

*We dig  
Gravenhurst!*



# Marketing Plan

Town of Gravenhurst initiatives to support the  
Bay & Beyond infrastructure project (2024)



## What is *Bay & Beyond*?

Bay & Beyond is a three-year infrastructure improvement project initiated by the District of Muskoka and in partnership with the Town of Gravenhurst. The project design involves new underground pipes, roadway improvements, enhancing pedestrian safety and creating more opportunities for active transportation. This is more than a construction project; it's a commitment to safeguarding the critical services we depend on every day. Construction is being planned in phases. This project includes a nearly 2-kilometre stretch from Steamship Bay Road to Gull Lake Park. The first phase of the project will begin at the Muskoka Wharf this June 2024 impacting Bay Street and the Wharf itself. To stay updated and informed during all phases of the project please visit the project website. Here you can sign up for the newsletter as well as find timelines, construction updates, and contact details for construction-specific questions.



[EngageMuskoka.ca/BayAndBeyond](https://EngageMuskoka.ca/BayAndBeyond)



## What is the Town of Gravenhurst doing to support the Wharf?

The Economic Development Division has created a comprehensive promotion campaign (*We Dig Gravenhurst*) with social media posts, wayfinding signage, contests, activations and onsite giveaways. The campaign will run from May to October 2024. The Town will continue to work closely with the District and their contractor, Trisan Construction, to address concerns from the business community as the need arises.



[Gravenhurst.ca/WeDigGravenhurst](https://Gravenhurst.ca/WeDigGravenhurst)



## *We Dig Gravenhurst*

*We Dig Gravenhurst* is a Town of Gravenhurst initiative designed to support and enhance the experience of businesses, visitors, and residents during the Bay & Beyond infrastructure project. Construction is inconvenient. And we know disruptions and detours aren't fun. *We Dig Gravenhurst* is a call to action to support local businesses, community organizations, and events during this necessary project. Watch for the new, unique logo to help you find out about the new programs and activities happening at the Wharf.

## Timeline

- We Dig Gravenhurst activities and promotion will occur in conjunction with the construction season (approximately May through October 2024)

## Key Messages

- All official project information for Bay & Beyond is available on the project page: [EngageMuskoka.ca/BayandBeyond](https://EngageMuskoka.ca/BayandBeyond) and the Gravenhurst Communications Team will share relevant information on social media
- Gravenhurst events, contests, activities and promotion in support of businesses during the Bay & Beyond project will be available at [Gravenhurst.ca/WeDigGravenhurst](https://Gravenhurst.ca/WeDigGravenhurst)
- The Muskoka Wharf is OPEN FOR BUSINESS during the project
- Support local
- Access the Wharf by water
- Special promotions and activations are planned for the Muskoka Wharf to enhance the experience of businesses, visitors, and residents
- Some facilities may be closed or have limited access as a result of construction activities (including the Wharf events field and parking lot, event field washrooms & the splash pad). For availability and closures please visit the project website: [EngageMuskoka.ca/BayandBeyond](https://EngageMuskoka.ca/BayandBeyond)
- All Wharf special events have been moved to Gull Lake Park (with the following exceptions: The Triathlon is taking place Jun 8-9 at the Wharf; The Antique & Classic Boat Show will not occur in 2024)

## Summary of Marketing Tactics

- Website: [Gravenhurst.ca/WeDigGravenhurst](https://Gravenhurst.ca/WeDigGravenhurst)
- Wayfinding signage (separate from construction signage provided by the contractor)
- Weekly event listing (online and in the bulletin boards at the Wharf)
- Outreach at community events
- Social Media campaign
- Newsletter to Wharf businesses (bi-weekly or as needed)
- Special events, activations & giveaways at the Wharf to increase attendance and encourage visitor spending
- Radio campaign
- Print advertising (Experience Gravenhurst Guide, leaflets, and one-pager)



## Programming

With many of the annual events moving to Gull Lake Rotary Park this year, we recognize that the businesses at the Wharf will need support through increased foot and boat traffic. In partnership with local businesses and the Town's Recreation and Culture Department, there will be increased activities at the Wharf to encourage visitation. The list below is an example of what activities will be happening there.

- Cinema Under the Stars: Thursdays for the Month of July, this free family tradition will join us at the Wharf to make memories! (Activities at 8 pm; film at dusk)
- Dock Yoga with Muskoka Mind + Body (Select Sundays at 9 am)
- Forro Dancing presented by Polar Dip (Mondays 7 pm–9 pm)
- Muskoka Discovery Centre: **Discover the Night** Wednesday evenings in July and August join Christopher Stock, an Elder from Wahta Mohawk Territory, as he shares indigenous traditions, stories, crafts and experiences. 4–8 pm
- Muskoka Extreme Ski Shows (Every Monday night at 6:30 pm at the Wharf in July and August)
- Muskoka Steamships Pirate Cruises (Sundays 9:30 to 11:30 am)
- Ski-Mazing Parasail Adventures (By appointment May 25 until October 13)
- TimberBeast productions presents Music for Muskoka Nights: Tuesday, Wednesday & Thursday nights at 8 pm in August at Cockburn Square.

## Giveaways and Activations

- Buskers
- Photo-ops
- Spin the Wheel for We Dig Dollars

## Packages & Itineraries

- Away We Go Trips Custom Itineraries
- **Gateway Getaway:** Explore the one-of-a-kind exhibits at the Muskoka Discovery Centre, a professional live theatre show at the iconic Gravenhurst Opera House, Gravenhurst Dollars to use for lunch, dinner or just shopping in our lovely town, and an overnight stay at the Marriott Residence Inn, with breakfast in the morning. \$250 (including all taxes, gratuities & fees per person based on double occupancy)
- **Gravenhurst Fall Getaway:** Shoulder season package worth over \$1500! Anyone shopping at the Wharf (minimum \$20) during this campaign will be eligible to win. Businesses will be provided with a ballot box, where patrons can submit their receipt for \$20 or more to be included in the draw for this prize package.
- Promotion of Gravenhurst tourism assets (i.e. Opera House shows, parks & trails, Downtown Gravenhurst, Bethune House, Shops on the Boardwalk, sunsets at the Wharf, selfies with the Gravenhurst sign, etc.)



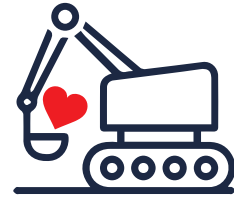
*NOTE: This plan is flexible and will be updated and amended as needed.*

## Brand Assets

### Primary Logo



Digger with Heart symbol indicates a kid-friendly activity



### Hashtags

#WeDigGravenhurst

#Gravenhurst

#Muskoka

#GatewayToMuskoka

#BayAndBeyond

### Social Graphics



## How Can Your Business Get Involved?

**Are you hosting a special event or recurring sale? Submit the details and we list it as part of the We Dig Gravenhurst campaign**

i.e. Canada Day event, weekly seniors specials, pop-up store, etc.

Submit information about your event or sale and we will:

- add it to the weekly event listing
- add it to the Town of Gravenhurst Community Event Calendar
- share on social media as a story (please provide content or tag the Town of Gravenhurst @gateway2tomuskoka)

Conditions:

- requests must be made at least 7 days in advance of the activity
- listings are subject to availability and at the discretion of the We Dig Gravenhurst team

To submit requests please email [visit@gravenhurst.ca](mailto:visit@gravenhurst.ca)

### Sign up for the special WE DIG DOLLARS program

Our well-established Gravenhurst Dollars program will be expanded to include “We Dig Dollars” to be given away as part of onsite promotions. These dollars are a unique Gravenhurst currency, similar to a gift card, administered by the Town. They can only be redeemed at the Wharf. These dollars act as real currency and will incentivize visitors and locals to shop the Wharf, take in a meal, experience a cruise or participate in an activity.

This is a time-bound incentive to get customers in your store to shop. The majority of shoppers spend more than the gift card amount which equals increased sales for you! Fast turnaround. Easy to give away as a prize in our campaigns or right in front of your store. Email [Ellen.Selby@Gravenhurst.ca](mailto:Ellen.Selby@Gravenhurst.ca) to sign up!



### Request to host a Spin to Win!

A member of the Ec Dev team will come to your business with our spin to win wheel of awesomeness and lucky customers will have the chance to win WE DIG DOLLARS!

- Available by request – first come, first serve.
- Please email [Ellen.Selby@Gravenhurst.ca](mailto:Ellen.Selby@Gravenhurst.ca) to participate

### Help spread the word

- Share We Dig Gravenhurst social media posts
- Let your customers know where they can find information about the Bay & Beyond project and about We Dig Gravenhurst

**CONTACT**

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Town of Gravenhurst, 2024