



TOWNSHIP OF NORTH HURON

REPORT

Item No.

REPORT TO: Reeve Vincent and Members of Council
PREPARED BY: Connie Goodall
DATE: 16/01/2017
SUBJECT: Blyth Marketing Report
ATTACHMENTS: North Huron/Blyth Festival Cooperative Marketing Plan Report

RECOMMENDATION:

THAT the Council of the Township of North Huron hereby continue to work with the Blyth Festival to market and promote the area as a destination. That the Council of North Huron approve the request for \$15,000 from Blyth Festival.

EXECUTIVE SUMMARY

By partnering with the Blyth Festival, North Huron has been able to capitalize on the broad reach of the Festival audience to market the area as a destination. North Huron's contribution to Blyth Festival has enabled the Festival to reach a larger audience with direct mailing and distribution of marketing material. By working together to promote the festival and bring people to the area, local businesses have benefitted from the increased traffic as people who attend the theatre tend to supplement their visit with purchases at restaurants, accommodation providers, retailers and more.

DISCUSSION

A detailed review North Huron/Blyth Festival Cooperative Marketing Plan Report is attached.

FINANCIAL IMPACT

The funding for the Blyth Festival Marketing Partnership will be included in the 2017 Economic Development Advertising budget.

FUTURE CONSIDERATIONS

North Huron Economic Development will continue to monitor the effectiveness of the partnership and will continue to explore ways to engage other local businesses to ensure the entire business community is realizing benefits from the marketing program. For a review of feedback from local businesses see the attached North Huron/Blyth Festival Cooperative Marketing Plan Report.

RELATIONSHIP TO STRATEGIC PLAN

Goal #1 Our community is attractive to new business and residents

Outcome: We foster a positive business environment that retains, promotes and attracts businesses and investment.

ACTION: Aggressively promote existing assets, including the Richard LeVan Airport, Threshers Campground, Memorial Hall etc. Capitalize and expand on existing community partnerships to effectively utilize venues and maximize marketing potential.

Outcome: Tourism is a driver in economic development

ACTION: Explore ways to enhance marketing partnership with Blyth Centre for the Arts and

design future campaigns to encourage increased participation from area businesses.

Relationship to North Huron Strat Economic Development Strategic Plan

Goal: A community that values Arts, Heritage and Culture

Strategic Direction: Promote our Cultural Assets

Action: Leverage partnerships to create a stronger marketing presence and optimize advertising dollars.

Enter your name, enter your role

Sharon Chambers, CAO