

Marketing Plan 2018-2020



Prepared By
Strexer Harrop & Associates



Introduction	4
Community Comparison	5
Marketing Audit	6
Stakeholder Engagement	8
Marketing Strategy	9
Action Items	10
Campaigns	14
Campaigns At A Glance	15
Lakefield South Campaign	16
Shop Local Food Campaign	19
Senior Services Campaign	21
Day Trips Campaign	23
Move To Selwyn Campaign	26
Retire In Selwyn Campaign	29
Acknowledgments	31

Introduction

The actions in this marketing plan are based on advice and feedback from Council, the local community, the Economic Development Business Committee (EDBC) and other local stakeholders/partners. This marketing plan focuses on supporting the key sectors identified in the 2018 Economic Development Strategy.

Approach & Methodology

Strexer Harrop & Associates completed this marketing plan in three phases:

Phase 1 – Current Reality

- Community comparison: Township of Muskoka Lakes, Prince Edward County (Picton) and Woolwich Township (St. Jacobs)
- Marketing audit of Selwyn Township print materials & online communications
- Comprehensive review of online references (e.g. Google Maps, Google Photos, Facebook, www.thekawarthas.ca) to Township attractions (e.g. beaches, trails, community centres) and review of existing partner marketing materials and tourism research (Ontario Tourism Partnership Marketing Corporation, Peterborough & The Kawarthas Economic Development & Tourism, Kawartha Chamber of Commerce & Tourism, Otonabee Conservation)

Phase 2 – Stakeholder Engagement

- Online public survey
- Community consultations
- Stakeholder interviews

Phase 3 – Strategy Development

Community Comparison

Strexer Harrop & Associates reviewed the economic development and tourism priorities for the Township of Muskoka Lakes, Prince Edward County (Picton) and Woolwich Township (St. Jacobs) to identify best practices. These rural communities were selected based on their strong brand recognition as thriving business and tourism destinations.

Communities within the Township of Muskoka Lakes incorporate the 'Muskoka' brand. Communities include: Bala, Milford Bay, Port Carling, Torrance & Windemere. Communities are unified in cross-promoting local events such as the Bala Cranberry Festival.

Communities within Prince Edward County incorporate 'The County' branding. Communities include: Picton, Ameliasburgh, Bloomfield, Wellington, Hillier & Waupoos. The County promotes food, wine and art tours that navigate visitors through all the communities.

Communities within Woolwich Township include: Elmira, St. Jacobs & Breslau. St. Jacobs has a Business Improvement Area that maintains a tourism website for visitors which includes itinerary ideas.



ITINERARY IDEAS

Suggested Three Day
[St. Jacobs Country Itinerary](#)

Day Trips

Morning In The Village of St. Jacobs

- Start the day with a hearty homestyle breakfast at Stone Crock Restaurant
- Browse through stylish shops, craft studios & galleries in the quaint Village of St. Jacobs
- See intriguing exhibits including:
[The Mennonite Story](#)
[St. Jacobs Aberfoyle Model Railway](#) (open select dates)
[Maple Syrup Museum](#), [Train Exhibit](#), [Historic Exhibits](#) in The Mill
- Enjoy a late lunch at Jacob's Grill

Two Day Trips

Late Afternoon Arrival

- Check-in at a local hotel: Homewood Suites by Hilton
- Relax over dinner at Stone Crock Restaurant in St. Jacobs

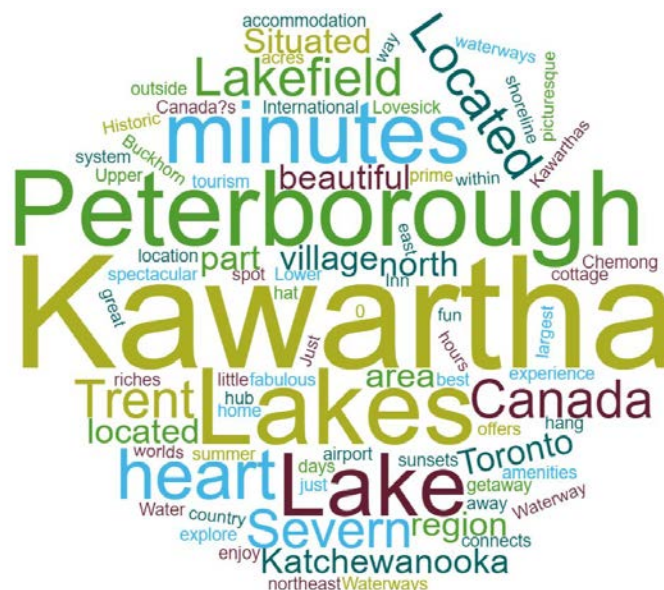
Evening Options

- Theatre performance by [Grayson Entertainment](#)
- Shop at [St. Jacobs Outlets](#) (open daily; until 9 p.m. Mon - Fri)

Next Morning

Marketing Audit

Strexer Harrop & Associates reviewed print and online marketing and communications from Selwyn Township, partner agencies and businesses within the Township. More than 30 websites were reviewed which identified key words used to describe their location. Peterborough and Kawartha were the most widely used.



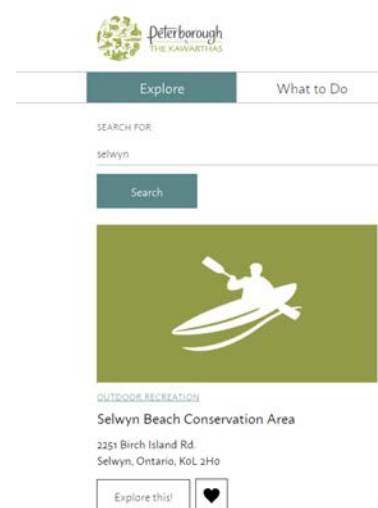
Selwyn Township Print Materials

Most print materials include the Selwyn logo and use the corporate colours. There are some opportunities for public events (public skating and open houses) to also display the logo to reinforce the Selwyn brand.

The 'Selwyn Guide' contains a great deal of information and there is an opportunity to examine the format and potentially have guides focused on target audiences (retirees and young families) and/or seasons (spring / summer and fall / winter).

Online Marketing

Many of the partner agencies that promote attractions within Selwyn Township have limited (or no) photos and/or descriptions require updates. There is an opportunity for the Township to submit compelling content to partner agencies for their online directories as well as uploading photos to Google Maps. Strexer Harrop & Associates has provided the Township with several images to achieve this objective.



Visitor Kiosks

The majority of the visitor kiosks do not display the Selwyn logo, some include reference to Smith-Ennismore-Lakefield. None of the kiosks list the Township website or a local business directory. There is an opportunity to complement the regional Peterborough & The Kawarthas information with local visitor information (restaurants, attractions, retail & services).



Peterborough & The Kawarthas Information Kiosk

Location: Bridgenorth Heritage Park

Additional Opportunities to Increase Brand Awareness

Selwyn Township employee email addresses are configured with the @Nexicom domain instead of @SelwynTownship. Employees are in daily contact via email with residents, businesses and other key stakeholders. These email communications provide opportunities to reinforce the Selwyn brand and should be updated early into the marketing plan.

Township owned & maintained buildings should feature the Selwyn logo or incorporate the Selwyn logo in photos uploaded to online directories and maps. These buildings should include an exterior or interior visitor kiosk with a township map and information about local restaurants, attractions, retail and services.

Stakeholder Engagement

Two community consultation sessions were facilitated by Strexer Harrop & Associates.

Participants were asked a series of questions about strengths and opportunities within the Township of Selwyn.

Stakeholders Represented:

- Beachwood Resort
- Birch Bend Cottage Resort
- Bridgenorth Business Association
- Buckhorn Berry Farm
- CIBC
- Kawartha Chamber of Commerce & Tourism
- Kawartha Home Builders Association
- Lakefield Agricultural Society
- Lakefield College School
- Lakefield Herald
- Lakefield Literary Festival
- Constituency office of MP Maryam Monsef
- Parks Canada (Trent Severn Waterway)
- Peterborough & The Kawarthas Economic Development & Tourism
- Paluski Boats
- Pizza Villa
- R&J Machine
- Re/Max
- Selwyn Fire Department
- Style Boutique
- Women's Business Network
- Workforce Development Board

Strengths

Township Assets:

arenas, Lakefield Marina, beaches, trails

Great Events:

PolarFest, Shamrock Festival, Literary Festival, PumpkinFest, Scarecrow Competition

Work-Life Balance:

attractive lifestyle, small towns

Businesses:

excellent customer service

Employees:

no retention issues - once they move here they stay

Opportunities

Retirement Living Services:

Seniors are staying in their homes longer & need more services

Professionals

The Township is ideal for working from home or converting commercially designated houses into professional offices

Development & Trades

Current trades are often fully booked with long wait times

Mix for senior, family and affordable housing

Residential growth in housing

Retail

Residents are looking for affordability and choice when purchasing food

Residents want more clothing and shoes

Marketing Strategy

Marketing Objectives

**Attract Day Trippers:
Fall & Winter, Shop Local**

**Attract New Residents:
Young Families & Retirees**

**Attract New Businesses:
Development, Trades, Professional
Services, Senior Services & Retail**



Action Items



Action	Stakeholders	Year
1. Work with partners to expand Selwyn's tourism reach by providing compelling imagery and content for partner websites, regional tourism guides and Google Maps (add/update hours of operation)	Clerks Department, PKEDT, RTO8, Kawartha Chamber, Ontario Tourism, Google Maps	2018
2. Update existing Township map and make map available on the Selwyn website and existing visitor information kiosks: <ul style="list-style-type: none"> • Selwyn website: print ready document (.pdf) for use by residents, visitors and businesses & scalable document (.eps) for use by printers and graphic designers • Visitor kiosks: Bridgenorth Heritage Park, Ennismore Waterfront Park, Ennismore Hamlet, Lakefield Cenotaph Park, Lakefield Marina Budget Recommendation: \$4500*	EDBC, Clerks Department, Parks and Recreation Department, PKEDT, Trails Committee, Parks and Recreation Advisory Committee	2018
3. Promote the "Guide to Developing a Secondary Dwelling Unit" to homeowners and trades	Building & Planning Department	2018
4. Within the Community Improvement Plan (CIP) section of the Selwyn website, promote and highlight ways retailers, service providers and professionals can benefit from CIP incentives	Clerks Department	2018
5. Support co-operative marketing campaigns promoting fall & winter day trip itineraries throughout the Township	EDBC, Clerks Department, PKEDT, RTO8, Kawartha Chamber of Commerce & Tourism	2018
6. Implement a co-operative marketing campaign to promote local food Budget Recommendation: \$1700* (50/50 co-operative for a total of \$3500)	Clerks Department, Grocery & Specialty Food Retailers	2018
7. Implement a campaign to attract development in Lakefield South Secondary Planning Area. Budget Recommendation: \$4800*	Clerks Department, Building & Planning Department	2019
8. In support of the Township's Strategic Plan, related to proposed establishment of a Communications and Media Specialist, consider allocating 50% of this position's time to support Economic Development and Tourism related communications	Clerks Department	2019

Action	Stakeholders	Year
9. Update the Business Centre section of the Selwyn website to include: <ul style="list-style-type: none"> • Showcase local success stories • Post workforce and wage statistics to inform local businesses and respond to future inquiries • Promote available meeting spaces within Township facilities 	Clerks Department	2019
10. Create an 'age friendly' webpage within the Business Centre of the Selwyn website and provide links/resources on how local businesses can provide excellent customer service to seniors and how to make their services/facilities accessible	Clerks Department	2019
11. Implement a campaign to attract new residents (retirees) to Selwyn Township Budget Recommendation: \$10,270*	Clerks Department	2019
12. Update employee email addresses from @Nexicom to @SelwynTownship to reinforce the Selwyn brand when communicating with community stakeholders and new business opportunities	Clerks Department	2019
13. Establish a tourism e-newsletter and Facebook account that align with tourism and marketing initiatives	Clerks Department	2019
14. Implement a campaign to attract businesses that provide support services for seniors (i.e. home care provider, maintenance, medical/mobility supplies and equipment) Budget Recommendation: \$2,000*	Clerks Department	2019
15. Collaborate with retailers to develop co-operative advertising programs in regional visitor guides	Clerks Department, associations and other relevant groups	2020
16. Support trail tourism development by participating in trail industry events, updating maps and tourism information along trails and work with organizations to promote Selwyn as a bike-friendly community	Clerks Department, Parks and Recreation Department, Parks and Recreation Advisory Committee, Trails Committee, Ontario by Bike Network	2020

Action	Stakeholders	Year
17. Implement a co-operative marketing campaign to increase the number of skilled trades, contractors and technicians in the Township Budget Recommendation: \$1500* (50/50 co-operative for a total of \$3000)	Clerks Department, Fleming College, PKHBA	2020
18. Implement a campaign to attract new residents (young families) to Selwyn Township Budget Recommendation: \$10,270*	Clerks Department	2020
19. Develop and implement a targeted, direct email campaign to attract clothing and shoe retailers	Clerks Department	2020
20. Create a print 'Selwyn Visitors' guide Budget Recommendation: \$10,000*	Clerks Department	2020
21. Promote B&B policies and provide information on how to establish and develop a B&B establishment	Clerks Department	2020
22. Provide visitor information at high traffic locations currently without maps or brochures. Example: <ul style="list-style-type: none"> • Map of Selwyn Township at public beaches • Local business and attraction information at visitor kiosks and public beaches • Brochure rack inside community centres, libraries and other public buildings • Partner with PKEDT to install visitor information kiosks in Young's Point, Fowlers Corners and Buckhorn Budget Recommendation: \$6,000*	EDBC, Clerks Department, Parks and Recreation Department, PKEDT, Trails Committee, Parks and Recreation Advisory Committee	2020

*Budget is approximate and may be subject to change

Campaigns



Campaigns at a Glance

Campaign	Marketing Objective		
	Attract New Residents	Attract Day Trippers	Attract New Businesses
Lakefield South Development "Our Small Towns = Big Housing Opportunity"			Developers - Durham Region, GTA East, Kawartha Lakes, Peterborough
Shop Local (Food) "Our Small Towns = Big Selection"		Selwyn Residents	
Retirement Services "Our Small Towns = Big Business Opportunity"			Entrepreneurs - Durham Region, GTA East, Kawartha Lakes, Peterborough
Day Trips "Our Small Towns = Big Photo Ops"		Young Families - Durham Region & GTA East	
Move To Selwyn Township "Our Small Towns = Big Family Dreams"	Young Families - Durham Region & GTA East		
Retire In Selwyn Township "Our Small Towns = Big Retirement Lifestyle"	Semi-Retirees - Durham Region & GTA East		

Lakefield South Campaign

Marketing Objective:	Attract New Businesses
Target Audience:	Developers: <ul style="list-style-type: none">Durham Region, GTA East, Kawartha Lakes, Peterborough
Marketing Tools:	<p>Sponsorship:</p> <ul style="list-style-type: none">Housing Design Awards Diamond Sponsor (\$1000) Peterborough & The Kawarthas Home Builders Association http://www.pkhbaawards.com/sponsors <p>Billboard:</p> <ul style="list-style-type: none">Identify best location in the area of Lakefield Road & 7th Line to install a new billboard in compliance with by-laws <p>(Existing) Selwyn eNewsletter:</p> <ul style="list-style-type: none">Periodic updates <p>Targeted Direct Email:</p> <ul style="list-style-type: none">To CRM contacts
Budget Considerations:	<p>\$1000 Annually – Housing Design Awards</p> <p>\$1400 – Printing 5' x 10' Billboard & Installation</p> <p>\$2400 – Billboard Space Rental</p>

*Budget is approximate and may be subject to change

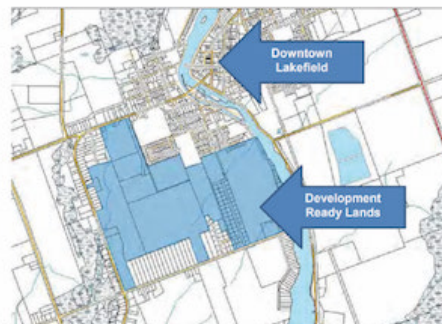




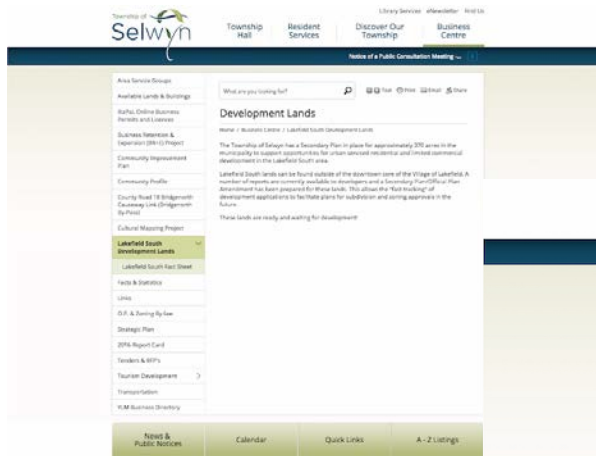
Our Small Towns = Big Housing Opportunity

We are proud to have a growing community with 370 acres of land ready for housing development.

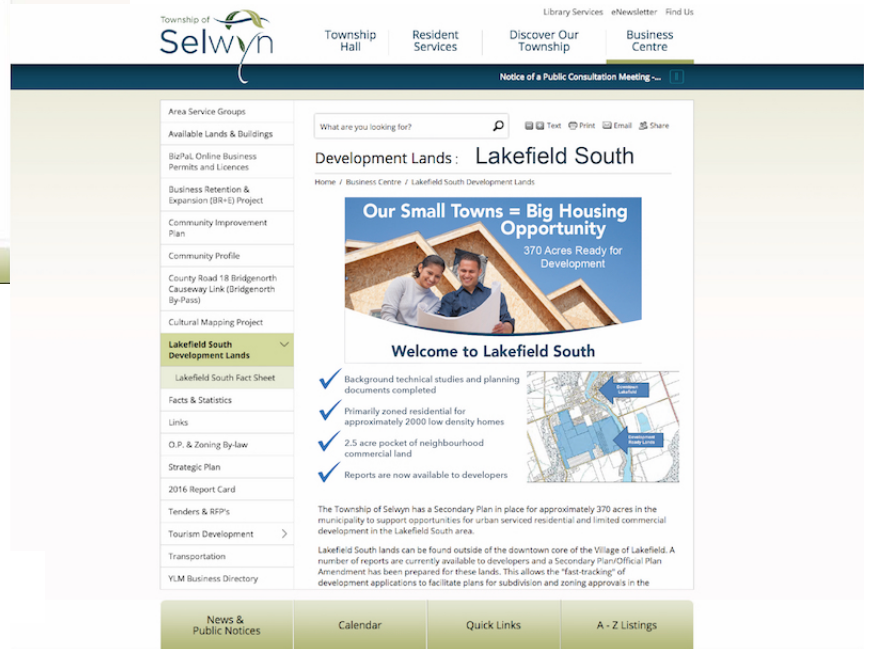
- ✓ Background technical studies and planning documents completed
- ✓ Primarily designated residential for approximately 2000 low density homes
- ✓ 2.5 acre pocket of neighbourhood commercial land
- ✓ Reports are now available to developers



Bridgenorth - Ennismore - Lakefield - Buckhorn - Youngs Point



Current Webpage Layout



Proposed Webpage Layout



Proposed 5' x 10'
Lakefield Road Billboard

Shop Local Food Campaign

Marketing Objective:	Attract day-trippers (local residents, shop local)
Target Audience:	Selwyn residents
Marketing Tools:	<p>(Existing) Selwyn Township social media accounts:</p> <ul style="list-style-type: none"> Facebook ads, Facebook posts, tweets & re-tweets <p>Local Print Ad</p> <ul style="list-style-type: none"> Half page advertisements promoting local food. Ads should be changed frequently and co-operative whenever possible <p>(Existing) Selwyn eNewsletter</p> <ul style="list-style-type: none"> Monthly article devoted to local food (themes such as: bakeries, specialty, Farmer's Markets, produce, farm stands etc.)
Budget Considerations:	<p>Facebook advertising - \$500</p> <p>Local Print Ad - \$3000</p>

*Budget is approximate and may be subject to change

Proposed Social Media Image



Township of
Selwyn
selwintownship.ca/localfood

Our Small Towns = Big Selection

Discover what each Selwyn community has to offer: grocers, bakers, specialty foods, butchers, farms and markets.





Hours
Location
Promotion



Hours
Location
Promotion



Hours
Location
Promotion



Hours
Location
Promotion

Bridgenorth - Ennismore - Lakefield - Buckhorn - Youngs Point

Senior Services Campaign

Marketing Objective:	Attract new businesses
Target Audience:	Entrepreneurs <ul style="list-style-type: none"> Durham Region, GTA East, Kawartha Lakes, Peterborough
Marketing Tools:	Conference (senior service industry) event sponsorships and/or tradeshow participation Targeted Direct Email: To CRM contacts
Budget Considerations:	Sponsorships - \$2000 annually

*Budget is approximate and may be subject to change




Our Small Towns = Big Business Opportunity
 Retirees love it here, your business will too!



Of local business owners 85% say Selwyn is a good or excellent place to do business.
[Learn more >](#)



24% of the Selwyn population is over 65 and by 2026, that segment could represent 30%. By 2036, according to the Peterborough Council on Aging, 35% of the population will be over the age of 55.
[Learn more >](#)

selwyntownship.ca



Proposed Targeted Email Campaign

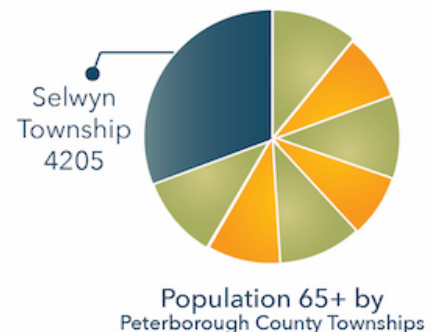


Our Small Towns = Big Business Opportunity

Retirees love it here,
your business will too!

85%

Of local business
owners say Selwyn is a
good or excellent place
to do business



Bridgenorth - Ennismore - Lakefield - Buckhorn - Youngs Point

Day Trips Campaign

Marketing Objective:	Attract day-trippers
Target Audience:	<p>Young families (aged 30-45)</p> <ul style="list-style-type: none"> • Durham Region, GTA East, Kawartha Lakes, Peterborough County
Marketing Tools:	<p>(New) Selwyn Township tourism Facebook page:</p> <ul style="list-style-type: none"> • Facebook ads • Facebook posts <p>(New) Selwyn Township tourism eNewsletter</p> <p>Banner stand</p>
Budget Considerations:	<p>Facebook advertising - \$300 per month x 3 months</p> <p>Banner stand - \$1000</p>

*Budget is approximate and may be subject to change



Proposed Banner Stand

Our Small Towns = Big Photo Ops

Discover the
changing leaves,
scarecrows,
fields of
pumpkins, fishing



Township of
Selwyn
selwintownship.ca/photoops

Bridgenorth - Ennismore - Lakefield - Buckhorn - Youngs Point

Our Small Towns = Big Photo Ops

Come chill with us all
winter long. Discover
ice fishing, snow
shoeing & cross
country skiing.



Bridgenorth - Ennismore - Lakefield - Buckhorn - Youngs Point



Free Public Skating

January 1, 2018
1pm-2pm

Ennismore
Community Centre
553 Ennis Rd, Ennismore

Sponsored By:

 **Kin Canada**
Kinsmen • Kinettes • Kin

Kinsmen
Super TV Bingo

 Township of **Selwyn**

www.selwyntownship.ca



Kin Canada
Kinsmen • Kinettes • Kin

Free Public Skating

Ennismore Community Centre
Sponsored By:

Kinsmen
Super TV Bingo

Sunday January 14, 2018
1:00 pm to 2:00 pm



Current Public Skating Flyer

Move to Selwyn Campaign

Marketing Objective:	Attract new residents
Target Audience:	Men & women aged 30-45 with young children <ul style="list-style-type: none"> Durham Region, GTA East, Kawartha Lakes, Peterborough County
Marketing Tools:	(Existing) Selwyn Township Facebook account: <ul style="list-style-type: none"> Facebook ads 10' x 20' Billboard (#A7797A) on Hwy 7 eastbound towards Peterborough <ul style="list-style-type: none"> 19,000 daily exposures
Budget Considerations:	Facebook advertising - \$300 per month x 12 months Billboard - \$5070 annually + \$1600 production

*Budget is approximate and may be subject to change





Retire in Selwyn Campaign

Marketing Objective:	Attract new residents
Target Audience:	Men & women aged 50+ <ul style="list-style-type: none"> Durham Region, GTA East, Peterborough
Marketing Tools:	(Existing) Selwyn Township Facebook account: <ul style="list-style-type: none"> Facebook ads 10' x 20' Billboard (#A7797A) on Hwy 7 eastbound towards Peterborough <ul style="list-style-type: none"> 19,000 daily exposures
Budget Considerations:	Facebook advertising - \$300 per month x 12 months Billboard - \$5070 annually + \$1600 production

*Budget is approximate and may be subject to change

Proposed Social Media Image



Our Small Towns = Big Retirement Lifestyle

Slow down & relax,
what better way to
start your next
chapter - make
the move to
Selwyn.



Bridgenorth - Ennismore - Lakefield - Buckhorn - Youngs Point



Acknowledgments

Strexer Harrop and Associates

Tonya Kraan

Adrienne Harrop

www.strexer-harrop.com

OMAFRA

This report was funded in part by The Ministry of Agriculture, Food and Rural Affairs through their Rural Economic Development Program. Ontario's Rural Economic Development (RED) program helps rural communities remove barriers to community economic development.

The RED program supports the government's plan to create jobs, grow the economy, and help people in their everyday lives by helping rural communities remove barriers to economic development; identify their economic strengths and develop strategies to attract business and investment which will help to retain and create jobs; and to be in a more competitive economic position so that they can diversify and grow their local economies.

Selwyn Township

Janice Lavalley

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www.selwyntownship.ca