



*Tourism Marketing
2020-2021
Including Fed Dev Grant Projects*



Haldimand
Economic Development
and Tourism

Haldimand Economic Development & Tourism

received a grant totalling \$166,962

Funding received from FedDev Ontario for Tourism Marketing Initiatives to promote tourism and support the tourism sector locally.

Process:

- BDAPAC Consulted
- Marketing Advisory Committee Formed and Consulted
- Council updated and kept informed of initiatives & implementation



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Great Taste of Ontario Road Trip



October 31, 2020 by [Dinusha Prasad](#)

HALDIMAND COUNTY: ADRENALINE SEEKERS WANTED

“Adrenaline Junkie” is a phrase that’s used to describe people who enjoy intense and thrilling activities that generate an adrenaline [...]

- Over-arching program run by the Culinary Tourism Alliance through TIAO.
- Required participation for all funding recipients.
- Program consists of a series of itineraries/blogs to inspire travel (hyper-local) and a digital passport.
- Participating businesses were from the all sectors of the food value chain – restaurants must be FeastON certified (serving a large % of locally grown foods).



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Development of Real. Local. Graphic Element



A brand element was created to tie all the grant activities into a larger campaign promoting local businesses. The graphic element allowed businesses to incorporate it in their own promotions and gave a cohesive branding to the projects undertaken.

This was also the launching point for a Tourism Marketing Kit initiative discussed later in the presentation.



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YOUR GUIDE TO SOURCING LOCAL FRESH FOOD

Hungry for the flavours of summer?

Keep this handy guide to find the freshest farm grown produce, the hottest take-out patio spots, as well as the coolest local brews and wines. At this time it is important to support local businesses. Shop local. Stay Safe.



Find out more about Local Food in Haldimand visit TourismHaldimand.ca



Twisted Lemon Restaurant

Pull Out & Save

Farmers Markets

Caledonia Farmers Market
Canadian Tire Parking Lot,
365 Argyle St. S., Caledonia
Thursday's 3pm - 7pm



Dunnville Farmers Market
218 Main Street East, Dunnville
Tuesday's & Saturday's 7am - 12 pm

Local Food Campaign

- Sachem 4 page insert
- Social Media Campaign
- Website Landing Page



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Your Guide to Unique Local Shopping & Wellness

Visit the towns and villages of Haldimand for interesting one-of-a-kind finds!

Keep this handy guide to find the best places to shop in Haldimand. Discover unique stores and locally made products, as well as spas and wellness services that will help you relax, restore and rejuvenate.

Shop local. Stay Safe.



Handmade in Haldimand

Alchemy Fibre Designs - Handcrafted yarns & fibres

Bains Road Cider - Fruit wines

C'est La Vie On Main - distressed furniture, & re-upholstered pieces

Concession Road Brewing - Small batch craft brewery

Facets Jewellery - Custom and distinct jewellery

Haldimand Wax Works - Candles

Hewitt's Dairy - Ice-cream & milk products from local cows

Husky Alpaca Ranch - Alpaca socks, mitts

Just for Kicks Ceramics - Paint your own ceramics

Michaud Toys - Wooden board games

Moyaa Shea Butter - Creams & essential oils

My Sweet Sweet World - Small Batch Artisan Chocolate

Purple Haven Lavender Farm - Bath & beauty products

Sweet Escape Candles and Gift Shoppe - Candles & gifts

Sweet Retrospect - Flavoured gourmet popcorn

The Blacksmith's Garden - Hand-crafted metal artwork

The Pottery Loft - Pottery & gifts

Two Steps Back Alpaca Farm - Alpaca fleece products & duvets

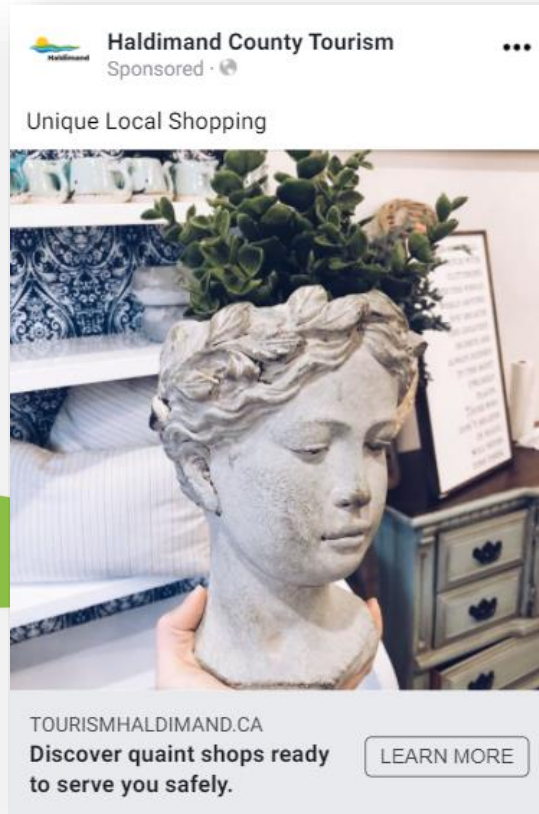
Put One & Save

Find out more about Local Shopping & Wellness, visit TourismHaldimand.ca



Unique Retail & Wellness Campaign

- Sachem 4 page insert
- Social Media Campaign
- Website Landing Page



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Farmer's Markets Promotions

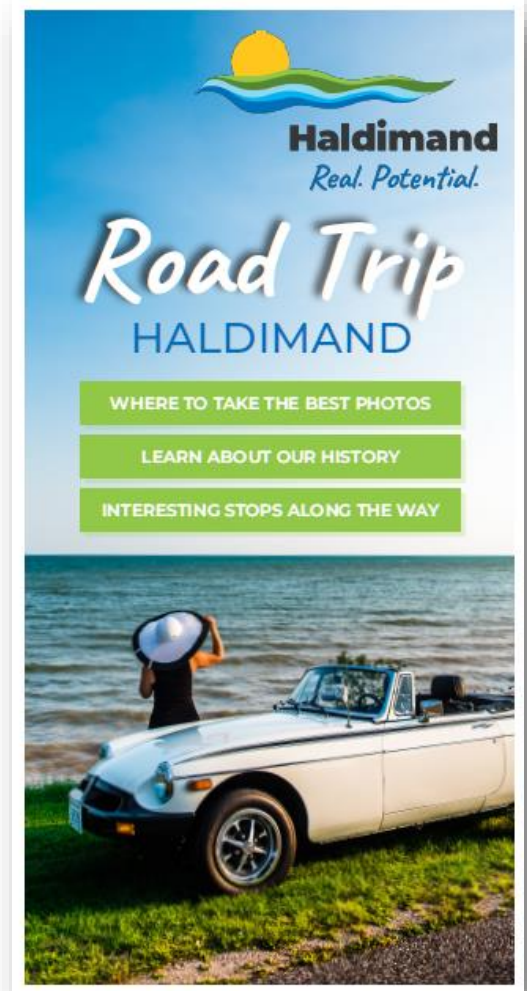
- Social Media Campaign: Hyper-local and surrounding areas
- Promoting Dunnville Farmers Market and Caledonia Farmers Market
- 778 Link Clicks
- 24,656 Reach



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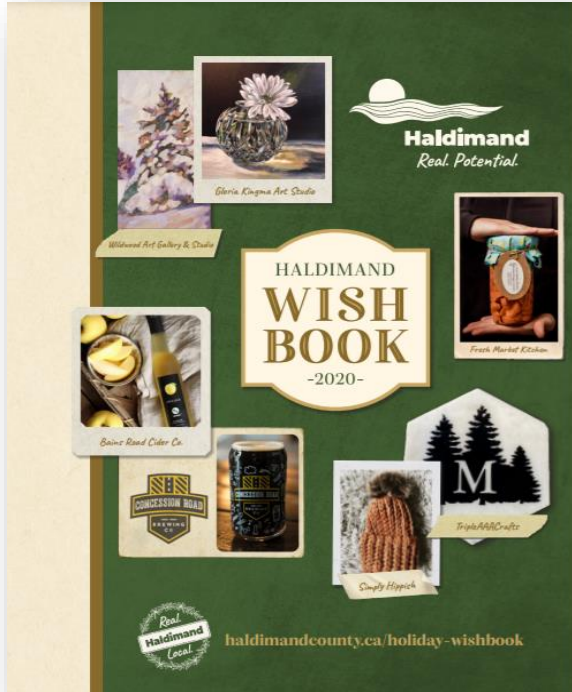
Road Trip Haldimand

- Driving tour with historic sites, best photo op locations, and interesting retail stops along the way.
- 2,500 copies inserted in Haldimand Press and 1,000 additional copies for distribution through museums and to each business featured.
- Glossy folded insert - hyper-local with distribution through The Haldimand Press.
- 2 Social Media ads (Outdoor Historic plaque to visit safely & Photo Ops with food stops for take-out meals along the way).
- Website landing page

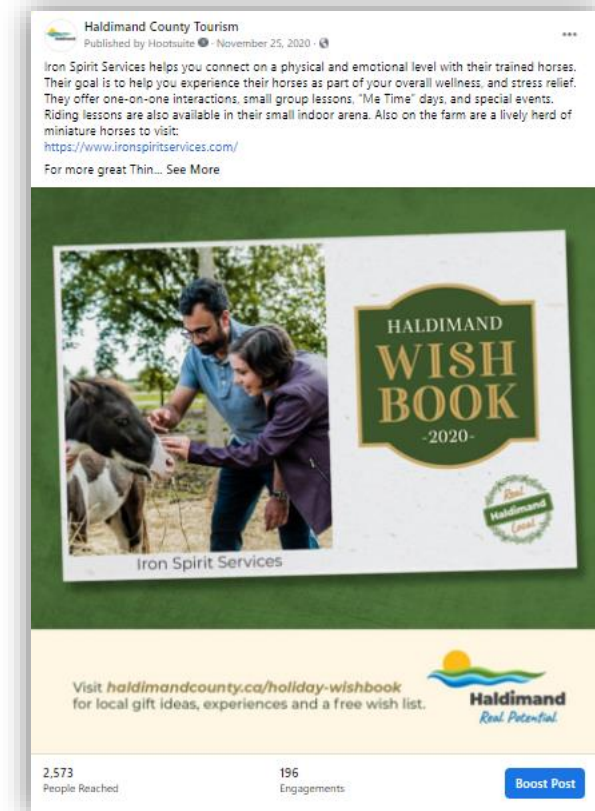


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Haldimand Holiday Wish Book (not part of Fed Dev. Funding)

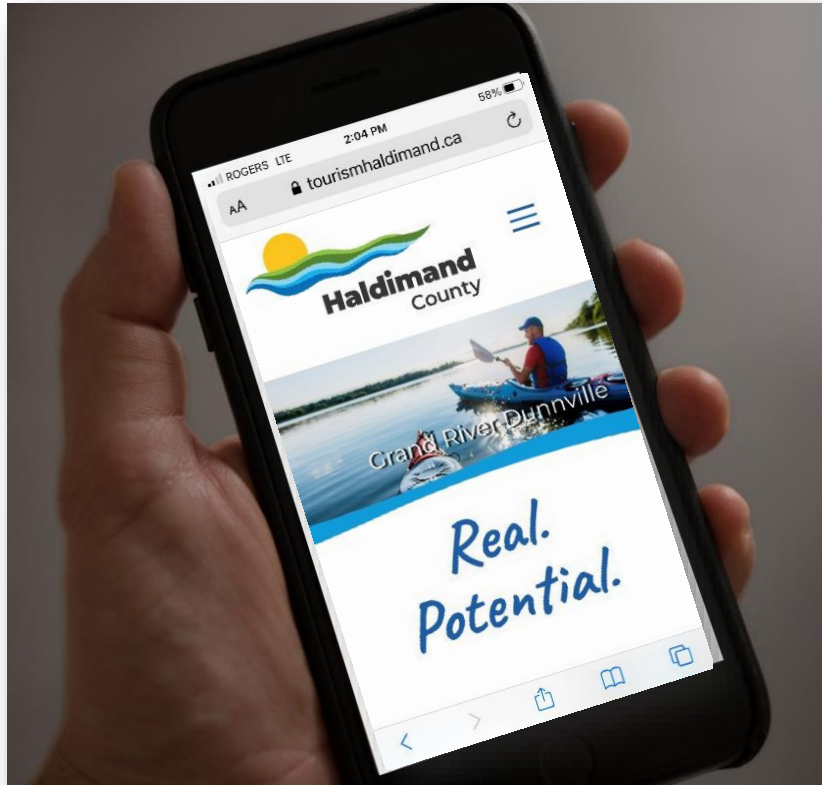


- Printed Wish Book, delivered to every home in Haldimand.
- Paid social media campaign.
- On-site directory of unique local stores, gift certificates, things to do over the holidays and experiences.



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TourismHaldimand.ca



- Experiences (guided)
- See & Do (self-guided)
- Plan
- Real. Haldimand
- Marketplace
- Blogs

Online Marketplace

Shop Food & Drink

There's a lot to love in Haldimand!

Real Haldimand Marketplace

Show your love and shop the Real Haldimand Marketplace.

Haldimand
Real. Potential.



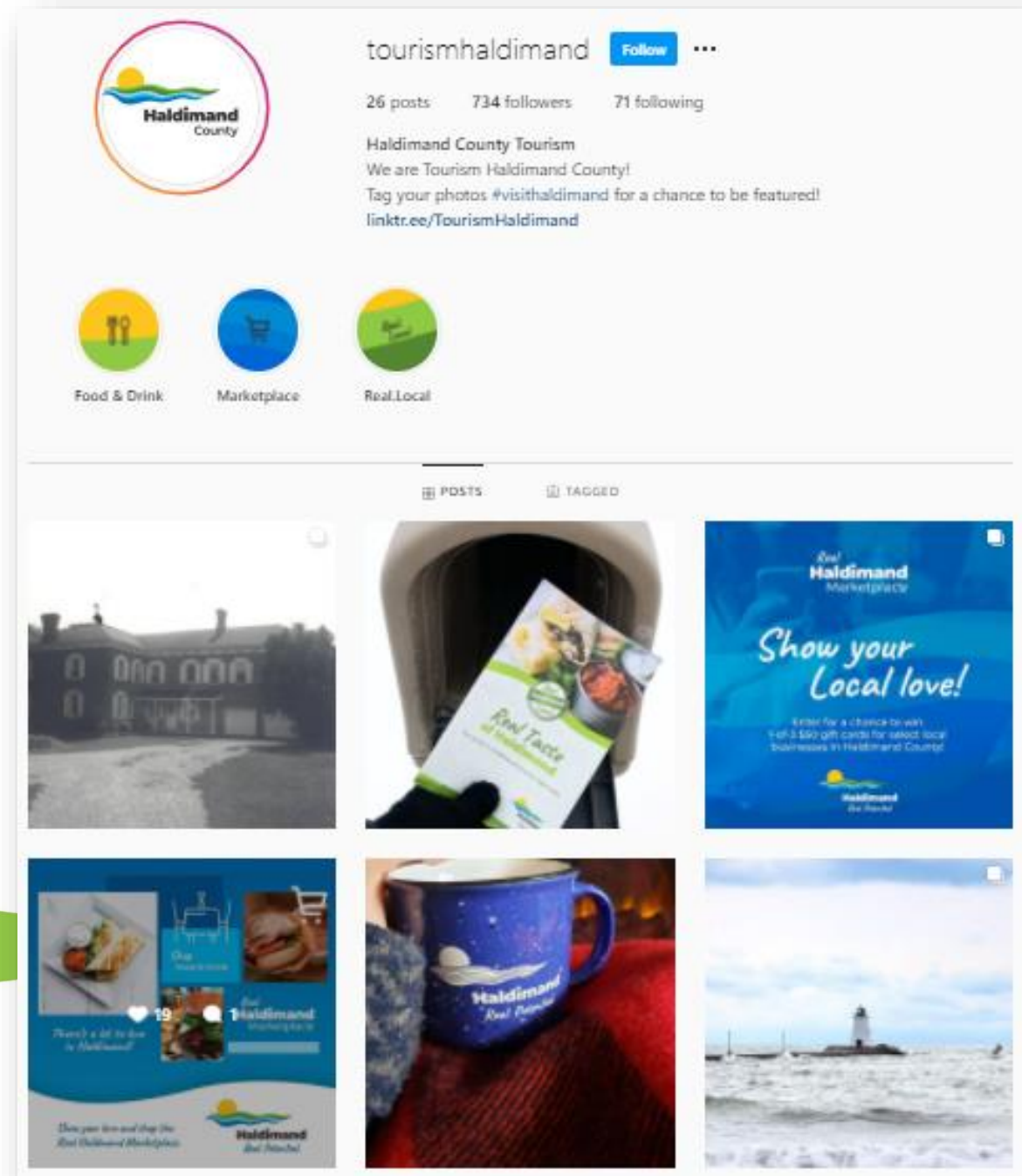
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Launch: Tourism Haldimand Instagram Account

- Promote the Haldimand County Tourism brand and build a following on Instagram.
- Support local businesses by creating a demand for local products, services and experiences.
- Encourage user-generated content that can be curated on the platform.



@TourismHaldimand

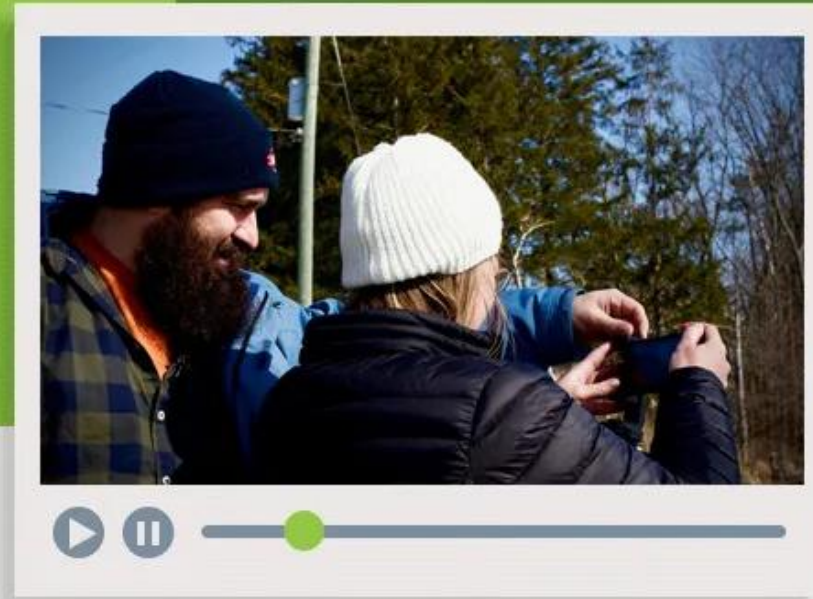


Industry Training: Videography Course

25 businesses involved
in this initiative.

*From Intuition
to Execution:*

Telling Your
Business
Story in Video



*A virtual
videography
workshop series.*

Starts

Feb. 17



Haldimand
Real. Potential.

Purchase of Tourism Gift Cards

Economic Development and Tourism division will be running contests throughout the year on our social media accounts promoting: new social media channels, website and online marketplace

For prizing EDT put out an open call, and purchased gift cards from a variety of local businesses that are tourism focused (restaurants, retail, artisans, online classes, accommodations etc.)

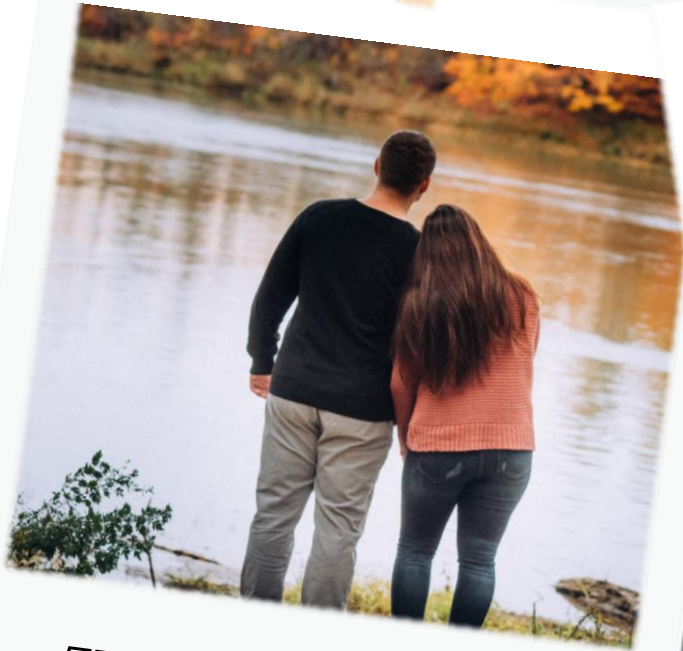


31 businesses involved
in this initiative.



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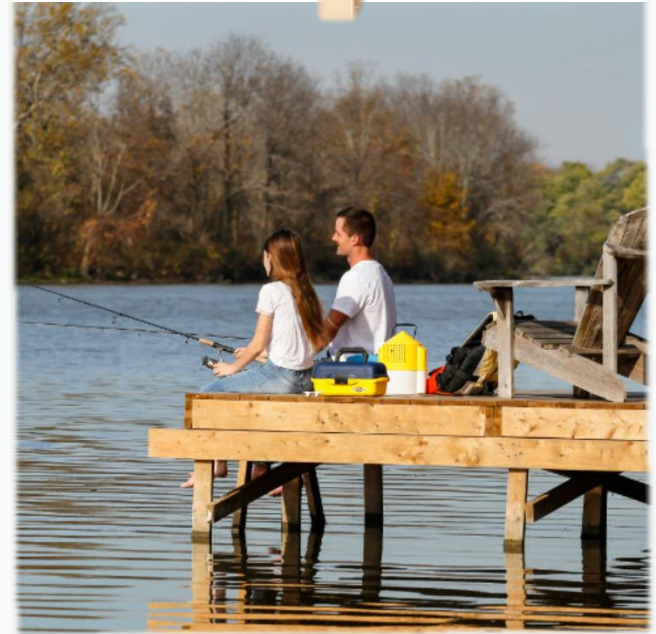
Acquisition of Photography Assets



73 assets purchased
from 6 local photographers.



Winter asset purchases
were a focus.



Outdoor activities were a
COVID content priority.

Real Taste of Haldimand

40 Restaurant Listings



Special feature!
LUNCH COMBO - \$14+
A fresh made soup and sandwich;
a new combination every day.



Fresh Market Kitchen
With a passion for nutritional meals that take you back to a simpler time, Fresh Market Kitchen strives to use the finest local ingredients in made-from-scratch meals.

 Fresh Market Kitchen  freshmarketkitchen.ca
 289-426-0845  7 Main St. E., Selkirk

<input checked="" type="checkbox"/> curbside pick-up	<input checked="" type="checkbox"/> take and bake	<input type="checkbox"/> delivery
<input checked="" type="checkbox"/> take-out	<input checked="" type="checkbox"/> frozen meals	

Sponsored
Social Media

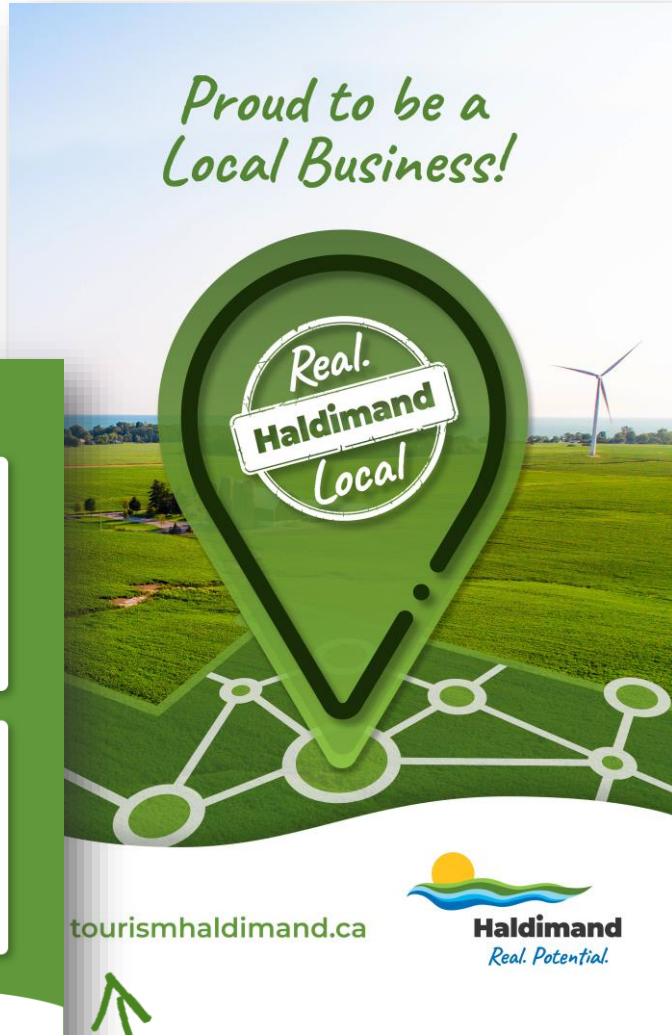
Household
Delivery



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Social Media Assets, Post & Story Templates

Real. Local. Marketing Toolkit



Signage



Window Decals: Downtown Beautification

- Selected a number of empty storefronts and worked with owners to beautify the front windows with large decals.
- Promoting the County and it's tourism assets as well as drive traffic to tourism website



Geocaching Experience

Discover Treasure In Haldimand



20 Geocache locations for you to find!



Beautiful countryside
Great day trip
Rural roads
Family fun

TourismHaldimand.ca

Complete the tour and submit your passport to receive a specially-designed souvenir geocoin, and be entered into a draw.



Haldimand
County

Haldimand County gratefully acknowledges the support of FedDev Ontario for tourism businesses in Ontario's Southwest

This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.

Ce projet est financé en partie par le gouvernement du Canada à travers l'Agence fédérale de développement économique pour le Sud de l'Ontario.

Canada

20 geocache containers installed throughout Haldimand County to encourage visitors to explore natural areas.

Created and maintained by Community Development & Partnerships in partnership with Economic Development & Tourism.



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Art Installation & Tour

Installation of public art celebrating the significance of Grand River & Lake Erie to Haldimand County.



Painted Paddle Tour

Paddles hand-painted by 25 local artists installed around Haldimand

Get your Passport
Visit 10 of the locations,
Enter to Win a Gift Card!

gift CARD

Most locations can be viewed safely from outside.

Haldimand
Real Potential.

TourismHaldimand.ca

Kerry Walford
Wildwood Art Gallery & Studio

Kerry's works depict the rural Canadian landscape. She is inspired by nature and her paintings often reference the golden hour, trees, rolling fields, colourful skies, and country roads – all of which she can find close to home in Cayuga.

Located in the Cayuga Public Library



Local artists designed 25 wooden paddles installed throughout the County.

Created and maintained by Community Development & Partnerships in partnership with Economic Development & Tourism.



Seasonal Campaign - Summer 2021

Campaign Pillars:



Real. Local.



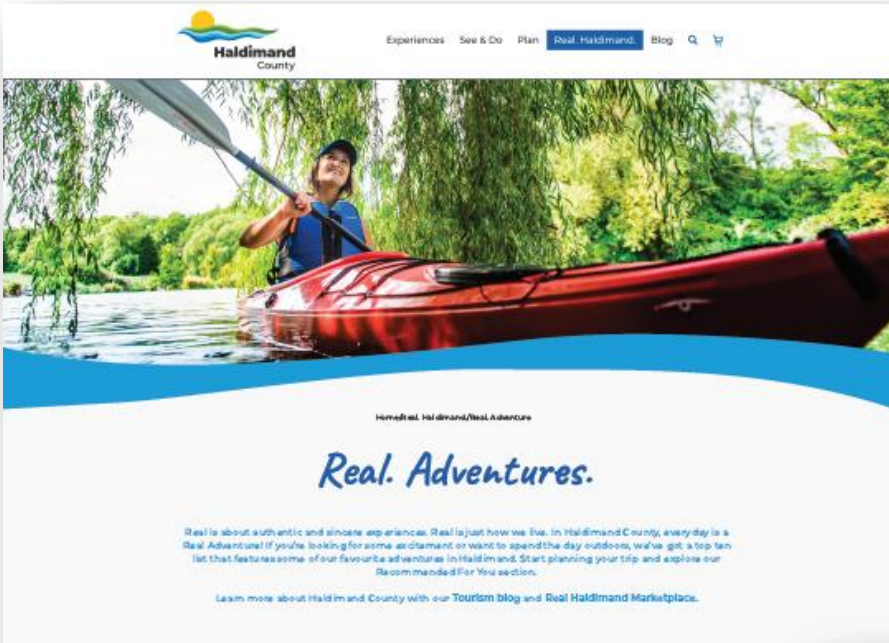
Real. Food.



Real. Adventures.



Real. Experiences.



Real. Local Organic Post



Real. Adventure TourismHaldimand.ca landing page (concept)



Real. Adventure. Sponsored Ad

Farmers Market Contest Campaign

Eat Fresh From The Farm

The best in-season produce, meats, baked goods and more is available at **Haldimand's Farmers Markets.**

<p>Caledonia Thursdays 2:00 pm - 7:00 pm 365 Argyle St. S. @CaledoniaFarmersMarket</p>	<p>Dunnville Tuesdays & Saturdays 7:00 am- 12:00 pm 218 Main St. E. @DunnvilleFarmersMarket</p>	<p>Hagersville Wednesdays 7:00 am- 12:00 pm Market Square @HagersvilleFarmersMarket</p>
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Learn more at HarvestsOfHaldimand.ca

Contest

WIN A PRIZE PACK of local gift certificates

<p>Prize Pack # 1</p> <ul style="list-style-type: none"> \$50 Richardson's Farm & Market \$50 Purple Haven Lavender Farm \$50 Farmers Market Bucks 	<p>Prize Pack # 2</p> <ul style="list-style-type: none"> \$50 Blueberry Knoll Berry Farm \$50 Flyer's Bakery & Cafe \$50 Farmers Market Bucks
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Bonus: 5 lucky winners receive \$10 in Farmers Market Bucks

HOW TO ENTER

On Facebook, visit any of the Farmers Market Facebook pages

- Like the Contest Post
- Follow the Page
- For extra entries, Tag a friend

Contest runs August 12-28th
Winners will be randomly selected on Friday, August 28th, 2021. We will contact the winners through direct message.




Haldimand
County

- Goal to increase people who like the Farmers Market Facebook pages in Caledonia, Dunnville & Hagersville
- Drive traffic to the markets
- Increase sales

- Ad in the Sachem
- Facebook campaign generated reach of 46,368

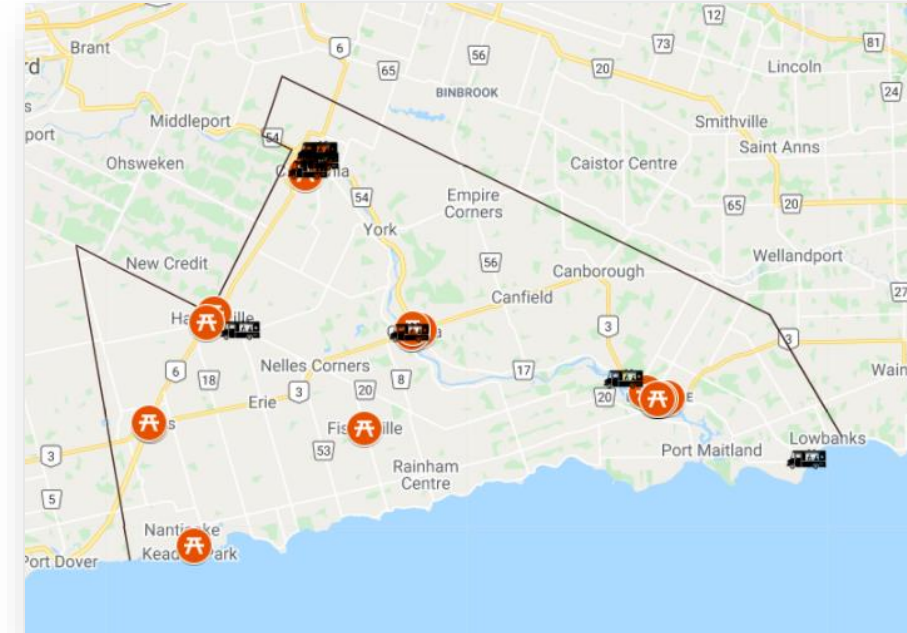


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Outside Dining Campaign



- Social Media
- Interactive Map
- Webpage Listings



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2021 Holiday Wish Book

- In planning



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