

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
Total	39,175

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





Active



Desired Brand

Social



Fun



Energetic

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

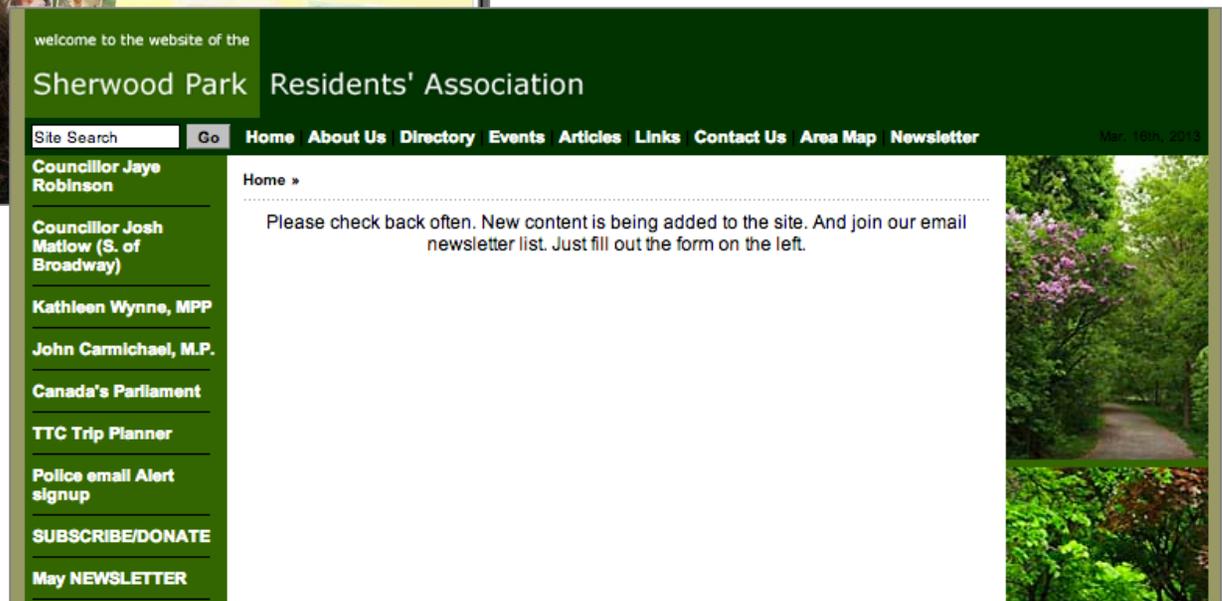
\$0

Partnerships - Existing Exposure



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

facebook

Mount Pleasant Village BIA

320 likes · 4 talking about this

twitter

10,062

TWEETS

2,301

FOLLOWERS

Website

mountpleasantvillage.ca

NEWSLETTER

facebook

Uptown Yonge BIA

133 likes · 7 talking about this

Website

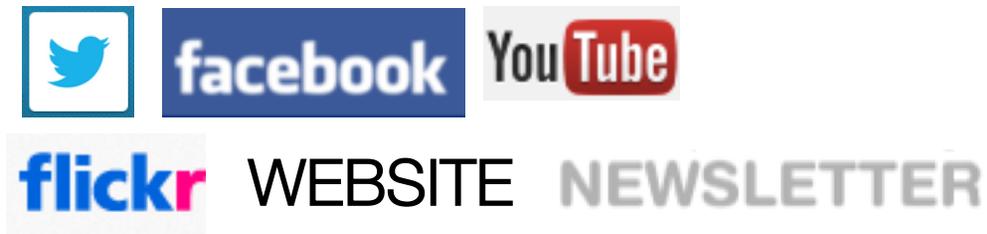
uptownyonge.com

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>Resilient Aging Circle</p> <p>356 Members Next Meetup: Mar 24</p>	 <p>The Avengers Club</p> <p>78 Kind, Fun and Adventure ... Next Meetup: Mar 5</p>	 <p>Help the Homeless with Project417</p> <p>259 Volunteers</p>	 <p>The Toronto Zeitgeist Movement</p> <p>480 Global Citizens</p>
 <p>CCT CLIMATE CHANGE Toronto</p> <p>147 CCT Members</p>	 <p>Toronto Event Assembly</p> <p>47 Event Professionals Next Meetup: Mar 7</p>	 <p>Earth Warriors In Action</p> <p>33 Earth Warriors Next Meetup: Mar 5</p>	 <p>Toronto Survivalism Meetup Group</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)	
Total Available Budget:	\$30,000
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

