

# MEASURING SUCCESS

## PHASE 1 (2025)

Initial Campaign Development and Investor Engagement

**Objective:** Engage investors and establish campaign elements to build awareness of Haldimand County's tourism and investment potential.

### KPIs and Metrics:

- Number of investors contacted or engaged at events.
- Number of property tours scheduled (if applicable).
- Landing page traffic (unique visitors, time, downloads).
- Number of follow-up inquiries or meetings booked.

## PHASE 2 (EARLY 2026)

Expand Business Attraction Efforts

**Objective:** Business engagement, with the goal of filling vacant spaces with businesses aligned with tourism needs and establish Haldimand as a vibrant destination.

### KPIs and Metrics:

- Number of businesses identified and added to the prospective list.
- Number of tours conducted and participants per tour.
- Number of packages sent to interested parties.
- Landing page traffic (unique visitors, time, downloads).
- Number of follow-up inquiries, meetings booked and/or spaces filled.

## PHASE 3 (2026)

Community Engagement and Mentorship Support

### Objective:

Foster community enthusiasm, strengthen the local business network, and support operators in a sustainable, longterm way.

### KPIs and Metrics:

- Number of social media posts created and shared.
- Engagement metrics: likes, shares, comments, reach.
- Earned media opportunities.
- Number of participants in the incubator program (optional).
- Number of businesses successfully launched through the program (optional).
- Reduction in barriers (e.g., cost, risk) for new operators entering the market (optional).