

Hastings Bridge Closure 2012 Business Solutions

Public Meeting
Hastings Civic Centre
November 17, 2011



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Welcome

- Public Meeting to discuss Hasting Bridge Closure in 2012 and to generate ideas and discussion on how to mitigate the affects of this closure on business operations



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Planning for Bridge Closure

Action Plan:

- First of a series of public meetings to get ideas generated
Tonight: a forum to provide suggestions on what this campaign could look like
- Second Meeting: Early 2012, a marketing expert will provide suggestions and guidance on marketing before and during the closure
- Third Meeting: construction update, emergency services, detour routes, school busing, etc.



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Parks Canada Update

- Paul Wood, Chief Engineer



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Business Disruption Marketing

- How to prepare:
 - Plan for crisis in advance
 - Communication with clientele
 - Prepare as much as possible in advance
- We have time to prepare and strategize to minimize loss



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Business Disruption Marketing

- There can be benefit to a well-managed business disruption situation
- In every crisis there is an opportunity

Potential:

- Increased market share through reaching out to a larger trade area
- Enhanced visibility and improved relationships with customers....loyalty



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Creative Solutions

Hiring of a Marketing Expert to:

1. Shape an “Open for Business” campaign to encourage all of Trent Hills as well as a larger area to continue to shop and visit Hastings during the closure
2. Provide advice to Hastings businesses on how best to market their business during the closure



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Creative Solutions

- Financial incentives from Municipality to encourage enhanced marketing efforts
- Special promotions and incentives for customers
- Assist with removal of barriers to shopping, e.g. delivery and shopping services
- Encourage special events and organized activities. Reach out to Campbellford and Warkworth clubs and orgs as well.



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Creative Solutions

- Creation of a community booklet to be stamped by participating businesses. Enter in draw when complete
- Geocaching contests
- Special pricing for those with address on opposite side of bridge to the business location
- Create business map of Hastings with suggested routes to access
- Work with the press, look for positive promotional opportunities



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Community Input & Ideas



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Communications Plan

- Dedicated page “Hastings Bridge Closure 2012” on Municipal website under Community Life section:
www.trenthills.ca
- Please send in comments, suggestions and questions to
hastingsbridge@trenthills.ca
- Sign-in sheet for distribution list. Please provide your name and email address so that we may keep you informed



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Communications Plan

- The Communicator Ad in The Independent newspaper will advertise meetings
- All information distributed to/through community partners:
 - Hastings Chamber of Commerce
 - Trent Hills & District Chamber of Commerce
 - Hastings Revitalization Association



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Thank you



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