

# Yonge-Eglinton Neighborhood Rebranding Effort

In Partnership  
For a Stronger Community



mount  
pleasant  
village

UPTOWN  
*Yonge*

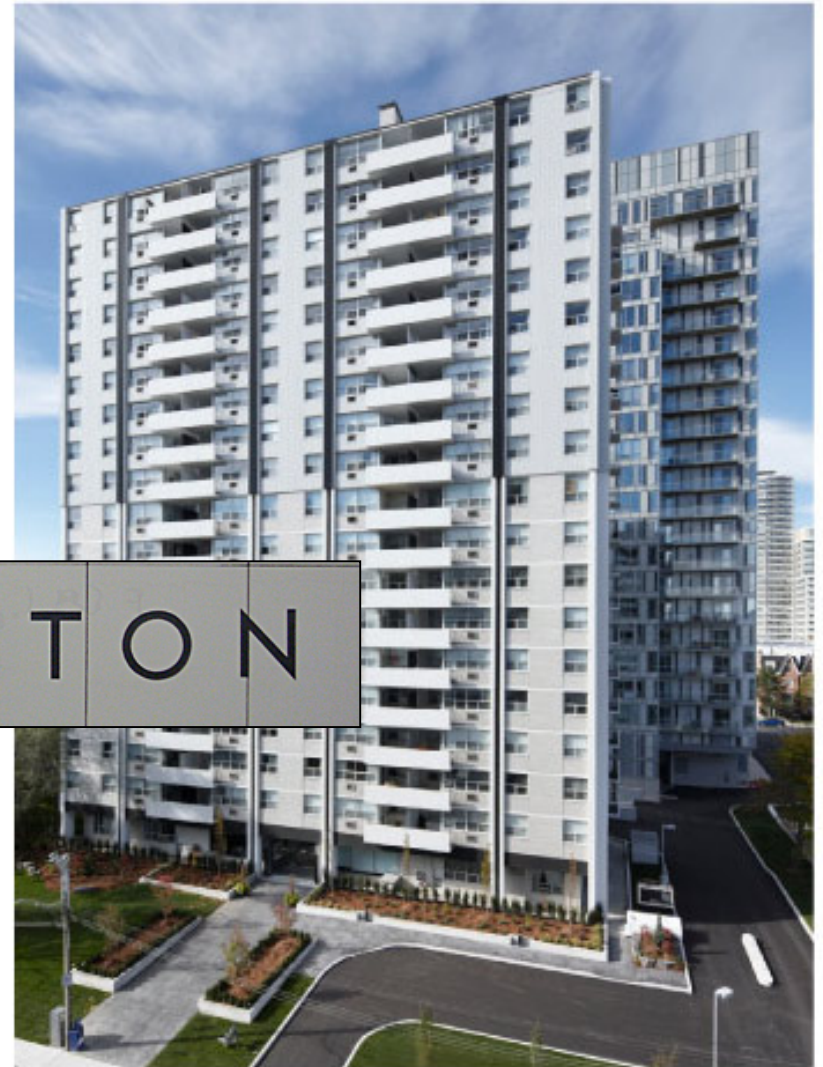


# Overview of the Community Location





# Overview of the Community Commodities



E G L I N T O N



# Overview of the Community

## Population

Children 0-14	3,545
Youth 15-24	3,825
Working Age 25-64	26,695
Seniors 65+	5,110
<b>Total</b>	<b>39,175</b>

Top 10 Ethnic Origins (2006)	
English	3,400
Scottish	2,520
Irish	2,415
Canadian	2,055
French	1,265
Jewish	1,035
German	835
Italian	645
Polish	585
Russian	560

Income Distribution by Group (2006)			
	Families (%)	Private Households (%)	1-person private households (%)
Under \$10,000	4.4	7	10
\$10,000 - \$19,999	2.2	5.8	10.2
\$20,000 - \$29,999	4.1	8.8	14.8
\$30,000 - \$39,999	4.1	8.3	13.7
\$40,000 - \$49,999	3.3	7.3	11.5
\$50,000 - \$59,999	3.7	7.3	10.2
\$60,000 - \$69,999	5.5	6.6	7.8
\$70,000 - \$79,999	6.5	6.3	5.9
\$80,000 - \$89,999	4.6	4.7	4.8
\$90,000 - \$99,999	5.7	4	2
\$100,000 and over	55.8	33.7	8.9
Average income - \$			
	170,922	114,925	52,176





Entertaining



Cosmopolitan



Current Brand



yonge  
eglinton  
centre







# Ownership of Re-Brand BIAs

Mutual Benefit

Increased Loyalty



UPTOWN  
*Yonge*



Increased Foot Traffic

Better Representation

# SWOT

## Capitalizing on Strengths/Opportunities

### Internal Attributes

- Good relations with businesses
- Established marketing reach
- Existing Staff Capacity

### External Attributes

- Active resident groups/community facilities
- Active local politicians
- Attractive amenities/green space
- Area is well respected/known



# SWOT

## Protecting against Weaknesses/Threats

### Internal Attributes

- Small budget
- High demand for staff time
- Unorthodox rebrand approach may face criticism

### External Attributes

- Partners may not wish to collaborate
- Grants/Sponsorship may not be available
- Public space may continue to be removed
- Public and City of Toronto may not respond positively to re-brand

# Marketing Strategy

## Summary

### External

1. Partnerships
2. Community Ambassadors
3. Social Media
4. Event Marketing

### Internal

1. Language & Images should emphasize new brand
2. Marketing should have community cohesion at its core



# Marketing Strategy

## Partnerships

### Residents

Engaged  
Politicians

Sherwood  
Resident's  
Association

Eglinton  
Community  
Centre

Apartment &  
Condos  
Associations

### Business

Business Improvement Associations

# Marketing Strategy

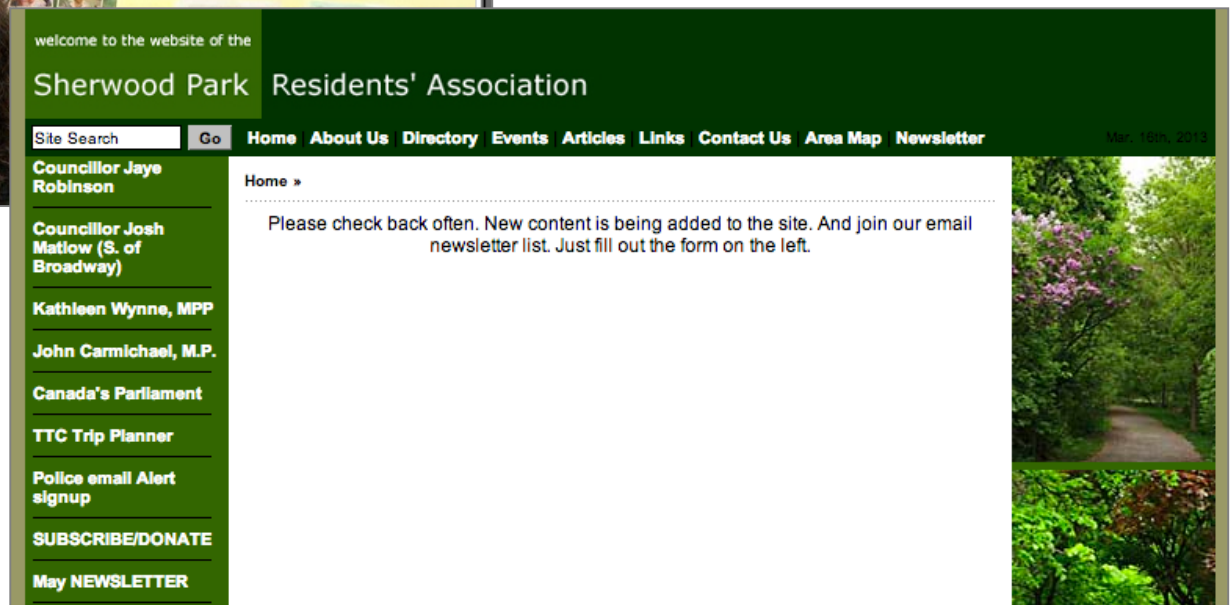
## Partnerships - Existing Exposure

\$0



Central Eglinton  
Community Centre  
Website + Print

Sherwood Park  
Resident's  
Association +  
Newsletter





Marketing Strategy

\$10,000

Partnerships - Apartment & Condo

Welcome to the Neighborhood Postcard

Encourage monthly e-distribution of neighbor materials

# Marketing Strategy      \$ Staff Time

## Community Ambassadors

- Recruitment via community center & resident association
- Training held at Community Center
- Material provided by businesses (if desired)

# Marketing Strategy

## Social Media - Existing Exposure



### Mount Pleasant Village BIA

320 likes · 4 talking about this



10,062

TWEETS

2,301

FOLLOWERS

Website

[mountpleasantvillage.ca](http://mountpleasantvillage.ca)

NEWSLETTER



### Uptown Yonge BIA

133 likes · 7 talking about this

Website

[uptownyonge.com](http://uptownyonge.com)

# Marketing Strategy

## Social Media

\$ Staff Time

### Social Media Tools



### Encourage Participation

- Offer consumers' deals to local businesses if like/follow
- Contest eligibility if like/follow
- Emphasize the benefits of following social media on website, in promotional material and at events



# Marketing Strategy

## Social Media

\$ Staff Time

- Online Contests
- Tell local stories
- Accessible & welcoming of suggestions
- Represent Brand











# Marketing Strategy

## \$10,000

### Social Media - Website Add-On

Community & Environment Meetups within 5 miles of Toronto, Ontario

 <p><b>Resilient Aging Circle</b></p> <p>356 Members Next Meetup: Mar 24</p>	 <p><b>The Avengers Club</b></p> <p>78 Kind, Fun and Adventure ... Next Meetup: Mar 5</p>	 <p><b>Help the Homeless with Project417</b></p> <p>259 Volunteers</p>	 <p><b>The Toronto Zeitgeist Movement</b></p> <p>480 Global Citizens</p>
 <p><b>CCT CLIMATE CHANGE Toronto</b></p> <p>147 CCT Members</p>	 <p><b>Toronto Event Assembly</b></p> <p>47 Event Professionals Next Meetup: Mar 7</p>	 <p><b>Earth Warriors In Action</b></p> <p>33 Earth Warriors Next Meetup: Mar 5</p>	 <p><b>Toronto Survivalism Meetup Group</b></p> <p>668 Survivalists Next Meetup: Mar 10</p>

# Marketing Strategy

## Event Marketing

\$10,000

1. Residents vote online
2. Planning committee headed by community volunteers

### Ideas

- Resident Art Show
- Joint Garage/Business Sale
- Taste of Yonge-Eglinton
- Residential street party
- Winter fair in Sherwood Park

# Budget Summary

## Funding

Uptown Yonge BIA Contribution	\$5,000
Mt. Pleasant Village BIA Contribution	\$5,000
Grants & Sponsorship	\$20,000
- City of Toronto, Community Festivals & Events Funding (\$3000)	
<b>Total Available Budget:</b>	<b>\$30,000</b>
Yonge-Eglinton Events Website	\$10,000
New Resident Promotion Postcards	\$10,000
Local Event(s)	\$10,000



# In Defense of Strategy Measurement

- Website Traffic
- Participation in online contests
- Increased revenue for local businesses
- Low resident turnover rate



Active



Desired Brand

Social



Fun



Energetic

# Questions & Discussion

