



DOWNTOWN ORILLIA MANAGEMENT BOARD

Wednesday February 19, 2020

ADDENDUM AGENDA

6:00 pm

in the DOMB Board Room

33 Mississauga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

1. Reports
2. Event & Marketing Coordinator, Samantha Yandt – re 2020 Events and Marketing Plan – For Approval.

2020 Marketing Plan Updated Changes

Billboard

Datamax – Renew Current Billboard (refer to slide 30 on powerpoint)

Pro's	Con's
<ul style="list-style-type: none">• Price: \$950/month (Approx Total \$12,500)• Already have graphic – so no new graphic design cost	<ul style="list-style-type: none">• Larger trucks parking in front of the sign, restricting visibility* Contacted our Datamax sales rep and he asked the property manager to keep large trucks out of the billboard line of sight.

*Datamax has no other locations available on Highway 11 currently

Outfront – Highway 11 location (at line 3, SB side, facing S) (refer to slide 31 on powerpoint)

Pro's	Con's
<ul style="list-style-type: none">• Price: \$750/4 weeks (Approx \$9750/year)• Larger sign (Dimensions: 10'x32')	<ul style="list-style-type: none">• SB side of the Highway• Trees in the summer may cause less visibility of the billboard• Will need new graphic

Stellar – Highway 11 location (before line 6, NB side, facing S) (refer to slide 32 on powerpoint)

Pro's	Con's
<ul style="list-style-type: none">• 28 seconds of exposure• Larger sign (Dimensions: 10'x32')	<ul style="list-style-type: none">• Price: \$15,545 for the year – (\$4000 more expensive than current billboard)• Property the billboard is on is for sale (not sure what kind of development will go up in front of the billboard)• Will need new graphic

Pattison – no available locations currently on Highway 11 between Barrie and Orillia

Radio Advertising (refer to slide 34 on powerpoint)

104.1 The Dock/Pure Country 106

- Promotional Plan Current Cost: \$15,000 spend
- Promotional Plan Updated Cost: Cutting out CTV advertising drops the promotional plan to \$9500 without the CTV advertising (no branding commercials, only event commercials on both radio stations)

Rock 95/KoolFM/Barrie360

- Promotional Plan Current Cost: \$7150 spend
- Taking out the Barrie 360 videos drops price to \$6200

Roots North Sponsorship

*Discuss sponsorship of \$500 and \$400 venue splitting

Social Media Update (refer to slide 33 on powerpoint)

Facebook and Instagram

- \$75 per event for all 2020 events
- \$75 towards branding ads 4 times a year (each season)
- Total Cost: \$1250 (\$75 x 14 events = \$1050) (\$1050 + \$200 (4 seasonal posts = \$1250))

Cineplex Advertising (refer to slide 35 on powerpoint)

Digital Lobby Signage (15 sec)

- Price: \$79.20 + tax/month in the off season*
- Digital Posters are on a 5-minute loop (digital ad is played once every 5 mins)

Pre-Show Commercial (15 sec)

- Price: \$776.16 + tax/month in the off season*
- Digital advertisement is played once per showtime per screen (avg 25 show times per day)

Tim Horton's Digital Screen (15 sec)

- Price: \$5.14 per day, per location
- Played on 15-minute loops (7.5 mins of Tim Horton's ads, 7.5 minutes of local ads)
- Can choose specific days and specific Orillia locations for creative to be displayed

*note: These are off-season (January-May, September-November) prices. During the summer months (June-August) and Christmas season (December), there is a 15% premium added to these advertising prices.

Still waiting to hear back from:

Casino Rama re: digital signage

Carriage Hills – still no answer

Geneva Park re: dropping event rack cards off