

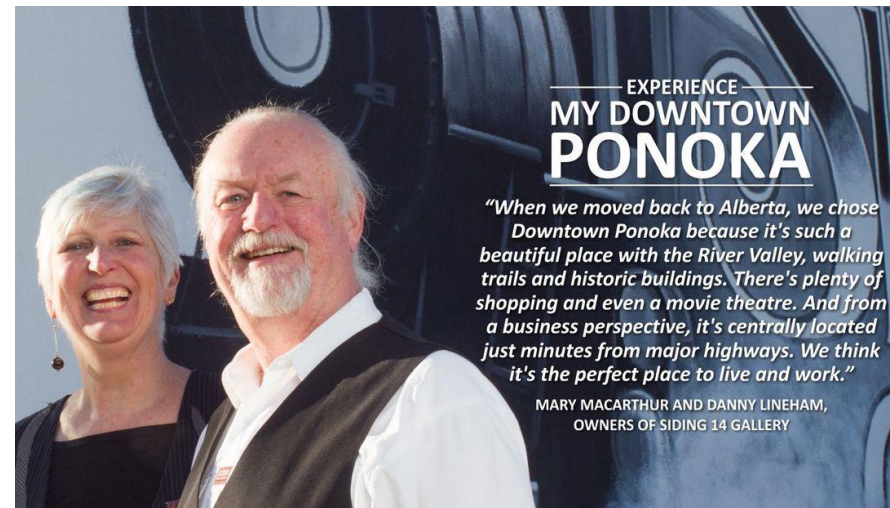
Downtown Ponoka Action Plan – Marketing Strategy

KEY OBJECTIVES AND MESSAGES

- A. Inform property owners, business owners, and developers about actions planned to improve the investment environment and conditions within Downtown;
- B. Promote, connect and build relationships within the Downtown community to enhance the lines of communication;
- C. Publicize recent development, business activity and success stories to enhance the image of Downtown;
- D. Increased tourist visitation to Downtown;
- E. Attract businesses and business development to Downtown;
- F. Encourage families to relocate into or close to Downtown.

TARGET AUDIENCES

- A. Property owners and business owners in Downtown;
- B. Residents in and around Downtown;
- C. Business owners and residents outside of Downtown;
- D. Business Associations outside of the Downtown and regionally;
- E. Visitors and tourists from across Alberta;
- F. Potential new residents;
- G. Support professionals, such as real estate professionals, lending institutions, planning consultants and others who influence investment decisions.



MARKETING TOOLS

- TOOL A.** Create a brand/logo to communicate an identity and the experience and atmosphere that visitors can expect;
- TOOL B.** Create an Asset Inventory let people know what is available and what investment opportunities exist (e.g. things to see, space to set up a business);
- TOOL C.** Social Media marketing, using Facebook, Twitter and Instagram and similar apps and frequent advertisements and competitions;
- TOOL D.** Develop a YouTube channel to create short promotional videos;
- TOOL E.** Create a one-stop shop website for the Marketing of Downtown, featuring a directory, asset inventory, links to Downtown businesses, events calendar, tourist brochures and public service announcements (e.g. best place to park);
- TOOL F.** Continue "My Downtown Ponoka" multi-media campaign promoting Downtown using posters and radio campaign;
- TOOL G.** Create promotional material such as brochures and pursue partner publications with other Town of Ponoka, County of Ponoka or Regional tourism promotions;
- TOOL H.** Develop themed walking tours of the Downtown (i.e. historical, Battle River Valley, Boomtown etc.) that can be delivered on branded Downtown Ponoka maps;
- TOOL I.** Publicize the Opportunities, Successes and Attractions happening in the Downtown through social media, local newspaper and Town publications.