



EXPLORE AURORA

PHASE TWO

6 MONTH PLAN
SEPTEMBER 2020 – FEBRUARY 2021

Attachment 1

Explore Aurora

To date the Explore Aurora campaign has built #ShopLocal #SupportLocal momentum within the Aurora community and has provided a vehicle for spotlighting local businesses through the ExploreAurora.ca website and social media campaign.

The objective of Phase 2 is to:

- Continue the positive momentum through spotlight social media posts
- Hone the focus of the ExploreAurora.ca website as a consumer marketing site
- Build a communication channel using e-newsletters and digital magazines directed at the Business to Consumer and Business to Business market segments

Project Scope

- To pivot the **Explore Aurora website** to become an extension of the Explore Aurora print guide and magazine, by:
 - Continuing to offer free listings to all businesses whether they are Chamber members or not;
 - Continuing to improve the functionality of the website to make it as user friendly as possible for both consumers and businesses;
 - Removing business supports from the website and moving them to the Aurora Chamber of Commerce website to delineate the difference between the two – ACOC for business information and Explore Aurora as a Consumer and Business directory of available goods and services in Aurora; and
 - Developing a plan to gather consumer emails as a way to promote local businesses directly to consumers.
- To maintain a **Social Media Marketing Strategy and Implementation Plan** that:
 - Builds on the solid base of community engagement developed through the Explore Aurora campaign;
 - Continues to spotlight local businesses and keeps them front of mind for consumers; and
 - Utilizes Key terms - Explore Aurora; Shop Local; Support Local.

Program Requirements

- Social Media Development and Management – 3rd party
- Website reconfiguration – 3rd party
- Consumer and business email list development and management – 3rd party

Management Requirements

- The Aurora Chamber of Commerce has taken over the management of the Explore Aurora Website from Watershed Marketing as of September 1st and will work with Addison Marketing Solutions to pivot the site to a consumer facing marketing site.
- The Social Media campaign will be managed by a third party – Watershed Marketing – for program continuity.
- Email list development and management will be required.

Looking Forward

- Campaign continuation is critical to maintaining the momentum of the investment that has been made to date by private funders. As of September 1st, the campaign is no longer supported.
- The Chamber is planning **a digital version of the Explore Aurora Guide** this year in light of the pandemic and the fact that the 2020 guide was produced just prior to the pandemic and did not receive the ad hoc distribution normally gained through the Home Show and the Street Festival.
- The pandemic has afforded us an opportunity to make the shift to a digital version of the Explore Aurora Guide, which the Town and Chamber partnered on last year. It will be seen as better than the print guide, **as we are giving every business a listing and not just Chamber members**. The digital version will allow us to ensure it is always current and will offer new opportunities for businesses to connect with consumers in an easy, non-intrusive, self-selecting way.
- The website is in need of redevelopment to define it as **a consumer facing site**, and it requires a skillset that the Chamber does not currently possess.
- The level of social media engagement provided by Watershed Marketing cannot be maintained if no funding is available for third party management.

Program Financials

Total Program Costs:	\$34,000
Town Contribution:	
• Social Media development and implementation	\$13,000
• Website redevelopment and email list generation and management	\$9,000
Total Town Contribution	\$22,000
Chamber Contribution:	
• Plan management – Contract position (Plan management will include the upkeep of listings on the website, the electronic updates to the website once the redevelopment work is done and the development of e-newsletters and magazines for the consumers who sign up for information on the ExploreAurora.ca website.)	\$10,000+
• Magazine software	\$2,000
Total Chamber Contribution	\$12,000+



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