO BRUCE

Warton Business Recruitment Strategy & Support



Welcome to Basecamp
to the Bruce Peninsula.

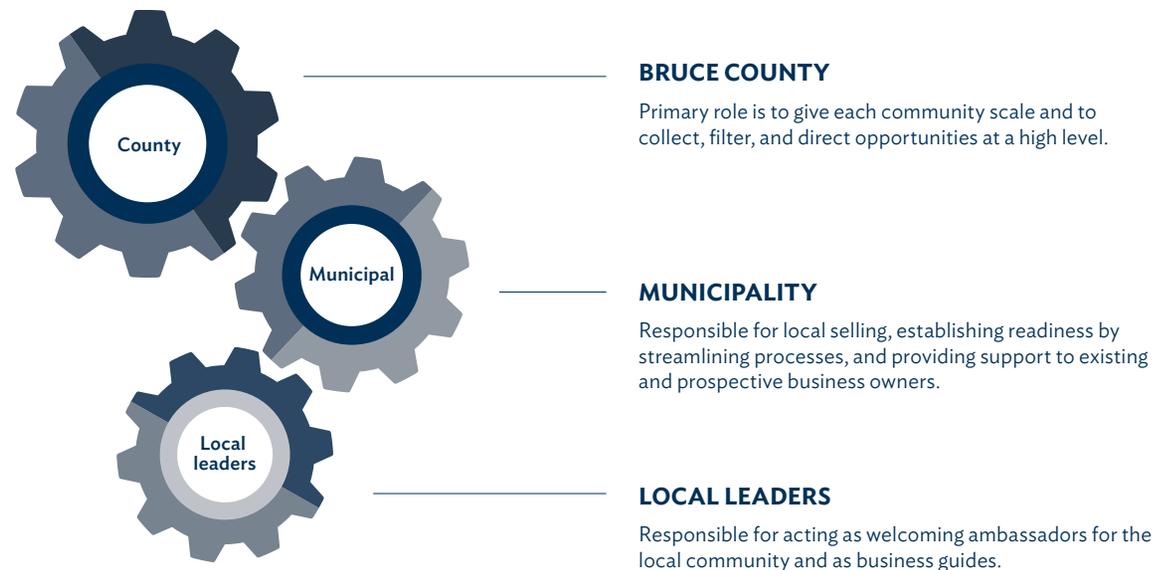


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BUSINESS TO BRUCE COUNTY

In 2014, Bruce County developed a county-wide community investment program, called Business to Bruce (BtoB), that was founded on the principle of collaboration and focused on recruiting/nurturing entrepreneurs. Three levels of participation were identified (county, municipal/township, and local leadership) each with their own role to play.



BUSINESS TO WIARTON

Attracting the right types of people to Wiarton – people who will see business potential in the basecamp positioning and see the value of our local business community – is the purpose of Business to Bruce program. Wiarton is the starting point for many travellers’ adventures on the peninsula; that adventurous spirit and curiosity can also be found amongst Wiarton’s business community.

Situation Analysis Summary

Before creating the BtoB strategy for Wiarton, an audit of the current situation was conducted and a business community insight session was held.

REVIEWED	CONSIDERED	HEARD
<ul style="list-style-type: none"> • Business inventory and closures • Business owner surveys • Community-based strategic plan • Spruce the Bruce toolkit • Municipal websites • Community profile • Visitor survey • RTO7 Workforce and Consumer Insights Reports 	<ul style="list-style-type: none"> • Tourism as a residential/business recruitment strategy • Existing clusters/opportunities • Local food • Rural economic development trends • The Maker movement 	<ul style="list-style-type: none"> • Unique, beautiful natural environment • Great work life balance and opportunities for leisure activities • Shipping infrastructure is good (airport, highways, water) • World biosphere designation • Well-support hospital • Low quality and quantity of housing • Downtown building decay • Some small town thinking exists (dislike for city people and some bigotry) • Strong link between the town’s activity and ferry schedule (and ferry traffic is dying) • Limited number of well-paying local jobs • A lot of employment in quarries and forestry • No shuttle service or transportation to the parks (biggest tourist draw in the area)

Based on the current situation and opportunities audit, and using insight gained from business owner stakeholder sessions, it was concluded that:

- (1) Wiarton is uniquely positioned geographically to capitalize on the large volume of tourist traffic that heads up the Peninsula each summer. Proximity and access to the Bruce Trail and several provincial and national parks is a win. The challenge will be to grow Wiarton from a pit stop (current state) to a basecamp.
- (2) The issues are typical of a lot of rural communities (lack of housing, aging population, low paying jobs, somewhat closed off to newcomers).
- (3) Wiarton's history shows the town has a lot of spunk. It has managed to hold itself together for 100 years, despite the adversity it's faced. It's a place trying to renew itself and push forward into a vastly changing economy.

Audiences

The business attraction and recruitment strategy is designed to appeal to a specific mindset. It's about 'who' instead of 'what' – about attracting entrepreneurially minded people instead of specific industries. So while there are gaps in the Wiarton community (lodging, food, artisan crafts and other business categories that align with the basecamp brand and are outlined in the strategy reports), it's a new breed of person we're looking for – those who choose our lifestyle, who have a vision, and who are willing to take risks.

WHO	DETAILS	WHEN
Current Business Owners	<ul style="list-style-type: none"> • best bet for expanding business and opening new ones • (youngers) those not preparing for retirement 	Engage regularly.
Friends & Family	<ul style="list-style-type: none"> • connected to town • age 25 - 55 • reached through personal networks and social media • may not own a business yet 	Reach out in and around the holiday season and the summer.
Bruce Alumni	<ul style="list-style-type: none"> • age 25-35 • young (singles or couples) with or without children • moved away for an education • familiarity with the region • looking for lifestyle options 	Reach out in and around the holiday season and the summer.
Seasonal Property Owners	<ul style="list-style-type: none"> • part time residents are halfway to living there • many are nearing retirement age • Boomers with equity looking for something to do/fulfill a dream (seniorpreneurs) 	Seasonal property owners follow local and tourist media (focused on activities and cultural happenings). Reach out in summer.
Local Tourists With Business Potential	<ul style="list-style-type: none"> • Bruce Peninsula welcomes hundreds of thousands of tourists every year (almost all of which pass through Wiarton) • familiar with the area and could be open to more permanent relationship • attracted to the nature of the area 	Reach out in summer

Wiarthon BtoB Strategy

Strategy is about gaining enough advantage at the right moments to achieve your goals. For Wiarthon specifically, our advantage is the basecamp brand and our proximity to the Bruce Peninsula. Our 'moment' locally is when thousands of tourists, seasonal property owners, family friends and those originally from the area (what we refer to as Bruce Alumni) come through town. That is our window of inspiration and attraction at the local level.

Strategically, we want everyone who comes in contact with Wiarthon between May and October to see this community as an outstanding choice for commerce and realizing business dreams. Positioning Wiarthon as basecamp for entrepreneurs is the first part of the local objectives.

The second part is being receptive when someone inquires about setting up shop in Wiarthon. We inspire with advertising, but it's with personal engagement and helpfulness that we truly attract new business people to town. Introducing would-be business owners to local business owners is our best opportunity to close the deal.

In summary, the strategy is simple: Use the provided tools during the tourist and seasonal property owner season to get people thinking about Wiarthon as more than a place to drive through; help your local business network engage visitors in the possibilities. Inspire, attract, and support. That's the plan.

Positioning Narratives

Human beings transfer information in the form of stories. In the context of marketing, these stories are called brand or positioning narratives. The narrative sets direction, establishes context and becomes the lens through which the strategy comes to life.

Warton BtoB Narrative

All adventures start somewhere. Launching a business venture is no different. You need guides who know the terrain, resources and experts close by who will help ensure your journey is a success. Especially if this is your first commercial adventure or the realization of a long-held dream to finally turn what you love doing into how you make a living.

All of this makes Warton Ontario in Bruce County the perfect place to start your business journey. As the basecamp to the Bruce Peninsula, eco-adventure heaven, and stopping point for hundreds of thousands of tourists every year, Warton's business community is welcoming, nurturing and as bold as the landscape that surrounds us. Innovators in food, retail, hospitality and environmental 'everything' will find a good footing in our close-knit community and prosper as a result.

Adventures start and flourish when you surround yourself with optimal conditions. Discover the right conditions and support to bring your venture to life here in Warton, basecamp to the Bruce Peninsula.

Wiarthon Themes

Themes (slogans, taglines, positioning statements) summarize what makes a community unique and ‘of interest’ to the target audience in as few words as possible. Wiarthon’s ‘theme’ is the summary of the positioning narrative and should be used as a key message in all BtoB communications.



wordmark

VENTURE HERE

theme

ROLES AND RESPONSIBILITIES

MUNICIPALITY

- Apply localized marketing tools to promote local business culture
 - keep the conversation positive
 - encourage entrepreneurial culture
 - focus efforts on high-traffic season
- Support local leader network
 - monitor online network and facilitate connections with locals
 - facilitate/organize quarterly meet ups with existing owners (blend of social and entrepreneurial; identify possible ways to work together to create economic opportunities that are aligned with the basecamp vision). Invite prospects if appropriate.
- Identify and mitigate current obstacles to new or expanding businesses
 - engage local business leaders where their insight is needed
 - focus first on the quick/easy wins
 - flexibility is more important than being ready for every scenario
- Continue to work with and encourage participation in Spruce the Bruce grant program
- Identify and nurture existing business expansion opportunities
 - get to know your current business owners and help connect them with each other (either through quarterly events or one on one as needed)
- Help elected officials champion the local Business to Bruce program, positioning and messaging

LOCAL LEADERS (BUSINESS OWNERS):

- Annual commitment of approximately 15-20 hours
- Participate in online network that welcomes prospective business owners
 - respond to questions
- Act as ambassadors for new business prospects
 - meet/guide new prospects when they come to town
 - mentorship for newly established business owners
- Engage extended networks in business recruitment

The Wiarton Business Owner Network

The best way to welcome prospective business owners to Wiarton is to connect them as quickly as possible to other business owners in town. We're making this easy and digital by forming a loose association of local entrepreneurs online. This approach is easy to learn and manage, and it will be located on the Business to Bruce website. Key to the success of the network is timely and relevant response.

NETWORK ADMIN. Wiarton's network admin is the Wiarton economic development staff's role. An email alert will be sent to this individual every time a post is made in Wiarton's network. Their job will then be to alert an appropriate business owner in the network so that the ensuing response and conversation is directly between an existing business owner and a prospect, when appropriate (i.e. planning or process question), the economic development officer can respond directly.

BUSINESS OWNERS. Current Wiarton business owners representing various sectors should be recruited to be on standby for network participation when needed. Time commitment is 15-20 hours annually and the main role of the business owners will be to answer questions and serve as welcoming ambassadors to new prospects. Current business owners are free to post questions or discussion topics at any time.

PROSPECTS. Prospects directed to Wiarton's network on the Business to Bruce website can ask questions in the forum at any time. Questions may be answered by the Municipality or current business owners in the network (whichever is most appropriate).



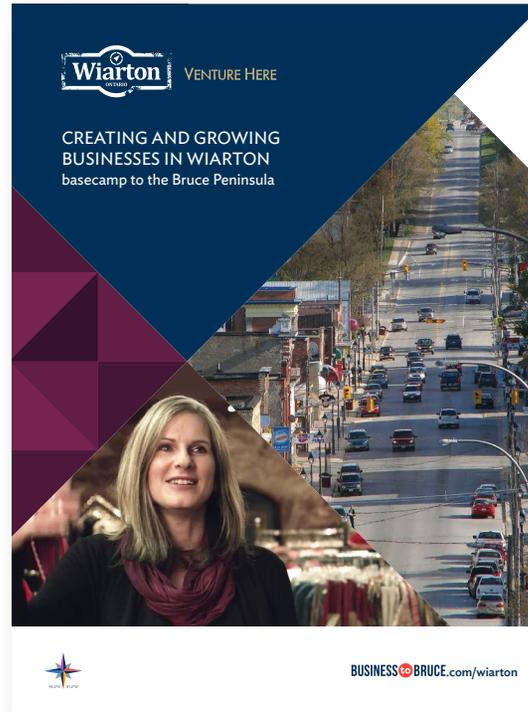
Website

Tools for creating and reinforcing Wiarton as basecamp to the Bruce Peninsula.

The tools identified and offered as samples in this section of the toolkit are designed to help Wiarton economic developers and local business leaders position and build awareness of Wiarton as a basecamp to the Bruce Peninsula during presentations, through promotion, during tourism season and as outreach to the priority audiences.

TOOLS: PITCH KIT (FOLDER & INSERTS)

The pitch kit is a positioning tool that introduces key themes and facts about Warton during events, face-to-face meetings and for mailing as required. Blank mastheads can be used to create content that is specific to the activity (specialized information about a business sector like hospitality or adventure tourism for example).



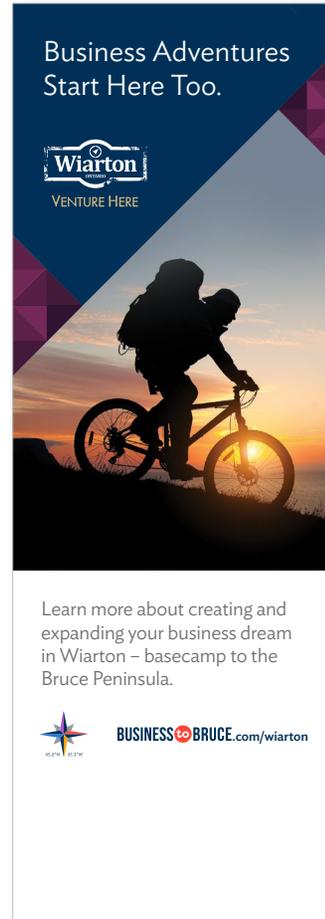
Folder Cover



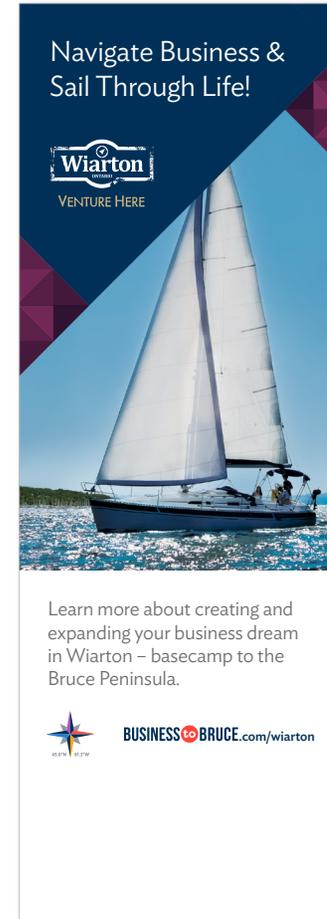
Insert

TOOLS: PULL-UP BANNER

The pull-up banner identifies Wiarion as basecamp to the Bruce Peninsula and should be used at all business-related events, meetings, and other municipal gatherings.



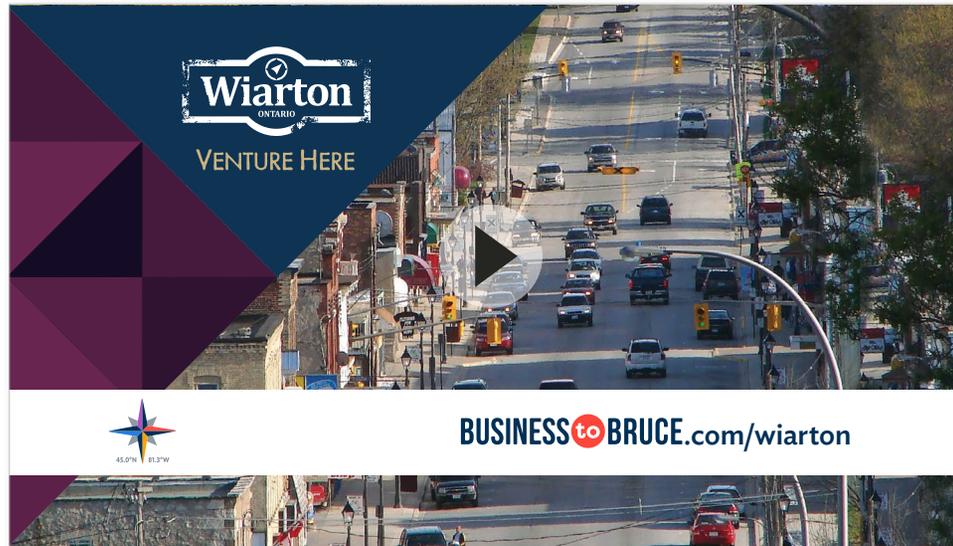
Pull-Up Banner



Pull-Up Banner

TOOLS: VIDEO

A short video that features some of our great business owners captures the essence and amazing potential of running a business in the Warton area. The video is posted on businesstobruce.com/warton and the entire community should be encouraged to promote the video through their personal social media networks. A 15-second video is also available for online advertising.



Video

TOOLS: PRINT ADVERTISING

Print ads in local and tourist media are a good way to reach local audiences and tourists/seasonal property owners. Look for placements where people are looking for “things to do” on the Bruce Peninsula.

Wiarnton
VENTURE HERE

What if there was a basecamp for your business vision?

So you've had this dream for a bit or maybe just decided to be unique from the get-go. Either way, Wiarnton's business community will inspire you. We are basecamp to the Bruce Peninsula. You can see tomorrow clearly here, you can invest in yourself affordably here. We're nestled between Lake Huron and Georgian Bay, with easy access to talented people and hundreds of thousands of adventuring visitors. So why do we think that might get you thinking? Because we see what you see and we ventured here too.

Learn more about creating and expanding your business dream in Wiarnton - The Bruce Peninsula's basecamp.

 **BUSINESS to BRUCE.com/wiarnton**

Print Ad

Wiarnton
VENTURE HERE

Think of this as entrepreneurial basecamp

In cluttered big cities, would-be entrepreneurs attend boot-camps. Nestled between the shores of Lake Huron and Georgian Bay, on the ledge of a world biosphere, we take a more relaxed view and call it basecamp. Wiarnton's business network is geared up to support business adventurers with ideas for unique food experiences, eco-enterprises, four-season tourism and niche or sport-related light manufacturing. Wiarnton is the Bruce Peninsula's basecamp - we see opportunities for you because we ventured here too.

Learn more about creating and expanding your business dream in Wiarnton - The Bruce Peninsula's basecamp.

 **BUSINESS to BRUCE.com/wiarnton**

Print Ad

TOOLS: ONLINE ADVERTISING

Visitors remain connected to their smartphones and tablets while on vacation - it's how they check the weather, find activities and find their way around. Digital ads featuring "Venture Here" messaging have been designed to be in the right places when visitors are looking for Wiarton information.



Banner Ad



Big Box Ad

TOOLS: BILLBOARDS

Billboards are a great way to reach tourists in summer months as they pass through Warton on their way up the Peninsula. Look for placements on HWY 6 near town (both directions). Messaging on the billboards invites tourists with adventures on the mind to think a little differently about what that adventure may be.



Billboard



Billboard

TOOLS: SAMPLE MEDIA PLAN

The sample media schedule and budget is tailored to the communications tactics selected by Wiarion's committee. It is a sample plan and budget only, and the costs are not negotiated, meaning there could be savings available.

MEDIA	UNIT SIZE	# OF PLACEMENTS	ESTIMATED COST	MAY	JUNE	JULY	AUG	TOTAL PLACEMENTS	TOTAL ESTIMATED MEDIA COST
PRINT									
Wiarion Echo	1/2 page, 4 colour	6	\$1,130		x2	x2	x2	6	\$6,780
Beautiful Bruce Peninsula Guide Book	Full page, 4 colour	1	\$1,200					1	\$1,200
ONLINE									
The Weather Network (Wiarion Page)	250x300, 728x90 (Mobile and Desktop)	30,000 impressions / month	\$22 CPM					120,000 impressions	\$2,640
YouTube (geotargeted)	Video	45,000 impressions / month	\$3 CPM					180,000 impressions	\$540
Facebook	Various	-	-					-	\$540
OUTDOOR									
Billboards	10' x 20'	1 board, 16 weeks	\$700 /location / posting period					4	\$2,800
Billboard Production			\$125					5	\$625
								Total:	\$15,125

TOOLS: SAMPLE MEDIA PLAN

Here are some tips to consider:



Layering:

Be sure you run several media at once. Media viewing habits have changed and the days of a single medium campaign are long gone.



Radio in Wiaraton:

While radio was not selected as an option by the committee, the 'print' advertising has been written at the right length to be adapted for a 30-second radio commercial.



Audience:

Remember that this is a business recruitment campaign and not a tourism campaign. Run your ads where you think visitors who fit the audience profiles identified on page 7 of this Toolkit might be looking for information.



Timing:

Be sure to book billboard locations early (3+ months in advance) as availability is limited and summer is the most popular season for this media.