

2024 Marketing Playbook

Toronto Downtown West BIA



A District of Experiences

The Toronto Downtown West is a neighbourhood of experiences and home to Toronto's Entertainment District. The area comprises some of the city's most iconic cultural landmarks including:

- Scotiabank Arena
- Four Seasons Centre for the Performing Arts
- CN Tower
- Steam Whistle Brewing
- Ripley's Aquarium of Canada
- Canada's Walk of Fame
- Metro Toronto Convention Centre
- Rogers Centre
- Roy Thomson Hall
- Princess of Wales Theatre
- Royal Alexandra Theatre
- Factory Theatre
- TIFF Lightbox
- Canadian Broadcast Corporation
- Bell Media

It is also home to the best national talent including the Canadian Opera Company, the National Ballet of Canada, Toronto Symphony Orchestra, Toronto Blue Jays, Toronto Maple Leafs and Toronto Raptors.



About this Playbook

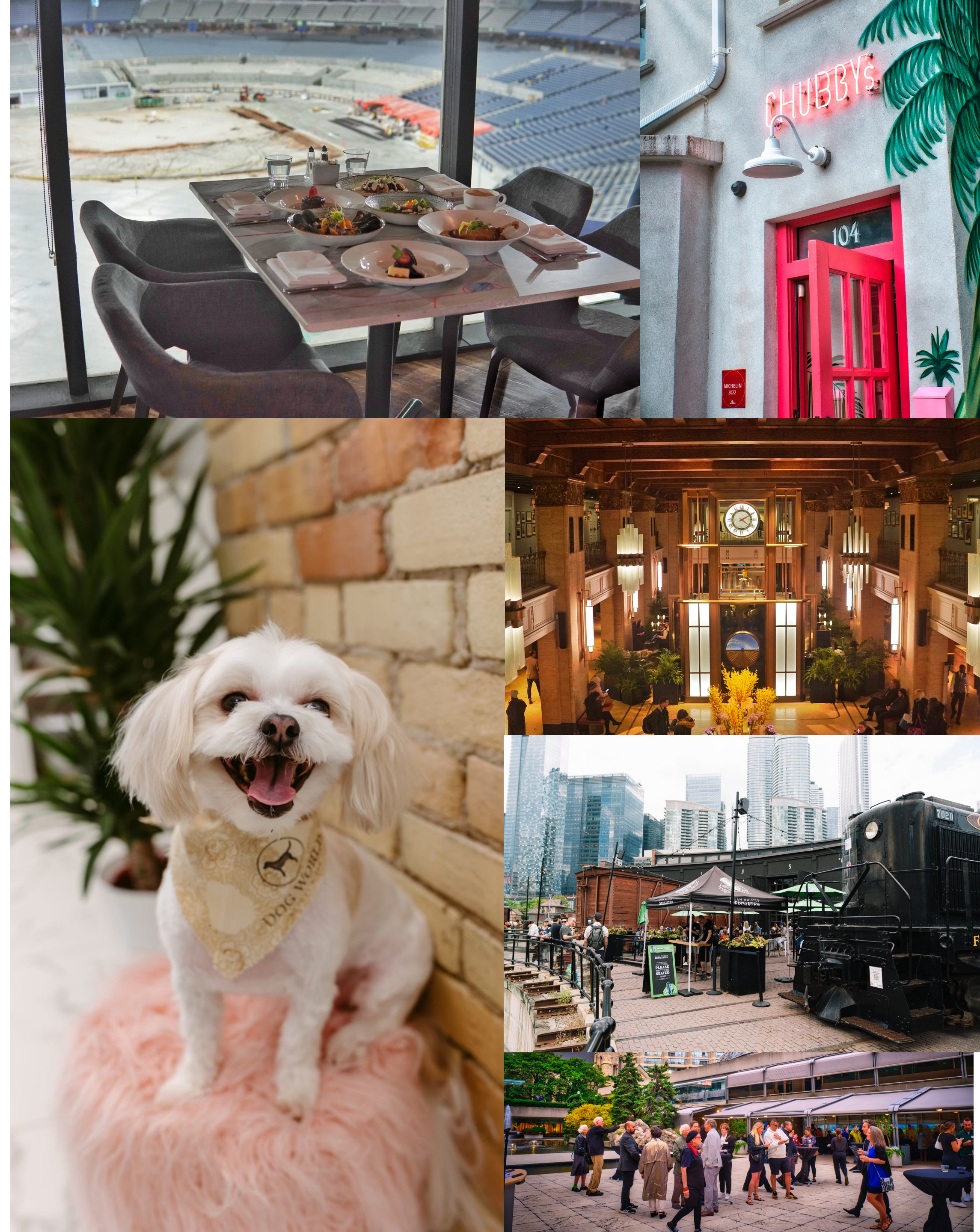
Our marketing playbook is an overview of the promotional tools available to elevate member businesses, foster community engagement, and amplify our neighbourhood across various channels. Through collaborative content creation and strategic partnerships, we aim to spotlight the uniqueness and vibrancy of our area.

Guiding principles

The BIA's marketing initiatives are guided by two principles of our strategic plan – *Promote* and *Collaborate*.

By promoting our member businesses and highlighting distinctive experiences in wellness, arts, dining, nightlife, and attractions, we curate uniquely Toronto narratives, producing rich content that celebrates our neighbourhood and its diverse offerings.

We collaborate with members, community stakeholders, media, funders, and tourism organizations on promotional partnerships.



Key Messages

A Thriving and Connected Community

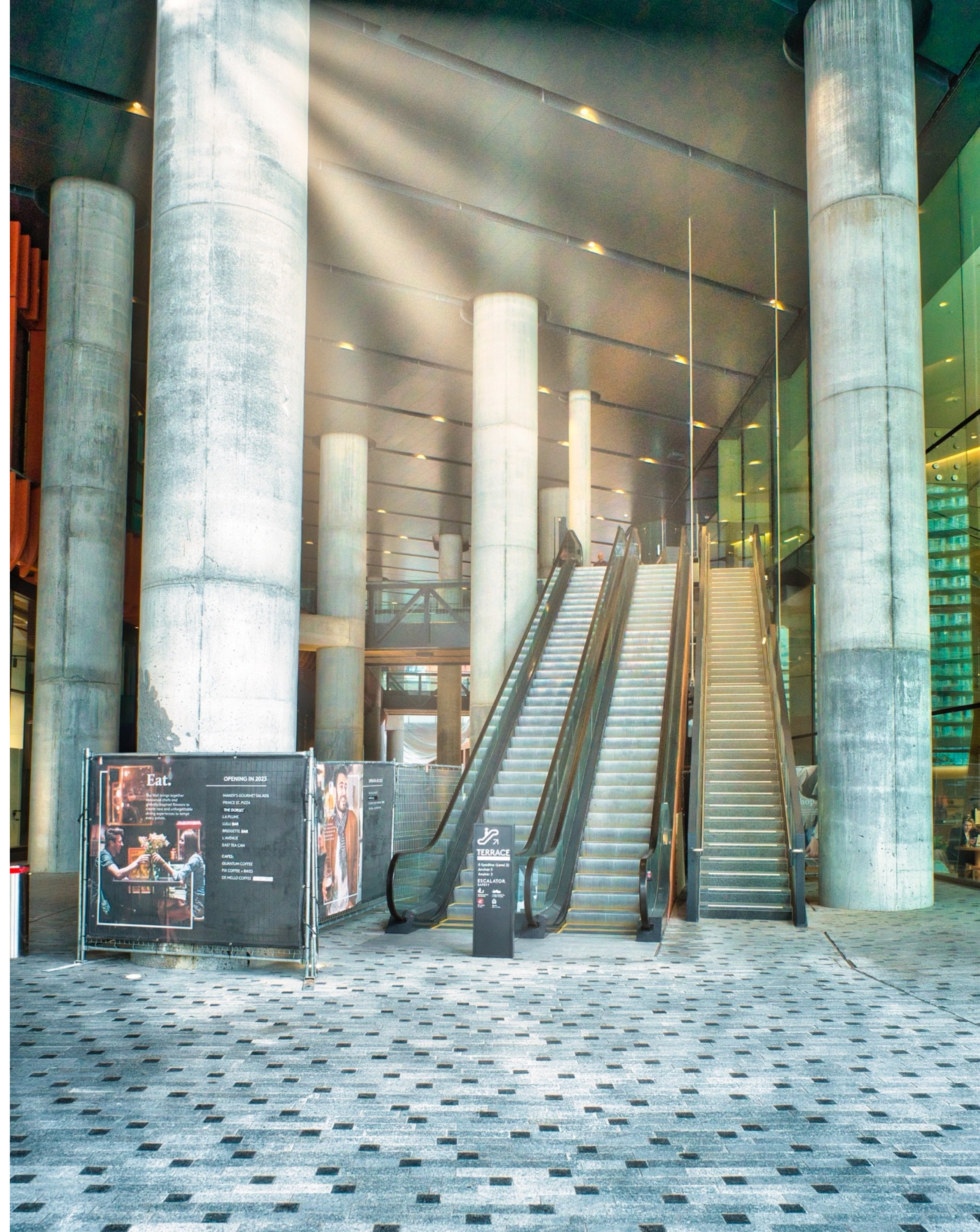
Toronto's vibrant tapestry is found here, where our diverse stories weave together our dynamic community, fostering connection for all.

A District of Experiences

Experience a dynamic blend of culture, entertainment, and talent in a district renowned for its iconic landmarks, diverse industries, and vibrant community offerings.

Discover Toronto's Unique Narratives

Uncover Toronto's distinctive stories from our city's visionaries, from small business owners, and city planners, to the creative minds behind world-renowned festivals and attractions, learn what shapes our dynamic urban landscape.



Promotional Channels



YourExperienceAwaits.ca

Experience Section: A curated hubs for arts, wellness, hospitality, and more, that provide visitors with a preview of the experiences offered by member businesses in each category.

Neighbourhood Guides: offer a unique platform to promote hundreds of members at once, curating events, retail, dining, attractions and more.

Stories Section: featuring top 5 events, member spotlights showcasing the stories of local business owners, recommendations for the best places to shop, dine, and eat, and highlights of community celebrations, holidays, festivals, and happenings in our vibrant area.

Events Calendar: Highlights events and special offers in the neighbourhood, we will soon upgrade to the Now Playing calendar for broader reach.

Business Directory: Downtown businesses categorized into Arts & Entertainment, Food & Nightlife, Services, Accommodations, and more, featuring listings, information, and a mapping feature for navigation.



Member Communications

The Weekly These weekly emails keep members informed through timely communications, offering relevant updates, such as grant funding and partnership opportunities, road closure notices, conferences, conventions, events and more.

Seasonal Newsletters: Seasonal Newsletters deliver member announcements, BIA news, upcoming events and sessions, promotional opportunities, member-to-member offers, and noteworthy updates and more.

Members Page Members are encouraged to offer exclusive promotions to fellow BIA members within the community. We are in the process of creating website pages specifically designed for this collaborative exchange.



Toronto
Downtown West

Winter Newsletter 2024



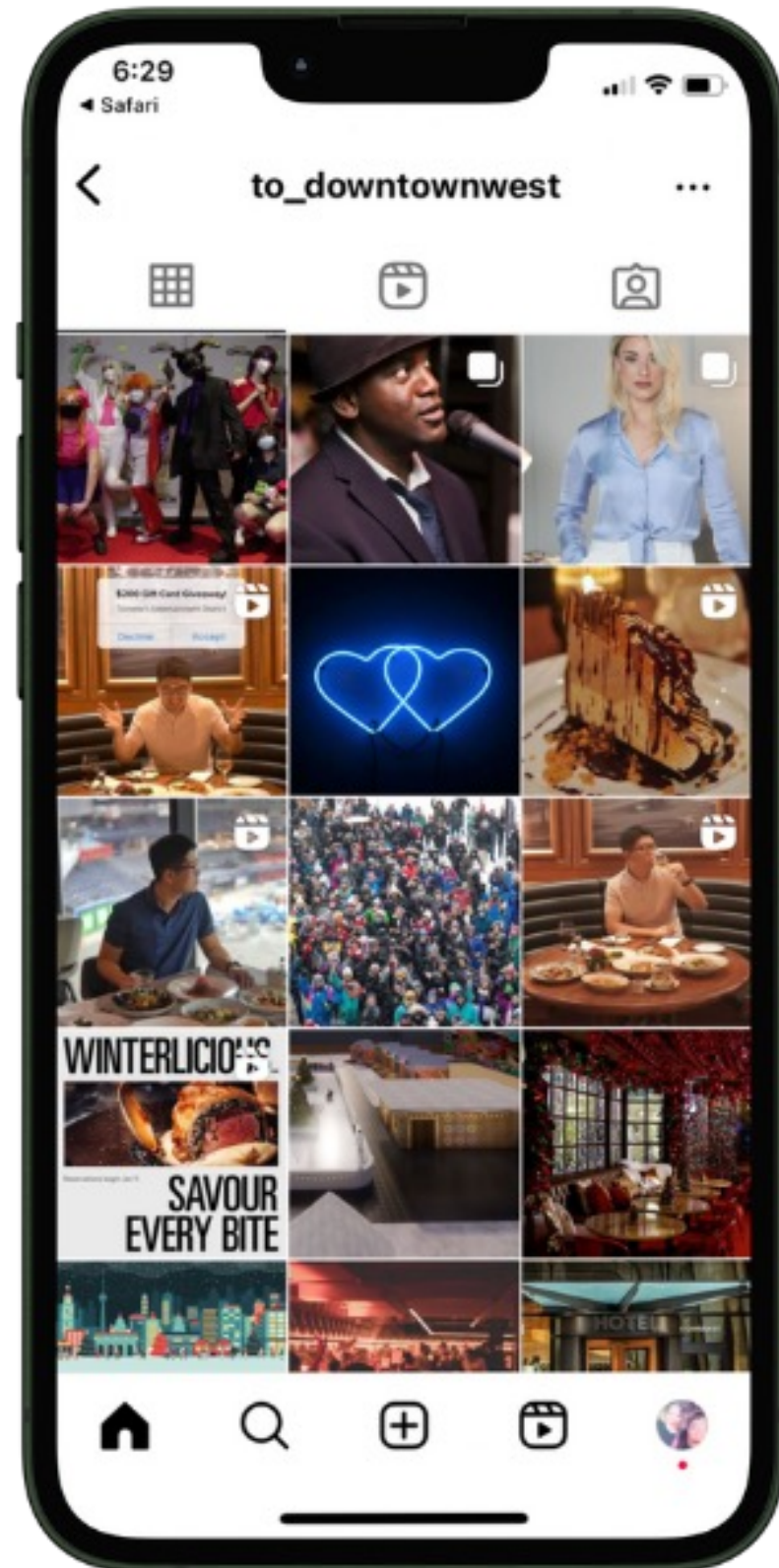
Toronto Downtown West Receives TABIA Awards for Community Safety & Innovation

The BIA's efforts were recognized at the 2023 TABIA Award Nights on December 5, 2023. Mayor Olivia Chow and Maureen Sirois, President of TABIA, presented the BIA's Director of Safety & Security, Mike Josifovic, with the Community Safety & Well-Being Award, as well as the Innovation Award for the ArtWalk Experience.

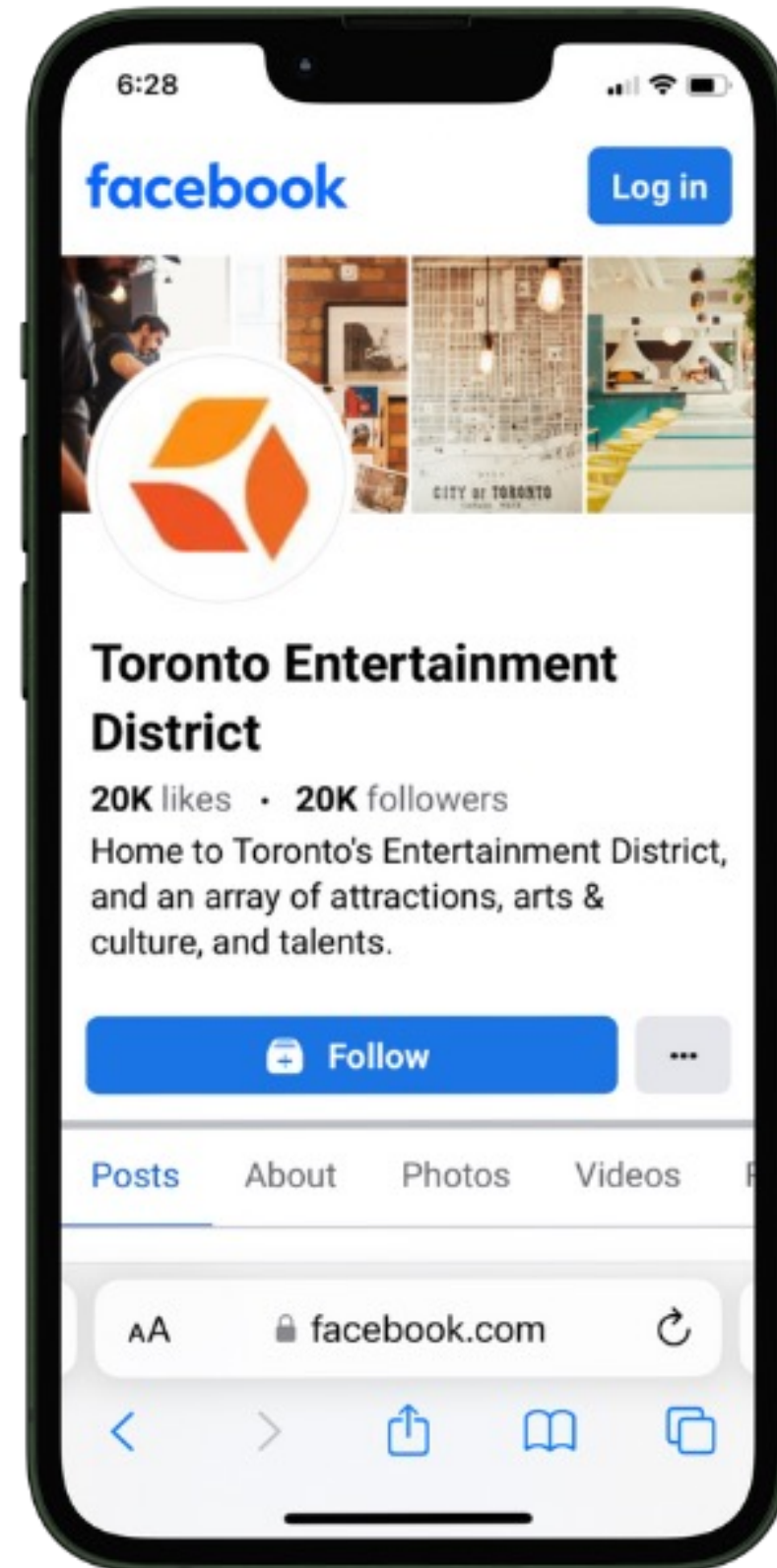
The Community Safety & Well-Being Award represents the BIA's efforts to foster safety and well-being through community sessions, regular Safety & Security Group meetings and our partnership with the Toronto Police Service on implementing the Neighbourhood Community Officer Program in our area. The Innovation Award celebrated ArtWalk, an immersive augmented reality and audio experience launched in the Summer of 2023, showcasing over 70 outdoor public art pieces in downtown Toronto.

The BIA's initiatives to ensure our community remains safe and thriving will continue to expand in 2024.

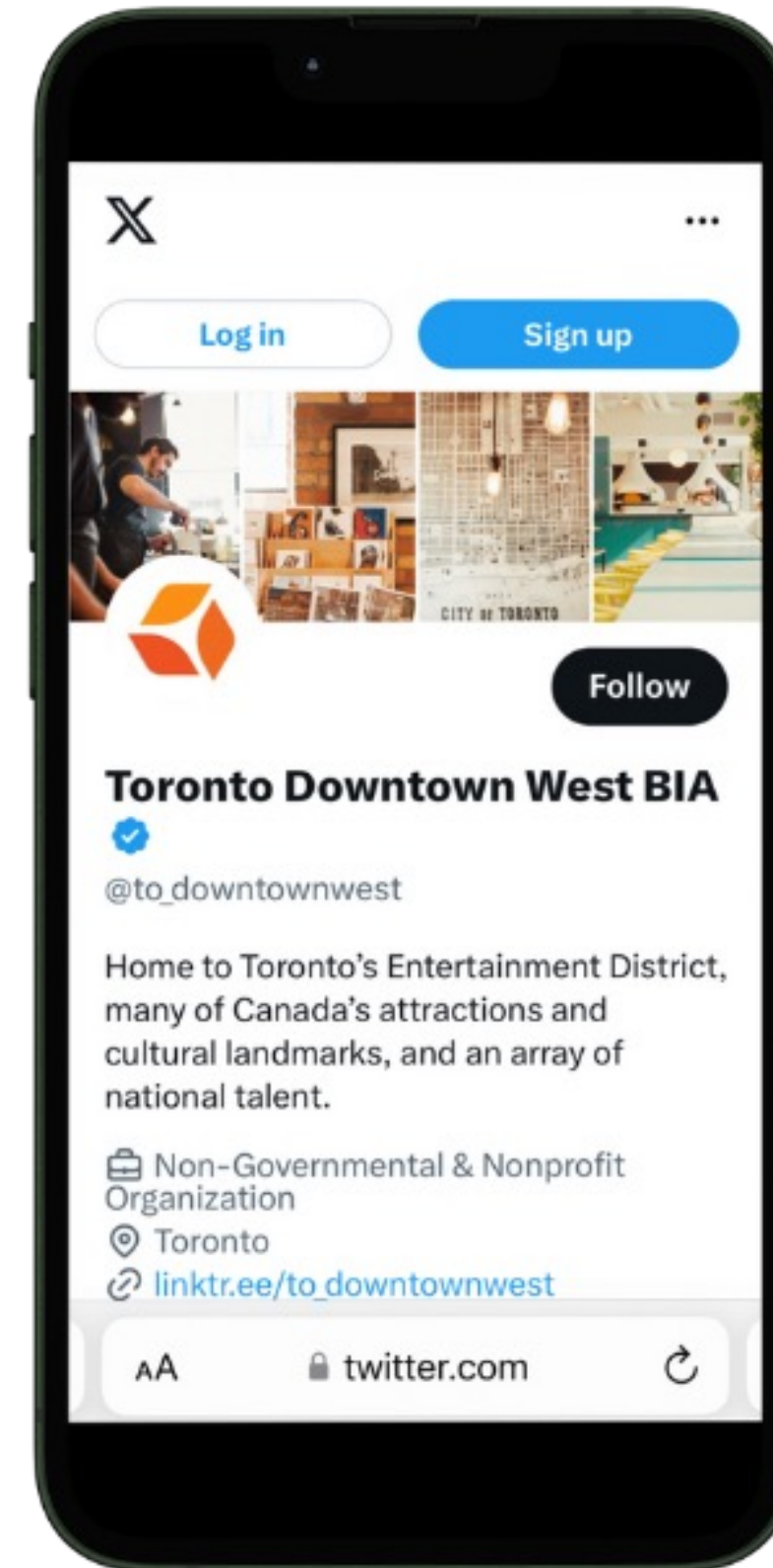
Social Media Channels



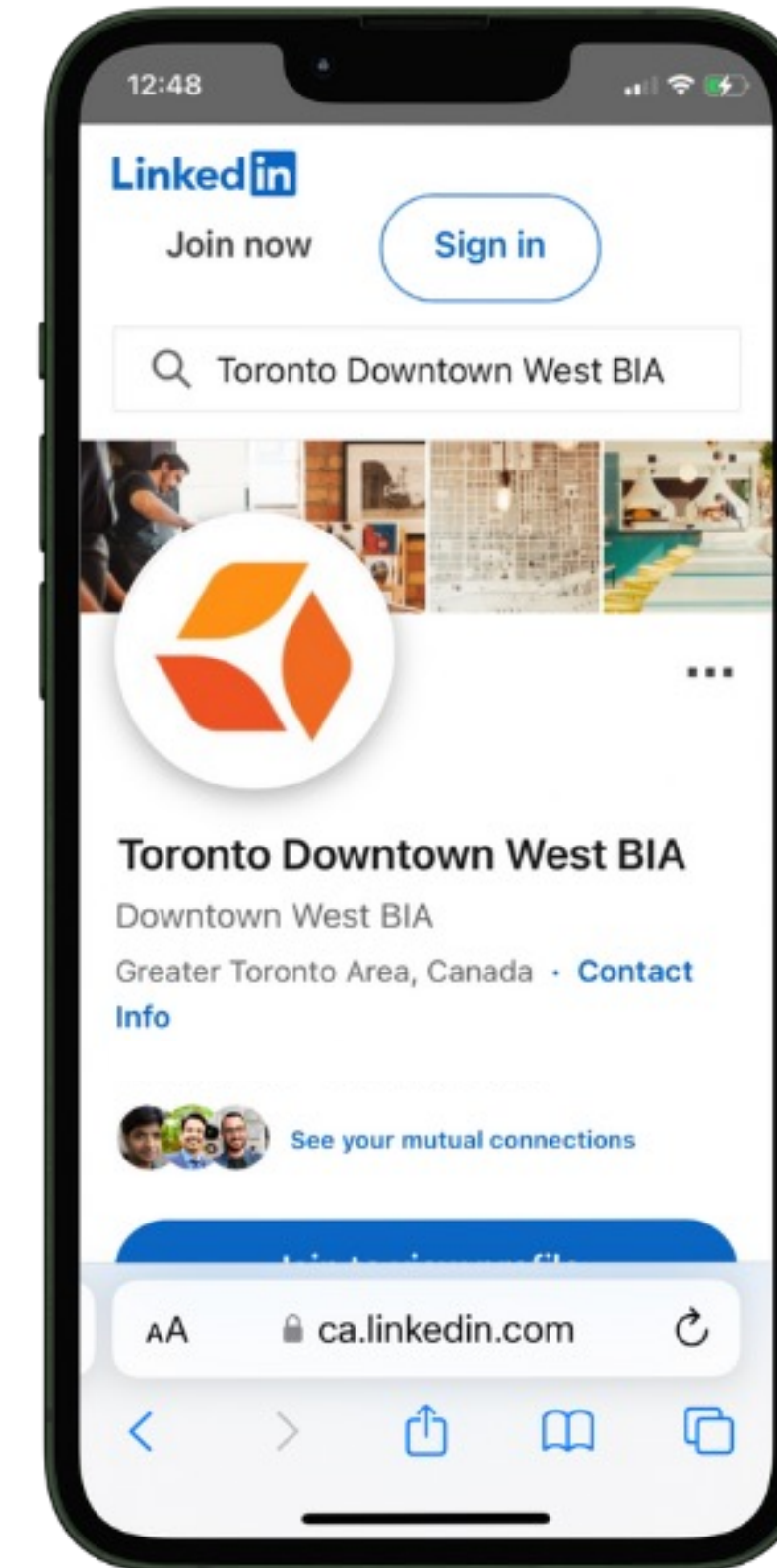
Instagram: Visually captures our vibrant our diverse offerings through high-quality image and video content.



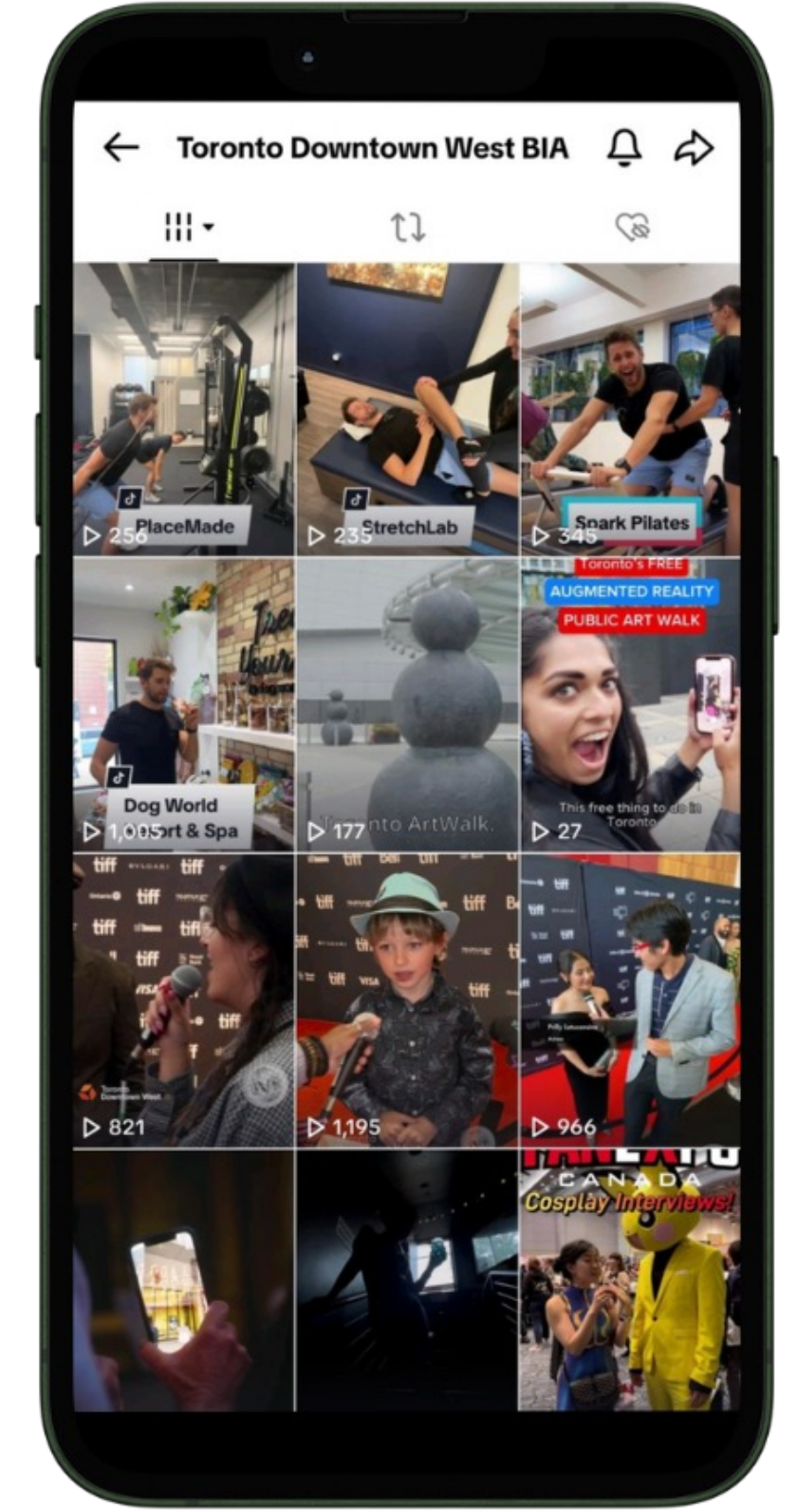
Facebook: Highlights experiences and offers a variety of content through a blend of captivating imagery and engaging written material.



X (Twitter): Serves as a newsfeed for all district-related updates.



LinkedIn: Centres around BIA news and initiatives relevant to the business community.



TikTok: Utilizes TikTok to connect with younger demographics by partnering with content creators and delivering fresh, engaging content.

Table 6ix Podcast

Table 6ix The BIA is launching a podcast in 2024 that celebrates the vibrant community, culture, and spirit of downtown Toronto, bringing to light the stories and perspectives that make our city truly unique.

The podcast aims to highlight BIA business members, foster a sense of belonging, curiosity and pride, and ultimately strengthen community connections.

This channel will elevate our members as thought leaders, amplifying the voices and expertise of company and industry leaders. The BIA is crafting episodes focused on topics relevant to our community, catering to broad audiences including local and international listeners. As we develop our pillars and episode outlines, we engage with members whose expertise aligns with these contexts.



Partnerships



Partnerships

Industry Partners and Community Stakeholders: We collaborate with Tourism organizations like Destination Toronto, government bodies such as City of Toronto, and funding partners to execute initiatives like ArtWalk and grant-funded programs such as Fall Flow.

BIA Members: We partner with Business Members to promote their offerings, collaborate on content and events, and initiate new programming, such as upcoming Neighbourhood Tours with a focus on Culinary tours.

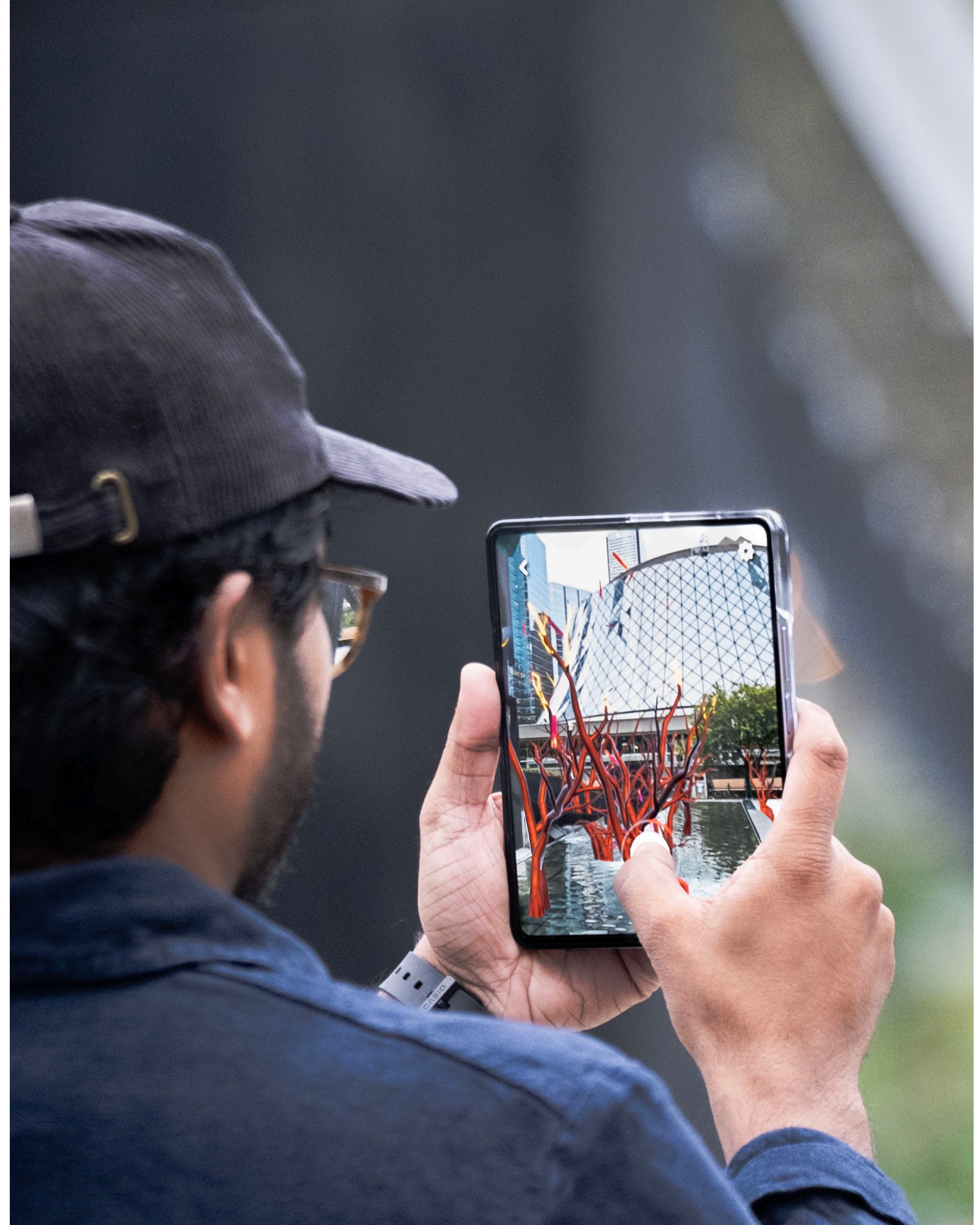
Media and Influencers: We collaborate with media outlets and influencers to harness their audiences and magnify our promotional efforts.



Work with Us

Want to partner with us?

- 1. Email us** with details of events, special offers, stories, and high-quality media such as videos and text-free images.
- 2. Sign up for our mailing list** to receive updates and take advantage of opportunities to communicate member-to-member offers and promote services.
- 3. Register for the Now Playing calendar** to input events, which will soon replace our current calendar system.



Thank you

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