



# Rediscover Goderich

ON ONTARIO'S WEST COAST



Wikwemikong  
Unceded IR  
26

MICHIGAN

# Ontario's West Coast

HURON COUNTY • CANADA



ALLEGHENY  
NATIONAL  
FOREST





**cerc**

**Community Economic  
Revitalization Committee**



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

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

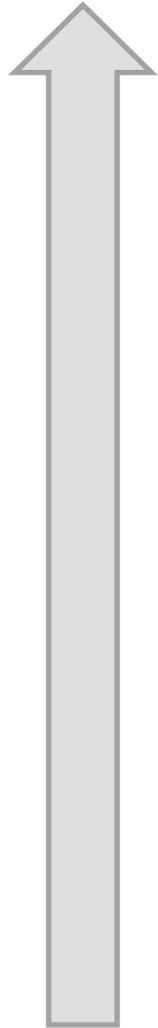
new beginnings in  
**Rediscover Goderich**  
ON ONTARIO'S WEST COAST

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



*"This is a very resilient community."*

# Visualize

*"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:**

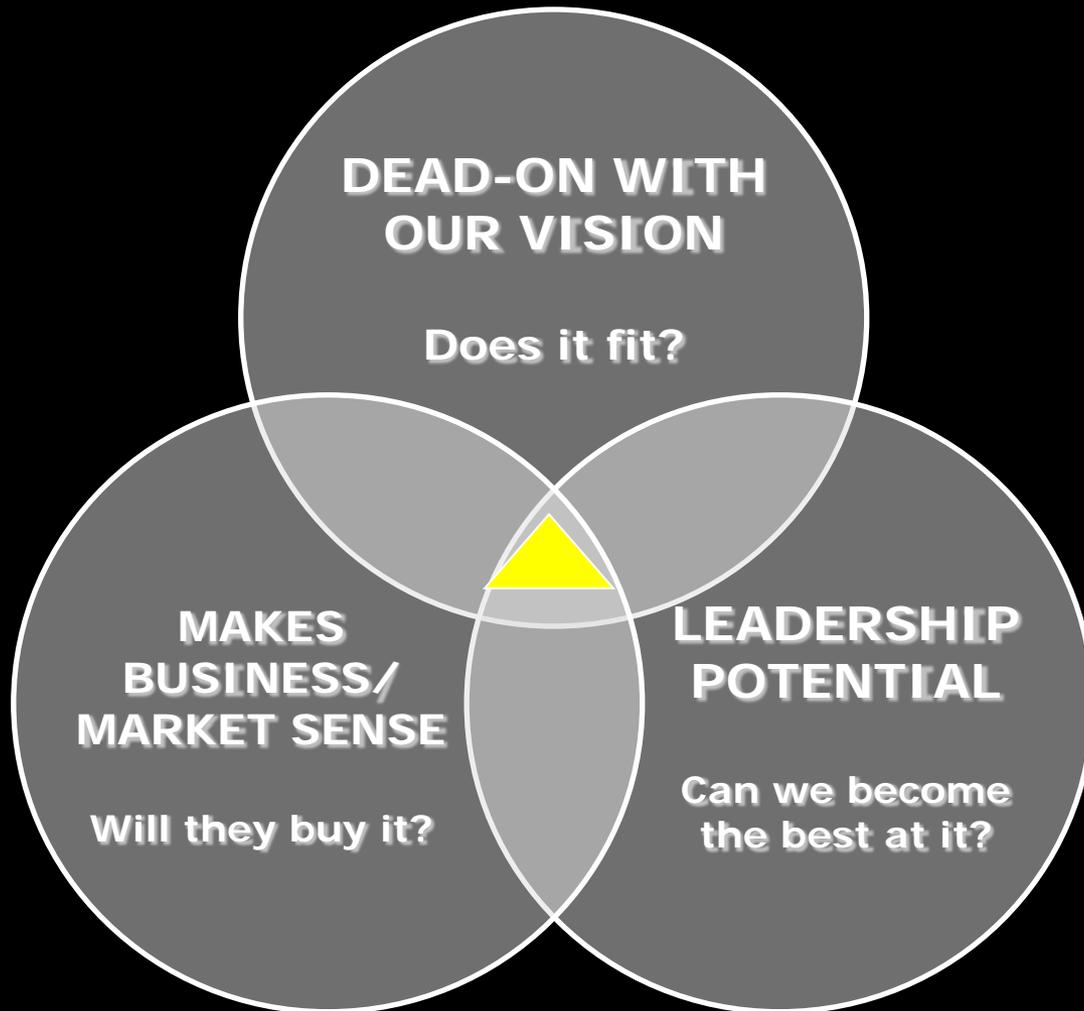
- coordinated, collaborative and integrated approach
- focus on actions that sustain business and provide employment
- Goderich and Ontario's West Coast regional economy

**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



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



**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







**Ontario**

# Realty Check #1: Keep Focus





hope in

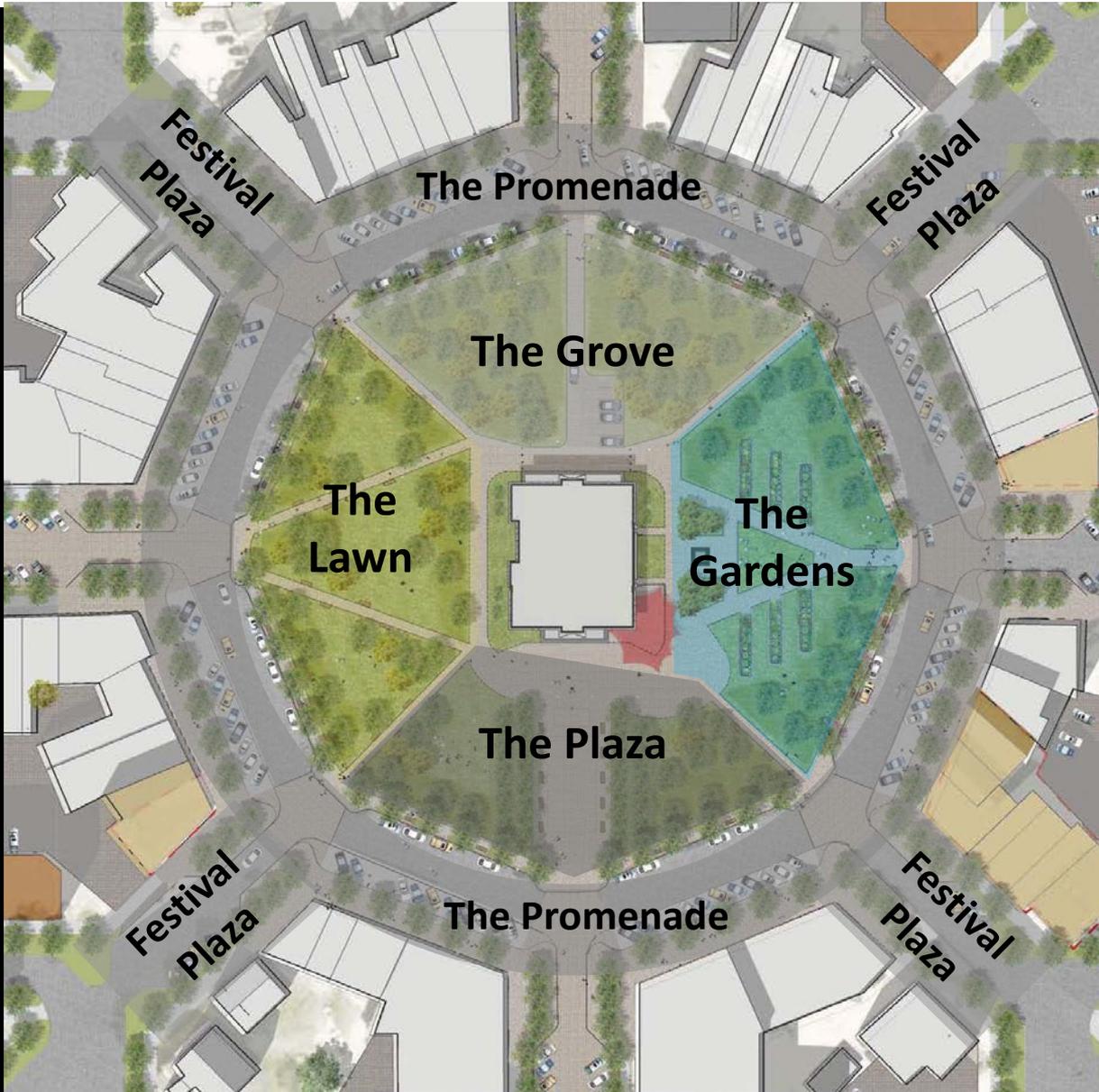
# Rediscover Goderich

ON ONTARIO'S WEST COAST



**goderichtrees  
@gmail.com**

# 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**





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



**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 channels and platforms. The words are arranged in a non-linear fashion, with 'direct mail' and 'email' being the largest and most prominent. Other significant words include 'website', 'social media', 'Facebook', 'Twitter', 'MySpace', 'YouTube', 'telemarketing', 'LinkedIn', 'mobile', 'print', 'newspaper', 'community', 'television', and 'blogging'. The colors used for the text include purple, yellow, blue, green, and grey.

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

# 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



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



*inspiration in*

# Rediscover Goderich

ON ONTARIO'S WEST COAST





*family in*

**Rediscover Goderich**

ON ONTARIO'S WEST COAST





*friends in*

# Rediscover Goderich

ON ONTARIO'S WEST COAST





@goderichon

facebook

Rediscover Goderich



goderichon



goderichon

# Thank You Questions?

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

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

# cerc

Community Economic  
Revitalization Committee