

**DRAFT**



# Economic Development & Tourism Branding Strategy

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## **CQNS**

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## **Haldimand County**

45 Munsee Street, Cayuga  
ON N0A 1E0  
[HaldimandCounty.on.ca](http://HaldimandCounty.on.ca)

This is an internal document. The language is intended to guide internal marketing efforts.

# What did we learn?

# 1. It's all about community.

While very few people identify with Haldimand County, everyone described where they lived as a welcoming community. It's like they are all different – in the exact same way.

## **2. Mindful awareness creates authenticity.**

Everyone agrees the community is a wonderful place to work, raise a family and live. At the same time everyone told us about perceived weaknesses in attracting business or tourists.

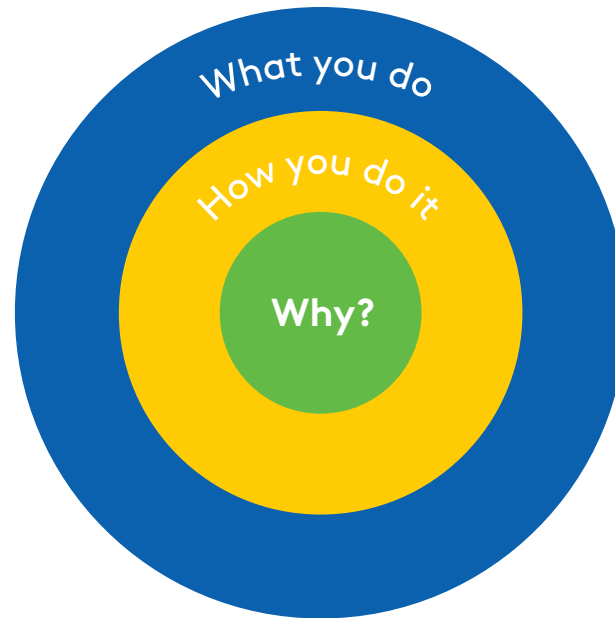
### **3. Sustainable evolution.**

Most people understand Haldimand County needs to evolve in order to remain vibrant and sustainable. They may not have the clearest vision of what that will be but they know it should not include unchecked suburban development and rapid growth.

## **4. There is a desirable way of life.**

Haldimand County represents the antithesis of harried urban life. The relaxed pace, natural beauty and small town charm are virtues that are very compelling to the right people.

# What did this tell us?



We believe Haldimand County has real potential  
for those who value what we have to offer.

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for those who value what we have to offer.

**Real:** Having substance; genuine.

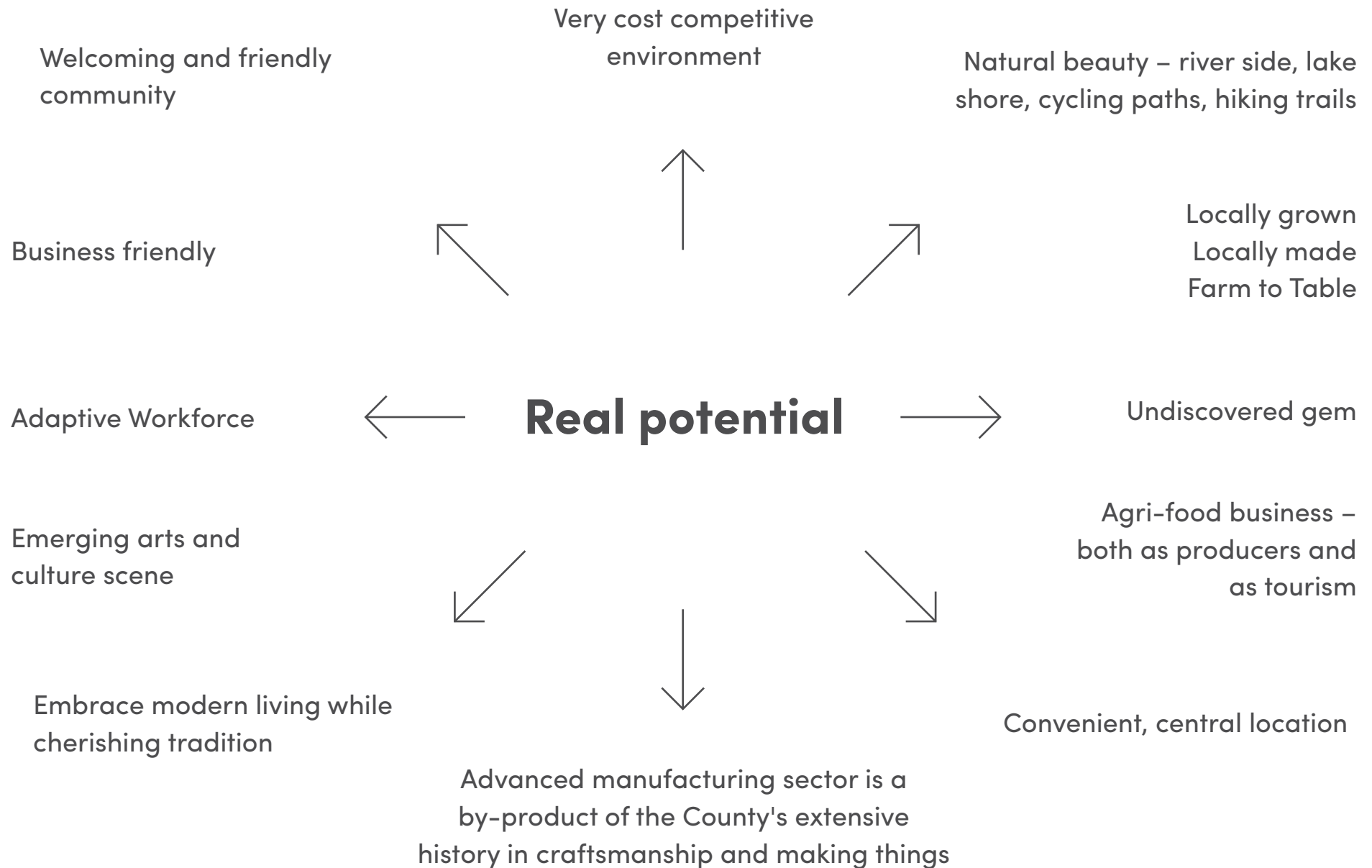
**Real** is just how we live. How we interact with others. How we conduct business. How our word is our bond.

Real is about authentic and sincere experiences with people who are proud of who they are and what they have created.

**Potential:** Haldimand's qualities that may be developed to lead to your future success.

**Potential** is our promise. We want to show people what Haldimand County is—a place where you can create a new business, have unique experiences, and make a real impact.

## Big Idea



**Real. Potential.**

We show investors  
Need Target audience  
Haldimand County's  
Product  
authentic, desirable way of life  
Reason to believe  
and real potential.  
Point of differentiation

Haldimand County's

Product

natural beauty and small town charm

Reason to believe

make it a place of real potential

Need

Point of differentiation

for visitors and residents.

Target audience

Community  
Tradition  
Honesty

Authentic  
Strong  
Outdoorsy

# Investors, Residents and Visitors

Haldimand County gives you the time and the space to thrive in ways you can't quite do anywhere else.