

# Mobilizing Economic Recruitment in Rural Ontario

EDAC 2017 - Sept 12<sup>th</sup>  
Kara Van Myall





45.0°N 81.3°W  
**BRUCE**  
county

# Bruce County

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# 854 km of Bruce Shoreline



A person with short brown hair, wearing an orange t-shirt and black pants, is sitting on a rocky ledge. They are looking out over a vast, blue body of water that stretches to the horizon. The water is clear, showing some shallow areas with a turquoise hue. In the distance, a long, narrow island or peninsula is visible, covered in dense green forest. The sky is filled with soft, white clouds. In the foreground, there are several large, vibrant green pine branches, some in sharp focus and others blurred, framing the scene. The overall atmosphere is peaceful and scenic.

264 km of  
Bruce Trail



5,797 Bruce  
Businesses



1,928 Bruce Farms

# The World's Largest Nuclear Power Facility



# Rural Reality



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# The Bruce Economy



**Tourism**



**Agriculture**



**Energy**

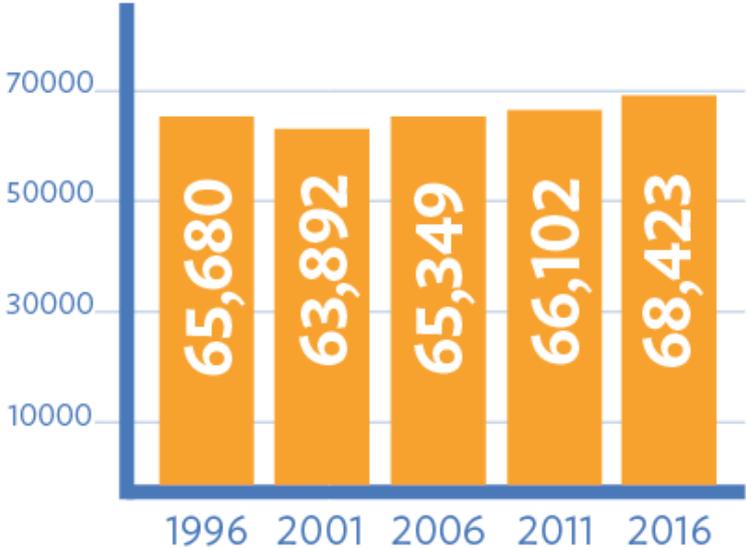
*"WE ARE INSPIRED BY WHERE WE LIVE, TO DO BETTER, TO VALUE AND PRESERVE WHAT IS AROUND US."*



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# Demographics



**68,423**

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**BRUCE COUNTY**  
Total Population

## Median Age (2011)



## Population Change - 2006 to 2011



## Average Dwelling Value



# The BIG Idea

(there is actually two you  
need to take away)

# The Macro Approach

# Brand Differentiation

How did these  
become the BIG  
ideas?



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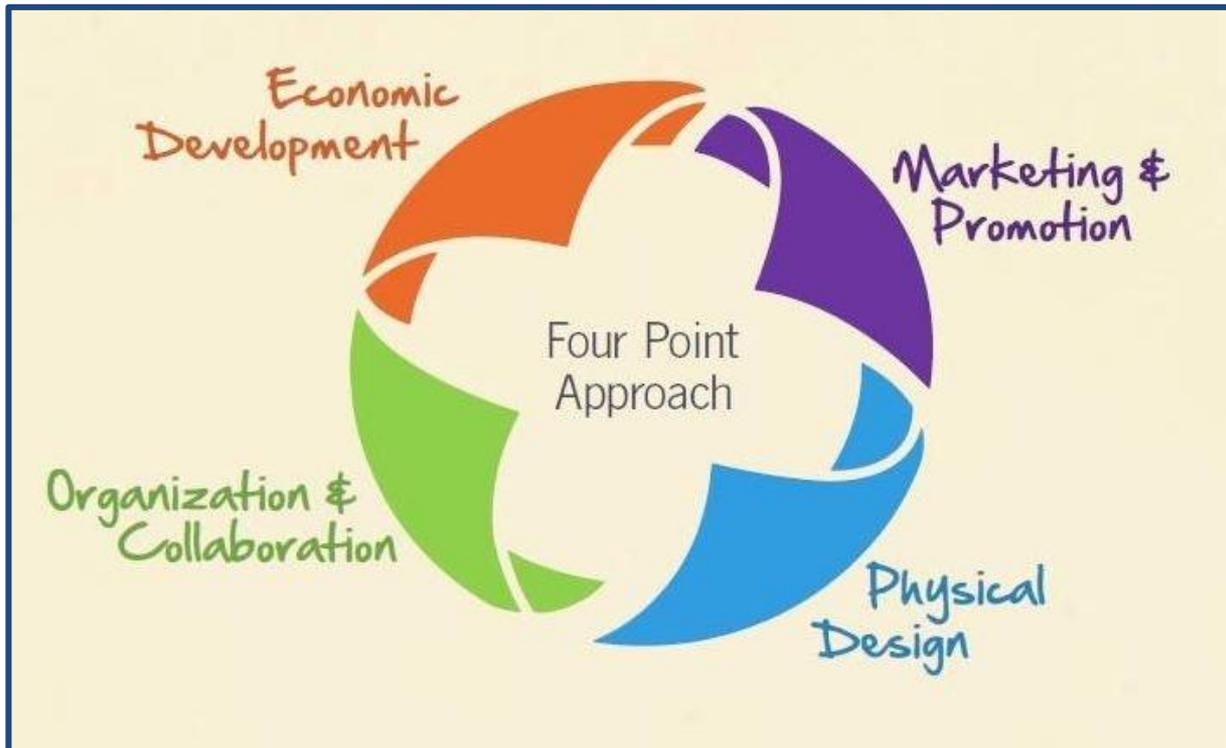


**SPRUCE the BRUCE**



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## Main Street Four Point Approach®





Clock tower face

HARRIGAN'S  
**FOOD  
TOWN**

HARRIGAN'S

REAL ESTATE

MILES INSURANCE

HIL

MID SUMMERS CAFE

THE COOK'S CRYSTAL

ATEC-002



ANTIQUE

GIFTS

OPEN





VILLAGE  
OF  
IRONVILLE

# Destination Development

Brand

Differentiation is  
the solution

The Brand you  
move forward has  
to encompass  
everything you do

Case Study:  
Kincardine



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## Case Study - Kincardine

- Kincardine, Ontario
- Population 6,700
- Community right on Lake Huron
- Next door to the world's largest nuclear energy facility – Bruce Power





KINCAIRDINI  
← Lighthouse  
← Marina  
← Walker House  
↑ Connaught Park  
↑ Pavilion

H  
↑

STOP  
HERE  
ON  
RED  
SIGNAL

## Case Study - Kincardine

- Community Identity – Scottish Heritage
- Is this a strong brand? **No**, it will not meet the feasibility test
- So they need a stronger brand direction
- Conclusion – “Ontario’s Scottish Destination” – and they are going to own it!

WELCOME TO  
**KINCARDINE**



Winter Welcome



**TIVERTON**

Winter Welcome



**KINCARDINE**





hour  
ose  
coulme

SCOOP  
and  
SAVE

STONEY CREEK  
ICE CREAM  
The Best  
Old Fashioned Ice Cream  
Anywhere!

20% off  
Garden  
• Stakes  
• Shrub stakes  
• Pots  
• Watering  
and more



# Pants optional.

Get swept away in our Scottish flavour  
and feel free to lose your pants.



On the shore of Lake Huron  
2 hours north of Kitchener  
[www.kincardine.ca](http://www.kincardine.ca)

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*I don't always*  
**WEAR A KILT**  
*but WHEN I DO*  
*it's in*  
**KINCARDINE.**

---



**Kincardine**  
ONTARIO









KING  
DAY  
Since 1911



PREMIER



Small Sign  
No Parking  
No Stopping  
No Waiting

WELCOME

Green sign





GUESS

Size: 24  
Material: 100% Cotton  
Care: Machine Washable

The  
businesses  
need to back  
up the brand

If you brand /  
position your  
community,

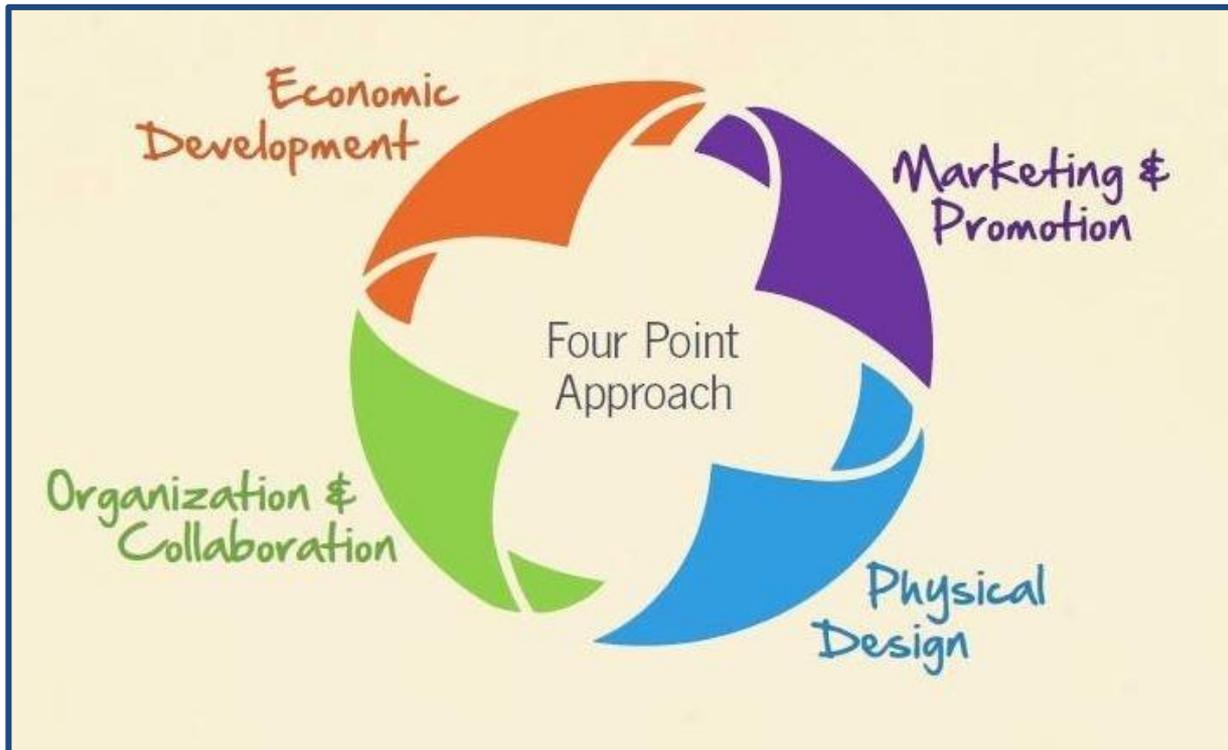
you will be able to  
attract the right  
entrepreneurs.



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## Main Street Four Point Approach®



Let's take a look at  
how we are doing it  
in Bruce County

(through the case study of Kincardine)



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# BUSINESS **to** BRUCE



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## **Building Your Communities Recruitment Strategy**

Step 1: Organizational Pillar

Step 2: Situational Audit/Identify Gaps

Step 3: Idea Generation (Feasible)

Step 4: Audience (Who)

Step 5: Strategy Development

Step 6: The Execution

# Step #1: Organizational Pillar



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# Macro Approach

Coordination, Collaboration and  
Capacity Building from a position of  
Leadership



# Step 1: Organize

Complete basic checklist to build capacity

- Council Support
- Senior Staff Appointed
- Recruiting Local Champions
- Define Project Area
- Local Stakeholder Commitment
- Review Supporting Policies



\*\* Note Annual Report Card process to continue capacity

# Step 1: Organize

Recruit champions and stakeholders  
Kincardine example:

- Chaired by Business Owners
- Chamber
- BIA
- Municipality
- Economic Development
- Ag/Heritage Society
- Scottish Groups
- Cultural Heritage Committee



Form Local Champion Network

# Step 1: Organize

1. Recruit champions and stakeholders
2. Baseline education
3. Divide workload by strengths

Leads to a starting point – always evolving

# Kincardine Toolkit



BUSINESS TO BRUCE

# South Bruce Economic Development Strategy & Support

DRAFT



**BUSINESS** **to** **BRUCE**

Brand

Differentiation is  
the solution

The Brand you  
move forward has  
to encompass  
everything you do

# Step #2: Situational Audit



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You want to  
understand the  
conditions needed



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to attract the types  
of businesses your  
community needs  
to thrive

Situational  
Audit  
= Research

Doesn't have to  
be high level

Do a desktop  
audit



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# What the audit is

- All available through desktop research
- Existing businesses – make a list (main street and all streets)
- Demographics

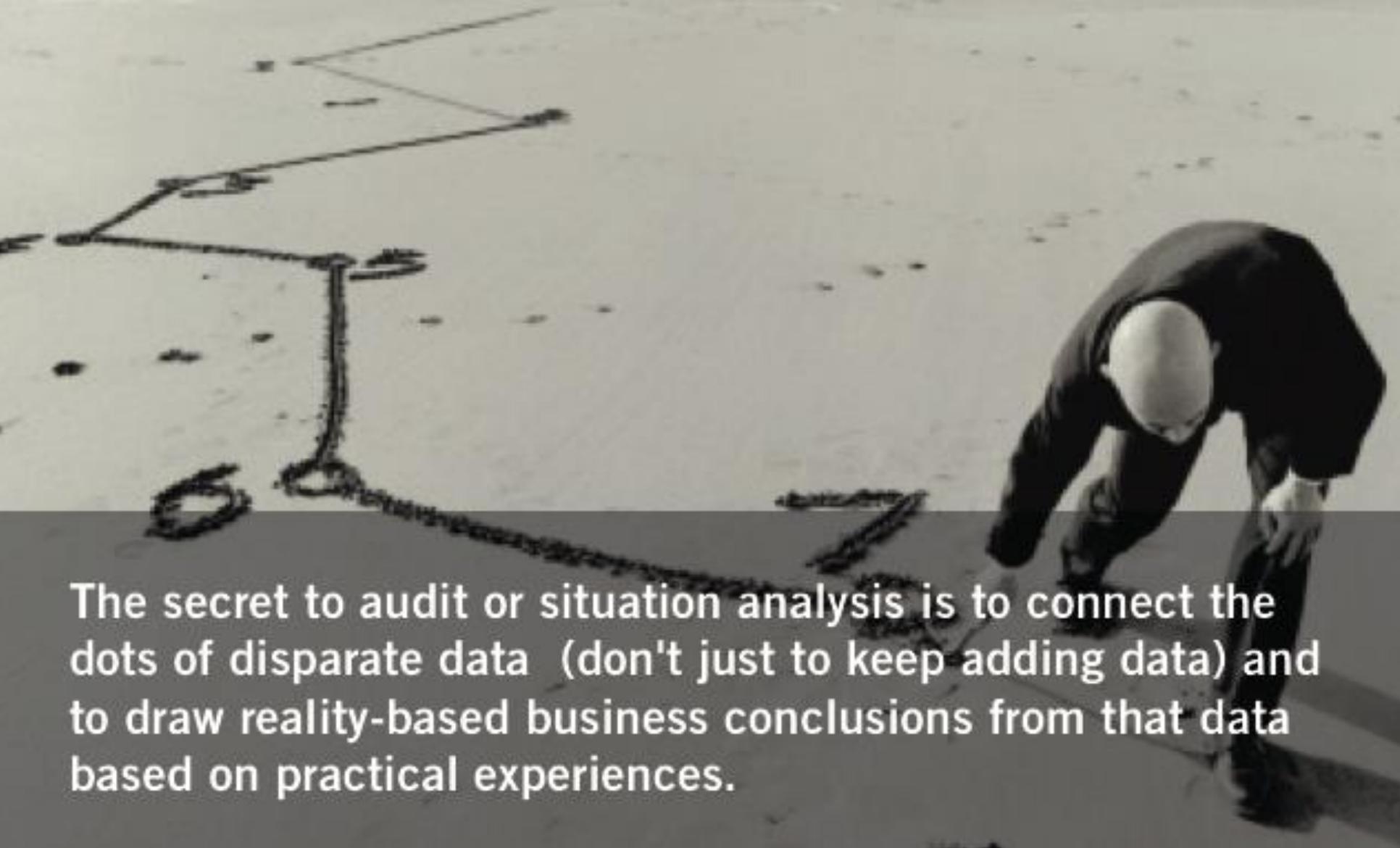


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# What the audit is

- Economic statistics
- Existing research (Online studies and best practices, Stats Can, Industry Canada), comparable (realistic ones) and trends



The secret to audit or situation analysis is to connect the dots of disparate data (don't just to keep adding data) and to draw reality-based business conclusions from that data based on practical experiences.

Identify Gaps  
(within Buckets)

Create big buckets: food,  
making things,  
entertainment, etc. that  
creates a **strategic  
advantage** for your  
community.



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# Tips we've learned

- Not necessarily what the local community deems important (i.e. local shoe store)
- What comes first – retail or making things?



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# Tips we've learned

- Manufacturing is necessary but not necessarily the manufacturing you know and love
- An entire community of opportunity impacts the opportunity on main street

Undertake a  
scan

Your research needs to include a scan of what's possible and realistic in the context of the gaps you identified

What do companies in the gaps you've identified look for with regard to talent, services, and markets?

Create the conditions  
needed to attract the  
types of businesses your  
community needs to  
thrive

# Step #3:

Idea Generation (has to be feasible)

# Kincardine

- Tourism brands are hamstringing
- Remoteness
- No economic development information –  
Municipal Readiness
- Existing data too old and thin and more isn't helpful
- No magic bullets
- Stick to your brand – Destination Brands
- Be organized to attract and retain business

Ask yourself:  
What is your  
community  
realistically lacking?

The key filter is your  
BRAND – if it doesn't  
build your Brand, take  
a hard look at it

Once you have identified  
the “big buckets” (gaps) –  
ask yourself **Destination** or  
**Convenience**

# Destination or Convenience

Hogs Breath

or Boston Pizza

Farmer's Market

or No Frills

Inn on the Harbour

or Best Western

Then ask yourself:  
Where are the  
opportunities?

# Kincardine

## GAPS / OPPORTUNITIES

- Bed & Breakfasts
- Senior's Home Care
- Multi-Use Entertainment
- Local Food Market/Co-op
- Training Centre
- Specialty Retail/Scottish Bakery
- Cold Water Surfing
- Boutique Hotel/Craft Brewery
- Financial Institution

# Step #4:

## Audience (Who)

How do we go about reaching the few?



Need to align your  
gaps with the people  
most likely fill them...

# Have a stake in your community...

- Alumni, seasonal, families

Have 'equity' or 'risk  
immunity' (or both)...

- Senior-preneurs or young

Have expertise or  
passion in some aspect  
you need...

- Fish where the fish spawn

Relate to those with  
similar attributes...

- Your existing businesses

Make sure **you know**  
**who** you're targeting  
and that you  
**understand** what  
makes them tick

In Kincardine:  
Entrepreneurial Who

# Municipal Audience

- Existing Business (expansion)
- Bruce Alumni (those who moved away and want to come home)
- Friends & Family (local outreach & networks)
- Bruce Power Families



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# Macro Approach

Coordination, Collaboration and  
Capacity Building from a position of  
Leadership



# County Audience

- Regional/Provincial Boomer 55+
- Free Spirits (younger, entrepreneurial, seeking change)
- Tourists (stop and stay)
- Seasonal Residents (already invested)

Step #5:

The Strategy



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Now that you:

- Are organized
- Understand your situation
- Have generated realistic ideas
- Have figured out who to attract

All in the  
context of your  
Brand...

You need to develop  
your **Strategy** and stick  
with it.... (5-10 years)

Targeted *Strategy* that  
aligns local/regional and  
connects “place” with  
the “who”

# Remember: Your Strategy is both internal and external

Strategy is both internal (existing business people, government influencers, political influencers and media) and external (your prospects and their influencers).

# Local Challenges

- Municipal Readiness
- Destination Brands
- Entrepreneurial Culture
- Remoteness

# Regional Challenges

- Competitiveness
- Collaboration
- Brand Awareness
- Economic Conditions

So there were three things we needed to specifically address:

1. Positioning/awareness
2. Outreach capacity
3. Modernized tools

# The BIG Idea

(there is actually two you  
need to take away)

this is a flashback

# The Macro Approach

# Brand Differentiation

# Step #6:

## The Execution



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# Macro Approach

Coordination, Collaboration and  
Capacity Building from a position of  
Leadership



# COUNTY

Scale, Resources,  
Extended Outreach,  
Capacity

# County Audience

- Regional/Provincial Boomer 55+
- Free Spirits (younger, entrepreneurial, seeking change)
- Tourists (stop and stay)
- Seasonal Residents (already invested)



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**Business to Bruce launched in 2016**

**BUSINESS  BRUCE**

Start a Business

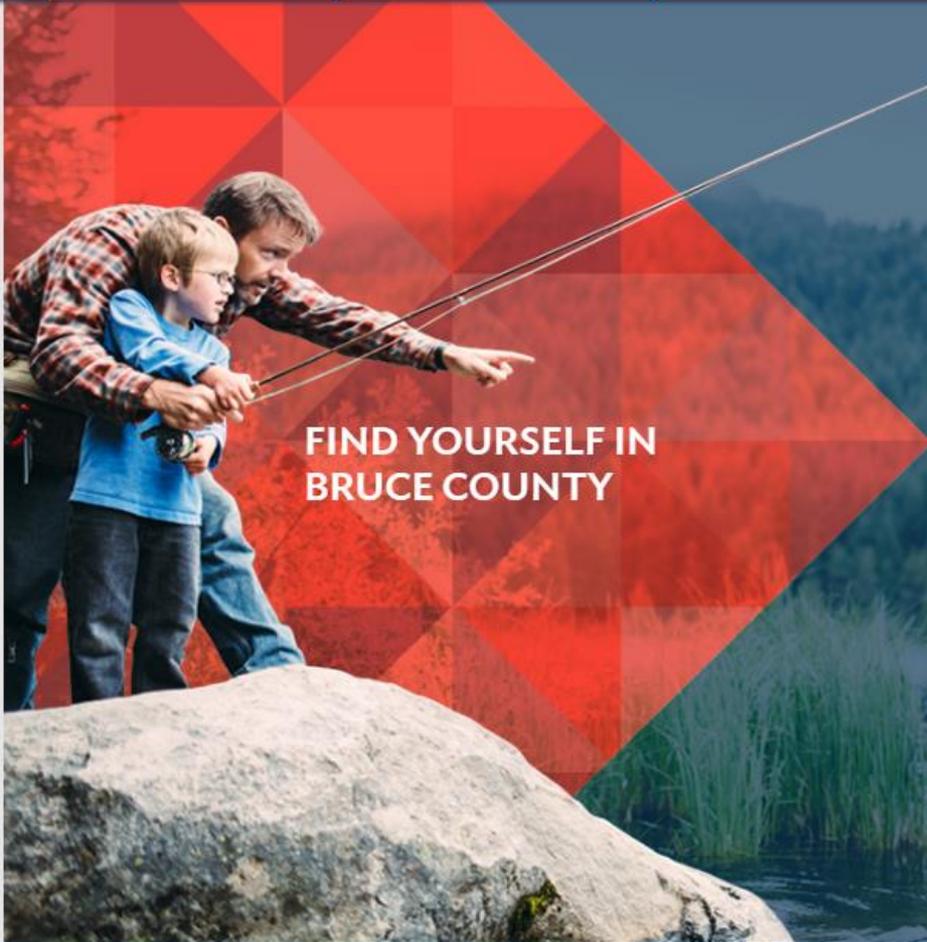
Expand a Business

Match Your Skills

Bruce Life

Partner Up

talk to bruce



**FIND YOURSELF IN  
BRUCE COUNTY**

Imagine what life and work could be. With time and **SPACE TO GROW**. Where it's less about the race and more about **INDIVIDUAL DRIVE**. Where tinkering leads to invention, art becomes industry and **SWEAT BECOMES EQUITY**. And where that equity goes 100% further than you ever imagined. Consider a life where energy, nature, agriculture and innovation all combine to create **FERTILE GROUND** for finding yourself in a position to build what you always dreamed possible.

Kincardine ▶

Warton ▶

Lion's Head

Lucknow

Mildmay

Paisley

Port Elgin

Ripley

Sauble Beach

Southampton

Teeswater

Tobermory

Walkerton

T : 1 (800) 268-3838

info@businesstobruce.com

Sign up for our newsletter:

Email



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[Start a Business](#)[Expand a Business](#)[Match Your Skills](#)[Bruce Life](#)[Partner Up](#)[talk to bruce](#)

## START A BUSINESS

[Kincardine](#)[Warton](#)[Lion's Head](#)[Lucknow](#)[Mildmay](#)[Paisley](#)[Port Elgin](#)[Ripley](#)[Sauble Beach](#)[Southampton](#)[Teeswater](#)[Tobermory](#)[Walkerton](#)

### Starting a business in Bruce

Thousands of bright Ontarian's start new companies every year. They have ideas and skills. And they are passionate about making their own future. To our mind, there's no better place for that future and starting a business than in Bruce County. The opportunities here are unlimited. And we share your passion for entrepreneurship.

### MATCH YOUR SKILLS

The **Match Your Skills** page on this site gives you an opportunity to find the perfect Bruce community for your business and lifestyle vision.

[Start a Business](#)[Expand a Business](#)[Match Your Skills](#)[Bruce Life](#)[Partner Up](#)

talk to bruce

[Kincardine](#)[Wiarton](#)[Lion's Head](#)[Lucknow](#)[Mildmay](#)[Paisley](#)[Port Elgin](#)[Ripley](#)[Sauble Beach](#)[Southampton](#)[Teeswater](#)[Tobermory](#)[Walkerton](#)

## EXPAND A BUSINESS

### Expansion Tips and Advice

Be sure to seek guidance from Business to Bruce for expansion tips, business planning advice and support for your ideas.

#### Let us help you:

- Take your business online
- Reach new markets
- Retain and attract staff
- Find an alternative location
- Apply for government funding

So your business has reached the plateau, but if you are ready to head for the pinnacle, then our

Start a Business

Expand a Business

Match Your Skills

Bruce Life

Partner Up

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## MATCH YOUR SKILLS



Kincardine ▶

Wiarton ▶

Lion's Head

Lucknow

Mildmay

Paisley

Port Elgin

Ripley

Sauble Beach

Southampton

Teeswater

Tobermory

Walkerton

### Start Here To Land In The Perfect Bruce Community

Looking to match your business and lifestyle vision to the perfect community? You'll find it in Bruce County. And we've made it easy for you to start your search. The Matching Tool below captures your priorities in both business and lifestyle and uses those priorities to identify a community match for you and your venture. Rate the criteria in each section and a ranking of Bruce communities with contact information will appear at the end. It's like online dating – but between business owners and the towns in Bruce. And we're quite sure you'll find a perfect match.

#### BUSINESS SECTOR

Select the business sector you are interested in bringing to Bruce County. You must select a sector in order to submit the form.

community match for you and your venture. Rate the criteria in each section and a ranking of Bruce communities with contact information will appear at the end. It's like online dating – but between business owners and the towns in Bruce. And we're quite sure you'll find a perfect match.

## BUSINESS SECTOR

Select the business sector you are interested in bringing to Bruce County. You must select a sector in order to submit the form.

Select Sector

NEXT >

## BUSINESS CRITERIA



## LIFESTYLE CRITERIA



## DEMOGRAPHIC CRITERIA



Registering for this site is easy. Just fill in the fields below, and we'll get a new account set up for you in no time.

### Account Details

Username(required)

Email Address(required)

Already have an account? Login here.

Username

Password

Remember Me

Looking to match your business and lifestyle vision to the perfect community? You'll find it in Bruce County. And we've made it easy for you to start your search. The Matching Tool below captures your priorities in both business and lifestyle and uses those priorities to identify a community match for you and your venture. Rate the criteria in each section and a ranking of Bruce communities with contact information will appear at the end. It's like online dating – but between business owners and the towns in Bruce. And we're quite sure you'll find a perfect match.

**BUSINESS SECTOR**
+

**BUSINESS CRITERIA**
—

Not important
Very important



Local Trade



National Trade



International Export



Skilled Trades Labour



Semi-Skilled Labour



Physical Labour



Retail Labour

Start a Business

Expand a Business

Match Your Skills

Bruce Life

Partner Up

talk to bruce



- Kincardine ▶
- Wiaraton ▶
- Lion's Head
- Lucknow
- Mildmay
- Paisley
- Port Elgin
- Ripley
- Sauble Beach
- Southampton
- Teeswater
- Tobermory
- Walkerton

### Live. Work. Smile A Lot.

Most communities promise live, work and play lifestyles. Bruce County delivers on that promise.

Here, the search for work-life balance ends – it just comes naturally. Your trip to work might include a gorgeous Great Lake drive-by; the trip home could be via your cross-country skis. Bruce is about an alternative lifestyle: less complex, affordable, and about community. It is active, energetic, social, and rugged.

Bruce County invites you to explore – recreationally, socially, entrepreneurially. You might just find, like we do, that smiles are bigger and more frequent around here.

Select Community



[Visit Town Page >](#)



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# Macro Approach

Coordination, Collaboration and  
Capacity Building from a position of  
Leadership



# MUNICIPALITY

Receptiveness, Local  
Outreach, Capacity

# Municipal Audience

- Existing Business (expansion)
- Bruce Alumni (those who moved away and want to come home)
- Friends & Family (local outreach & networks)
- Bruce Power Families

**NATURALLY ENTERPRISING!**

**KINCARDINE**

Start a Business

Expand a Business

Match Your Skills

Bruce Life

Partner Up

talk to bruce

## PARTNER UP

Kincardine ▶

Wiarton ▶

Lion's Head

Lucknow

Mildmay

Paisley

Port Elgin

Ripley

Sauble Beach

Southampton

Teeswater

Tobermory

Walkerton

### Meet Your Local Business Guide

The business leaders of Bruce County think the best people to speak with about setting up or expanding businesses around here are the actual people who own and operate businesses around here.

So this is an invitation to Partner Up virtually in our unique communities. We've created an online network of local business owner-operators who can answer your questions about setting up shop from a unique perspective – a business owner's perspective.

To partner up with a business owner in the community of your choice, simply register for the community business owner network that you're interested in. And we'll be in touch – online at first, by phone if you like and then in person if you're interested.

Sauble Beach

Southampton

Teeswater

Tobermory

Walkerton

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We look forward to meeting you.

### KINCARDINE

Kincardine is a naturally enterprising community with Scottish roots, Lake Huron on the doorstep and the energy to thrive.

[JOIN KINCARDINE'S GROUP >](#)

### WIARTON



BUSINESS TO BRUCE

# South Bruce Economic Development Strategy & Support

DRAFT



## Inspire people to think differently in Kincardine

As visitors to our community pass through and even stop in town, are they thinking about business or what it might be like to live here? Probably not – so let's inspire them to think differently. The advertising tools pictured here are available on the Kincardine **business-to-bruce** flash-drive. The creative is designed to get people thinking about being in business in and around Kincardine – to inspire them with our work ethic, ingenuity and a Scottish smile.

By using these promotional tools during visitor and tourist season, we get the most bang for our budget, and because the creative is consistent with tourist events, we leverage two budgets instead of one. The shelf life of these tools is at least three years – and as high as five or six. You may also want to adapt some of the advertising art and use it as poster art for local businesses to display. All forms of promotion at the right time with a consistent message support the objectives.



The **'Naturally Enterprising'** patch identifies **business-to-bruce** communications that are specific to Kincardine. The icon is linked to the overall Kincardine community brand and should be used every time we take our recruitment story public.

4 **business to bruce**



This **billboard** creative invites residents, tourists and visitors to think a little differently about what the real opportunity in Kincardine might be.



**Print advertising** positions Kincardine as a great fit for entrepreneurs with imagination. Running these ads in print media where tourists look for up-to-date 'things to do' along the shores of Lake Huron is the best utilization of the creative.



A **4-minute video** that features some of our great business owners captures the essence and amazing potential of running a business in the Kincardine area. The video will be posted online and the entire community should be encouraged to promote the new video through their personal social media networks. A **15-second video** is also available for online advertising.



Visitors remain connected to their smart phones and tablets while on vacation – it's how they check the weather, find activities and find their way around. Bruce-To-Business **digital advertising** tools featuring 'Naturally Enterprising' messages have been designed for the online media where visitors are looking for Kincardine info (example: The Weather Network).



The Kincardine Business Attraction committee discussed the notion of holding a business owner/operator event every Fall – we called it the **Idea Toss**. See Page 6 to get started.

**business to bruce** 5

## Media Options and Sample Budget for Kincardine

The sample media schedule and budget is tailored to the communications tactics selected by Kincardine's committee. It is a sample plan and budget only; the costs are not negotiated, meaning there could be savings available. Here are some tips to consider:

### Tip Layering:

Be sure you run several media at once. Media viewing habits have changed and the days of a single medium campaign are long gone.

### Tip Radio in Kincardine:

While radio was not selected as an option by the committee, the 'print' advertising has been written to about the right length to be adapted for a 30-second radio commercial.

### Tip Audience:

Remember that this is a business recruitment campaign and not a tourism campaign. Run your ads where you think visitors who fit the segments identified earlier in this booklet might be looking for information.

### Tip Timing:

Be sure to book billboard locations early (3+ months in advance) as availability is limited and summer is the most popular season for this media.

## Media Plan

MEDIA	Unit Size	# of Placements	Estimated Cost	May	June	July	Aug	Total Placements	Total Estimated Media Cost
<b>PRINT</b>									
Kincardine News	1/2 page, 4 colour	2 per month	\$935		x2	x2	x2	6	\$5,610
Kincardine News Visitor Guide	Full page, 4 colour	1 Annually	\$1,200					1	\$1,200
<b>ONLINE</b>									
The Weather Network (Kincardine Page)	250x300, 728x90 (Mobile and Desktop)	60,000 Impressions / month	\$22 CPM					240,000 Impressions	\$5,500
YouTube	Video	75,000 Impressions / month	\$3 CPM					300,000 Impressions	\$900
Facebook	Various	-	-					-	\$900
<b>OUTDOOR</b>									
Billboards	10' x 20'	2 boards, 16 weeks	\$700 per location per posting period					8	\$5,600
Billboard Production			\$125					10	\$1,250
								<b>Total</b>	<b>\$20,960</b>

# Kincardine is so cooperative-friendly, we even go to work in harmony.



NATURALLY ENTERPRISING!

Kincardine is a very cooperative community. It's in our DNA. So what better place to explore new and exciting cooperative business ideas than right here. Agri-business cooperatives, energy tech co-ops, local food processing – there's no limit to where a co-op business model can take you, whether you're just starting or expanding. We're the business community of Kincardine and we're here to inspire and support you, because we're naturally enterprising too.

**Toss around your co-op or business ideas.**



NATURALLY ENTERPRISING!

**Find all the ingredients you need to start a business. In naturally-enterprising Kincardine.**

**business to [bruce.ca/kincardine](https://business.to/bruce.ca/kincardine)**

**Enterprising Scots turned pure water into the global Scotch market.**



**When we're  
not playing,  
we toss around  
business ideas.**



 **Kincardine**  
ONTARIO  
NATURALLY ENTERPRISING!

[business to bruce.ca/kincardine](https://business.to.bruce.ca/kincardine)

# You're Invited To the First Annual **KINCARDINE IDEA TOSS!**

Good things happen when business owners get together. Sparks fly, ideas come to light and the conversations usually have very tangible outcomes. So we're inviting business owner – operators in Kincardine to the first and what we hope will become an ANNUAL Idea Toss.



We'll share lunch and take in an overview of the local economy and local economic development. Then we'll break into groups to toss around new business ideas, identify what Kincardine could use more of and determine ways to make it happen.

Who knows – you might even want to put a new idea to work yourself or with some new partners you meet that day over dinner.

## The Kincardine Idea Toss

**DATE:**

**TIME:**

**PLACE:**

**LUNCH BY:**

**DINNER BY:**

**FACILITATOR:**

**RSVP to register and for more details here.**





**BRUCE**  
county

# Macro Approach

Coordination, Collaboration and  
Capacity Building from a position of  
Leadership



BUSINESS

OWNERS

Ambassadors



## KINCARDINE GROUP

[Kincardine](#)[Wiarton](#)[Lion's Head](#)[Lucknow](#)[Mildmay](#)[Paisley](#)[Port Elgin](#)[Ripley](#)[Sauble Beach](#)[Southampton](#)[Teeswater](#)[Tobermory](#)[Walkerton](#)

Forum > Kincardine Group

### Kincardine Group

This forum contains 4 topics and 5 replies, and was last updated by  Anonymous 1 year, 12 months ago.

#### Topics

##### Bruce County is pretty cool beans

(started by Anonymous)

##### Sunsets

(started by Anonymous)

##### New Businesses for 2016

(started by Anonymous)

##### Creating demand in consumers in Kincardine...

(started by Anonymous)

Start a Business

Expand a Business

Match Your Skills

Bruce Life

Partner Up

talk to bruce



- Kincardine ▶
- Warton ▶
- Lion's Head
- Lucknow
- Mildmay
- Paisley
- Port Elgin
- Ripley
- Sauble Beach
- Southampton
- Teeswater
- Tobermory
- Walkerton

## Combine pleated tartans and lots of energy to spark your business ideas.

To say the Scots were an enterprising people throughout history is an understatement. You'll find the proof of their character and spirit today in Kincardine on the shores of Lake Huron in beautiful Bruce County, Ontario. Bordered by prime agricultural land to the south and east, world-class energy production and engineering just to the north, surfing culture on the lake and a robust economy all around, Kincardine is a natural launch pad for your start-up business or expansion.



Meet the entrepreneurs of Kincardine and get a sense of our community in this short and inspiring video. Then take the next step and talk to us!





What happens  
next is **FINALLY**  
all about you.



Bruce County is your business launch pad.

**BUSINESS** **to** **BRUCE**



Around here,  
loving what you  
do is not a cliché.



Bruce County is where life balances work.

**BUSINESS** **to** **BRUCE**



The heart says  
'grow'; the math  
says 'here'.



Get the support you need to expand in Bruce County.

**BUSINESS** **to** **BRUCE**



If you brand /  
position your  
community,

you will be able to  
attract the right  
entrepreneurs.

What you risk if  
don't position and  
brand your  
strategy,

Is that your  
community will  
not stand out  
among the crowd

and you will not  
attract the right  
entrepreneurs

you need to make  
a difference.

# The Reward

If you do  
implement the  
BIG idea(s)

They will come.

Maybe 1 or 2,

Maybe 10 or 12

That's all it takes  
to start the ball  
rolling to make a  
difference.

# Kincardine

## GAPS or OPPORTUNITIES

- Bed & Breakfasts
- Senior's Home Care
- Multi-Use Entertainment
- Local Food Market/Co-op
- Training Centre
- Specialty Retail/Scottish Bakery
- Cold Water Surfing
- Boutique Hotel/Craft Brewery
- Financial Institution



45.0°N 81.3°W

**BRUCE**  
county

Last Words...  
Use your Human  
Channel - engage  
your business  
community



45.0°N 81.3°W

**BRUCE**  
county

Last Words...  
Be True (Brand  
differentiation  
needs to be real  
and relevant)



45.0°N 81.3°W

**BRUCE**  
county

# Last Words...

Take a good look in  
the mirror and  
develop strategies  
to get younger now



45.0°N 81.3°W

**BRUCE**  
county

Last Words...

Sure, you're  
competing but you  
have to work together  
at a bigger scale



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**BRUCE**  
county

# Last Words...

Create ripples locally  
and region wide; eases  
competitiveness and  
boosts collaboration



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**BRUCE**  
county

# Last Words...

All marketing (even  
business) is about  
who (not what)









WESTSHORE  
INFINITY

WESTSHORE  
INFINITY  
WESTSHORE  
INFINITY



# Thank you!

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