Creating the Framework and Structure for Arts and Culture to Thrive on Mainstreet

Victoria Stasiuk, MPA, EcD, CEcD
Senior Economic Development Officer

IEDC 2016 Annual Conference
Wednesday Sept 28 – 11-12:30 pm
Overview

• Town of Oakville
  – Oakville in context

  – Overview of BIAs and Retail Action Plans
    • Specific implementation examples from Bronte
      – Lake Walk
      – TGIF TECH

• Takeaways for EDOs - Framework and Structure
Bronte, 
Downtown Oakville and 
Kerr Business Improvement Areas 

EC DEV STAFF INVOLVED IN RETAIL ACTION PLANS
Economic Development Staff work

• BIA Boards, Retail Consultant and stakeholders to produce Action Plans to present to Council.

Retail Market Action Plan for Bronte Village

Downtown Oakville Economic Study

Kerr Village BIA Action Plan
Downtown Oakville BIA
Kerr Village BIA
Bronte Village BIA
Implementation Stories

BRONTE BUSINESS ACTION PLAN
Bronte Business Action Plan 2012

Consultants Key Recommendations
• Develop a tool kit for Retail Recruitment
• BIA Partnerships – Form strategic partnerships to fulfill goals

ED Projects
• Tool Kit Completed in 2014
• Lake Walk 2015 & 2016
• TGIF Tech Nov 2014 – Sept 2016
The Lake Walk
On the first Thursday of every month in Bronte Village.

Special Promotions • Art • Food • Music • Live Performance

May 7 | Jun 4 | Jul 2 | Aug 6
6 - 10 PM

WWW.BRONTEVILLAGE.NET
Artists' Info Session for #Oakville's #TheLakeWalk March 29
@oakvillearts @Bronte_Oakville bit.ly/1o4IoUq
The Lake Walk
On the first Thursday of every month in Bronte Village

May 5, Jun 2, Jul 7, Aug
5-9 PM www.brontecity.net
TGIF TECH - SEPTEMBER 2016

September 30th 2016 | 3:00 pm - 5:00 pm | Taste Of Colombia, 67 Bronie Road, Units #2 and #3, Oakville

From Social Media Likes to In-store Dollars

Most people will tell you that “Likes” on social media (Facebook, Instagram, Youtube, etc.) are important to your business. But have you ever wondered how those social media likes are actually turning into dollars for your offline business?

Hylo is the first predictive analytics platform to answer the oldest and most important marketing question for modern brick-and-mortar businesses: What is the in-store ROI of my online media?

Today, marketing budgets have dramatically shifted to email, social, web & apps (online channels) with no frictionless way to measure in-store visits & sales (offline conversion). Our online-to-offline conversion tracking
It's GEO fencing that Axel handles, not digital fencing. LOL
Very nice turnout for TGIF tech @TASTEOFCOLOMBIA. Oakville meetup

Quick vid showing immersive learning by @Nex Ed at #SiliconHalton
Reflections & Takeaways

- Find and Enhance Cultural & Technology Champions
- Build structures & frameworks for collaboration
- Organic and enthusiastic environment
- Identify ways to measure impact
Thank you

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Victoria.Stasiuk@Oakville.ca

www.investoakville.ca
@InvestOakville