



Get Spruced!

Business Handbook



Yes, this book was made especially for you!

(That is assuming you're a business
owner in Paisley's downtown.)

As a local business in Paisley's
downtown, it is important for
you to know what the Spruce the
Bruce program is and how it can
benefit your business.

Years of meetings, strategizing and planning
are now translating into action in Paisley's
downtown.

It is now time for business owners, like you,
to help build Paisley as an authentic tourism
destination.

We truly appreciate you taking the time to
read this booklet. If you have any questions,
please don't hesitate to contact the Bruce
County Economic Development team.

What is Spruce the Bruce?



Spruce the Bruce (STB) is a downtown improvement program developed by Bruce County.

It is designed to assist communities to make improvements to their downtowns so they are unique and appealing to both residents and visitors.

STB offers support in the form of policy research, action plan development, design services and grants.

The STB program is a five step process that each municipality and community works through with Bruce County. Paisley has completed the five step process.

Bruce County staff is here to support you and help your business thrive.

Bringing Dollars Downtown!

History of STB.

2010: The STB program began.

2010 - 2011: An analysis of each of Bruce County's municipalities was undertaken to determine the needs of each community's downtown cores.

2011 - 2013: Community groups were formed to ensure there was an organized approach for each participating community. The groups were made up of municipal staff, business owners and members of the public. The groups worked with the Bruce County Economic Development team to develop strategies for their communities for the next 5 years.

2013 - 2015: Each participating community worked to consolidate their brand and develop marketing campaigns. A marketing grant was secured from the Provincial government to develop these campaigns. Each community campaign was individually customized to appeal to their target market.

2016 - 2017: Participating communities continued work on developing the destinations envisioned in their community strategies, and continued executing marketing campaigns. New communities continued to be on boarded.

2018 and beyond: Community workshops held in 2018 addressed challenges and proposed opportunities to enhance community brands.



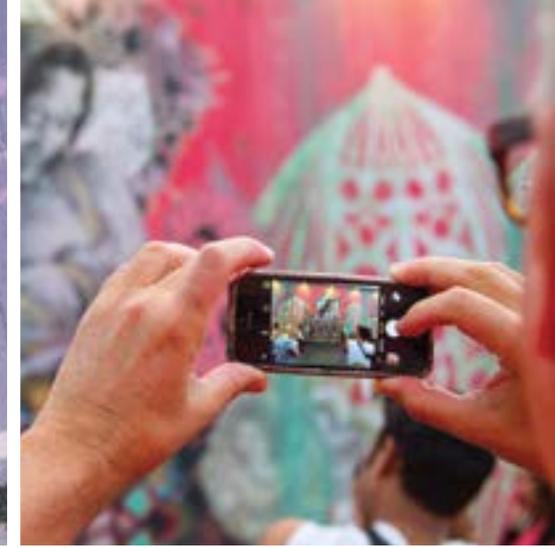


Paisley's Community Brand Story

Like the flow of their two rivers converging, this community is a current contrary to the mainstream. From their annual Blues Festival, to their Artists on the River market, Paisley is a society based on people not conforming to the rules or following the formula and falling into line. Paisley is well positioned to be **Artistic River Village.**

Paisley should channel its creativity and unconventional spirit into creating an energetic, bustling and colourful downtown atmosphere. Many communities have heritage structures and artistic ambitions but none can leverage the energy of rivers like Paisley. Their festivals and events lay the groundwork to develop eclectic, memorable experiences.

A brand is what you are known for and Paisley is known as Artistic River Village.



Paisley's Marketing Campaign

The campaign aims to use creative energy to get people's attention and highlight the two free flowing rivers converging in downtown Paisley.



Your Next Steps

STEP 1 - Provide a “Creative Experience”

Look for opportunities to use hand decorated, bright, energetic colours and up-cycled materials in the community.

STEP 2 - Review your building façade

Look for opportunities to improve your building façade. Transform a standard building into something extraordinary with murals or tools from Paisley's toolkit.

STEP 3 - Perpendicular Signage

Install a perpendicular sign that displays the type of products and services you offer.

STEP 4 - Community Website

Ensure that your business is featured and up to date on your community's website www.VisitPaisley.ca. If you'd like, upgrade to an enhanced listing to include a photo gallery, description, maps, hours, amenities, social media links and more. To enhance your listing go to www.TouristTown.ca.

Contact the Bruce County's Economic Development team for information about grants or any other questions you may have.



The Experience

“Let’s turn our
assets into ART!”

For Paisley to be known as “Artistic River Village”, it is critical that Paisley businesses offer a creative experience.

If every business in Paisley offers creative products or services (no matter how small), Paisley will become known as a tourism destination and your business will prosper.

Visitors love spending money. If you can contribute to their vacation experience they will spend money at your business while they are in Paisley.

What can you do?

Add a simple Creative
element to your
business and watch
your customers
reactions.



STEP 1 What can you do? (The experience)

- Offer a service or product that connects with “artisans”.
- Provide access to experiential learning opportunities for visitors to add value to your business and community.
- Carry locally made products that are unique to the area.
- Use up-cycled materials whenever possible.
- If you sell food products, offer a signature “Artisan’s Dish”. This could be a dish that is made by hand using traditional methods.
- Adjust your business hours to accommodate people shopping after 6pm

The more you can adopt artisans themes, the more likely customers will come to your business and show you the money!



Your building façade

Question: Is your building façade doing all it can to entice new customers to enter your store?

“That looks like a nice place to eat.” 70% of first time customers come from curb appeal. Beautifying your building façade is an essential investment in your business.

Drive by shopping. 90% of customers will decide if they will visit your store based on its appearance. How do potential customers judge your business?

First impressions are lasting impressions. Creating beautiful exterior spaces is an easy and effective key to getting more traffic through your door.

Nothing has a quicker return on investment than beautification of your store.

Overview of what a good façade is

CORNICE: ornamental horizontal molding projecting out from a façade; often at the top of a building.

FAÇADE: the exterior front of a building facing the street

MASONRY: stonework or brickwork

ARCHITECTURAL FEATURES

LIGHTING: subtle lighting illuminates signs and building features

PERPENDICULAR SIGNAGE

PICTURE OR DISPLAY WINDOW: typically a large, single-paned window.

COLUMNS: vertical pillars or posts that either support building weight or act as decoration

SIGN BAND: area where a sign can be affixed to the building (flat signs are known as fascia signs).

AWNING: a structure usually made of canvas that serves as a shelter over a storefront



Storefront redesigns and renovations should generally respect the original style of the building and use materials that relate to those of the existing building.



STEP 2 What can you do? (Your building façade)

- Incorporate energetic and artistic elements (materials and colours) into your building façade (see your Community Toolkit)
- Install gooseneck lighting that illuminates your business at night
- If appropriate, install a new awning
- Spend time beautifying the outside of your business, by decorating with: pots, planters, window boxes, benches, and sidewalk café dining
- Include at least one bench flanked with planters
- Place your bench against the storefront facing the road
- Clean the front of your store weekly
- Add tables and chairs outside even if you aren't a restaurant

NEXT STEP: Apply for a façade grant by contacting Bruce County's Economic Development team. We will help walk you through the process of revitalizing the appearance of your business.

The power of the perpendicular sign

An indication of a healthy downtown can be measured by the amount of pedestrian traffic. When people feel welcome to spend time downtown, they will walk from store to store and spend longer in the downtown area.

It only makes sense to ensure that the downtown is designed to be pedestrian friendly.

An easy way to entice pedestrians to visit your store is to install a perpendicular sign.

Perpendicular signs make the downtown easy for pedestrians to navigate and find what they want to buy.

Perpendicular sign examples



STEP 3 What can you do? (Perpendicular signs)

- Make sure the bottom of your sign is at least a height of 7ft
- State the type of products/services you offer rather than displaying just the name of the business
- Use simple, legible fonts, avoid script text and outlines
- Always use contrast colours and never more than four words
- Use a quality material for the sign
- Ensure the sign is installed to withstand winds and it meets the sign by-laws of Paisley
- Use up-cycled materials whenever possible.

NEXT STEP: Inquire about the STB grants available for perpendicular signs for your business.

How to apply for grants

STEP 1 - Assess the curb appeal of your business

Be honest and objective. Ask your peers, or customers for honest feedback.

STEP 2 - Contact Bruce County's Economic

Development team Discuss what project you would like to undertake to embrace the Artistic River Village theme.

STEP 3 - Complete the required documentation

Include any 3rd party information, such as contractor estimates.

PLEASE NOTE: The more you embrace the Artistic River Village theme, the more likely you are to receive grant money.



Did you know?

- 70% of all consumer retail spending now takes place after 6pm.
- People head downtown for specialty items such as local butchers, the baker and local artisans.
- Research shows that if you extend business hours by two hours the average retailer works 30% less. Profits from extended hours will exceed increased expenses by a minimum of 16%.
- Public markets are now becoming night markets and opened during the evenings.
- Women account for 80% of all consumer spending. Have benches outside for the men to rest on.
- Bring your artisans outside. It adds life and increases sales. People are four times as likely to buy art if they meet the artists.

Thank you so much for taking the time to read this booklet.

Bruce County's Economic Development team looks forward to working with you. Please be sure to contact us if you have any further questions.

For more information, further instructions for use or digital copies of this toolkit and its associated elements please contact:

Bruce County

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BRUCE
county

Be an explorer.