



DOWNTOWN OAKVILLE BIA

MITIGATION STRATEGY

Downtown Oakville Revitalisation

Hamilton Chamber of Commerce, Nov 21, 2019

DOWNTOWN OAKVILLE BIA – MITIGATION STRATEGY

- Mitigation occurred on two levels
 - Elements the BIA could directly influence
 - Support for elements the individual businesses could influence
- BIA Mitigation strategy incorporated elements within each of our key areas of focus:
 - Marketing
 - Beautification
 - Events
 - Communication to Town
- We encouraged & supported business to instigate their own mitigation via adjustments to operations and marketing



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BIA MITIGATION – MARKETING

- Construction specific campaign with two-pronged approach
 - Fixed elements that reiterate key facts – open for business, free parking options, final outcome expectations
 - Responsive pieces to share real-time information – access changes, progress updates, major milestones
- Onsite marketing pieces
 - Open for business, business directories by block, parking program information, way-finding signage
 - Pieces need to be large and clear, work within any restrictions (size, material, etc)
 - Work with other key stakeholders for cohesive approach
- Focused on growing digital / social media / e-newsletter reach ahead of and during project



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BIA MITIGATION – MARKETING

- Additional member specific marketing pieces, focusing on businesses within construction zone
 - ‘Faces of Downtown’ video campaign to highlight businesses on personal level
 - Highlighted member content (posting on their behalf and sharing their content)
 - More frequent reminders for businesses to share their happenings with us to enable better cross-promotion
- Community loyalty recognition via ‘give back’ program – customer rewards, contests, and random prizes
 - Woven through every other event and marketing campaign throughout year
 - Recognised and thanked customers for their support through project
 - Focused on positive outcomes and experiences from visiting Downtown Oakville
- Internal marketing to businesses
 - Construction updates re: what to expect, timing, current work, completed work, access changes
 - Awareness of BIA events and marketing programs and how to take advantage of same



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BIA MITIGATION – EVENTS

- Maintained all traditional events wherever possible
 - Purposeful indication to the community that construction could be worked around; no reason to stop visiting
- Added experiential elements to enhance the everyday experience of those who came
 - Lounge furnishings, bistro sets, hammocks, rotating photo opportunity
- Adjusted a key event to occur more frequently vs. one large festival
 - Attract people on a regular basis to build and maintain visitor habits
 - Work around spatial constraints



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BIA MITIGATION – BEAUTIFICATION

- Maintained beautification elements wherever possible
- Took advantage of where typical beautification elements were not possible to reallocate resources elsewhere
- Recommend allocating funds to ongoing clean-up (store fronts, litter & weed control, areas around fencing)
- Recommend early and open communication with city and other stakeholders on final plans and how it may impact current beautification elements to allow ample time to readjust
 - Important not to make assumptions as to ‘how things will be’ post construction to ensure everyone on same page



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MEMBER MITIGATIONS – MARKETING

- Maintained or enhanced marketing strategy – not time to cut back
- Strengthened digital presence
 - Added or increased focus on online sales where possible
 - Content marketing via social media channels
- Invested in eye-catching signage and displays
 - Bright, colourful signage and window displays let customer know open for business
- Supported neighbours via cross-promotion, partnerships, and purchases
- Took advantage of BIA campaigns and events
- Communicated clearly and openly with their customers
 - Kept customers up to date with latest road closures and access information



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MEMBER MITIGATIONS – OPERATIONS

- Turned back or side entrance into storefront / alternate entrance
- Adjusted inventory where possible
 - Volume and types of products
- Brought product/services to the customers where possible
 - Catering, home delivery, consultations
- Held frequent in-store events to draw customers on regular basis
 - Demonstrations, workshops, special guests, sales, shows, etc
 - Called their key customers to personally invite them to the events
- Staff adjustments where possible



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THANK YOU!

Questions?



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