

Downtown Revitalization Incentives Program Summary of Promotional Efforts

Public awareness and promotional activities for the *Downtown Revitalization Incentives Program* are supported by the Communications and Stakeholder Relations department. As of November 9, 2020, the following efforts were made:

Media Stories

- Eight traditional news stories/articles have been published by local media outlets.

Social Media

- The program has been promoted on Facebook and Twitter and is doing well:
 - Facebook: average 4,445 impressions per post (target of 5,000 impressions).
 - Twitter: average 1,579 impressions per post (target of 1,000 – impressions).

E-newsletters

- Six e-newsletters have been distributed to over 300 downtown businesses and stakeholders. The list of subscribers is based on business licences, contractors, program inquirers, and the WBEDC distribution list. The open/click rates are above-average compared to other RMWB campaigns.

Online survey (October 21 to November 10, 2020)

- Designed to gather input on what is and isn't working, gather new ideas for grants, and inform Council in December 2020.
- 38 completed surveys.

Business Visits (November 4 and 5, 2020)

- Outreach by staff from Planning and Development department, Communications and Stakeholder relations department, Deputy Chief Administrative Officer's office, and Wood Buffalo Economic Development
- Visits made to more than 150 premises, with contact with approximately 120 business operators and property owners.
- Alongside discussion, gift boxes and a personal RMWB contact was provided.
- Visits results in a significant increase in interest in the two weeks following.

Information Session (November 9, 2020)

- Hosted in partnership with Startup YMM. Presentation included an update on the program and Q&A for prospective applicants.

Other Methods

The Communications and Stakeholder Relations department continues to promote the program using the following additional methods (no metrics available):

- Radio advertising
- Poster distribution (banks, realtors, insurance providers, etc.)
- Digital display at Timberlea Landing

Administration continues to promote the Program through informal means:

- Direct calls and emails from RMWB management to downtown businesses and organizations.

- Advising prospective applicants during permitting and inspection activities (planners and building codes officers).
- Making presentations to more than ten organizations, including the Fort McMurray Chamber of Commerce, Fort McMurray Real Estate Association and Community Futures.
- Calls, emails and information sharing by the Wood Buffalo Economic Development Corporation and the Fort McMurray Chamber of Commerce.
- Working with Community Futures to develop a loan program for applicants who may be unable to obtain financing from a bank. More information to be released shortly.