

# Prescott – Downtown Investment Attraction Strategies



**TD Graham + Associates**  
MARKETING COMMUNICATIONS

Final Recommendations:  
August 23, 2018

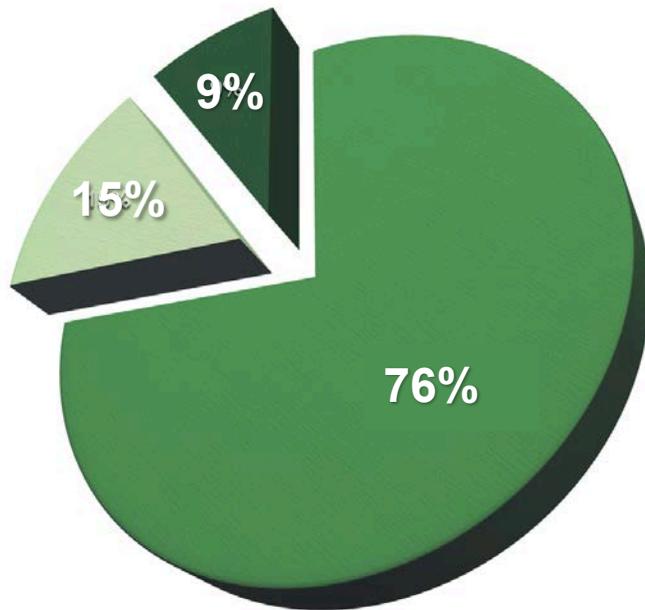


# Prescott – Downtown Investment Attraction Strategies

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## An Economic Development Mindset



### Where do new jobs come from?

- Investment Attraction
- New Entrepreneurs
- Existing Business Expansion

“Recent work in aggregating the results of US and Canadian BR+E surveys and studies of local employment growth suggests that – on average – external investment leads to only about 15% of local job creation activity in North America.”

Source: Blane, Canada 2009

## An Economic Development Mindset

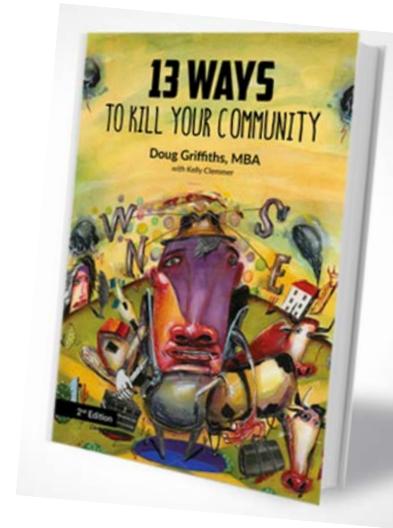
“Economic Developers **don't**  
**create jobs**... they **create** an  
**environment** where **jobs**  
can be created by others.”

– *Lauren Millier, MDB Insight*

## An Economic Development Mindset

**“Economic development efforts don’t make a community great... A great community makes economic development efforts succeed.”**

*Doug Griffiths, 13 Ways to Kill Your Community*



## An Economic Development Mindset

*What attracts entrepreneurs to a new town?*

**“Quality of life** is the largest determinant of attracting new entrepreneurs to an area because if a person cannot imagine him or herself living in a given place, an idea may never be given a second thought. ”

*Paul Blais, MDB insight*

# Prescott – Downtown Investment Attraction Strategies

## An Economic Development Mindset



Source: OMAFRA

# Marketing Stages



*Investment  
Ready!*

1. Marketing Preparedness
2. Creating the Right Tools
3. Reaching Out/Taking Action

# Marketing Preparedness

## Marketing Preparedness

### 1) Continue to Enhance Downtown Prescott

- Foster ongoing positive relationship between BIA & Town
- Actively work on Community Development, including Downtown physical improvements underway
- Ensure all businesses are aware of attraction efforts

### 2) Enhance Downtown Prescott brand

- Align the Downtown Brand with the Town Brand
- Reinforce key messages/script/description
- Consistently apply brand elements

### 3) Ensure ability to respond to inquiries

- Assign personnel to answer the phone/make the calls
- Have resources available for follow up

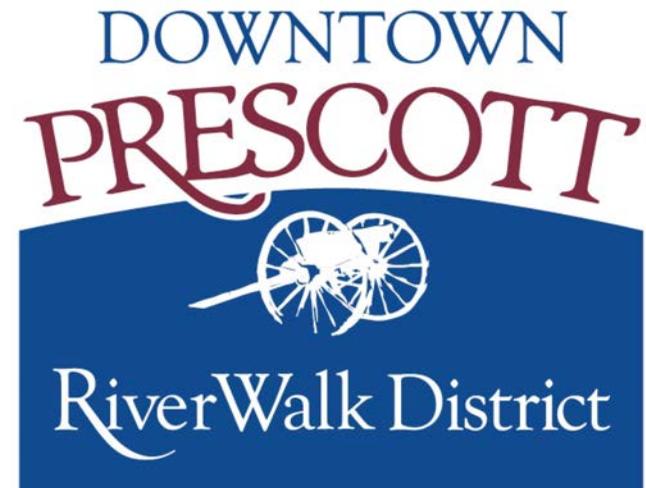
# Prescott – Downtown Investment Attraction Strategies

## Embrace new name & brand for Downtown Area: *Downtown Prescott RiverWalk District*

- **Incorporate** a river /nautical theme/colours (less ‘Fort’, more ‘River’)
- **Create** a consistent look/brand for the area – compatible with Town brand
- **Consistently** describe what we mean by ‘Downtown Prescott’
- **Have** distinct and compelling wording to describe the downtown
- **Ensure** phrases jibe with overall Town messaging (or Town to adjust if necessary)

*Adopted new brand for Downtown*

*Note: This is for promotional purposes and does not change the legal name of the BIA.*

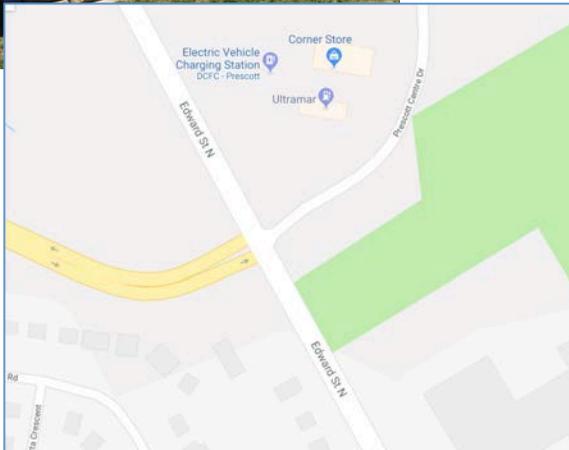


## Create better signage Downtown (and leading to Downtown)

- **Develop** a signage strategy for Downtown (What signs should go in which locations? What size? What message?)
- **Ensure** signage looks like it's part of a program, rather than a 'one of' approach.
- **Include** brand elements (common look and feel to all)
- **Ensure** any new signs align with the new name and look
- **Update** directional/wayfinding (arrows, pointing direction, just ahead, etc.)
- **Add** place identifier signs (you are here, this is the place)

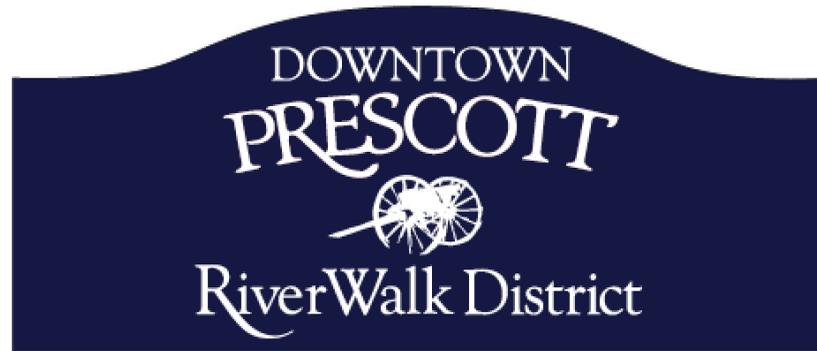
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Approved: #1 Sign Design and installation



# Prescott – Downtown Investment Attraction Strategies

Approved: #2 Sign Design and installation



# Prescott – Downtown Investment Attraction Strategies

## Update Street Banners

- **Ensure** any new banners align with the new name and look
- **Maximize** brand recognition and reduce confusion for visitors



# Marketing Tools

## Marketing Tools

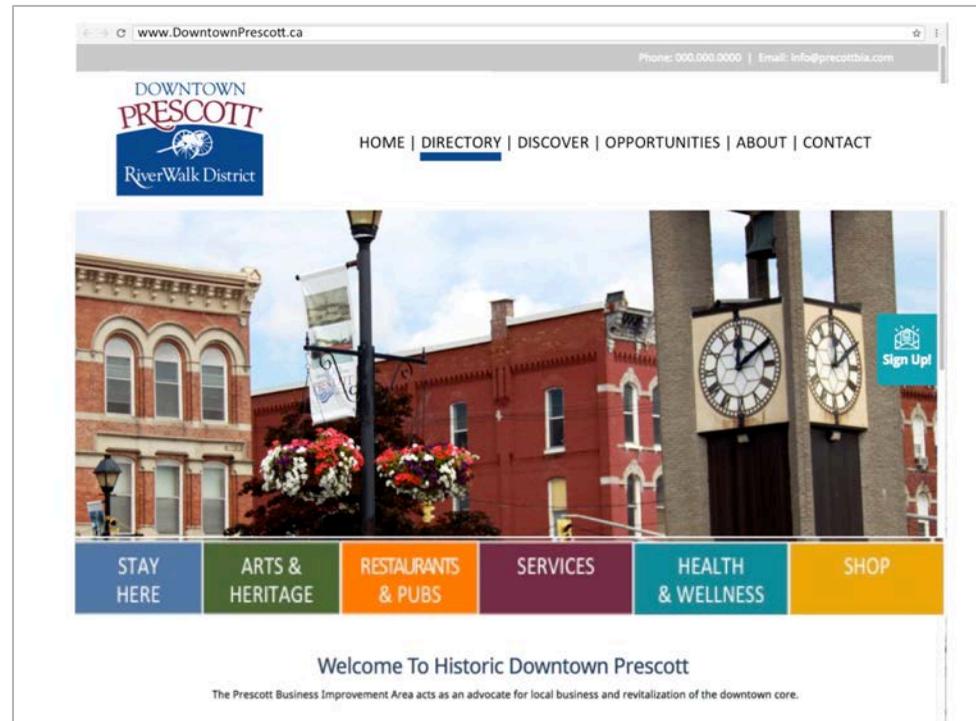
The following is a list of recommended tools that should be considered part of Downtown Prescott's marketing toolkit:

- New Website - focused, relevant content, business listings, properties
- Improved site & location context Maps
- General brochure for Downtown
- Investment Attraction Brochure (4-pager)
- Editable Property sheet (for available properties)
- Attraction sales package
- Professional photography
- Compelling advertising
- Videos/Case Studies
- E-Newsletter
- Social media
- Face-to-face, personal contact

# Prescott – Downtown Investment Attraction Strategies

## Downtown Prescott Website

- **Ensure** Opportunities section includes listings of properties and businesses for sale
- **Include** downloadable PDFs of property sheets
- **Add** contact info for Town to answer inquiries immediately
- **Add** testimonial stories with photos of business owners
- **Add** section for videos of Downtown activities



# Prescott – Downtown Investment Attraction Strategies

## Available Property Sheet

- **Update** current Excel list; add info such as taxes, square footage, proposed uses or zoning, enticing photo, aerial plan showing location, utilities, gas/hydro, plus description and contact info, etc.
- **Create** an updatable template so staff can create initial set, plus add/update for the future.
- **Save** as PDFs, downloadable from website; printable to include in investment kit
- **Include** contact info

INVEST IN DOWNTOWN PRESCOTT



### 175 King Street West, Prescott

1,500 sq ft

Three-story brick building beside park. Retail or professional space downstairs, with two apartments above. Prime downtown location. Ample parking. Close to waterfront.

Contact:  
Valmiki Shivprasad  
503 Kennedy Rd, Toronto ON, M1K 2B1  
(416) 261-6270

Area of Site (ha): 0.28  
Square Footage: 1,500 SF  
Official Plan: Prescott Downtown  
Roll number: 020-020-03200  
Zoning: Downtown Commercial Zone C1-6  
Level of Servicing: Full services  
Parking: 1.5 spots per unit

Ideal For:  
Doctor or health practitioner office, personal service shop, professional office, studio or clinic, retail establishment, restaurant...and more.

Former use: Tatoo parlour

Why invest in Downtown Prescott?  
An abundance of heritage buildings, walkable waterfront with parks and trails. Seasonal cultural assets such as the ST Lawrence Shakespeare Festival and the Sandra Lawn Harbour. Come and discover historic Downtown Prescott.



**DOWNTOWN PRESCOTT**  
RiverWalk District

Town of Prescott  
360 Dibble Street West  
Prescott, ON K0E 1T0

Phone: 613-925-2812  
Fax: 613-925-4381  
admin@prescott.ca

DowntownPrescott.ca

## Identify and Promote Downtown success stories

- **Highlight** business owners who've chosen Prescott and thrived
- **Get** testimonials/photos/video
- **Prepare** case studies to include in investment package
- **Engage** business owners (must understand that they are ambassadors for Downtown Prescott)



“We drove through Prescott and fell in love with this 200-year-old building. You can own a piece of history right here! I moved my business from Manotick – and brought most of my customers with me. LeMar Luxe has become a destination experience.”

*Leslie Bottigoni  
LeMar Luxe Spa Studio*



“I grew up in a small town. After 28 years in Toronto I sold my home and bought this building and my new home five minutes away. Prescott is a great community to raise my children. It's good. I like Prescott. I am happy.”

*Hasan Duman*

*Prescott Turkish Restaurant*





“Affordability and Prescott’s growth potential were what attracted us. Plus our new storefront has given us great exposure. The move to Downtown Prescott has allowed us to take our business to the next level.”

*Ben Quenneville  
Franchise Owner  
PropertyGuys.com. Prescott*

“ I appreciate Prescott’s small-town atmosphere. The quality of life is high, while the cost of living is a lot less than the big city. Our location downtown means we have patients from throughout eastern Ontario and even the US.”

*Dr. Gauri Shankar  
Chiropractor  
Prescott Family  
Chiropractic*

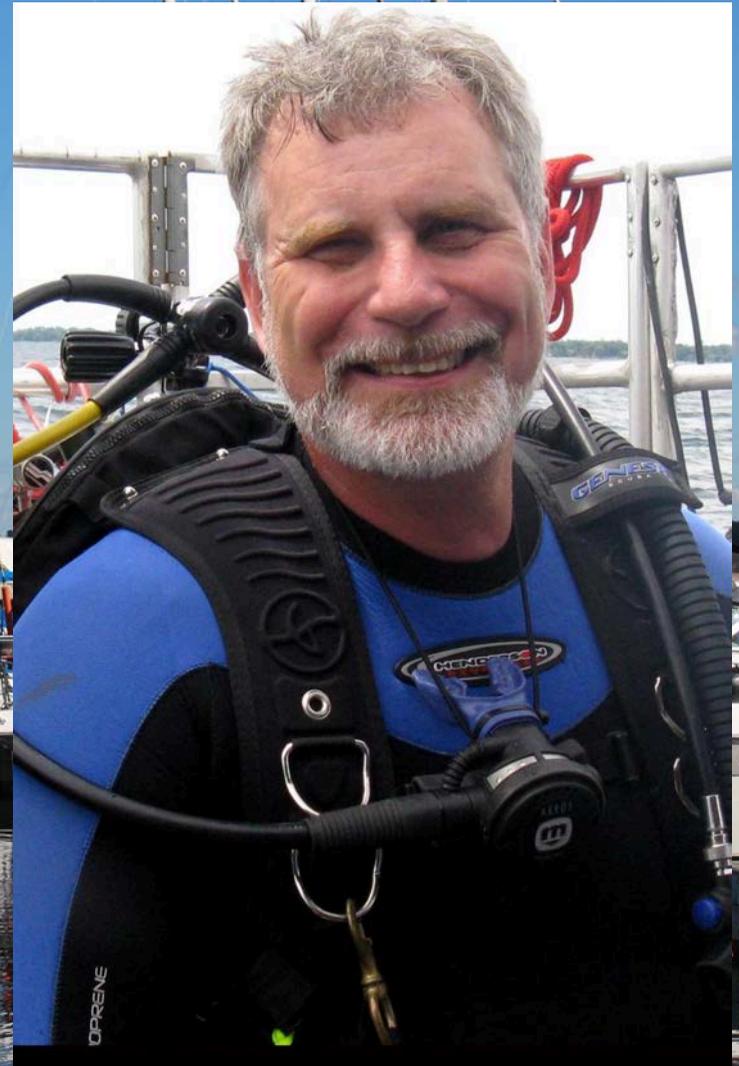


“The Town of Prescott is a gem in itself and the Sandra S. Lawn Harbour is most certainly one of its crown jewels.

It is the prettiest Marina I have had the pleasure to experience either as a boater or a scuba diver.

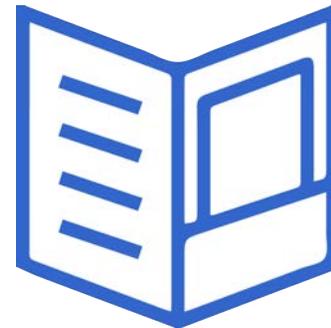
I am hoping to re-locate to Prescott when I am able to sell my current residence.”

*Robert W. Cross  
Arnprior, Ontario*



## Create Downtown Investment Package

- **Outline** available incentives (such as CIP)
- **List** compelling reasons to establish business in Prescott
- **Include** success stories, current businesses
- **Describe** business outcomes, data, demographics and consumer habits
- **Offer** advertising and other promotional opportunities
- **Send** letter of introduction with package
- **Invite** prospects to Prescott and introduce them to Prescott's advantages
- **Ensure** package is distributed to realtors and developers – including some key local businesses



# Reaching Out / Taking Action

# Prescott – Downtown Investment Attraction Strategies

Action Step	Priority	Resp.	Outcomes
<p><b>1. Confirm Target Audiences</b></p> <p>a. Prospective Entrepreneurs/Small Businesses: A diverse mix of retail, professional, health services, food, accommodation/hotel and more.</p> <p>b. Existing Building Owners</p> <p>c. Regional &amp; National businesses</p> <p>d. Community at large (public)</p>	High	BIA/Town	<ul style="list-style-type: none"> <li>- Clearer focus for communications and outreach</li> <li>- Be able to differentiate audiences in communications</li> <li>- An informed public means a more positive community</li> </ul>
<p><b>2. Support Local Businesses</b></p> <p>a. Actively work on making Prescott a great place to live, work and visit</p> <p>b. Work with Town to complete BR+E Action List</p> <p>c. Consider establishing an Ambassador Program and implement</p> <p>d. Keep Business Directory up to date , especially on website.</p>	High	BIA/Town	<ul style="list-style-type: none"> <li>- Clearer focus for communications and outreach</li> <li>- Better understanding of business' needs</li> <li>- More effective use of volunteer efforts</li> <li>- Increase usefulness of directory</li> <li>- Remember: up to 80% of new jobs come from existing businesses.</li> </ul>

# Prescott – Downtown Investment Attraction Strategies

Action Step	Priority	Resp.	Outcomes
<b>3. Develop Marketing Procedures</b> a. Establish lead-handling and lead-tracking protocols b. Ensure leads are followed up with and shared with appropriate partners	High	BIA/Town	- Greater ease of tracking leads and outcomes. Smoother handling of prospects.
<b>4. Enhance Partnerships</b> a. Clarify roles and activities for members of Council and Economic Development Officer b. Consider forming an Economic Development Committee made up of community members. c. Continue to build relationships with regional players (eg. Leeds Grenville, OMAFRA, Corridor Commission, etc.) d. Participate and/or attend strategic events (trade shows, summits, etc.) to show the face of Downtown Prescott	High	BIA/Town	- Clearer focus for communications and outreach - Better, stronger partnerships - Better recognition among key players

# Prescott – Downtown Investment Attraction Strategies

Action Step	Priority	Resp.	Outcomes
<p><b>5. Consider Other Collateral Material</b></p> <p>a. Community Profile for the Town – for inclusion in Sales Package (not ‘history of the Town’ rather facts and figures, stats, population, labour data, tax rates.) May include links to other business resources.</p> <p>b. Trade Show Banner Display. For use in kit and at trade shows</p> <p>c. Keep an inventory of all marketing materials ready to hand out as required.</p>	Medium	BIA/Town	- Prescott information more effectively presented.
<p><b>6. Get Everyone ‘On Message’</b></p> <p>a. Everyone plays a role in telling the Downtown Prescott story.</p> <p>b. Develop a script with key talking points – to keep ‘on message’.</p>	High	Staff/ Council	- Greater awareness of Downtown Prescott plans by local businesses.

# Prescott – Downtown Investment Attraction Strategies

Action Step	Priority	Resp.	Outcomes
<p><b>7. Connect with key Influencers/Partners</b></p> <p>a. Ensure that regional partners know the efforts that Downtown Prescott is making to attract investment.</p> <p>b. Agents &amp; Brokers, Site selectors/ location consultants</p> <p>c. Gov't agencies &amp; partners (Provincial, Federal, Non-profit industry/ economic development-based agencies (MEDEI, CFDCs, EOTB, etc.)</p> <p>d. St. Lawrence Corridor Economic Development Commission, Ontario East Economic Development Comm.</p> <p>e. Communicate regularly with: Leeds Grenville Counties staff, Community Committees &amp; Organizations (Business groups, Chambers, etc.), Existing Businesses &amp; Entrepreneurs &amp; Key industry leaders</p>	High	BIA/Town	<ul style="list-style-type: none"> <li>- Better, stronger relationships</li> <li>- Better results. Greater investment.</li> </ul>

# Prescott – Downtown Investment Attraction Strategies

Action Step	Priority	Resp.	Outcomes
<p><b>8. Promote Incentive Programs</b></p> <p>a. <b>Prepare</b> compelling package for newly updated Community Improvement Program</p> <p>b. <b>Deliver</b> this package by mail and face-to-face; promote through newsletter</p> <p>c. <b>Consider</b> ‘Launch’ (Pop Up) Program for start up businesses</p> <p>d. <b>Host</b> wine and cheese to continue to build community of ambassadors</p>	High	BIA/Town	<ul style="list-style-type: none"> <li>- Better, stronger relationships</li> <li>- Better results. Greater investment.</li> </ul>
<p><b>9. Offer follow-up business support</b></p> <p>a. <b>Recognize</b> new businesses through promotional efforts and press releases</p> <p>b. <b>Celebrate</b> and promote grand openings</p> <p>c. <b>Generate</b> a welcome package and periodically connect with new businesses</p>	Medium	BIA executive/ Coordinator	<ul style="list-style-type: none"> <li>- Stronger economic outcomes and a more engaged business community.</li> </ul>

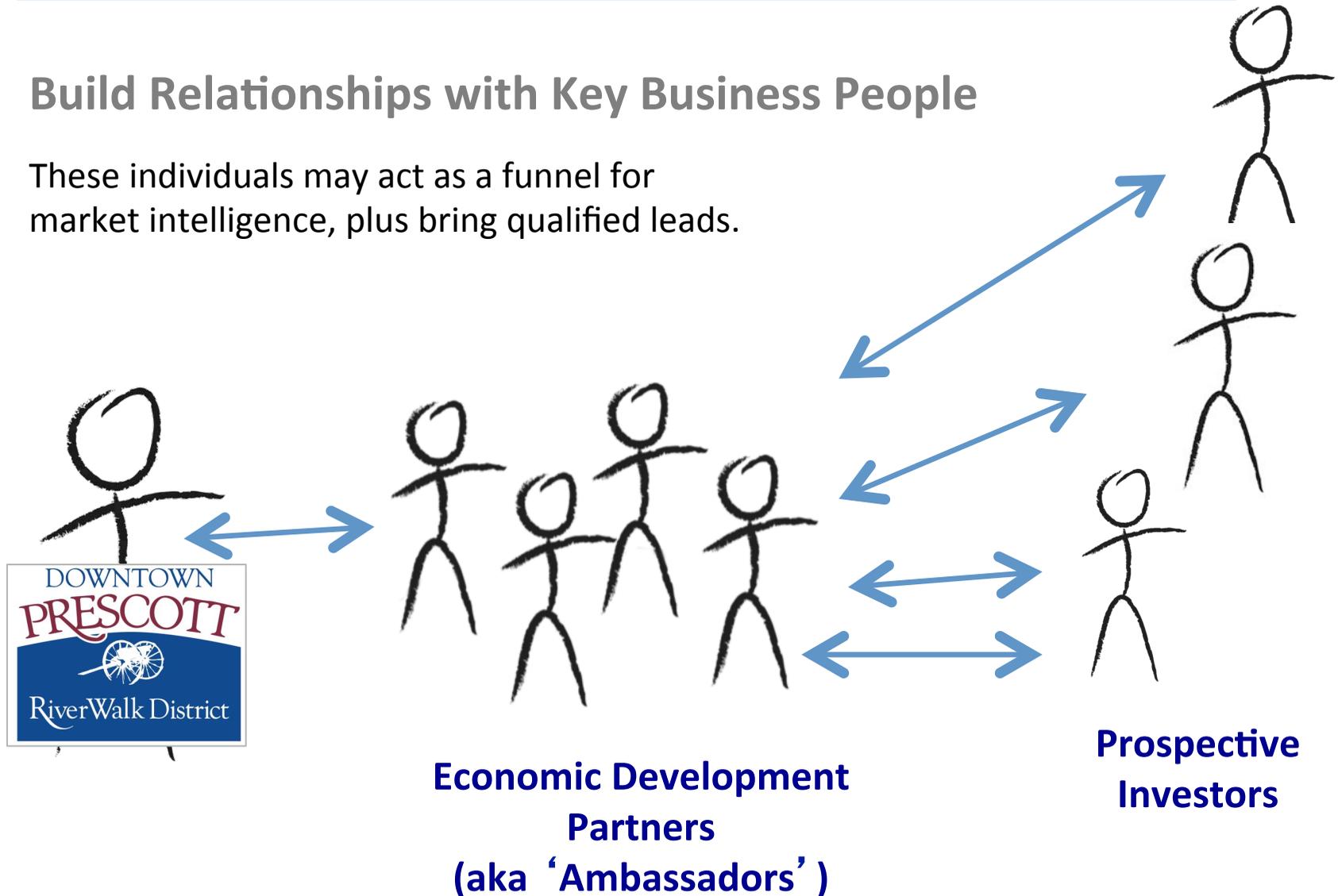
# Prescott – Downtown Investment Attraction Strategies

Action Step	Priority	Resp.	Outcomes
<p><b>10. Connect with Community/Public</b></p> <p>a. Keep the public informed of plans and developments, by means of, articles in papers, website updates, E-news, Local events</p> <p>b. Social Media: Dedicate a few hours a week to updating social media.</p>	High	BIA executive/ Coordinator	- Stronger economic outcomes and a more engaged public.

# Prescott – Downtown Investment Attraction Strategies

## Build Relationships with Key Business People

These individuals may act as a funnel for market intelligence, plus bring qualified leads.



## Reaching the Target Audiences

Everyone plays a role in telling the Downtown Prescott story.  
Develop script with key talking points –  
to keep ‘on message’

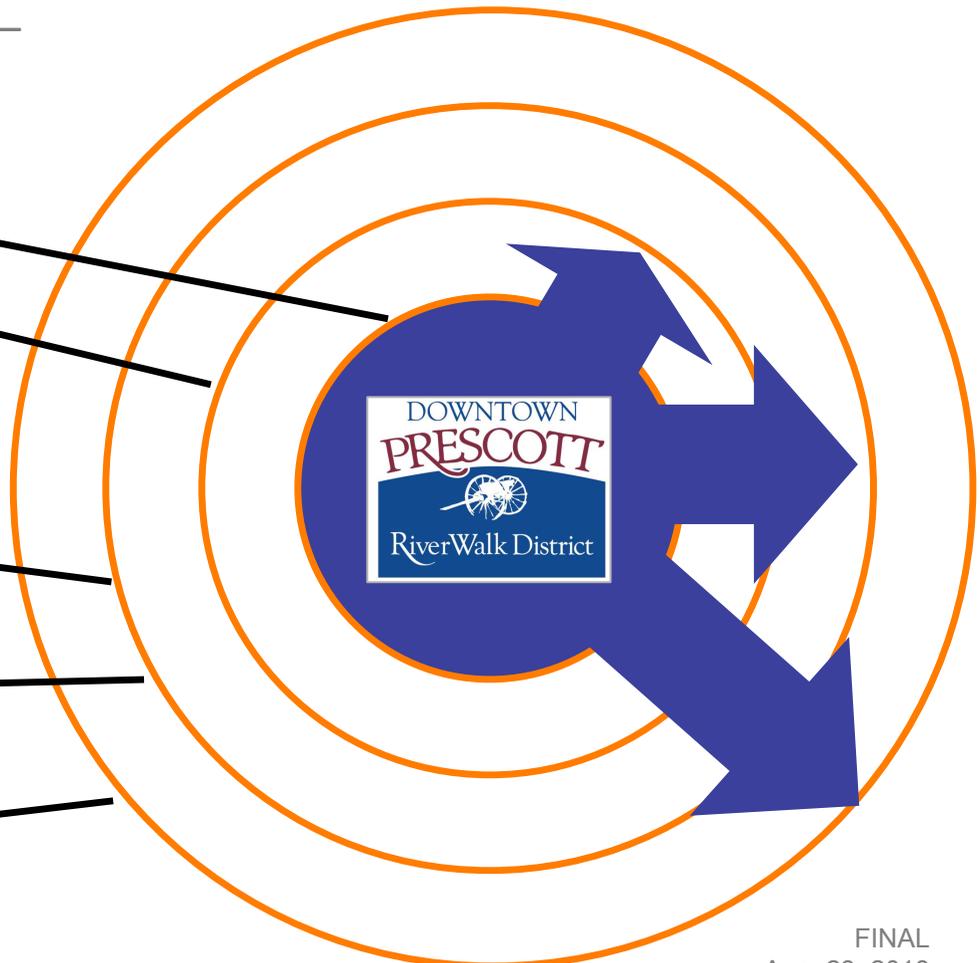
**Mayor & Councillors**

**Economic Development Team**  
CAO, EDO, Departments

**Local Business Community,**  
BIA, Ambassadors,  
Developers &  
Influencers

**Public, Media**

**Outside Investors, Prospects  
& Entrepreneurs**





Start pulling  
together in the  
same direction!



Thank you!

Questions?