



## A New Brand for Brighton

On October 30, 2014, Brighton's new brand was launched during a public meeting at King Edward Park Community Centre.

The new strategy will focus on creative trades economic development and positioning Brighton as a "growing hub of unique craft and trade entrepreneurs, adult education, tourism and lifestyles."

The new theme "Make your own Future" speaks to those talented entrepreneurs who have already brought their dreams to life here, as well as those ready to take the risk and looking for an ideal community in which to make theirs' happen.

## Brighton Public Library & Creative Trades Centre (BCTC)

The new branding strategy includes proposed plans to reinvent Brighton as a unique and entertaining destination by integrating "maker enterprises", tourism, community resources and artisan demonstration in a flexible hub."



It will be purpose-designed to become the centre of creative trades and development in the region, generating spin-off retail, manufacturing and related business growth and attract a new generation of residents and visitors.

Proposed components include:

- Brighton Public Library
- Tourism office
- Start-up stalls (incubator)
- Commercial Kitchen/Service Operator
- Retail/trade spaces
- Demo/seminar space
- Meeting/event/office space

A location for this multi-use facility has not yet been determined, however it would ideally be situated in an area that better connects Brighton to Presqu'ile Park and creates a "gateway aspect", be walkable for the average healthy adult and in a building that reflects the purpose of the centre in its design.

With this project being in its preliminary stages, it is being recommended that further investigation take place to explore the feasibility of a new Public Library and BCTC collaboration. This includes exploring a partnership with a new library build, looking at avenues to attract private investment, and exploring private partnerships with educational institutions to offer programming and courses. Public input will be essential for each phase of this project. To learn more or to share your comments, visit [www.facebook.com/BrightonCreativeTradeCentre](http://www.facebook.com/BrightonCreativeTradeCentre)

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## Downtown Revitalization

A new Advisory Committee has been formed to assist in the revitalization of downtown Brighton.

The committee began meeting in October and will be following a four-point approach developed by the Ontario Ministry of Agriculture, Food and Rural Affairs. This includes focusing on the following areas – Economic Development, Leadership & Management, Marketing & Promotions and Physical Improvements.

Over the next few months, committee members will be collecting important data through Resident Surveys, Business Surveys, Business Mix Analysis, and a Building and Business Inventory. This information will be used to determine a trade area, retail and service gaps, and create an inventory of available commercial space and existing businesses.

Please watch our website ([www.brighton.ca](http://www.brighton.ca)) and social media sites for more information and an opportunity to participate.

## Industrial Park Expansion



Phase one of the Brighton Industrial Park expansion is now open for business!

The Municipality is home to a number of small to medium sized industrial businesses including Agrium

Advanced Technologies.

With an existing vibrant and occupied business park, the Municipality purchased **51 acres** of industrially-zoned land.

There are 34 lots in total and 16 are serviced and ready to go, at a price of \$35,000 + HST per acre. Full service includes three-phase electrical, natural gas, water, wastewater and telecommunications/high-speed.

For information, visit: [www.brighton.ca/industrial\\_park.php](http://www.brighton.ca/industrial_park.php).

## Communications Plan & Content Strategy

The new Communications Plan and Content Strategy was approved by council in August 2014.

The purpose of this document is to assist the Municipality in identifying its key features and benefits and communicate them in an organized and concise manner in all marketing materials.

Target markets are separated according to need and marketplace opportunities. The Content Strategy outlines the purpose behind various marketing tools and recommends a phased implementation to meet objectives and priorities

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## Toronto 2015 Torch Relay

Pachi, the mascot for the Toronto 2015 Pan Am Games, visited local schools on Nov. 10 as a lead up to one of the largest multi-sport events to ever happen in Canada.

The games begin with a torch relay—a 41-day journey that will share the Pan Am spirit in more than 130 communities.

The torch relay will start in Canada on May 30, 2015, and will make its final stop on July 10, 2015, at the Opening Ceremony of the TORONTO 2015 Pan Am Games.

Brighton has been named a Major Celebration Community for the relay and will have a torchbearer carry the flame through Brighton on July 4, 2015 for a community celebration taking place at King Edward Park. The celebration will represent youth, sports, aboriginal and francophone and we are looking for support from the community in planning this exciting event!



If interested in volunteering, email [lcaouette@brighton.ca](mailto:lcaouette@brighton.ca) or call 613-475-0670, ext. 108.

## Collaborative Marketing Campaign

In June 2014, the Municipality kicked off a collaborative campaign for Brighton. This campaign is in partnership with 30 local businesses and is reaching audiences across 14 media outlets. This type of campaign has allowed us to:

- Deliver a strong and consistent message that creates brand awareness to multiple target audiences;
- Stay connected and create awareness with local and regional consumer base;
- Boost sales, services and overall experience for consumers;
- Build local pride and loyalty with existing and new consumer base;
- Promote our assets! Quaint shops, growing industrial park, dining, events, housing, heritage, outdoor recreation and more!

The reach for this campaign is primarily regional, including Bay of Quinte, Northumberland, eastern GTA and Kawarthas. Approximately 75% of the target audience is being reached through radio and 25% through print.

By working collaboratively, we are able to create a \$80,000 spend from June 2014 to May 2015, which is an overall value of \$140,000.

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## New Website On The Way

A website design and overhaul is a priority when looking at improved communication.

With approval in the 2014 operating budget and recent completion of Brighton's Branding Strategy, economic development staff will be requesting proposals for a new municipal website. This tool will be the "go to" option for everything in Brighton!

A Website Information Architecture document is complete and organizes all the information that needs to go on our website (to suit each target market), so that a web developer can create a website that lasts, has structure and suits all goals of the Municipality.

## Brighton Applefest

The 40th Anniversary of Brighton Applefest was a resounding success with a 20% increase in attendance over 2013—an estimated 48,000 people.

During the weekend, the Economic Development Department, in partnership with the Brighton-Cramahe Chamber of Commerce, conducted a series of surveys to capture visitor information. As a result, we learned this year's event drew participants from as far away as upper New York State and across the Quinte and GTA regions.

The estimated economic impact calculated through Ontario's Tourism Regional Economic Impact model is \$3,756,000.

## Tourism Services

The Municipality of Brighton has secured a contract with the Brighton-Cramahe Chamber of Commerce to deliver tourism services over three years (2014-2016).

This contract includes: tourism office, staffing, regional tourism representation, and overseeing tourism related projects including the Brighton Bus and annual Tourism Guide. A staffed tourism office now operates year round on Main Street in Brighton :

Jan—May, 10am-4pm, Mon-Fri

Jun—Aug, 9am-5pm, Mon- Sun

Sept— Dec, 10-4pm, Mon- Fri

A staffed satellite office is located at The Big Apple from Victoria to Labour Day weekend. Statistics from each location are currently being analysed in order to provide recommendations for 2015.

## Business Support

The Municipality's Economic Development Department is pleased to assist businesses in exploring new investment opportunities and providing business resources to support retention and expansion efforts. Between March to December 2013, the Economic Development Department provided 21 types of direct assistance (13 leads/8 opportunities). Between January to November 2014, we have provided 27 types of direct assistance (12 leads/15 opportunities).

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## Municipality of Brighton now on Social Media

In September 2014, the Municipality launched social media pages to create a better means of connecting with residents and visitors of Brighton. To date, the pages have seen over 170 followers on Twitter and over 225 "likes" on Facebook. Posts have reached upwards of 920 people.

Links available at [www.brighton.ca](http://www.brighton.ca) or search #MunBrighton on Twitter.

## Funding Achievements

Economic development has been directly involved in securing \$203,555 in external funding to support economic and community initiatives in Brighton;

- *Canada Day*—\$4000 (2013) \$4000 (2014) from Celebrate Canada
- *Applefest*—\$35,530 from Rural Economic Development (RED) Fund
- *Downtown Revitalization*—\$24,925 from Rural Economic Development (RED) Fund
- *Codrington Shelter (Rural Programming/Market)* - \$92,600 from Ontario Trillium Foundation
- *Industrial Park/Business Attraction*—\$12,500—\$25,000 (2014/2015) from Investment Certified Site Program.
- *Phase 2 Cenotaph Project*—\$25,000 (pending) from Veterans Affairs Canada.
- *Pan Am Torch Relay*—\$5,000 (pending) from Community Celebration Fund.

## Building Statistics

Total year to date: \$19,327,000 (50 dwelling units)

Total previous year to date: \$19,863,700 (57 dwelling units)

Total permits issued to date: 146

Total previous year to date: 178

### For more information, please contact:

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