



# Rediscover Goderich

ON ONTARIO'S WEST COAST



## Ontario's West Coast

HURON COUNTY • CANADA









# cerc

**Community Economic  
Revitalization Committee**



inspiration in  
**Rediscover Goderich**  
ON ONTARIO'S WEST COAST

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new beginnings in  
**Rediscover Goderich**  
ON ONTARIO'S WEST COAST

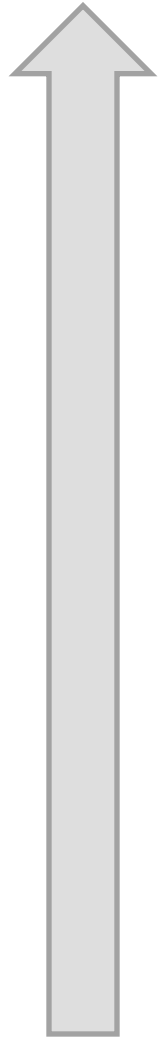
teamwork in  
**Rediscover Goderich**  
ON ONTARIO'S WEST COAST

**Thank You, Ontario**  
GODERICH, ON ONTARIO'S WEST COAST

success in  
**Rediscover Goderich**  
ON ONTARIO'S WEST COAST



# Spiral of Engagement and Capacity Building



**Actualize:** Leverage Politics, Leadership, Money

**Prioritize:** First plan not perfect, re-visit regularly

**Visualize:** Aspire, Reflect

**Organize:** Form, Storm, Norm and Perform



Organize  
Working Together  
Leveraging Strengths  
Overcoming Obstacles





# Visualize

*"This is a very resilient community."*

*"This is a once-in-a-lifetime opportunity to ask ourselves what sort of community we want to have in fifty years time and do something about it."*

*"This is our chance to reshape our town."*

*Mayor Deb Shewfelt*







# Prioritize: Reinvestment Roadmap

**Vision:** thriving and diverse economy

**Mission:** generate wealth and economic wellness

**Core Values:**

- coordinated, collaborative and integrated approach
- focus on actions that sustain business and provide employment
- Goderich and Ontario's West Coast regional economy

**Strategic Directions:**

- I. Market Development
- II. Business Development
- III. Economic Development
- IV. Workforce Development
- V. Organizational Development
- VI. Community Development

34 proposed projects /  
programs / campaigns

# Prioritize





# Actualize

**Michael Nephew**  
**United Communities Credit Union**  
**Co-chair, CERC**





Ontario



## Prosperity Now Champions



Chris Watson,  
Menesetung CrossFit

Susan Armstrong  
Downtown Goderich



Bill Clark,  
ReMax Land Exchange Ltd



**Thank You, Canada**  
GODERICH, ON ONTARIO'S WEST COAST

A large, white rectangular sign is held up by several people. The sign features the text "We're Still STANDING" in large, bold, multi-colored block letters. The word "We're" is in red, orange, and yellow. "Still" is in blue and purple. "STANDING" is in large, multi-colored letters (yellow, green, blue, purple, pink, red, orange, yellow). The sign is bordered by a repeating pattern of "I ♥ GODERICH" in small, black, sans-serif font. The background shows a clear blue sky and the tops of some buildings.

A large Canadian flag is the central focus, with the words "THANK-YOU" written in large, black, hand-painted letters across the top and "CANADA" written across the bottom. A red maple leaf is visible in the center of the flag. To the left of the flag, a small white sign with a yellow circle and the text "GODERICH I LOVE GODERICH" is partially visible. The background shows a grassy field and a line of trees under a clear sky.

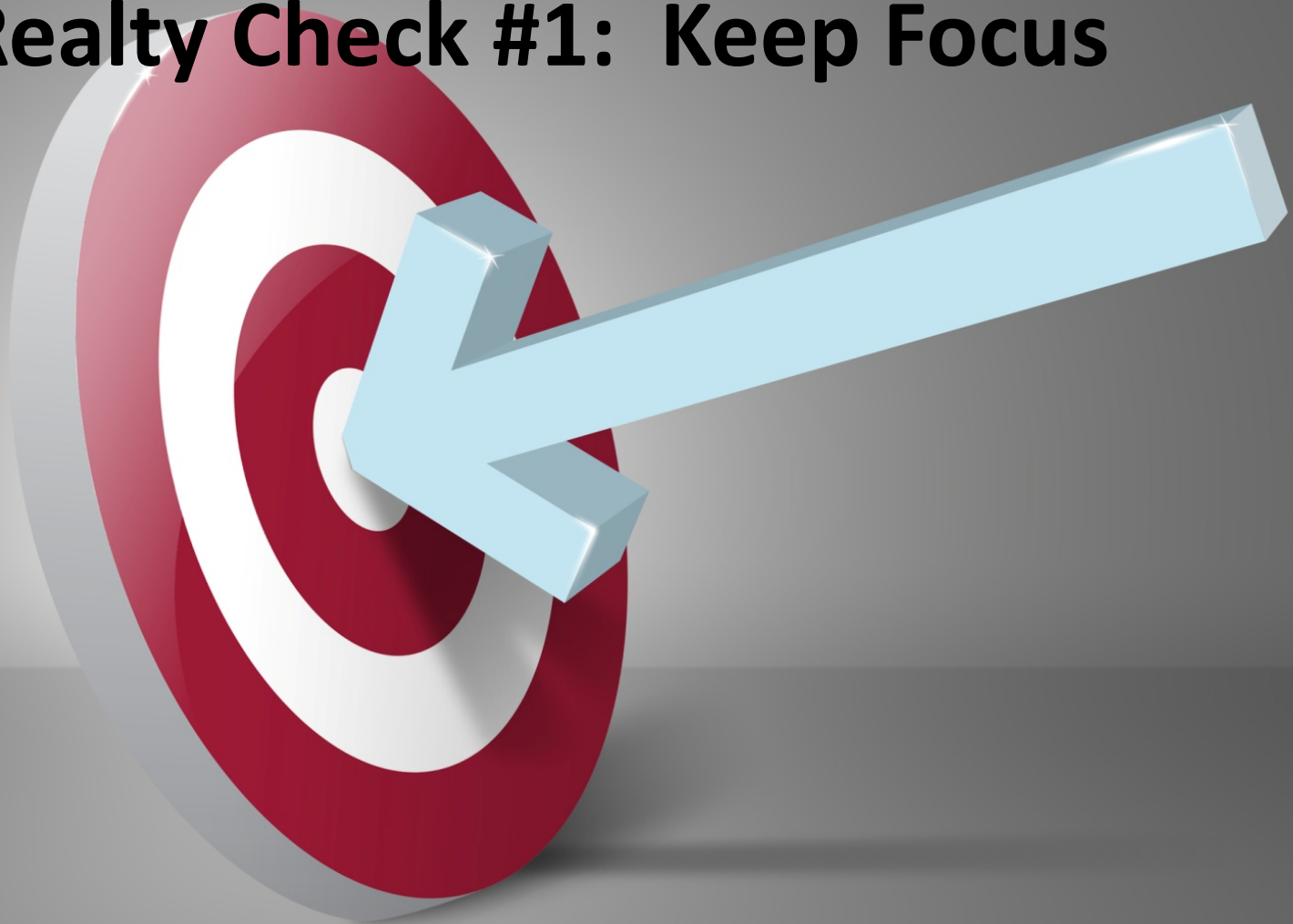






Ontario

# Realty Check #1: Keep Focus

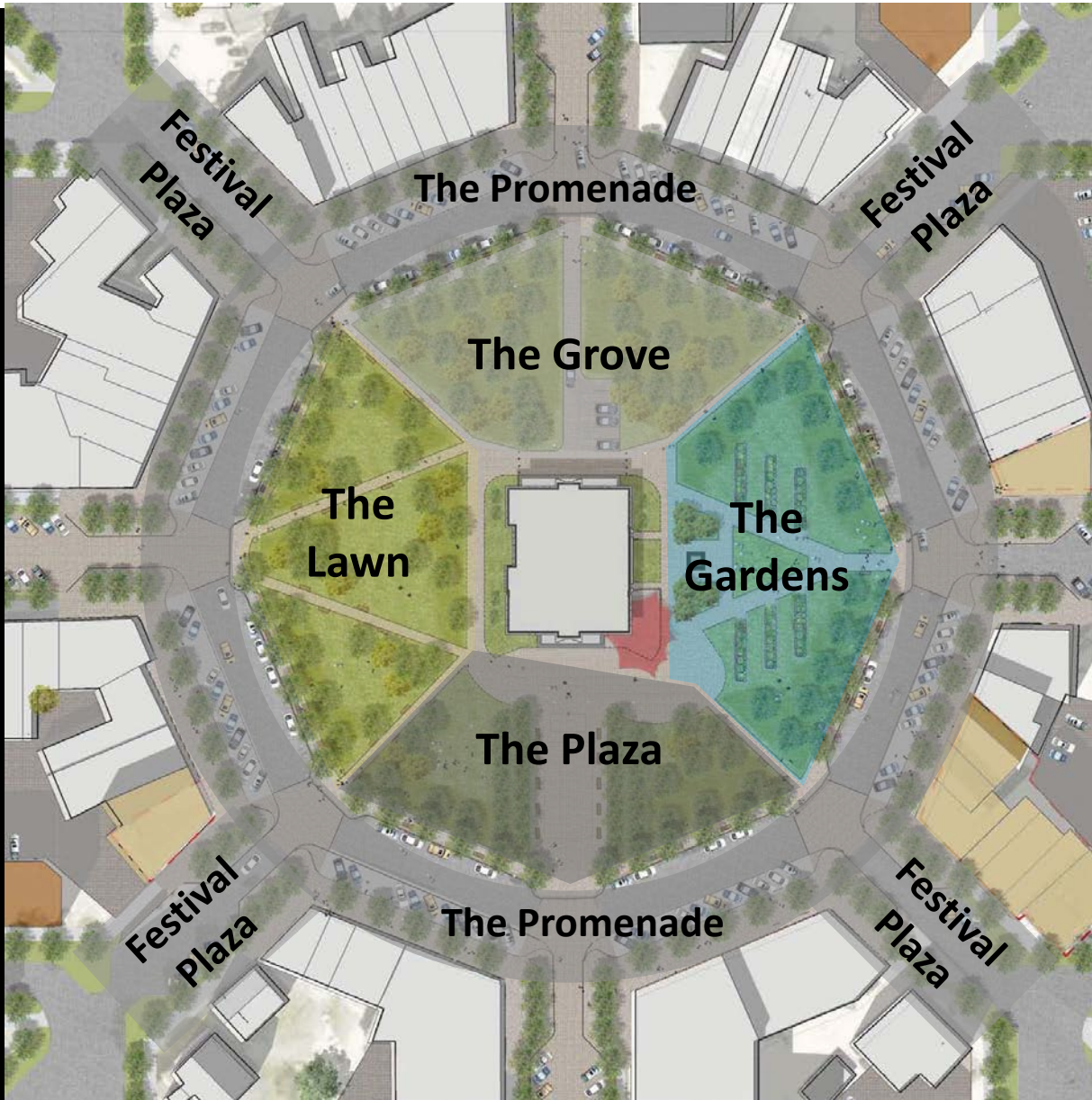








# Court House Square & Park



# Customer Segment

## Local

## Out-of-town

Customers, Clients, Guests

X

X

Developers / Investors

X

Site Selectors

X

Senior level politicians and  
ministry staff

X

Local Politicians, staff and  
Community Partners

X

Media

X

X





*Reality Check # 2:  
Set Inspirational but  
Realistic Goals*



# **Reality Check # 3: Align and Leverage Marketing**





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**Talkin' Proud Goderich**  
ON ONTARIO'S WEST COAST



**Thank You, Ontario**  
GODERICH, ON ONTARIO'S WEST COAST



# Marketing Campaigns

## 1. Talkin' Proud Goderich

- Civic Pride Campaign
- Shop Local Campaign

## 2. Prosperity Now Campaign

- Business Recruitment Marketing
- Career Awareness Marketing
- Vacation Destination Marketing



A word cloud featuring various marketing and communication channels. The words are arranged in a dynamic, overlapping layout with different colors and orientations. The most prominent words are 'direct mail' in large purple letters at the top, 'email' in large orange letters in the center, and 'website' in large purple letters on the left. Other visible words include 'Facebook', 'Twitter', 'social media', 'newspaper', 'television', 'blogging', 'community', 'print', 'mobile', 'MySpace', 'LinkedIn', 'telemarketing', and 'YouTube'.

television  
community  
newspaper  
blogging  
social media  
Twitter  
print  
Facebook  
mobile  
MySpace  
direct mail  
website  
email  
LinkedIn  
telemarketing  
YouTube

# Reality Check # 4: Monitor Progress







## 2012-14 Reinvestment Roadmap Report Card January 29, 2013

The Reinvestment Roadmap was approved by CERC at its August meeting. At its 5-month point, CERC devoted its January meeting to completing this report card. It assists CERC members in prioritizing and allocating resources to complete planned activities.

Strategic Direction	Strategic Initiatives	Progress	Grade	Next Steps
<b>1) Market Development</b>				<b>This Strategy Score: C+</b>
<b>Champion: Chris Watson</b>	a. Rediscover Goderich / Thank You Ontario Marketing Campaigns	<ul style="list-style-type: none"> <li>Launched in summer</li> <li>Development of the website with Factor(e)</li> <li>Mayor's Annual Luncheon</li> </ul>	<b>B+</b>	<ul style="list-style-type: none"> <li>Generate content for the website. Photos/videos/copy. HTA has shared their photo inventory.</li> <li>Expect website to go live in March.</li> <li>Todd has been invited to speak at the Mayor's Annual Luncheon</li> </ul>
<b>Champion: Bill Brittain</b>	b. Buy Local Campaign	<ul style="list-style-type: none"> <li>Shop Goderich / Shop Huron programs have been identified</li> </ul>	C	<ul style="list-style-type: none"> <li>Set action plan for integrating local and county programs.</li> <li>The Chamber Bucks program is popular and can be built on</li> </ul>
<b>Champion: Bill Brittain</b>	c. Group Advertisement and PSA Strategy	<ul style="list-style-type: none"> <li>Program pending financial resources</li> </ul>	C	<ul style="list-style-type: none"> <li>Set plan and marketing support required.</li> <li>Identify participants / preferred media</li> </ul>
<b>Champion: Bill Brittain</b>	d. Grand Opening and Redevelopment Marketing		C	<ul style="list-style-type: none"> <li>Review Grand Opening Toolkit that is a joint initiative by Chamber and BIA</li> </ul>



*Out of clutter,  
find simplicity.*

*From discord,  
find harmony.*

*In the middle of  
difficulty lies  
opportunity.*

- Albert Einstein



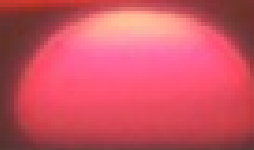




*inspiration in*

**Rediscover** ↓ **Goderich**

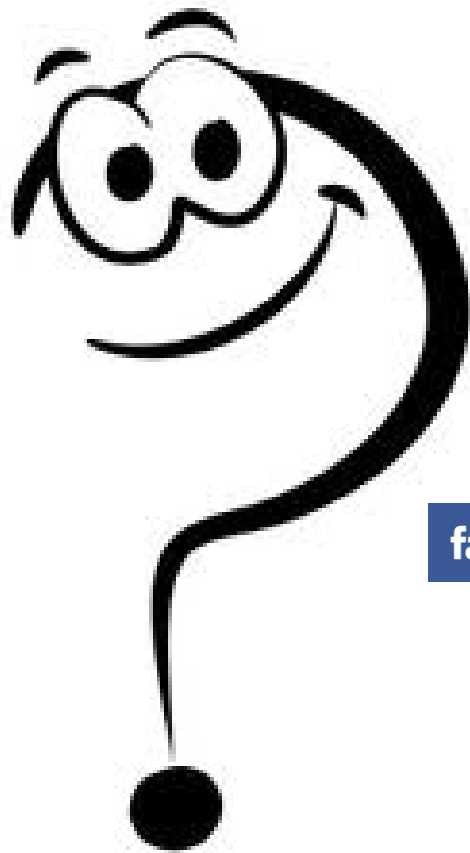
ON ONTARIO'S WEST COAST











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# Thank You Questions?

[tletts@toddletts.com](mailto:tletts@toddletts.com)

[tletts@huronchamber.ca](mailto:tletts@huronchamber.ca)

# cerc

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