To: Chair and Members of the Community Services Committee

From: Joe-Anne Priel
General Manager

Date: October 31, 2005

Re: Marketing the City's Historical and Cultural Sites CS05029 (City Wide)

The Business Environment

Across Ontario, historical sites and cultural attractions are feeling the downward pressures in attendance and revenues that started in 2001 with the terrorism incidents in New York and Washington and continued with SARS in 2003. In 2005, a variety of new unforeseen challenges were faced by the industry: soaring gas prices in mid-summer, searing heat across southern Ontario, a rising Canadian dollar against many foreign currencies, and pending American passport requirements for U.S. citizens travelling to Canada.

The passport issue alone is daunting. Despite no changes to passport regulations for Americans travelling to Canada until late 2006 or 2007, there is a current perception of long line-ups at border crossings and passport documentation. American travellers to Ontario have declined in the first seven months of 2005 by 8% over 2004 (an already lower than usual year).

Despite declines in U.S. travellers, growth in the recovering Asian and European markets is sustaining tourism in Toronto and Niagara, with Hamilton being a potential beneficiary due to its proximity. With the impending signing of the Approved Destination Status with the government of China, estimates are upwards of 1 million Chinese citizens a year who would travel to Canada, spending $4,660 per person. A surge in Chinese tourists, however, can’t replace 22 million American visits and 91.3 million visits from Canadians touring in Canada each year.

Compounding the decline in visitors to cultural and historical attractions is a significant reduction in provincial support for culture tourism ($10 million was cancelled in provincial support for the Journeys of Discovery Product Alliance). In addition, we have a changing aging population that is pursuing a more active and independent lifestyle in preference to motor coach tours. As a result of all these factors, even some icon destinations in Toronto and Niagara have seen their visitor numbers decline by 10% in 2005. To counteract the downward trend, some historic and cultural sites in the province have taken on strategies not aligned with their mandate such as: hosting rock concerts, running daycares, presenting a motorcycle show and a Renaissance festival. These non-traditional events have reversed some of the decline in attendance.
Strategic Direction for City’s Marketing Efforts

The City’s marketing efforts for its historical and cultural sites is driven by two strategic documents. Recommendation #95 of the 2002 City of Hamilton Parks, Culture & Recreation Master Plan, stated that the City should put more emphasis on coordinated marketing of all its heritage assets. The report cited that the City’s heritage assets are under utilised and that more coordinated marketing is needed to increase the use of and benefit from these assets for both local residents and tourists.

The 2005-2009 Public Health & Community Services Strategic Plan includes a goal that all programs and services will be delivered using the most effective, efficient and customer-focused methods possible. Objective 4 of this goal is to identify and implement mitigating strategies that will reduce net levy impact of operating and capital costs over the next 5 years. One of the identified strategies is to increase participation in and utilisation of existing Culture & Recreation programs and facilities through an effective marketing program.

Overview of City’s Marketing Efforts

In August 2004, with the hiring of a new marketing and promotion position, the City’s historical and cultural sites began to aggressively promote its diverse product offerings to various market sectors. Efforts focused on rebuilding and re-establishing markets for the City’s seven historical and cultural sites: Dundurn National Historic Site, Whitehern Historic House and Garden, Battlefield House Museum & Park, Hamilton Museum of Steam and Technology, Hamilton Children’s Museum and Fieldcote Memorial Park & Museum (and Griffin House) and the Hamilton Farmers Market. The total budget for all marketing activities at all sites is less than $60,000.

Marketing efforts were initiated to minimize the attendance and revenues declines seen province-wide and to improve attendance and increase revenue over time. Some markets, such as the educational and travel trade, will take two to three years to strengthen attendance and revenues as the City aligns its offerings and efforts with industry planning cycles.

To measure the impact of our marketing efforts, a series of performance measures have been established with baseline data collected in 2005. These performance measures will assist in determining where to direct limited marketing dollars and which strategies and activities generate a return on investment. These performance measures include:

- revenue generated at all sites
- attendance at facilities, events and programs
- coupon redemption rates
- number of group tours booked (and location)
- media coverage (using a standard public relations valuation)

2006 marketing objectives will be set once the 2005 baseline data is gathered.

The City’s historical and cultural sites are focused on six audience segments:

1) Fully Independent Traveller (FIT - Consumer)
   - Local visitor (Hamilton, Burlington)
   - Visitors from a 3 hour radius around Hamilton (Ontario and U.S.)
   - Rest of Ontario, Canada and U.S. visitor
   - International consumer (Asia and Europe are growth areas for Ontario tourism)

This audience includes local residents and out-of-town travellers (day trippers and overnight stays) with the primary reason for coming to Hamilton being to visit with friends and family.
The principle of marketing and promotion for the City's historical and cultural sites has been one of working with all market segments in a strategic, cost-effective and measurable fashion. Opportunities for partnership and joint packaging, sponsorship opportunities, trackable incentives, negotiation for best price and aggressive use of low-cost promotional strategies ensure that the City is leveraging its limited resources.

The rest of this report highlights four initiatives within four of the markets, which take advantage of some of these strategies and demonstrate how the City is working to achieve measurable outcomes.

**Group Tour Market: Innovating New Products**

The Group Tour market is one of the most difficult markets to work in, but also one of the most lucrative from a revenue generation perspective. A single coach brings in admissions, gift shop sales, food purchases, etc. The industry however requires dedicated attention to build a level of trust in the market and continually innovate to create new products and packages that excite the industry. Inattention in marketplace or stagnation of product, results in a significant decline in business. It also takes several years to rebuild these markets once that has been allowed to happen.

The City has largely been out of the group tour business for eight years. Without the dedicated staff to manage the relationship, pitch and close the sale, respond to industry inquiries, ensure quality customer service, innovate product offerings and tour packaging, and be able to respond to the changes in the group tour market place, the City had become a marginal player in the market.

The group tour market was one of the first markets that was attended to in late 2004 and continued into 2005. In partnership with Tourism Hamilton, the City’s historical and cultural sites
have participated in a variety of sales missions, trade shows, marketplaces and familiarisation tours with the group tour industry. While Tourism Hamilton promotes the City as a destination, it is the attractions, accommodations, restaurants, shopping districts, etc. that follow up, pitch and close the sale with the tour operators. Any leads generated by Tourism Hamilton are followed up to ensure there are no lost opportunities.

Print material was developed and mailed directly to every tour operator in Ontario, Quebec and the American border states. A semi-annual e-newsletter was also developed and sent to key contacts in the travel trade industry.

In response to the need to develop new product offerings and tour packages, the City’s historical and cultural attractions have innovated. For example, a new murder mystery theatre lunch package was developed for the Coach House at Dundurn. This luncheon entertainment expands the product offering, keeps visitors at Dundurn longer and increases the revenue generation potential. To ensure the meal offerings are in line with the expectations of the industry, menus were modified and pricing adjusted to meet industry needs.

Seven additional packages have been developed including: a home and garden theme tour with the Royal Botanical Gardens (RBG) and Dundurn Castle; a garden tour of the RBG, Whitehern and Fieldcote Museums; a waterfront tour with the Museum of Steam and Technology and the Canada Marine Discovery Centre; art and architecture tour with the Art Gallery of Hamilton and Dundurn Castle; a toast to the past with a tour of Battlefield House, Puddicombe Farms and Winery and Kittling Ridge Estate Winery and Spirits; and an Antiques Roadshow antique appraisal at the Fieldcote Museum. Each year, new products or packaging opportunities will be developed, according to feedback from the industry and tracking of successful tours.

Educational Market: Reaching Teachers Better

The educational market encompasses school boards within Hamilton and within a 100 kilometre radius ie. Halton, Peel, Niagara and Brant-Haldimand Norfolk (Erie-Grand River District School Board). The market includes schools further afield in Ontario, Quebec and the U.S. reached through tour operators targeting the school market for overnight class trips. The market also includes badge programs for Scouts, Cubs, Girl Guides, Brownies, etc.

The educational market aligns with the Culture mandate to promote children and youth interest in the history and culture of their community, leading to active citizenship and civic pride. A positive experience at one of the sites can also translate into future visits by the whole family.

In 2005, there was a concerted effort to better understand the needs of teachers and develop a strategy through market research with teachers, boards of education staff and those affiliated with the educational market. The research informed staff about how to better position the City’s product offerings, distribution, messaging, logistics, all of which was integrated into the overall strategy.

Each of the City’s historical and cultural sites now aligns their school offerings with the Ministry of Education curriculum expectations for each elementary grade. The alignment of each program with a specific subject, curriculum strand and curriculum topic allows teachers to see directly how the City’s product offering will align with their lesson plans. A catalogue of the City’s product offerings was distributed in early September to teachers in 10 local school boards. To date the City’s historical and cultural sites are reporting an increase in their school bookings, although the real measure will be during the heavy booking season of late spring, to coincide with year-end field trips and outings.
Corporate Market: Developing Revenue Generation Opportunities

The corporate market provides an opportunity to rent space at the Coach House at Dundurn Castle and is a way to keep the facility full to operating capacity, in the tourist off-season. Over the next two years, additional meeting space will become available at Whitehern Historic House and Garden (the Stables) and at the Nash Jackson House adjacent to Battlefield House Museum. The corporate market could include use of the facility for annual meetings, corporate retreats, workshops, corporate incentives and awards ceremonies, public information sessions, training sessions, small conferences, etc. Good offsite meeting space for less than 100 people is limited in Hamilton. The City’s historical and cultural sites help fill the gap by providing a unique location for meetings, an opportunity to visit the site as part of the program, and by providing unique period food experiences (including the ability to book the murder mystery theatre luncheon). Along with ample parking and easy access off Highway 403, Dundurn National Historic Site provides competitive amenities with other facilities.

To target this market, contact databases were developed through telemarketing of lists from the Hamilton and Burlington Chambers of Commerce. Direct mailings and e-newsletters to this contact list have promoted the benefits of using Dundurn National Historic Site as a location for meetings. Additional promotion through participating at local trade shows, advertising in trade publications such as the Chambers of Commerce and Tourism Hamilton's Meeting and Convention Planner and the development of a sales kit, further advances the offering. Once booked, the superior customer service provided by City staff, translates into repeat sales and word-of-mouth generated future business.

Consumer Market (Local and Fully Independent Traveller-FIT): Re-Capturing the Local Visitor

Recapturing the local consumer market is another of the City’s challenges. As with many historical sites, the common refrain is “I've already been to that museum 10 years ago, why would I go again?” This fall, a telephone survey of 1,200 randomly selected local residents will be in the field to gather intelligence and data to support future strategies to attract the local consumer market. The questionnaire will look at awareness of the City’s historical and cultural sites, determine usage factors, examine why they attend, and rate the quality of experience.

The primary strategy to increase attendance at the site has been the development and promotion of more than 100 special events, exhibits or programs. The Re-enactment of the Battle of Stoney Creek, Christmas tours at Dundurn Castle, summer concerts at Fieldcote or picnics in the park at Whitehern -- all serve to excite and interest the local consumer base and bring them to their City’s historical and cultural sites.

The City’s historical and cultural sites have entered into a media partnership with K-LITE FM radio station. Because of the shared audience between the radio station and the typical historical site visitor (women, 30-50 years of age with children) a partnership between the two organizations was logical. In late 2005 and 2006, the radio campaign will run during the peak spring, summer and December seasons in alignment with major events and programs. The K-LITE FM Community Cruiser will not only attend some of the City’s events, but also promote on behalf of the City’s historical and cultural sites at other festivals and events across the listening area. The partnership will also enable easier access to on-air interviews and other forms of promotion. The radio campaign will be tracked and evaluated throughout 2006 to determine effectiveness and continuance of the partnership.
In Summary
The Department is taking a strategic approach to rebuilding its presence in the six market segments for the City's historical and cultural sites. Given the complexity of the marketplace and the current business environment, there has been a concerted effort to undertake good research to ground the marketing strategy and to identify fiscally prudent approaches for strategy implementation. Furthermore, performance measures have been identified to monitor the success of our marketing efforts.

References

Canadian Tourism Commission. *Canada’s Museum Tourism Enthusiast (Travel Activities and Motivation Survey-TAMS)*
Ontario Ministry of Tourism and Recreation. *Tourism in Ontario (2003 data)*.

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Marketing the City’s Historical and Cultural Sites
November 22, 2005
Agenda

• Why marketing is necessary for City historical and cultural sites
• Tools of Marketing Required in Today’s Environment
• City of Hamilton’s Approach to Marketing
• Performance Measures
• Key Market Segments
• 2005 results: Group Tour, Educational, Corporate, Consumer
Marketing

- Total customer experience
  - Product or experience we offer
  - Service we provide
  - Price of offering
  - Promotion of products and services
  - “The total package”
  - Marketing is grounded by solid research about the audience and how best to deliver product or service
Why Marketing?

• To meet cultural and historical sites’ goals
  – Protect and celebrate the City’s human heritage
  – Foster sense of community identity, spirit and pride

Through meeting these goals, the sites create direct and indirect economic benefits to the City
Why Marketing?

• A strategic priority:
  – 2002 City of Hamilton Parks, Recreation & Culture Master Master Plan
  – 2005-2009 Public Health & Community Services Strategic Plan
  – Both plans speak to increasing the utilization of heritage assets through an effective marketing program
Tools of Marketing Required in Today’s Environment

• Ontario-wide, historical and cultural sites have not recovered from SARS and 9/11

• 2005 Challenges:
  – Soaring gas prices
  – Searing summer heat
  – Rising Canadian dollar
  – Pending U.S. passport restrictions
  – Reduction in provincial support for cultural tourism promotion
  – Changing demographics
Effect on Historical & Cultural Attractions

• U.S. visitors continue to decrease in 2005

• Major historical or cultural attractions in Toronto and Niagara have seen attendance declines of 10% or more

• Sites consulted across the province report decreases

• Sites undertaking strategies not aligned with their mandate to reverse downward attendance
City of Hamilton’s Approach

- In fall, 2004, the City’s historical and cultural sites began to aggressively promote their diverse product offerings to various markets.
- City of Hamilton sites:
  - Dundurn National Historic Site
  - Whitehearn Historic House and Garden
  - Battlefield House Museum & Park
  - Hamilton Museum of Steam & Technology
  - Hamilton Children’s Museum
  - Fieldcote Memorial Park & Museum
  - Hamilton Farmers Market
- Marketing efforts were focused on minimizing attendance and revenue declines seen province-wide and improving attendance and revenues over time.
Performance Measures

• To measure impact of marketing efforts, performance measures were established and 2005 baselines will be collected

  – Revenue generated at all sites
  – Attendance at facilities, events, programs
  – Coupon redemption rates
  – Group tours, corporate and social functions booked
  – Media coverage
Market Segments

• Fully Independent Traveller (FIT-Consumer)
• Travel Trade (Group Tours)
• Educational
• Corporate
• Social
• Media
City of Hamilton’s Approach

- Research to understand market segments better
- Work all market segments in a strategic, cost-effective and measurable fashion
- Seek opportunities for partnerships, joint packaging, sponsorship, trackable incentives and negotiation for best price
- Aggressive use of low-cost promotional strategies
2005 Results

- Group Tour Market: Innovating New Products
- Educational Market: Reaching Teachers Better
- Corporate Market: Developing Revenue Generating Opportunities
- Consumer Market: Re-capturing the Local Market
2005 Results: Group Tour Market

- Lucrative revenue generating market segment
- Requires building trust in industry and innovating new products and packages
- Working in partnership with Tourism Hamilton:
  - Participate in sales missions, trade shows, marketplaces, FAM tours, advertising and promotion opportunities
2005 Results: Group Tour Market

DAY TRIPS

ON AND ABOUT THE WATERFRONT
Hamilton Museum of Steam & Technology, Canada Marine Discovery Centre, Step-on-Guide Historical Tour, Lunch at The Coach House Restaurant at Dundurn
Available: Yearround
Duration: 4 hours
There are reasons why great cities grow by water. Explore the early years of Canada’s urban and industrial life at the Hamilton Museum of Steam & Technology with a guided tour of the 140-year-old waterworks that powers two 75-ton steam engines. A Step-on-Guide will board the motor coach and provide commentary about the history of Hamilton’s harbor and waterfront while travelling to The Coach House Restaurant at Dundurn for a delicious lunch. The day concludes with a tour of The Canada Marine Discovery Centre located at Pier 8 where visitors will experience Canada’s national parks, national historic sites and national marine conservation areas through interactive exhibits in these galleries.
Package Price: $28.95
To book, call: Hamilton Museum of Steam & Technology at 905-546-4577

HOMES AND GARDENS
Royal Botanical Gardens, Dundurn National Historic Site, Lunch
Available: May 1st through Thanksgiving
Duration: 5 hours
Explore the former residence of Sir Allan MacNab with a guided tour. This beautiful mid-19th century home illustrates the life of an upper-class Canadian family and its servants. Enjoy a delicious lunch at The Coach House Restaurant or Cafe @ THE GARDENS, followed by a one-hour guided tour of Canada’s largest botanical garden.
Package Price: $31.45
To book, call: Dundurn National Historic Site at 905-546-2872, ext. 2873

THE AMBITIOUS CITY – GRACIOUS HOUSES AND TEMPLES OF INDUSTRY
Whitehern Historic House & Garden, Hamilton Museum of Steam & Technology, Lunch at The Coach House Restaurant at Dundurn
Available: Yearround
Duration: 4 hours
The success of a 19th century city depended on the dreams of many. The ambition to own an industry was held in hand with the desire to build a home, in keeping with one’s means and status. For immigrant workers the ambition to have a home of one’s own was equally strong. Around imposing factory sites, workers’ cottages clustered in contrast with gracious neighborhoods of splendid homes owned by wealthy industrialists.

GROUP TOURS 2006

Glorious Gardens
Royal Botanical Gardens, Whitehern Historic House and Garden, Fieldcote Memorial Park & Museum, Lunch
Available: May through mid-October
Duration: 5 hours
Glorious Gardens offers a guided tour of Ontario’s Royal Botanical Gardens featuring 1,100 hectares (2,700 acres) of magnificent, cultivated garden areas and spectacular nature sanctuaries. Enjoy a delicious lunch at The Coach House Restaurant at Dundurn Castle or Cafe @ THE GARDENS at Royal Botanical Gardens.

Murder Mystery Luncheon Theatre

Murder Mystery Luncheon Theatre at Dundurn Castle

Tour Dundurn National Historic Site, Lunch and Theatre at The Coach House Restaurant at Dundurn

Further information about what you would find out and what could unfold is available at the website of Dundurn Castle www.dundurncastle.com and his daughter Sophie as they讲述 the secrets of the century. Wall decorated with portraits of the castle’s owners and their family, they are set in the shadow of the small town of Hamilton, the MacNab’s, ‘house of the dead.’

For more information, please call: Dundurn National Historic Site 905-546-2872 ext. 2873
Ever wonder what you would find out if walls could talk? What about the walls of Dundurn Castle? Join Sir Allan MacNab and his daughter Sophia as they host the social event of the century! Well respected guests from all over the city of Hamilton have sent in their RSVPs, but no one is prepared for who drops dead in the middle of the meal! Even Wellington, the MacNab's butler, is caught off guard.

Join the Sheriff, close friend and confidant of the family, as he tries to find his way through the mayhem, mystery and murder to discover the real killer. Be warned, as with any true Tartan Terrors event, there's sure to be rollicking bagpipe tunes, lots of laughs and a healthy dram of murderous mischief!

Available: Year-round (based on availability)
Duration: 3.5 hours
Price: $49.95 / person
*Qualification for Murder Mystery Luncheon at Dundurn
Educational Market: Reaching Teachers Better

Catchment Areas:
19 – Peel Region
20 – Halton Region
21 – Hamilton
22 – Niagara Region
23 – Haldimand-Norfolk-Brant
Research to Reach Teachers Better

- Product based on research with Board staff and teachers
- Guide distributed to teachers in 10 Boards of Education
- Offerings aligned to the Ministry of Education’s curriculum expectations for each elementary grade
Partnering to Reach Teachers Better

- Partnered with Attractions Ontario
- Negotiated to get Battlefield House Museum and Park as cover photo
- Distributed to every school in Ontario and school tour operators
Corporate Market: Developing Revenue Generating Opportunities

• Fills a revenue gap in tourism off-season
• Facilities rentals for annual meetings, retreats, corporate incentives and awards, training, small conferences
• New rental opportunities coming online in 2006 and 2007
Developing Revenue Generating Opportunities

- Corporate offering direct mailed to Chamber of Commerce members in Hamilton & Burlington
- Distributed to meeting planners, trade shows, etc.
Consumer Market: Re-capturing the Local Visitor

Stoney Creek’s rich history reflected at Battlefield House Museum

Battlefield House was the homestead of the widow Mary Jones Gage and her two children, James and Elizabeth, who journeyed to the area from New York State in 1790.

Mrs. Gage received a grant of 200 acres and was required to swear allegiance to the Crown. Battlefield House was constructed as a rough-hewn log house and was replaced in 1796 by a storey-and-a-half frame house.

On June 5, 1813, American troops occupied the Gage residence, making it their headquarters. After the British victory, the family returned to a normal lifestyle and prosperity and the house was completed to two storeys.

In 1835, Mary Jones Gage sold the farm and the family moved to Hamilton.

Later, Sara Calder, a granddaughter of James and Mary, recognized the historical value of the property and the surrounding four-and-a-half transferred to the Women’s Wente, which she was president.

The society restored the house and one of the first museums in Canada. In 1962, the Niagara Parks Commission and Park and the house was restored to the society. In 1988, the City of Stoney Creek became the property. Today a group of dedicated volunteers operate the museum, which commemorates the fallen soldiers of the Creek and peace with the United States.

Rich history and heritage uncovered at Hamilton Museums

As Hamilton is home to national sports teams, world-class educational facilities and miles of recreational trails, so is it home to some of the best museums and heritage sites available.

Take a rainy Sunday afternoon and turn it into something truly special by visiting one of the many local museums and historical sites. You might be surprised at what you find!

A CASTLE ON HILL...

Hamilton’s most recognized landmark, Dundurn Castle, stands overlooking Hamilton Harbour guarding the west gate of the city’s entrance.

In 1840, Sir Allan MacNab, a prominent lawyer, landowner, newspaper publisher and Premier of the United States, built Dundurn Castle, a castle-like building. Since then, the castle has been home to the MacNab family and is now a museum.

Much of the castle’s history is connected to the MacNab family, who were involved in the development of Hamilton and the surrounding area.

Today the National Historic Site is open year-round, welcoming guests to take a step back in time.

Built in 1834 and nicknamed “the Castle”, Dundurn’s extensive grounds and buildings have been restored to its former Victorian glory.

Designed as a fashionable Regency-style villa, guests can tour more than 40 refurnished rooms in the company of costumed staff.

Stop for lunch at the Coach House, this time restaurant offers a wide array of dishes, including food prepared with local and seasonal ingredients.

In addition, the castle offers a variety of special events throughout the year, including historical re-enactments, concerts, and other cultural events.

A PLACE FOR CHILDREN...

Tired of telling your children don’t touch, be careful and hide?

Well the Hamilton Children’s Museum is a place where the special little person in your life can have the freedom to explore using all five senses.

A place dedicated to letting children touch, build, experiment, invent and imagine. Hamilton Children’s Museum has been stimulating children’s curiosity and providing a place for family learning for more than 20 years.

Located in Dundurn Park, at the park’s northern corner, the museum’s creative hands-on discovery centres encourage children to explore the physical and natural sciences, social studies and the arts.

To visit the museum call 905-540-2672 or http://www.hamiltonmuseum.com

How to get there...

Ever wonder what it was like to live at the start of Canada’s industrial revolution when steam powered the world?

Well why not visit Hamilton’s Museum of Steam and Technology?

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Experience Hamilton
TOURIST GUIDE 2005

Discover four National Historic Sites of Canada, a 168-year-old Farmers' Market, festivals and events, family fun, and much more!

Dundurn National Historic Site of Canada
Dundurn Castle – the magnificent restored home of Sir Allan MacNab, one of Canada's first premiers, featuring 40 rooms on three floors.

Hamilton Military Museum – former guesthouse of Dundurn Castle now home to Canadian military exhibits.

The Coach House Restaurant and Gift Shop – housed in the 1870's coach house at Dundurn Castle.

Whitehorn Historic House & Garden
A National Historic Site of Canada and one of the finest examples of an historic house surviving intact with all its original contents, dating to 1900.

Battlefield House Museum & Park
A National Historic Site of Canada and former Gaige Family residence, the site of the battle of Stoney Creek of the War of 1812.

Hamilton Museum of Steam & Technology
A National Historic Site of Canada, housing two 140-year-old, 70-ton steam engines – one in motion each day.

Hamilton Farmers' Market
168 years old and still the freshest!

Hamilton Children's Museum
Touch, build, experiment, invent and imagine in a friendly, child centred setting.

Fieldcote Memorial Park & Museum
Ancaster's Cultural Heritage Centre surrounded by beautiful award winning gardens. Outdoor concerts Sunday evenings mid-June through August.

For a free brochure, please call 905-546-2424 ext. 7527.
For information on over 100 annual events and exhibits, please visit our web site.

www.hamilton.ca/museums

Re-capturing the Local Visitor
Re-capturing the Local Visitor

• K-LITE FM Media Partnership
  – Shared demographic
  – Promotion of events, programs on-air
  – Onsite promotion of the City’s historical and cultural sites at community events across City
  – On-air interviews and promotions
  – Evaluated and tracked to determine effectiveness
Marketing Summary

- City taking a proactive approach in staying ahead of market trends
- Rebuilding presence in 6 market segments
- Concerted effort to undertake good research to ground marketing effort
- Identify fiscally prudent approaches for implementation
- Performance measured to monitor success
Future Marketing Efforts

• Undertaking telephone survey (N=1,200) this fall to understand local consumer market better
• Redevelopment of online experience
• Participate at provincial level to articulate marketing needs of cultural sites
• Monitoring and measurement of marketing efforts
• Social market opportunities
• New corporate rental facilities