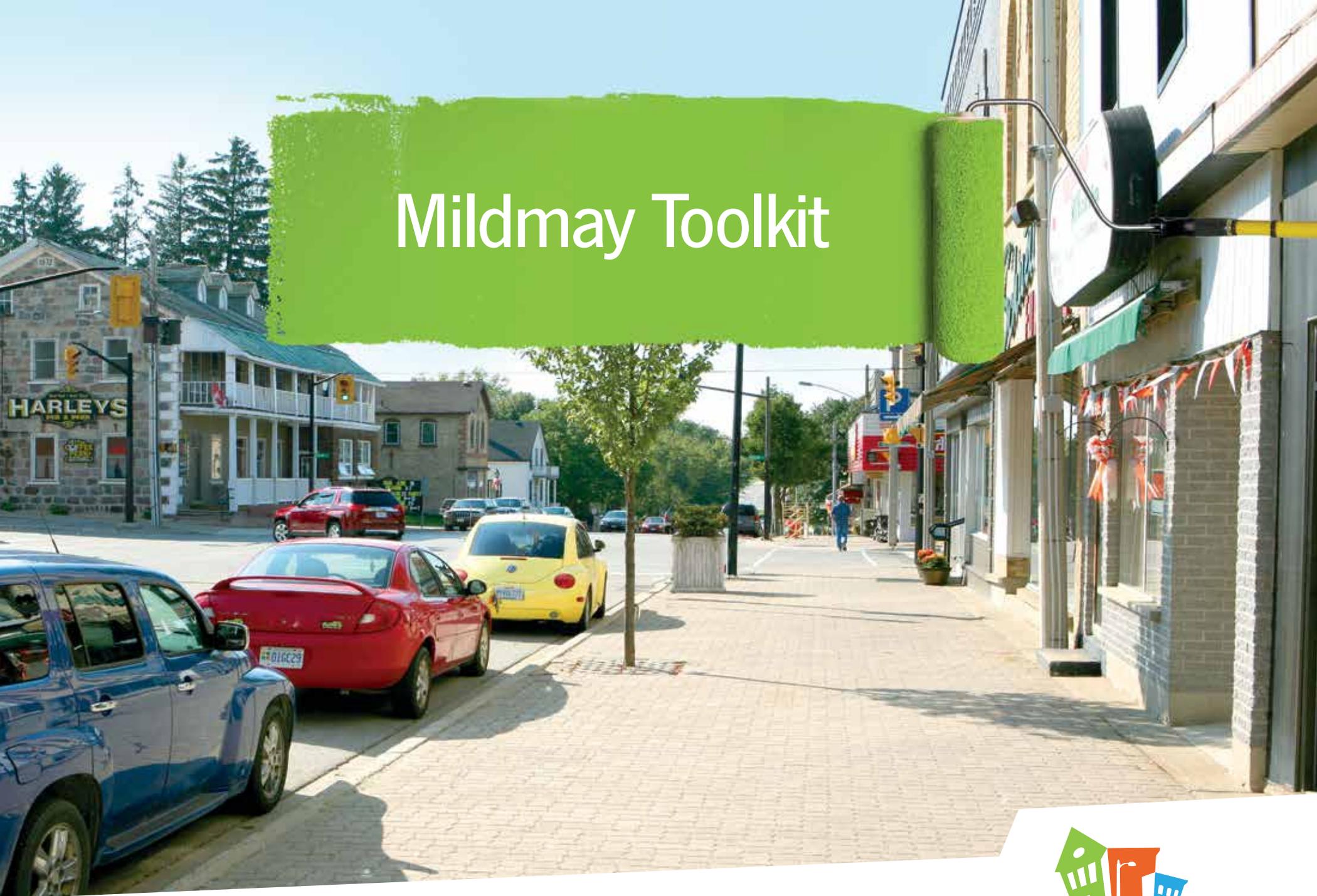


Mildmay Toolkit



Launched in 2010, the Spruce the Bruce Program supports the revitalization of Bruce County downtowns. Spruce the Bruce is based on the Mainstreet USA Four Point Approach, which emphasizes Organization, Physical Design, Economic Development, and Marketing and Promotion as integral to successful downtowns.

Spruce the Bruce supports local community efforts to bring stakeholders together, strengthen their community identity, and build destinations and support communities through strategy, policy and capital investment.

This Community Toolkit tells a story about downtown Mildmay what it has and where the community wants to go.

Let's Get Spruced!

Introduction

The Municipality of South Bruce is located in the southeastern corner of Bruce County, adjoining at the Grey County and Huron County borders. The Municipality contains some of the best farmland in Bruce County and its heritage grows deep within the community. It is home to the communities of Mildmay, Teeswater and Formosa and the hamlets of Culross and Carrick.

Mildmay, affectionately known as the “the lamplighter village” is a very close-knit community with German roots. Heritage traditions thread themselves into the community and annual events including homecoming weekends and the “Hanging of the Greens” holiday parades are enjoyed by locals and visitors alike. Handcrafted businesses such as Schuett Furniture and the Mildmay Cheese Haus are community anchors and sought after stops in downtown Mildmay.

Visitors and residents alike are attracted to places that offer unique and exciting experiences and are more likely to return to places where they have experienced this first hand. Residents and visitors stay longer, spend more, return to and speak well about places where they form

positive impressions. The goal of this Mildmay Toolkit is to develop a long term strategy to build upon Mildmay’s destination potential in an effort to increase Tourism, enhance the business climate and create an attractive community for residents.

Teeswater, Mildmay and Formosa possess unique characteristics and history and although they are part of the amalgamated Corporation of South Bruce, the goal of this Toolkit is to showcase each community’s individual brand for the purpose of furthering their destination development. These toolkits are complementary to one another and contain elements to indicate that they are part of the broader Corporation.





MILDMAY
CREAMERY LTD.

CHEESE HAUS

ICE

ICE

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Section 1

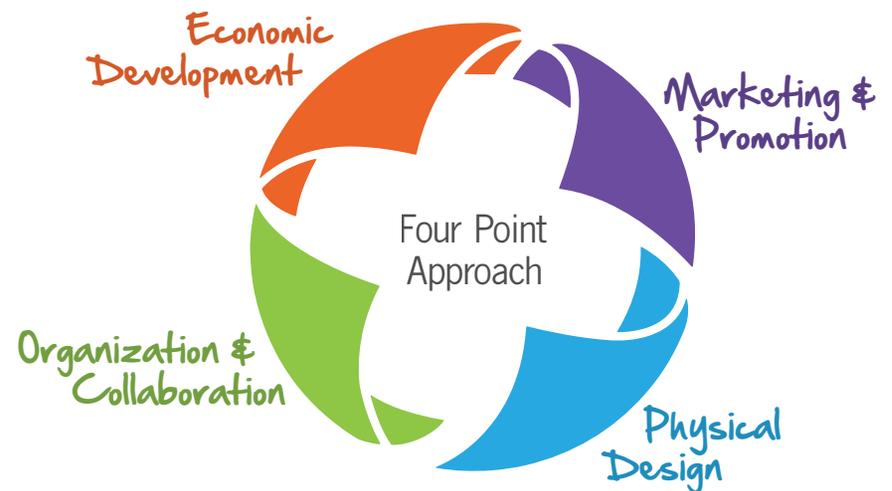
Why Mainstreets Matter

We all know where our mainstreets are, but do we know what they are and why they matter? Whether they are named First Avenue or King Street, are a County Road or Provincial Highway, what they represent is universal. Mainstreet is the economic engine, the big stage and the core of the community. Bruce County's downtowns represent 2/3rds of our commercial assessment value and are the main point of contact with tourism dollars- our second largest industry. Our mainstreets tell us who we are, who we were and how the past has shaped us. We do not go to our commercial strips to learn about our past, explore our culture or discover our identity. Our mainstreets are the places of collective memory and where people still come together.

The Spruce the Bruce Program had its genesis from the Main Street Program developed by the National Trust for Historic Preservation in the United States, but focuses on a destination-oriented downtowns improvement agenda that embrace brand development to create unique and successful downtowns.

So what is mainstreet? When we talk about mainstreet, we are thinking of real places doing real work to revitalize their economies and preserve their community's character. The Main Street Four-Point Approach® is a unique preservation-based economic development tool that enables communities to revitalize downtowns and neighbourhood business districts by leveraging local assets-from historic, cultural and architectural resources to local enterprises and community pride. The Four-Point Approach ® is the genesis of the Spruce the Bruce program and is a comprehensive strategy that addresses the variety of issues and problems that challenge traditional downtowns.

Main Street Four Point Approach



The Role of...

The Business

- Be proud and take ownership of the community brand;
- Incorporate the brand into their daily business life;
- Adapt and adopt the brand into their business (i.e. Façade alignment, business signage, themed sale days, etc.)
- Work with their local Chamber of Commerce and Business Improvement Areas to create special events themed around the community brand; and
- Support municipal infrastructure upgrades that align with the community brand.

The Community

- Be proud and take ownership of the community brand;
- Incorporate the brand into their daily quality of life;
- Support the broader community businesses and municipality to showcase the brand; and
- Seize opportunities to promote the brand to friends, family and people from outside the area.

The Municipality

- Be proud and take ownership of their community brand;
- Incorporate the community brand into daily municipal life;
- Promote the community brand in municipal marketing materials; and
- Use beautification and infrastructure projects such as streetscaping, signage, park development, municipal building facades and urban design initiatives to enhance the community's brand.

The County

- Be proud and support the local identities and brands of the communities within the County;
- Promote the individual brands in County marketing materials;
- Use the individual brands and identities to create a unique tourism product offering; and
- Assist municipalities with the delivery of projects to enhance their brand.

Spruce the Bruce Approach

Organization

The most important pillar as it is the Leaders in the community who can accomplish the goals and objectives set out by the program. It brings partners together and gets everyone working towards the same goal.



Is Organizational capacity established?

If **YES**, move onto the 3 pillars

If **NO**, complete Organizational capacity before continuing

Economic Development

Economic Restructuring strengthens a community's existing economic assets while expanding and diversifying its economic base.

Marketing & Promotion

You need to know who you are before you can know where you're going. Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your downtown.

Physical Design

Community Design is about how the physical design of buildings, roads, parks and neighborhoods fit together.

Section 2

The Research



Purpose of a Community Toolkit

This Community Toolkit showcases Mildmay and its unique identities and opportunities that, if applied consistently, will provide the community with a revitalization plan focused on the core of downtown Mildmay. Being on a main thoroughway for visitors travelling up to the Bruce Peninsula is advantageous for Mildmay. Seizing on the opportunity to increase tourism by encouraging people to stop and visit Mildmay will enhance Mildmay's presence and economic role within the County of Bruce, and ultimately create Mildmay into a destination unto itself.

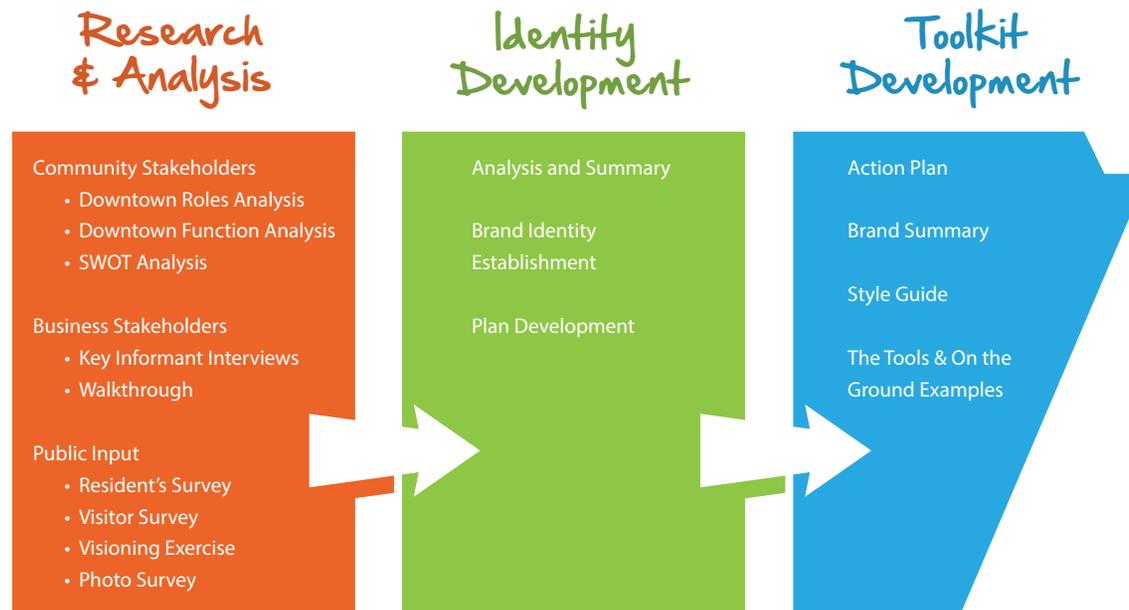
By focusing efforts and being strategic with both public and private undertakings, Mildmay has the potential to create an atmosphere that attracts more visitors, businesses, and creates a vibrant, self-sustaining

community for residents. This Toolkit is intended to foster leadership and creativity while at the same time providing some guidance in terms of next steps and how to move forward in a consistent and coordinated manner. It provides a summary of the community's identity; an action plan and some tools to help get started. In order to support a coordinated approach, it is recommended that all community partners from business owners and community groups to Town Council and staff embrace this Toolkit and follow this guide as closely as possible, recognizing that it is a living document that will evolve with time.

While sweeping changes are not expected overnight, community-wide participation and implementation through small incremental changes that use the tools outlined in this document will, over time, allow the vision for downtown Mildmay to be realized!

The Research

The municipality, local services groups and members of the Mildmay community collectively benefit from working together to increase tourism and promote their downtown core. The Municipality of South Bruce official plan sets out to “To maintain the downtowns as the major focus of commercial activity in Formosa, Mildmay and Teeswater and to promote an intensification of the downtowns through commercial, residential, recreational and institutional development”.



Throughout 2013, the Mildmay Spruce the Bruce Team completed a variety of identity and visioning exercises to develop a unified Brand for downtown Mildmay. These exercises included:

1

Community Downtown Diagnostic exercises

2

Brand identity Boot Camps

3

Visioning exercises

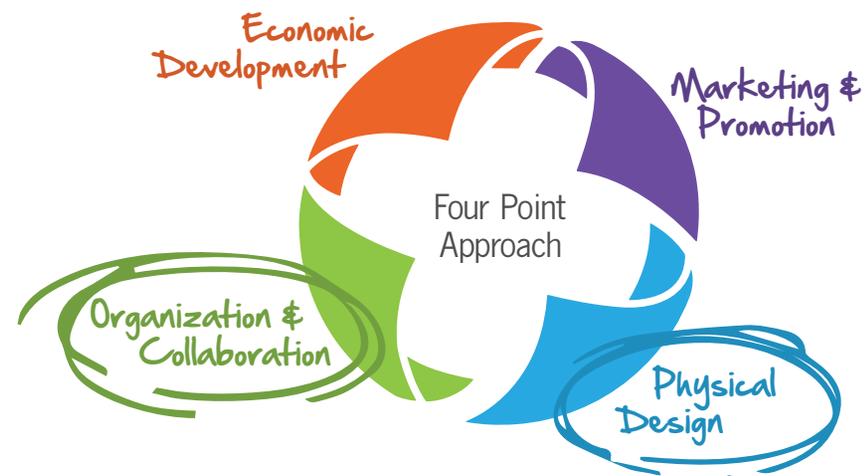


Summary & Recommendations

Each of these research tools provides insights into achieving a continuous downtown revitalization strategy in Mildmay. As noted, downtown revitalization is focused around four key pillars: Organization; Economic Development; Marketing and Promotion; and Physical Design. The priority areas for Mildmay are primarily **Organization** and a coordinated approach to **Physical Design**.

Organization is the essential starting point for any revitalization effort. It encourages consensus and cooperation by building partnerships among the various groups that have a stake in the downtown. By getting everyone working toward the same goals, the revitalization program will provide effective, ongoing management and advocacy for the downtown. Volunteer recruitment and collaboration with a broad cross section of the community will bring a wide range of perspectives into the revitalization efforts. Essential to the Organization pillar is to structure the program in such a way that it divides the workload and clearly delineates responsibility, but also gets people excited about working together.

Physical Design means getting downtown Mildmay in top shape and capitalizing on the best community assets by creating an inviting atmosphere for all visitors and residents of the downtown. Physical



Design will help stimulate additional growth and strengthen the downtown core and can be created by improving the appeal of downtown buildings by adding banners, flags and flower baskets or encouraging property owners with vacant storefronts to add visual interest and spruce up the exterior of their buildings. Developing consistent signage will highlight local assets and provide legible, clear information for visitors unfamiliar with the community. Improving landscaping at high traffic areas will convey a reaffirming positive visual message about the commercial district and what it has to offer.



Section 3

Branding

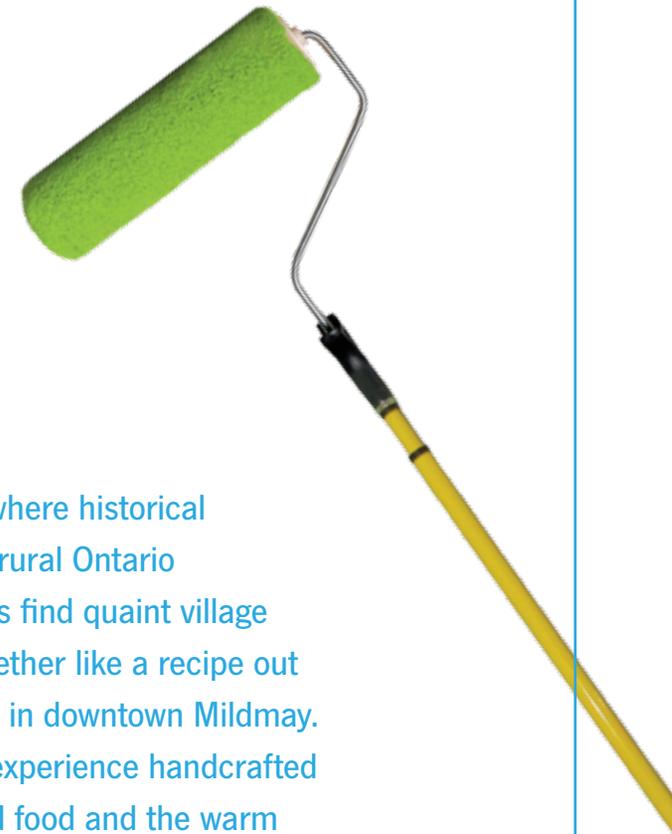
Developing the Plan

Developing the Plan starts with articulating common goals and objectives and then outlining the steps necessary to achieve them. It is important to first distinguish between a vision and a Brand to help further your goals. The key distinction is that a Brand describes the image you want people to have of your downtown now, while a vision describes what the downtown will look like at some point in the future.

The Spruce the Bruce team has been working with local municipalities to develop a destination development strategy for the entire County where each Town has a specific yet equally important function to play. Mildmay's function is to welcome visitors to the region by offering warm hospitality and all the 'stop and shop' amenities needed for travelers. Mildmay has an excellent opportunity to benefit from those travelers passing by their downtown on their way to reach their Bruce Peninsula destination but is often driven through more than it is stopped at. This is a prime opportunity for Mildmay to put itself on the map by offering unique experiences and shopping opportunities found no where else in the region. Getting visitors to take a 'pit-stop' in Mildmay on their way to their destination is the key to the future success and sustainability of creating a revitalized downtown core.

Vision

Downtown Mildmay is where historical Bavarian charm meets rural Ontario countryside. Rolling hills find quaint village hospitality and flow together like a recipe out of a Bavarian cookbook in downtown Mildmay. Nowhere else can you experience handcrafted goods, German inspired food and the warm glow of lights twinkling across the countryside.



The Brand

Ontario's Bavarian Village



As you travel through Mildmay, you'll notice a distinct charm of a quaint village and feel the warm hospitality of its community members. Stroll the streets at dusk and the atmosphere from the lampposts will bring you back to a time of yesteryear

Mildmay is decidedly alpine, with its lit lampposts highlighting the wooden facades, cobblestone exteriors and Bavarian fondness for flowers and flags will make you think you've stopped in the heart of Bavaria, Ontario's Bavaria that is. Downtown Mildmay is the perfect location to take a pit stop before you continue onto your destination on the Bruce Peninsula.

Downtown Mildmay's quaint village layout and handcrafted businesses makes for one of the most flavourful communities in the County. The community's historic German roots and heritage businesses, remind you of a time when care and craft were put into each piece of handmade furniture, delicious meal and celebratory drink.

Discover a promise of friendly hospitality and full-bodied flavor wrapped in the sound of oompah-pah music and the traditions of Germany. Mildmay is Ontario's Bavarian Village



Mildmay

ONTARIO





Mission

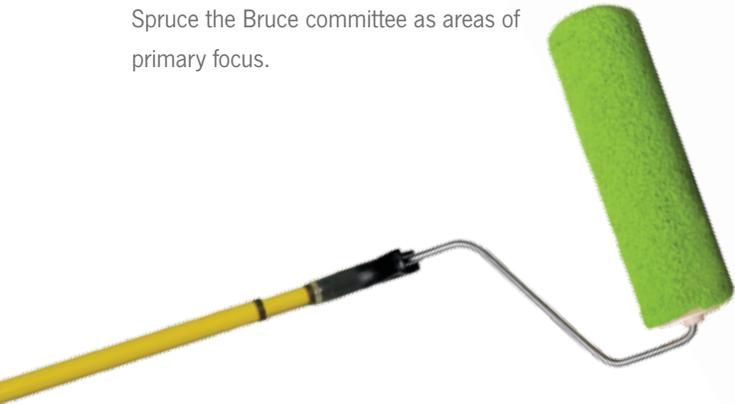
A Mission statement takes Mildmay's Vision and translates it into a stated purpose for the downtown revitalization effort; it can be viewed as the public statement for accomplishing the Vision and the pathway in order to get you there. The mission statement for downtown Mildmay is:

To establish a range of businesses and services in downtown Mildmay that support the local needs and thematically tie to being Ontario's Bavarian Village. Businesses will be bustling and overflowing with real handcrafted goods, delectable treats and budding wineries while the Bavarian flavor will flow from food to streetscape and the village traditions will be evident in downtown Mildmay.

Action Plan Summary

2013 Action Plan

Goals transform the Mission statement into priority areas for downtown. The following Action Plan chart was established by the local Spruce the Bruce committee as areas of primary focus.



ORGANIZATION	GOALS	WHEN
	Create a communicate strategy to inform local business owners and public about downtown revitalization	ST
	Create a downtown Newsletter	ST
	Encourage Service Clubs to sit on downtown committee	ST
	Include members of South Bruce Tourism on committee	ST
	Present downtown revitalization plans to Council for endorsement and support	ST
	Create an STB Toolkit	MT
	Research & Plan a Brick Sale Fundraiser	MT/LT
	Plan Budget Discussions for 2014 - Municipal Grants / STB Funding opportunities	MT
	Research options for downtown staffing	LT

ECONOMIC DEVELOPMENT	GOALS	WHEN
	Attend Demystifying Downtown Economics Workshop	ST
	Create a Business/Building Inventory	ST
	Educate Downtown Businesses/ realtors on business recruitment opportunities	MT
	Research Business Incubators / hubs - storefront occupation	MT
	Creation of signage for empty storefronts to encourage rentals	MT
	Create Shopping Rack Card to promote downtown	MT
	Move residential uses out of retail frontages	LT
	Create downtown Business Recruitment packages	LT
	Encourage Wine Shop in Downtown	LT
	Investigate Industry Development - lack of industrial Lands	LT

PHYSICAL DESIGN	GOALS	WHEN
	Purchase and install Banners, flowers on all lampposts	ST
	Discuss with municipality on watering schedules for flowers	ST
	Decorate empty storefront windows	ST
	Look into downtown music options/speakers	ST
	Municipal Funds/Grants to support Business Owners / Improvements	MT / LT
	Install additional banner Poles in downtown if needed (12 Poles)	MT / LT
	Research Bavarian Facades examples	LT
	Creation of Sign Standards and By-laws	LT
	Investigate and plan for Green Space in Downtown	LT
	Investigate downtown Washrooms & signage	LT
	Research public art pieces such as Glocken Speil town clock	LT

MARKETING AND PROMOTION	GOALS	WHEN
	Creation of Mildmay Logo - incorporate into Community Toolkit	ST
	Look at signage opportunities (Burger Box Signage/Passport Signage)	ST
	Create marketing campaign using Mildmay Business Dollars	ST
	Create Christmas Business Promotion in conjunction with Chamber	ST
	Organize signage examples/ standards highlighting product sold (Bakery, Cheese, Furniture)	MT
	Collaborate to program Downtown events / street animation / markets	MT / LT
	Entice People to STOP (marketing, signs, attractions)	LT
	Create a Best of Guide / Top 10 Guide for 2014	MT / LT
	"Pit Stop" Marketing Campaign	LT

Short Term (3-4 months) Medium Term (6-12 months) Long Term (1 year +) Ongoing



Keywords

Pit Stop

Bavarian Village

Charming

Flavourful

“Gemütlichkeit” Warm hospitality

The images and colours shown are for illustration purposes only, and are intended to illustrate a desired style and effect, not to define a specific product or colour palette, and are not intended to serve as working drawings or templates for production.

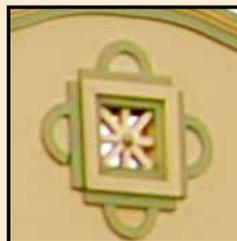
Materials



Cobble Stone



Dark Timber



**Detailed
Moulding/Finials**



Fabrics



Iron

Initiatives and new development in Mildmay should strive to capture the Bavarian essence by utilizing traditional materials and authentic details in their design decisions.

Building materials such as cobblestone, dark weathered timbers, and wrought iron layered with scrolling and decorative finishes should be used to capture the essence of the community. Strong emphasis on bold geometry including triangular and diamond patterns should be considered in architectural design.

Graphic elements such as banners, perpendicular signage and advertising should pay careful attention to the Bavarian theme and street furniture improvements should take cues from German inspired architecture and design.

Materials- Cobble stone, dark timber, detailed moulding/ finials, fabrics, iron

Typography

Source Sans Pro - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Source Sans Pro - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Source Sans Pro - Light

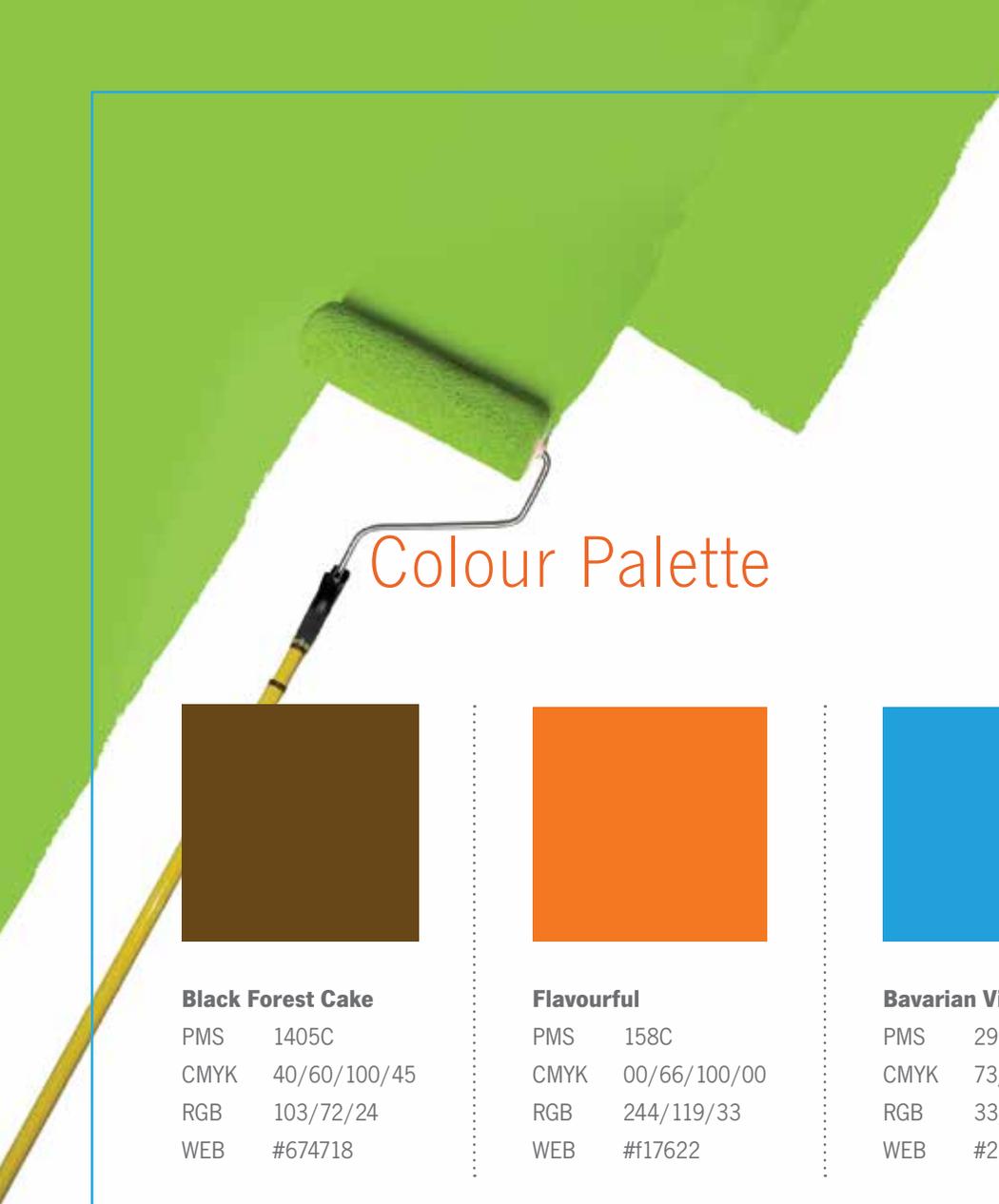
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Kleist - Fraktur

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Kleist - Fraktur - Zierbuchstaben

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789



Colour Palette



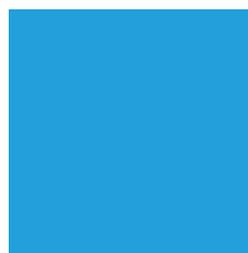
Black Forest Cake

PMS 1405C
CMYK 40/60/100/45
RGB 103/72/24
WEB #674718



Flavourful

PMS 158C
CMYK 00/66/100/00
RGB 244/119/33
WEB #f17622



Bavarian Village

PMS 2925C
CMYK 73/21/00/00
RGB 33/160/219
WEB #239fda



Charming

PMS 7500C
CMYK 09/15/39/00
RGB 232/210/164
WEB # e9d2a3



Authentic

PMS 280C
CMYK 100/97/20/08
RGB 44/49/120
WEB # 2c3177

Build a Better Palette

The colour palette selected is a summary of exterior paint swatches that can be utilized on facades and other application to enhance the Toolkit Brand. The colours shown are drawn from Benjamin Moore colour swatches and are intended for illustration purposes only. This Toolkit does not provide an endorsement of any specific product or paint brand and utilizes these palettes to illustrate a desired style and effect only.



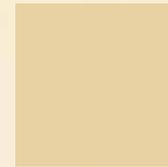
Autumn Bronze



Orange Juice



Toronto Blue



Philadelphia Cream



Admiral Blue



autumn bronze



apple crisp



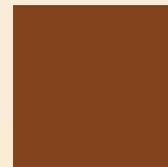
kelly green



orange juice



split pea



toasted chestnut



toronto blue



million dollar red



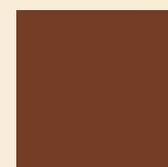
winding vines



philadelphia cream



antique bronze



burnt cinnamon



admiral blue



smouldering red



white dove

Logo Design

Mildmay's logo conveys the character of a quaint Bavarian Village. The design has alpine features and echoes the small village feel. This Bavarian styled logo sets the tone for a rural village nestled among the hills of the rolling countryside and reinforces Mildmay's Brand as Ontario's Bavarian Village.

Please see the following guidelines that apply to Mildmay's logo.



Logo Colour Variations



Colour versions of the logo are the preferred application, and should be used when the background of the application is light in colour.

**Colour
Versions**



A logo version with a white background should be used when the background of the application is a dark colour.



**Grayscale
Versions**



Street Banners



Print Material

Rack Cards

Stop & Shop
IN MILD MAY TO
WIN

Prizes Include
Dec 1st Early Bird prize!
Win \$200 in Business Dollars!
Dec 5th win \$100
in Business Dollars!
Dec 15th win \$200
in Business Dollars!
Dec 24th win \$300
in Business Dollars!
Enter as many times as you can!

Drop off completed shopping cards to:
Surroundings, Wendt's,
Ship 2 Shore
or Harley's

Mildmay
ONTARIO

spruce the bruce
Sponsored by the
Mildmay Chamber of Commerce & Mildmay
Business Association and Spruce the Bruce

MILD MAY
Shopping
PASSPORT

Spend **\$20** at any participating
business and receive a stamp.
Collect 8 stamps to enter!

PARTICIPATING BUSINESSES

FREE	Balaklava Audio
<input type="checkbox"/>	Bernie McGlynn Lumber
<input type="checkbox"/>	Craig McDonald Reddon Insurance
FREE	Greg's Robert Funeral Home
<input type="checkbox"/>	Harley's Pub & Perk
<input type="checkbox"/>	Huron Bay Co-Op
<input type="checkbox"/>	Liesemer's Home Hardware
<input type="checkbox"/>	Mildmay Automotive
<input type="checkbox"/>	Mildmay Cheese Haus
FREE	Mildmay Tent Rentals
<input type="checkbox"/>	Mildmay Tirecraft
<input type="checkbox"/>	Sandy's Family Restaurant
<input type="checkbox"/>	Schuetz's Furniture
<input type="checkbox"/>	Ship 2 Shore Holidays
<input type="checkbox"/>	Stewart's Town & County Market
<input type="checkbox"/>	Surroundings Custom Framing & Gift Shop
<input type="checkbox"/>	Wendt's Jewellery & Gift Shop

We appreciate your support
by shopping locally!

Mildmay
ONTARIO

Name _____
Hometown _____
Phone _____

Billboard

RELEASE YOUR
INNER BAVARIAN

Mildmay
ONTARIO

2hrs North West of Toronto

Signage Headers & Bike Racks

Careful attention to physical design and streetscaping details will create a positive environment for visitors, residents and businesses.

Bike Racks

Bicycle racks which have a European flair should be utilized and can double as public art pieces.



Signage Headers

Perpendicular Signage

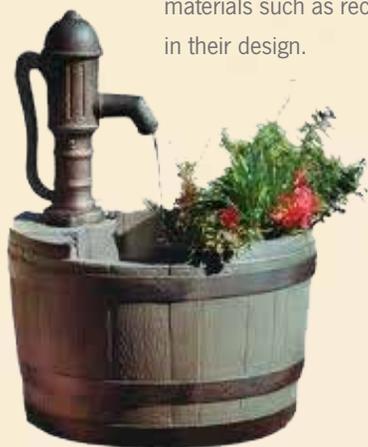


Benches, Flags & Planters



Planters

Under window flower boxes and accent plantings should be used and incorporated into the streetscape where possible. Planters should use traditional materials such as reclaimed wood and decorative iron in their design.



Benches

Park benches should feature strong graphic elements and scrolling wrought iron to give a sense of nostalgia and quaintness.



Public Art & Lighting

Public art adds character, visual interest and helps to reinforce a community's Brand. By utilizing Bavarian clocks, wrought iron sculptures, water fountains and layered textures, the Bavarian flavor will be evident.

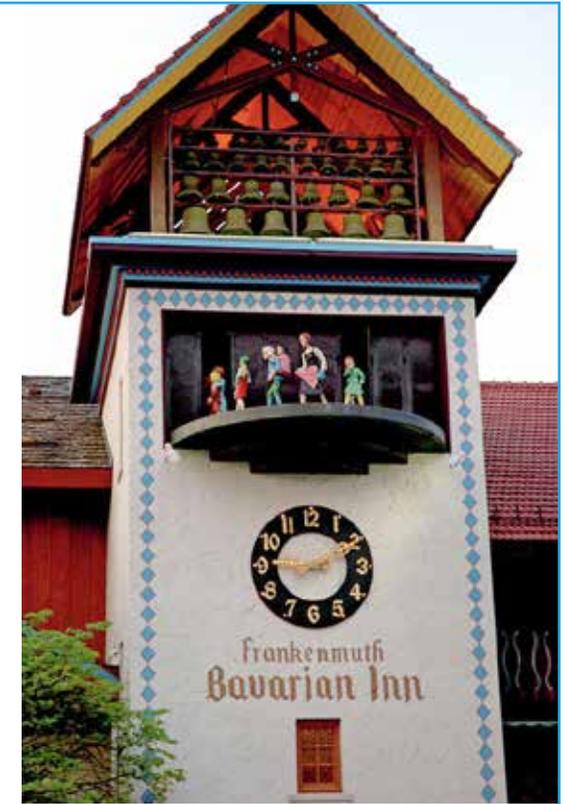
Lighting should flank sculptural pieces, flowers and clocks wherever possible. Hand carved wooden figurines should be considered and showcased.

Lampposts and standards should mimic the original posts lit by candlelight. Classic wrought iron sconces, lampposts and hanging fixtures should illuminate the street and provide a soft glow, adding to the atmosphere of the quaint Bavarian village.

Lighting



Clock



Glockenspiel Clock



Fountains



Façade Examples

Bavarian-style architecture takes a cue from Alpine design and draws on classic heritage materials.



Frankenmuth, Michigan



Frankenmuth, Michigan



Munich, Germany



Leavenworth, Washington



Rothenberg, Germany



Solvang, California

Local Facades

Harley's Pub & Perk After (Artist rendering)



Harley's Pub & Perk - before



Mildmay Cheese Haus



Wendt's Jewellery



Summary

Spruce the Bruce has developed with the community of Mildmay, a Toolkit that creates the basis for a successful revitalization program for downtown. Ownership is the key to developing an authentic and believable Brand for a community. All members of the community have a role to play in developing and fostering the Brand and in moving the Action Plan forward. The methods employed to create this Toolkit combined with positive community feedback ensures that this Toolkit is destined for success when applied consistently. Be known for something different and make your community stand apart from the crowd!

In closing, we offer the following inspiration.

1. Creating successful downtowns is about more than planning, as many great plans get bogged down because they are too big, too expensive and simply take too long to happen. **Short-term actions**, like planting flowers can be a way of not only testing ideas, but also giving people the confidence that change is occurring and that their ideas matter. Short-term actions need to occur at the outset and then be evaluated while longer term planning is in progress.
2. **Money is not the issue.** All too often money is used as an excuse for doing nothing, which is why you hear people say “It can’t be done!” In fact, too much money or money spent on consultants actually discourages the inventiveness and creativity required to create a great street or downtown. When money becomes an issue, it is generally an indication that the wrong concept is at work. So don’t worry about the money, just get started!
3. **You are never finished.** Creating a great place is not about developing a plan or a design. It is based on community passion and vision and on an ever evolving Action Plan. Part of any plan has to be the management of the downtown. No matter how good the buildings look or how many hanging baskets are hung, the downtown will never be successful unless it is well managed by the Mildmay Spruce the Bruce Committee.

This Toolkit is a starting point and illustrates possibilities. For more information please contact the Mildmay Spruce the Bruce committee or the Spruce the Bruce team at the County of Bruce at STB@brucecounty.on.ca



Credits

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Port Elgin, Ontario

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