

Toolkit for Business

Warton Edition

Yes, this book
was made
especially for
you!

(That is assuming you're a business
owner in Warton's downtown.)


As a local business in Warton's downtown, it is important for you to know what the Spruce the Bruce program is and how it can benefit your business.

Years of meetings, strategizing and planning are now translating into action in Warton's downtown.

It is now time for business owners, like you, to help build Warton as an authentic destination and prosper.

We truly appreciate you taking the time to read this booklet. If you have any questions, please don't hesitate to contact the Spruce The Bruce team.

What is Spruce the Bruce?



Spruce the Bruce (STB) is a downtown improvement program developed by the County of Bruce.

It is designed to assist communities in making improvements to their downtowns so they are unique and appealing to both residents and visitors.

STB offers support in the form of policy research, action plan development, design services and grants.

The STB program is a five step process that each municipality and community works through with the County of Bruce. Wiarton has completed the five step process.

The STB team is here to support you and help your business thrive.

**Bringing Dollars
Downtown!**

History of Spruce the Bruce.

2010, The Spruce the Bruce program began.

2010 - 2011, An analysis of each of Bruce County's municipalities was undertaken to determine the needs of each community's downtown.

2011 - 2013, Community groups were formed to ensure there was an organized approach for each community. The groups were made up of municipal staff, business owners and members of the public. The groups worked with the STB team to develop strategies for their community for the next 5 years.

2013 - 2015, Each community worked to consolidate their brand and develop marketing campaigns. A marketing grant was secured from the Provincial government. This grant was used to develop the marketing campaigns for each community. Each community campaign was individually customized to appeal to their demographics.

2016 and beyond...



Warton's community brand story.

The Bruce Peninsula is a well known destination that is visited by people from far and wide. It is the Basecamp to an authentic Canadian playground.

Nestled between the rugged limestone cliffs of the Niagara Escarpment and the shores of Georgian Bay, Warton is the perfect place for visitors to call home while they explore The Bruce Peninsula.

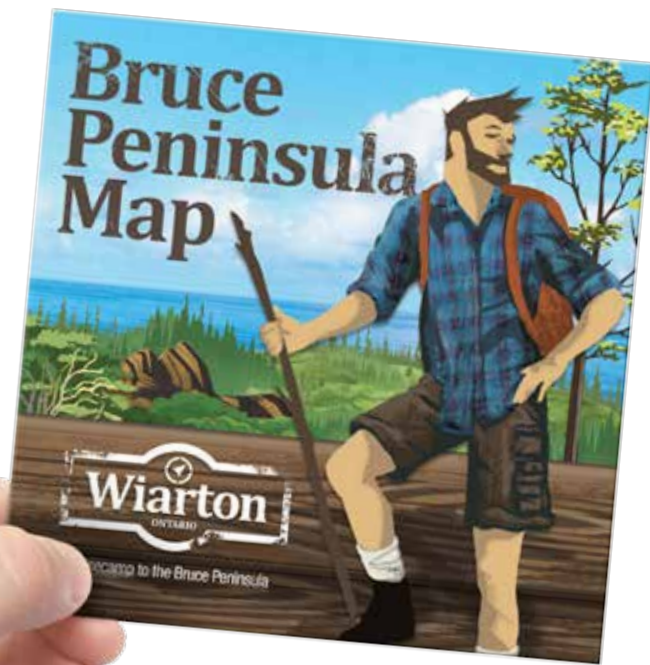
Warton is the place where people are introduced to the Canadian outdoors in a safe and fun way. It's the place where visitors can get comfortable with outdoor activities. It's the place that expert local tour guides lead visitors on adventures that they will remember for years to come. And it's the place where visitors know they can get provision for any adventure that awaits them on the Bruce Peninsula.

Warton is the Basecamp to the Bruce Peninsula.



Wiarthon's marketing campaign

The campaign aims to appoint Wiarthon as the primary community associated with The Bruce Peninsula while showcasing the best activities.



What you can do

STEP 1 - **Provide a “Experience Opportunity”.**

Look for opportunities to offer “Basecamp” products or services at your business.

STEP 2 - **Review your building facade.**

Look for opportunities to improve your building facade. Integrate rugged outdoor design elements.

STEP 3 - **Perpendicular Signage**

Install a perpendicular sign that displays the type of products and services you offer.

Contact the Spruce the Bruce team or the Economic Development Officer with the Town of South Bruce Peninsula for grant opportunities.



The Experience

“Show me I’m in the Basecamp and I’ll show you the money.”

For Wiarton to be known as “The Basecamp to the Bruce Peninsula”, it is critical that Wiarton business offer Canadian Outdoor experiences (products or services).

If every business in Wiarton offers “Basecamp” products or services (no matter how small), Wiarton will become known as a tourism destination and your business will prosper.

Visitors love spending money. If you can contribute to their vacation experience they will spend money at your business while they are in Wiarton.

What can you do?

Add a simple Basecamp element to your business and watch your customers reaction.



Step 1

What can you do? (The Experience)

- Offer Basecamp themed products or services. Even if you start off with just a small display - it will help tremendously. Think: What could you offer people to enhance their outdoor adventures?
- Have staff members wear classic plaid or some other type of Canadian outdoor attire
- Add Canadian outdoor elements, such as stone or wood, to your store design (see your Community Toolkit)
- If you sell food products, offer a signature “Basecamp Dish”. Even if it’s only one dish - tourists will love to see your connection to the rest of the town
- Adjust your business hours to accommodate people shopping after 6pm

The more you can adopt Basecamp themes, the more likely customers will come to your business and show you the money!



Step 2

What can you do?

(Your building facade)

- Incorporate Basecamp architecture elements (materials and colours) into your building facade (see your Community Toolkit)
- Install gooseneck lighting that illuminates your business at night
- If appropriate, install a new awning
- Spend time beautifying the outside of your business, by decorating with: pots, planters, window boxes, benches, and sidewalk café dining
- Include at least one bench flanked with planters
- Place your bench against the storefront facing the road
- Clean the front of your store weekly
- Add tables and chairs even if you aren't a restaurant

NEXT STEP: Apply for a facade grant by contacting the Spruce the Bruce team or your Economic Development Officer. We will help walk you through the process of revitalizing the appearance of your business.

The power of perpendicular signs

An indication of a healthy downtown can be measured by the amount of pedestrian traffic. When people feel welcome to spend time downtown, they will walk from store to store and spend longer in the downtown area.

It only makes sense to ensure that the downtown is designed to be pedestrian friendly.

An easy way to entice pedestrians to visit your store is to install a "Perpendicular Sign".

Perpendicular signs make the downtown easy for pedestrians to navigate and find what they want to buy.

Perpendicular Sign examples



Step 3 What can you do? (Perpendicular Signs)

- Make sure the bottom of your sign is at least a height of 7ft
- State the type of products/services you offer rather than displaying just the name of the business
- Use simple, legible fonts. Avoid script text and outlines
- Always use contrast colours and never more than 4 words
- Use a quality material for the sign
- Ensure the sign is installed to withstand winds and it meets sign by-laws of Warton

NEXT STEP: Inquire about the STB grants available for Perpendicular Signs for your business.

How to apply for grants

STEP 1 - **Assess the curb appeal of your business.**

Be honest and objective. Ask your peers, or customers for honest feedback.

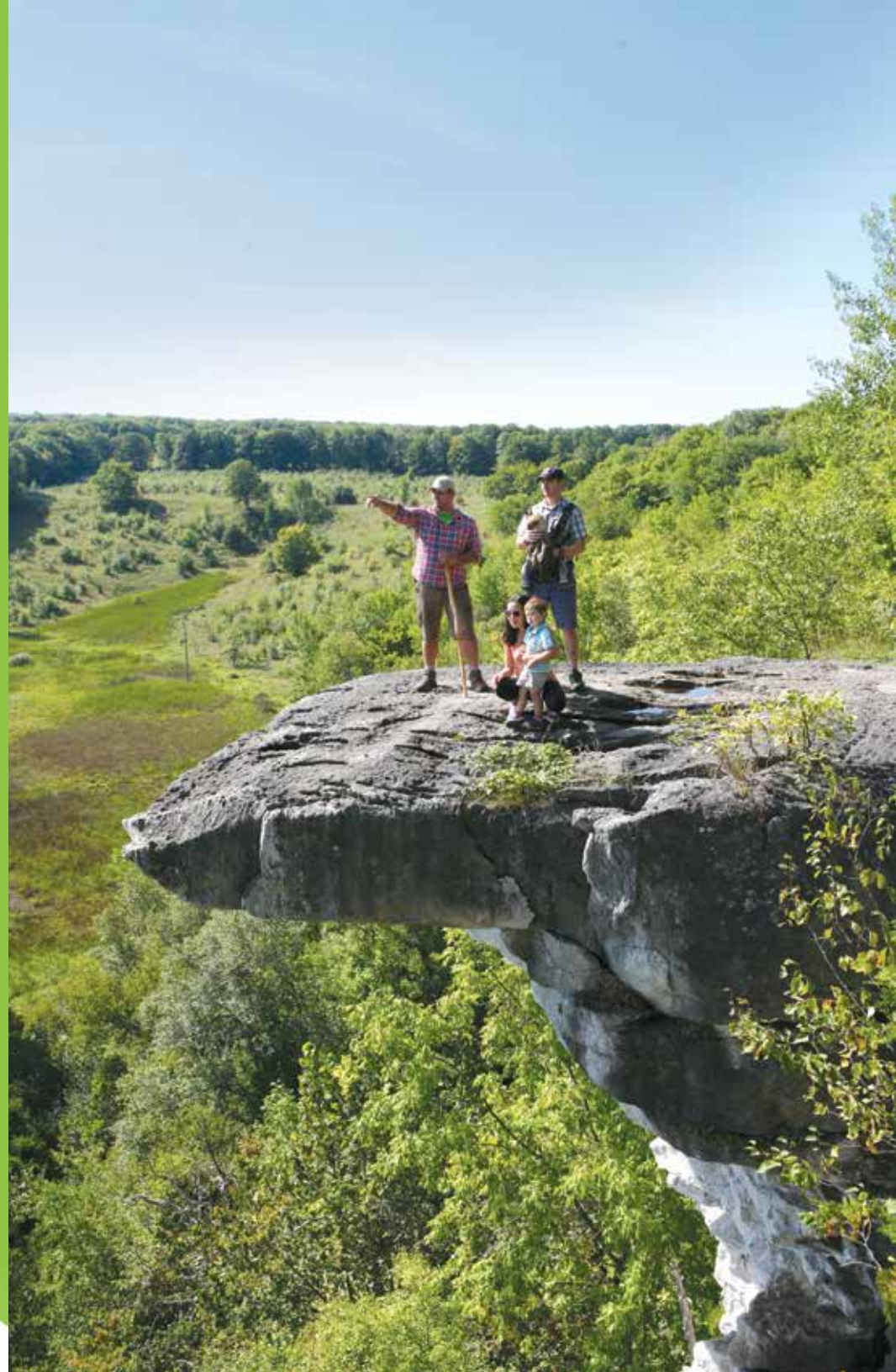
STEP 2 - **Contact your Economic Development Officer.**

to discuss what project you would like to undertake to embrace the Basecamp theme.

STEP 3 - **Complete the required documentation.**

including any 3rd party information, such as contractor estimates.

PLEASE NOTE: The more you embrace the Basecamp theme, the more likely you are to receive grant money.



Did you know?

- 70% of all consumer retail spending now takes place after 6pm.
- People head downtown for specialty items such as local butchers, the baker and local artisans.
- Research shows that if you extend business hours by two hours the average retailer works 30% less. Profits from extended hours will exceed increased expenses by a minimum of 16%.
- Public markets are now becoming night markets and opened during the evenings.
- Women account for 80% of all consumer spending. Have benches outside for the men to rest on.
- Bring your artisans outside. It adds life and increases sales. People are four times as likely to buy art if they meet the artists.

Thank you so much for taking the time to read this booklet.

The Spruce the Bruce team looks forward to working with you. Please be sure to contact us if you have any further questions.




CONTACT US AT

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