

2007 Marketing Canada Awards Submission Background Information

- Purpose of project
- Anticipated outcome
- Effectiveness of project
- Challenges
- Objectives
- Target Audience (demographics)

BUDGET LEVEL PERTAINS TO TOTAL ECONOMIC DEVELOPMENT OPERATING BUDGET, NOT INDIVIDUAL PROJECT BUDGET

ABSTRACT: (additional pages may be attached --- to a maximum of two pages including below)

[illegible]

Attachment # 2

Markham Centre Website - www.markhamcentre.com

Purpose of the Project

The purpose of the Markham Centre website was to create a new and effective communications tool to provide background information, project updates and relevant information about Markham Centre to Town residents, businesses and prospective investors. In addition the website is meant to act as a marketing tool to showcase the vacant land and business opportunities in the employment district of Markham Centre.

Anticipated Outcome

Markham Centre has been in the planning process for over 11 years and recently has been generating much media attention as development on many projects has gotten underway. As a result, there is an increasing demand for information about all things related to Markham Centre. It is anticipated with this new website that residents, businesses and investors will have a state of the art and up to date website to access the information they seek. We believe that after visiting the site, people will understand the vision we are promoting and where we are in that journey. Practically speaking the website will act like an automated customer service representative and greatly reduce the amount of staff time spent dealing with inquiries.

Effectiveness of the Project

The website has been extremely effective in making the information available and communicating the Town's vision. The website has generated many investment leads and has proven to be an extremely useful tool in serving the needs of our customers. Due to the relative young age of the website there has not been any effectiveness measures put in place, for example, focus groups or satisfaction measures however the general feedback we are getting through customers inquiries has been extremely positive.

Challenges

There were two major challenges associated with producing this website. The first major challenge was based on the fact that so much of the information related to Markham Centre was based on planning documentation and materials that could not be used as effective marketing pieces. Much effort was required to design and produce information that made sense to our audience as opposed to planning professionals. The 2nd major challenge stills applies today and relates to not having enough staff resources to continually and regularly respond to inquiries and update the website.

Objectives

The overall objective of the Markham Centre website is to be a comprehensive and easy to use resource for people to get educated, stay updated and take interest in the most exciting downtown development project Markham has ever seen. This overall objective and the underlining smaller objectives below are what will make the Markham Centre website great.

1. Be a comprehensive and detailed communication tool for residents, businesses and investors
2. Provide Development and Transportation Project Updates
3. Showcase the vision for Markham Centre (Live Work Play)
4. Market and promote the business opportunities in Markham Centre through interactive applications like streaming video and virtual mapping
5. Communicate the Design Guidelines for Markham Centre
6. Communicate the Performance Measures for Development approvals
7. Promote Business Development and Growth within Markham Centre

Target Audiences

The following groups are the target audiences of the website

1. Town Residents and prospective new residents
2. Existing town businesses and potential new businesses
3. International, national and local site selectors, Realtors and Developers
4. Employed professionals
5. Young couples and new families

Attachment 3

Economic Developers Association of Canada

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FOR IMMEDIATE RELEASE

DATE: September 17, 2007
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2007 Marketing Canada Awards

The Economic Developers Association of Canada
Announces - "The Best of the Best"

Sponsored by: RBC Financial Group, Business Development Bank of Canada & Fluid Media Inc.

Flamborough, Ontario-

The Economic Developers Association of Canada (EDAC) is Canada's national organization of economic development professionals, representing every province across Canada with 700+ members. The Association's mission is to enhance the professional competence of economic development professionals and ensure placement of qualified people in the field of economic development, to advance economic development as a distinct, recognized, and self-governing profession and to contribute to Canada's well being.

The Association recognizes that marketing a community is an integral part of the economic development profession, therefore provides **The Marketing Canada Awards** competition as an opportunity to exchange and review promotional literature and other marketing materials produced by municipalities across the country. This awards program is open to those organizations that undertake to promote and market Canadian provinces, territories, regions, cities, towns and areas with a view to improving the economic well-being of Canadians.

Town of Markham, during the Economic Developers Association of Canada's 39th National Conference, was recognized by the awarding of **1st Place** ~ for it's **Markham Centre Website** www.markhamcentre.com ~ submission in the "2007 Marketing Canada Awards." This year's Awards program, consisting of (18) sub-categories, attracted one hundred and seventy-three (173) submissions from across Canada

This year's adjudication committee consisted of Rick Floyd, BDC Business Development Bank of Canada, Halifax, NS; David Needham, Needham Promotions, Markham, ON; Jim McGimpsey, Fluid Media, Hamilton, ON; Carl Knipfel, City of Toronto, Toronto, ON; Devin Grady, Orbis Communications Inc., Flamborough, ON.