



Schomberg Main Street Street Activation Plan

May 1, 2020



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Activation Plan Guiding Principles

The Schomberg Main Street Revitalization Plan has 65 Action Items Organized Around 3 Broad Goals

Goal 1:

Enhance Quality of Place through enhancing physical design & appearance, and through strengthening the existing business base.

Goal 2:

Attract People through increasing the annual days of activation (2019 – 100 to 2022 – 250) and driving awareness of Main Street as an excellent place to shop, dine or visit.

Goal 3:

Attract More Business that fit with Main Street's focus.

The street activation plan focuses primarily on Goal 2, but also relies on the successful completion of action items in Goal 1, and will assist in achieving success with Goal 3.

The Guiding Principles apply to all of the Main Street Activation Plans.



Activation Plan Guiding Principles

The Activation Plan is centered around building a plan to achieve 150 days of programming in 2020 and 50 additional days/year moving forward.

Action Item 46

Create a 2019 Calendar with a minimum of 100 days of programming that focus on themes and activities versus single day events. Create a 2020 Calendar with 150 days of programming.

The Main Street Activation Plan has 4 distinct periods which run from May through December. Each period will receive its own activation plan.

All Activation plans have been built starting with existing community events, and building on their themes. The intent of all Activation Plans is to enhance existing community activities, not replace them.

With the Community hall being under construction, and Lion's Park slated for a redesign in 2020, this may impact the number of days of programming that are achievable in 2020. However, A Main Street Christmas was very creative in finding alternate locations for programming on the street. This approach could also be taken in 2020.



Activation Plan Guiding Principles

Main Street Vision Statement

Schomberg Main Street is the heart of a vibrant village that takes pride in its agricultural heritage.

A walkable, picturesque destination for residents and tourists alike, Main Street has maintained its historic quality, while offering a mix of local services, unique shops, restaurants and beautifully preserved homes.

Main Street Point of Difference

There aren't a lot of places like Main Street still around. Places like these are classics – historic gems tucked away from the rest of the busy-ness of today. Main Street is a mix of residential and commercial, and prides itself on its friendly, personal service.



Activation Plan Guiding Principles

Target Market

- Adults, 40-54, with children. They own their own homes and have high disposable incomes. They lead active lives, enjoying dining out and attending events. They have an appreciation for heritage and believe in supporting local businesses.

Primary Target – Schomberg Residents.

- Residents are segmented into 3 groups, **Regulars** (41.7%), **Occasionals** (30.8%), and **Rarelys** (27.5%).
- To be successful, Activation Plans must attract all 3 segments, by giving them compelling reasons to come to Main Street.
- Attracting the Rarelys will be the biggest challenge, however, Rarelys do attend A Main Street Christmas, so the challenge is not insurmountable. One strategy for attracting the rarelys is to bring them to main Street to see things their children are involved in.
- This community is extremely active on the Schomberg Community Group Facebook page, which appears to be the most effective way to reach them.



Activation Plan Guiding Principles

Secondary Target – Residents of Schomberg’s Trade Area.

- Schomberg’s Trade Area population is estimated to be 204,774 in 2018, and is forecasted to grow +52,090 to 256,864 over the next 10 years.
- The population is dominated by families with children. The families are very affluent, with 54% of them earning \$100,000 or more. They have immense spending power, spending \$6.7 billion per year, \$103,000 per household after income tax.
- Some residents of Bolton, Tottenham and Beeton are also active on the Schomberg Community Page, however, this is a more difficult group to reach.

Tertiary Target - Tourists and Cyclists – GTA population of 5.4 million.

- Tourists to Schomberg visit primarily during special events, such as the Agricultural Fair, Street Gallery and A Main Street Christmas. Tourists can be targeted through Main Street specific social media outreach by Experience King.
- There is an opportunity during special events that are frequented by tourists to make them aware of other happenings on Main Street.
- Cyclists are more regular visitors, as Schomberg is on the Greenbelt Route and is a popular destination for cyclists. There is also an opportunity to improve cyclist outreach.

Plan 1 - May – August – Blossoms, Bees, Birds & Butterflies: Impact on Action Items

Action Item #	Action Item	Comments
47	May – August - Adopt Spring/Summer theme annually for Main Street. Align business décor with the annual theme, as well as street beautification. 2019 theme – Love of Nature. Plan plantings, bee demonstrations, etc. Link to annual Garden Tour.	
Action Item #	Additional Action Items Forwarded During This Activation Period	Comments
5	Map out locations for benches including design to complement heritage identity/enhance activation locations – core area.	4 benches designed with summer theme
6	Map out locations for banner poles including pole design to complement heritage identity/enhance activation locations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	Complementary banners match benches, waste cans and mural. 19 banner poles.
7	Identify strategic placement of planters including planter design to complement heritage identity/enhance activation locations – core area.	Additional planters installed in 2019
8	Identify strategic placement of waste receptacles including design – core area.	Waste can design to match banners and benches.
9	Implement a Main Street specific banner calendar & installation schedule for banners Banners to focus exclusively on Main Street activations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	Summer banners go up prior to fair and remain in place to mid August.
28	Ensure Lion's Park improvements take into consideration Destination Development Association's best practices for creating a gathering space/plaza. Incorporate river into design and include an activation area.	Ec Dev 7 PRC collaborating to ensure strong outcome.
29	Reenergize the Schomberg Community Hall to become a focal point of Main Street, Bring day-to-day management of Community Hall underneath Economic Development and PRC. Assign a location in the Community Hall for Main Street activations & initiatives.	Ultimate goal of for a market in Community hall, as well as summer workshops and activations.
30	Improve the Community Hall to be up to building, fire and accessibility code including application for accessibility grant for second floor. Once the hall is renovated, have it designated as a heritage building.	Community Hall currently under renovation.
41	Convert www.schombergmainstreet from project website to consumer facing website. Include an online map of available on-street and off-street parking locations. King to develop. Update on experienceking.ca	Website converted.
42	Give assigned staff person role of Downtown Coordinator. Include in job description role as single point of contact for all community groups' events impacting Main Street.	Position has been filled.
43	Work towards an all year weekly Farmer's Market/Local Makers/Artisans Shoppe located at the Community Hall. Secure vendors and assign the Downtown Coordinator to act as Manager. Develop marketing materials to support, including a website and vendor solicitation documents.	To begin following completion of hall renovations.
44	Create promotional material for the Farmer's Market, rooting it in tradition. Build dedicated website or make it a focal point within www.schombergmainstreet.ca. January – April use as vendor recruitment tool, April – December use as promotional tool.	Website complete.
56	Increase promotion of Main Street and Schomberg Cycling Routes (Village Roundabout York Loop, Greenbelt Route) to cyclists.	requires more work.

Plan 2 - September – Art Month: Impact on Action Items

Action Item #	Action Item	Comments
48	September – Adopt Art theme annually for the month of September. Use existing Street Gallery banners. On non Street Gallery weekends, bring in street artists, wood carvers, potters etc. Sidewalk chalk. Encourage artists to occupy pop up locations.	
Action Item #	Additional Action Items Forwarded During This Activation Period	Comments
9	Implement a Main Street specific banner calendar & installation schedule for banners Banners to focus exclusively on Main Street activations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	Schomberg Street Gallery Banners up mid August - mid September.
24	Improve pedestrian safety through the addition of 3 – 4 crosswalks. Theme crosswalks to fit with village focus.	3 crosswalk art installations completed.
28	Ensure Lion's Park improvements take into consideration Destination Development Association's best practices for creating a gathering space/plaza. Incorporate river into design and include an activation area.	Ec Dev & PRC collaborating to ensure strong outcome.
29	Reenergize the Schomberg Community Hall to become a focal point of Main Street, Bring day-to-day management of Community Hall underneath Economic Development and PRC. Assign a location in the Community Hall for Main Street activations & initiatives.	Once renovated, Community hall will house indoor Street gallery artists and could host other art themed events.
30	Improve the Community Hall to be up to building, fire and accessibility code including application for accessibility grant for second floor. Once the hall is renovated, have it designated as a heritage building.	Community Hall currently under renovation.
41	Convert www.schombergmainstreet from project website to consumer facing website. Include an online map of available on-street and off-street parking locations. King to develop. Update on experienceking.ca	Website converted.
42	Give assigned staff person role of Downtown Coordinator. Include in job description role as single point of contact for all community groups' events impacting Main Street.	Position has been filled.
43	Work towards an all year weekly Farmer's Market/Local Makers/Artisans Shoppe located at the Community Hall. Secure vendors and assign the Downtown Coordinator to act as Manager. Develop marketing materials to support, including a website and vendor solicitation documents.	Add artists to Farmers Market.
44	Create promotional material for the Farmer's Market, rooting it in tradition. Build dedicated website or make it a focal point within www.schombergmainstreet.ca. January – April use as vendor recruitment tool, April – December use as promotional tool.	Website complete.
51	Create activation schedule and plan to ensure Lions Park becomes a continually evolving and interesting destination for the community and visitors. Explore pottery wheels, chainsaw woodworking, giant chess, jenga etc.	Plan art based activities in Lions Park throughout Art Month.
56	Increase promotion of Main Street and Schomberg Cycling Routes (Village Roundabout York Loop, Greenbelt Route) to cyclists.	Look at bicycle art.
57	Work with Emanuel Presbyterian Church (313 Main Street) to develop a concert series experience in collaboration with the restaurants on Main Street.	Jazz performance September 2019

Plan 3 - October – Scarecrow Month: Impact on Action Items

Action Item #	Action Item	Comments
49	October - Adopt Scarecrow theme annually for the month of October for Main Street. Use all 25 scarecrow banners. Align business décor with the theme, as well as street beautification. Create significant scarecrows on all public property on Main Street.	
Action Item #	Additional Action Items Forwarded During This Activation Period	Comments
9	Implement a Main Street specific banner calendar & installation schedule for banners. Banners to focus exclusively on Main Street activations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	Scarecrow banners go up following Street Gallery
28	Ensure Lion's Park improvements take into consideration Destination Development Association's best practices for creating a gathering space/plaza. Incorporate river into design and include an activation area.	Lions Park to host Scarecrow Festival & 6 week selfie station
29	Reenergize the Schomberg Community Hall to become a focal point of Main Street, Bring day-to-day management of Community Hall underneath Economic Development and PRC. Assign a location in the Community Hall for Main Street activations & initiatives.	market Day themed scarecrow installation to take place outside Hall
30	Improve the Community Hall to be up to building, fire and accessibility code including application for accessibility grant for second floor. Once the hall is renovated, have it designated as a heritage building.	Community Hall currently under renovation.
41	Convert www.schombergmainstreet from project website to consumer facing website. Include an online map of available on-street and off-street parking locations. King to develop. Update on experienceking.ca	Website converted.
42	Give assigned staff person role of Downtown Coordinator. Include in job description role as single point of contact for all community groups' events impacting Main Street.	Position has been filled.
51	Create activation schedule and plan to ensure Lions Park becomes a continually evolving and interesting destination for the community and visitors. Explore pottery wheels, chainsaw woodworking, giant chess, jenga etc.	Lions Park to host Scarecrow Festival & 6 week selfie station

Plan 4 - December – Festive: Impact on Action Items

Action Item #	Action Item	Comments
50	December – Become known for holiday spirit by extending festive theme from A Main Street Christmas through month of December. Utilize Lions Park for a 4 week light sculpture. Include activities such as ice carving on weekends.	
Action Item #	Additional Action Items Forwarded During This Activation Period	Comments
9	Implement a Main Street specific banner calendar & installation schedule for banners Banners to focus exclusively on Main Street activations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	A Main Street Christmas banners go up following November 11
28	Ensure Lion's Park improvements take into consideration Destination Development Association's best practices for creating a gathering space/plaza. Incorporate river into design and include an activation area.	Lions Park to host 6 week festive selfie station
29	Reenergize the Schomberg Community Hall to become a focal point of Main Street, Bring day-to-day management of Community Hall underneath Economic Development and PRC. Assign a location in the Community Hall for Main Street activations & initiatives.	A Main Street Christmas to house market at Hall once renovations complete
30	Improve the Community Hall to be up to building, fire and accessibility code including application for accessibility grant for second floor. Once the hall is renovated, have it designated as a heritage building.	Community Hall currently under renovation.
41	Convert www.schombergmainstreet from project website to consumer facing website. Include an online map of available on-street and off-street parking locations. King to develop. Update on experienceking.ca	Website converted. Festive takeover during festive season.
42	Give assigned staff person role of Downtown Coordinator. Include in job description role as single point of contact for all community groups' events impacting Main Street.	Position has been filled.
51	Create activation schedule and plan to ensure Lions Park becomes a continually evolving and interesting destination for the community and visitors. Explore pottery wheels, chainsaw woodworking, giant chess, jenga etc.	Lions Park to host Scarecrow Festival & 6 week selfie station
57	Work with Emanuel Presbyterian Church (313 Main Street) to develop a concert series experience in collaboration with the restaurants on Main Street.	A Christmas Carol Reading to Occur 2019.



Summer Activation Plan

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Objectives:

1. Bring Schomberg residents to Main Street on a regular basis throughout the summer.

Key Success Factors:

1. Drive awareness of interesting activities taking place on Main Street.
2. Strong collaboration with community groups that are active in the summer months:
 - Schomberg Agricultural Society
 - Schomberg Community Farm
 - Dufferin Marsh Connection
 - Schomberg Horticultural Society
 - Schomberg Farmer's Market



Summer Activation Plan

Physical Design

Objective

- Make Main Street so pretty people want to walk down it over and over.

Activities

- Schomberg Fair street banners during month of May, followed by Main Street summer sunflower banners
- Expand gateway garden at Dr. Kay & Main and increase sunflowers
- Encourage all businesses to plant sunflowers, hang birdfeeders and have pretty flower planters
- Install railway interpretive panel at Dr. Kay & Main
- Lions Park Renovation to function more like a plaza

Promotion

- Pretty Nice! - post photos of the prettiest parts and share on social media



Street Banners & Benches





Summer Activation Plan

Railway Interpretive panel –Display Examples





Summer Activation Plan

Lion's Park Redesign





Summer Activation Plan

Lion's Park Redesign



Action Item 28

- Ensure Lion's Park improvements take into consideration Destination Development Association's best practices for creating a gathering space/plaza.
- Incorporate river into design and include an activation area.

Recipe for the Perfect Plaza ← Destination Development Association

1. Turn downtown parks into beautiful gathering places.
2. Make sure you include year round, interactive water.
3. An amphitheatre space creates a sense of intimacy.
4. Add music and lighting.
5. Make sure there is ample vendor space.
6. Beautification is essential.
7. Make sure you include a permanent stage.
8. It must be a year round activity centre, not seasonal!



Summer Activation Plan

Sidewalkable Saturdays – 10AM – 6PM

Objective

- Get Schomberg residents to walk to Main Street and then stroll down the street, engaging with businesses as they do

Activities

- Encourage businesses to bring their business to the street – Sidewalk Sale Saturdays, activate front porches
- Help each business pick one unique activity to do outdoors on Saturdays – e.g. Schomberg Quality Meats smoker, Olde Mill outdoor painting, Sugar & Spice gingerbread house
- Ensure every business participates in the Community Yard Sale
- Distribute sidewalk chalk to the self serve book stations
- Improve wayfinding to Schomberg Farmer's Market
- Schedule unique Saturday Activations

Promotion

- Engage Schomberg Community Group Facebook members to adopt Sidewalkable Saturdays and to make plans to participate – work directly with Susan Heslop
- Create a walking route with step count

Summer Activation Plan

Sidewalkable Saturdays

Unique Saturday Activations

- Pollinator workshop – collaboration between Horticultural Society & Andre Flys
- Sunflower painting in the park – The Paint Lady
- Beautiful Birdhouse Building Workshop
- Northern Hawk Owl information session
- Align Dufferin Marsh activities
- Pied Piper Walking party
- Soap Box Derby
- Pipe Walking Themed Music onto Main Street





Summer Activation Plan

Sidewalk Saturdays Playlist

- Walking on Sunshine – Katrina & the Waves
- Walk this Way – Run DMC
- These Boots are Made for Walking – Nancy Sinatra
- Walk Like an Egyptian – The Bangles
- Walk All Over You – AC/DC
- Walk the Dinosaur – Was (Not Was)
- I Will Walk 500 Miles – The Proclaimers
- Walk of Life – Dire Straits
- Walking on Broken Glass – Annie Lennox



Summer Activation Plan

Sidewalkable Saturday Business Participation

Objective:

Secure 100% participation by Main Street businesses.

Activities:

Business walkabout early May to share the plan with them and encourage them to participate.

- Free package of sunflower seeds – encourage them to plant
- 1 pager with motivational images of planters and birdfeeders
- 1 pager to present Sidewalkable Saturdays to them

For each business, help brainstorm ideas for how they could bring their business outside on Saturdays



Summer Activation Plan

Over 50 Activation Days

- Community groups – 20
- Business – 30+
- Township Led - 16

	MAY				JUNE					JULY				AUGUST			
	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 1	Wk 3	Wk 4	Wk 5	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4
Business Activations - 30+																	
Quilters Nook - Spring Quilting Class	May 4 & 5	May 11&12															
Annie Sloan Workshops - Multiple, Dates TBD																	
Schomberg Pub - Wheat Kings																	
Schomberg Pub - Patio BBQ Bash																	
Scruffy Duck Tony Priors karaoke - Fridays																	
Main Street Coordinator Activations - 3																	
Sunflower Seed or Plant Giveaway																	
Beautiful Birdhouse Bulding Session																	
Sunflower Painting Class - Paint Lady																	
Sidewalkable Saturdays																	
BBB&B PROMOTION TO THE COMMUNITY																	
Business Walkabout with Sunflower Seeds																	
Schombergmainstreet.ca What's Going On																	
Community Group Outreach Encourage Sunflower planting																	
Schomberg Community Group Social Media																	
BBB&B PROMOTION TO VISITORS																	
Yelp/CCT/Experienceyork.ca listings - Schomberg Fair & Other Events																	
Experienceking.ca website & social media																	



Summer Activation Plan

Workback Schedule

Activity	Timing	Responsibility
Coordinate with Dufferin Marsh Association	April	MSC
Review Overall Dufferin Marsh Plan, finalize dates		MSC
Identify ways to Bring Marsh Participants to Main Street		MSC & DMNC
Get all Dufferin Marsh activities on Whats Going On	April	MSC & SVA
Physical Design		
Fair Banners posted	May 1	PRC
Summer Banners Posted	June 1	MSC
Sunflowers planted in gateway Garden	mid May	Hort. Soc.
Business & Community Group Communications		
Prepare Business 1 pager for Walkabout	April	MSC
Prepare Sidewalkable Saturdays Playlist		
Business Walkabout with Sunflowers, Ideas, Sidewalkable Saturdays & May 2 Community Yard Sale & Playlist	April	MSC
May 2 Community Yard Sale Follow Up	April 27	MSC
Activities		
Schedule Pollinator Demonstration	April	MSC
Schedule Birdhouse making	April	MSC
Schedule Sunflower painting	April	MSC
Communications		
What's Going On - weekly maintenance	April - September	MSC
Engage Susan Heslop in Sidewalk Saturdays	April	MSC
Schomberg Main Street Weekly Postings	May - Aug	MSC
Schomberg Community Group Social Media Support	All October	MSC



Summer Activation Plan

Budget

Birds Blossoms Bees & Butterflies Budget	
Activity	Budget
Sunflower Seeds for Distribution	200.00
Birdhouse Kits and Materials	1,000.00
Sunflower painting materials and fee	1,000.00
Playlist & Music Infrastructure	500.00
Pollinator Demo Fee and materials	500.00
TOTAL	3,200.00



Summer Activation Plan

Key Performance Indicators

Metric	Target	2019	Notes
Schombergmainstreet.ca Unique Visitors - May - Aug	5000	4275	
Number Stores Participating in Sidewalk Saturdays	10	NA	
Pollinator demonstration attendees	25	NA	
Sunflower painting participants	15	NA	
Birdhouse Making participants	20	NA	
Social Media Engagements	1000		



Summer Activation Plan

Plan 1 Summer: Impact on Action Items

Action Item #	Additional Action Items Forwarded During This Activation Period	Comments
5	Map out locations for benches including design to complement heritage identity/enhance activation locations – core area.	4 benches designed with summer theme
6	Map out locations for banner poles including pole design to complement heritage identity/enhance activation locations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	Complementary banners match benches, waste cans and mural. 19 banner poles.
7	Identify strategic placement of planters including planter design to complement heritage identity/enhance activation locations – core area.	Additional planters installed in 2019
8	Identify strategic placement of waste receptacles including design – core area.	Waste can design to match banners and benches.
9	Implement a Main Street specific banner calendar & installation schedule for banners. Banners to focus exclusively on Main Street activations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	Summer banners go up prior to fair and remain in place to mid August.
28	Ensure Lion's Park improvements take into consideration Destination Development Association's best practices for creating a gathering space/plaza. Incorporate river into design and include an activation area.	Ec Dev & PRC collaborating to ensure strong outcome.
29	Reenergize the Schomberg Community Hall to become a focal point of Main Street. Bring day-to-day management of Community Hall underneath Economic Development and PRC. Assign a location in the Community Hall for Main Street activations & initiatives.	Ultimate goal of for a market in Community hall, as well as summer workshops and activations.
30	Improve the Community Hall to be up to building, fire and accessibility code including application for accessibility grant for second floor. Once the hall is renovated, have it designated as a heritage building.	Community Hall currently under renovation.
41	Convert www.schombergmainstreet from project website to consumer facing website. Include an online map of available on-street and off-street parking locations. King to develop. Update on experienceking.ca	Website converted.
42	Give assigned staff person role of Downtown Coordinator. Include in job description role as single point of contact for all community groups' events impacting Main Street.	Position has been filled.
43	Work towards an all year weekly Farmer's Market/Local Makers/Artisans Shoppe located at the Community Hall. Secure vendors and assign the Downtown Coordinator to act as Manager. Develop marketing materials to support, including a website and vendor solicitation documents.	To begin following completion of hall renovations.
44	Create promotional material for the Farmer's Market, rooting it in tradition. Build dedicated website or make it a focal point within www.schombergmainstreet.ca. January – April use as vendor recruitment tool, April – December use as promotional tool.	Website complete.
56	Increase promotion of Main Street and Schomberg Cycling Routes (Village Roundabout York Loop, Greenbelt Route) to cyclists.	requires more work.
57	Work with Emanuel Presbyterian Church (313 Main Street) to develop a concert series experience in collaboration with the restaurants on Main Street.	Spring Song performance May 2019



Summer Activation Plan

APPENDIX

Sample Communication Materials



Summer Activation Plan

CELEBRATE MAIN STREET
with
**SIDEWALK
SATURDAYS**



MAY
through
AUGUST

A stylized illustration of a street scene. It features a black street lamp on the left, a row of four colorful buildings (red, yellow, blue, and purple) with windows and doors, and silhouettes of people walking and shopping. A purple awning is visible over one of the buildings.



Summer Activation Plan

Motivational Material – Business Flowers





Summer Activation Plan

Motivational Material – Business Bird Feeders



Summer Activation Plan

Motivational Material – Related Products for Sale





September

Street Activation Plan

Objectives:

1. Bring King residents to Main Street to attend multiple art events and actively participate in artistic self expression through the month of September.
2. Have Main Street businesses leverage the increased number of residents and level of engagement through complementary activities that best suit their business.
3. Increase visitor attendance to the Schomberg Street Gallery.

Key Success Factors:

1. Achieve participation from art based Main Street businesses.
 - Vintage Peony
 - Cottage & Crown
 - Olde Mill Art gallery & Shoppe
 - Scottish Nook
 - Quilters Nook
 - G2.Net
2. Achieve 100% participation from restaurants and coffee shops
 - Feast Your Eyes on This
3. Strong adoption of and participation in expressing yourself by the Schomberg community.



September Street Activation Plan

Anchor Event – Schomberg Street Gallery

- All additional activities will be inspired by artistic expression without duplicating the Street Gallery activity
- Schomberg Street gallery will be the only major event attracting tourists, all other events and activities to target King residents and will focus on fun artistic self expression
- Schomberg resident attendance expected to increase as residents embrace the month of artistic expression (baseline attendance from resident survey = 71%)





September

Street Activation Plan

Physical Design

Objective

- Make Main Street a focal point of artistic expression throughout the month of September.

Activities

- **Street banners** to be hung mid August through to end of third week of September.
- **Lion's Park Mural** to be painted through the month of September. 2020 mural to be a Wizard of Oz theme to set up for scarecrow month. Mural to use Annie Sloan chalk paint, and will be sponsored by Vintage Peony.
- **Random Rocks of Kindness** – beautifully painted stones with messages of kindness to start to appear on lawns and beside businesses.
- **Spontaneous Sidewalk Chalk** - businesses to have sidewalk chalk outside their businesses with signs inviting people to express yourself.



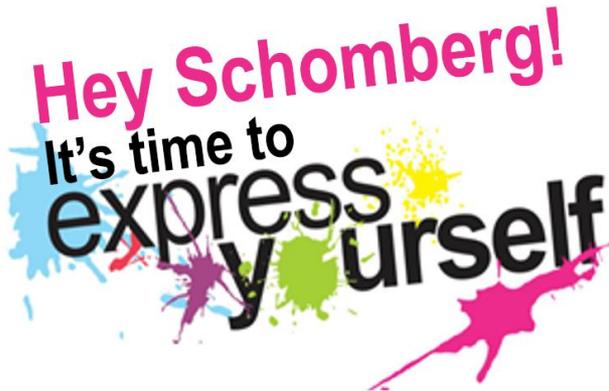
September Street Activation Plan





September

Street Activation Plan



September will be a month long period of self expression

Residents will be encouraged to engage in multiple activities on Main Street that encourage creative self expression

Activities

- Random Rocks of Kindness
- Spontaneous Sidewalk Chalk
- Fido & Friend Fashion Show
- Saturday Afternoon Karaoke in the Park (or afternoon concerts by local artists)
- Children's Art Show
- Culture Days – multiple events including Scarecrow Festival

Businesses will embrace artistic self expression as best suits their operation



September Street Activation Plan

Random Rocks of Kindness – consider RONA sponsorship if rocks donated

- Residents will be encouraged to express themselves by painting rocks with kind/inspirational messages and placing them on the lawns of businesses on Main Street
- Businesses will also place unpainted rocks in front of their business with a sign saying “Please turn me into a random rock of kindness and bring me back”
- Random rocks to be featured daily on social media
- Secure coverage in King Weekly Sentinel and King Connection



Businesses will be encouraged to use staff to create artistic sidewalk art in front of their establishments

Spontaneous Sidewalk Chalk

- Businesses will be provided with a bucket of sidewalk chalk for children to use to draw on their walkways and the sidewalks in front of the business





September

Street Activation Plan

Fido & Friend Fashion Show

- Community to participate in an owner & doggie fashion show & competition in Fairgrounds

Categories

GLAM – owners and their dogs are invited to glam themselves and walk the red carpet

Fi-DOH! – dress yourselves in your dog's most embarrassing moment

Hot DOG! – dress yourselves as your favourite food

Walk the Catwalk – dress yourself as a cat owner and your dog as a cat

Unleash Yourself – choose your own theme

- Secure local newspaper coverage
- Invite YELP
- Engage BlogTO
- Prizes to be Main Street gift cards





September

Street Activation Plan



- The weekend following the Street Gallery, have a children's art exhibition in the Schomberg Community Hall
- Leverage Arts Society King to execute



September

Street Activation Plan

CULTURE DAYS

Schomberg to work to secure multiple Culture Day listings including:

- Scarecrow Festival
- Olde Mill Art Gallery & Shoppe event
- The Alley Art Gallery Annie Sloan display
- Community Quilting Bee – Schomberg Community Hall
- Feast Your Eyes – beautiful food



September

Street Activation Plan

Music Themed Activities

Unplugged on Main Fall Concert



Songs from Schomberg – Lions Park

- 4 Saturday afternoon mini concerts featuring local artists

OR

Express Yourself!

- 4 Saturday afternoons of Karaoke in the Park



September

Street Activation Plan

Restaurant Participation - Feast Your Eyes

Objective:

Secure 100% participation by Main Street restaurants & bake shops.

Activities:

- Every dining establishment to create a signature dish that is Instagrammable
- Feast Your Eyes signage to be provided for every participating business
- Businesses to adopt Feast Your Eyes theme in their social media
- Invite food bloggers to attend

Sugar & Spice (sweet)

- Express Yourself Cupcakes – shoppers can request custom writing on their cupcake
- Express Yourself Cupcake decorating workshops for children

Grackle (spicy)

- Increased art in shop
- Sassy cookies & latte art





September

Street Activation Plan





September

Street Activation Plan

Art Oriented Business Participation

Objective:

Secure 100% participation by art oriented businesses.

Activities

Vintage Peony

- Annie Sloan workshops every Saturday
- **Show Off Your Sloan!** Take over alleyway for past participants to display their pieces for a day in front of the store
- **The Alley Art Gallery** – take over alleyway to exhibit pieces each Saturday

Cottage & Crown

- Display custom framed pieces in front of store. Invite people to express themselves and have their piece created for them.

Olde Mill Art Gallery & Shoppe

- Artists Working Outdoors every Saturday & Sunday

Quilters Nook

- Community quilting bee

Scottish Nook

- Cigar box electric guitars

G2.Net

- Activity TBD





September

Street Activation Plan

Non Art Oriented Business Participation

Objective:

Actively engage non art oriented businesses to invite local residents to express themselves on the business property.

Activities:

- Sidewalk Chalk art
- Random Rocks Collection
- Unfinished rocks with small paint tools put out daily
- Express yourself selfie stations
- Photo booth
- Balloon hats





September

Street Activation Plan

Calendar – 30 Activation Days

	AUGUST		SEPTEMBER																													
	Wk 4	Wk 5	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
PHYSICAL DESIGN																																
Street Gallery Banners																																
Lins Park Mural Painting																																
Random Rocks of Kindness																																
Spontaneous Sidewalk Chalk																																
EVENTS																																
Schomberg Street Gallery																																
Fido & Friends Fashion Show																																
Culture Days Scarecrow Festival																																
Unplugged on Main Concert																																
Children's Art Exhibit																																
Feast Your Eyes																																
EXPRESS YOURSELF ACTIVITIES																																
Lions Park Outdoor Afternoon Concert Series																																
Annie Sloan Workshops																																
The Alley Art Gallery																																
Community Hall or Church Quilt Exhibit																																
Olde Mill Art Gallery & Shoppe Artists Working Outdoors																																
Quilters Nook Community Quilting Bee																																
Cottage & Crown Custom Sign Creation																																
Random Rocks of Kindness																																
Sidewalk Chalk Art																																
Express Yourselfies - Main Street selfies of self expression																																
EXPRESS YOURSELF MONTH PROMOTION TO THE COMMUNITY																																
Local Press release - Schomberg knows how to express itself																																
Local Press Release - Children's Art Exhibit																																
Schombergmainstreet.ca Home Page Takeover																																
Schomberg Community Group Social Media																																
PROMOTION TO VISITORS																																
Yelp/CCT/Experienceyork.ca listings																																
GTA Press Release & Social Outreach																																
Experienceking.ca website & social media																																
Cluture Days Listings - Scarecrows, Quilts, Annie Sloan, Olde Mill																																



September Street Activation Plan

Workback Schedule – 1 of 2

Activity	Timing	Responsibility
Fido & Friends Fashion Show		MSC
Meet with Agricultural Society & determine if they want to manage	June	MSC
Confirm Fashion Show	June	MSC
Begin Promoting to Community	mid August	MSC
Purchase gift cards	September	MSC
Arrange MC & event logistics	mid August	MSC
Children's Art Exhibit		
Meet with ASK - determine if ASK wants to own event	June	MSC
Set up guidelines & jury to decide who participates	June	MSC & ASK
Book Community Hall	ASAP	MSC
Engage Lisa Cole	June	MSC
Begin Promotion in Community	June - Sept	PRC
Feast Your Eyes		
Prepare Restaurant/coffee shop promotional material	June	MSC
Reataurant Coffee Shop walkabout	June	MSC
Schedule follow up to identify & take photo of item	August	MSC
Deliver signs & photo of item	August	MSC
Social media/Yelp.Blog TO outreach	September	MSC



September Street Activation Plan

Workback Schedule – 2 of 2

Activity	Timing	Responsibility
Lions Park Mural		
Work with Vintage Peony (sponsor) on design idea	June	MSC
Secure artist	June	MSC
Secure plywood & erect "canvas"	end August	MSC/PRC
Lions Park Music Series		
Secure 4 musicians to play over 4 weekends	June	MSC
Set up stage & speakers	Sept	MSC/PRC
Business & Community Group Communications		
Prepare Business 1 pager for Walkabout	early June	MSC
Business Walkabout	mid June	MSC
Communications		
Culture Days Festival Listings - assist Businesses	mid August	MSC
Express Yourself takeover on schombergmainstreet.ca	end august	MSC
Children's Art Exhibity on Township Municipal page	Sep	MSC
Random Rocks of Kindness Press Release to Local Newspapers	early September	MSC
Social Media Promo to Community	all September	MSC
experienceyorkregion, YELP & CCT listings	after Festival	MSC
Schomberg Community Group Social Media Support	All September	MSC



September

Street Activation Plan

Budget

Express Yourself - September Art Month Budget	
Activity	Budget
Fido & Friends Prizes	1,000.00
Children's Art Exhibit Sign	200.00
Feast Your Eyes Signs	500.00
Mural Artist honorarium	1,000.00
Sidewalk Chalk	150.00
Random Rocks of Kindness	500.00
Misc	250.00
TOTAL	3,600.00



September

Street Activation Plan

Key Performance Indicators

Metric	Target	2019	Notes
Schombergmainstreet.ca Unique Visitors - September	3,000	2,227	
# Feast Your Eyes participants	8		
# Random Rocks	100		
Social Media Engagements	1000		



September Street Activation Plan

September – Art Month: Impact on Action Items

Action Item #	Action Item	Comments
48	September – Adopt Art theme annually for the month of September. Use existing Street Gallery banners. On non Street Gallery weekends, bring in street artists, wood carvers, potters etc. Sidewalk chalk. Encourage artists to occupy pop up locations.	
Action Item #	Additional Action Items Forwarded During This Activation Period	Comments
9	Implement a Main Street specific banner calendar & installation schedule for banners. Banners to focus exclusively on Main Street activations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	Schomberg Street Gallery Banners up mid August - mid September.
24	Improve pedestrian safety through the addition of 3 – 4 crosswalks. Theme crosswalks to fit with village focus.	3 crosswalk art installations completed.
28	Ensure Lion's Park improvements take into consideration Destination Development Association's best practices for creating a gathering space/plaza. Incorporate river into design and include an activation area.	Ec Dev & PRC collaborating to ensure strong outcome.
29	Reenergize the Schomberg Community Hall to become a focal point of Main Street. Bring day-to-day management of Community Hall underneath Economic Development and PRC. Assign a location in the Community Hall for Main Street activations & initiatives.	Once renovated, Community hall will house indoor Street gallery artists and could host other art themed events.
30	Improve the Community Hall to be up to building, fire and accessibility code including application for accessibility grant for second floor. Once the hall is renovated, have it designated as a heritage building.	Community Hall currently under renovation.
41	Convert www.schombergmainstreet from project website to consumer facing website. Include an online map of available on-street and off-street parking locations. King to develop. Update on experienceking.ca	Website converted.
42	Give assigned staff person role of Downtown Coordinator. Include in job description role as single point of contact for all community groups' events impacting Main Street.	Position has been filled.
43	Work towards an all year weekly Farmer's Market/Local Makers/Artisans Shoppe located at the Community Hall. Secure vendors and assign the Downtown Coordinator to act as Manager. Develop marketing materials to support, including a website and vendor solicitation documents.	Add artists to Farmers Market.
44	Create promotional material for the Farmer's Market, rooting it in tradition. Build dedicated website or make it a focal point within www.schombergmainstreet.ca. January – April use as vendor recruitment tool, April – December use as promotional tool.	Website complete.
51	Create activation schedule and plan to ensure Lions Park becomes a continually evolving and interesting destination for the community and visitors. Explore pottery wheels, chainsaw woodworking, giant chess, jenga etc.	Plan art based activities in Lions Park throughout Art Month.
56	Increase promotion of Main Street and Schomberg Cycling Routes (Village Roundabout York Loop, Greenbelt Route) to cyclists.	Look at bicycle art.
57	Work with Emanuel Presbyterian Church (313 Main Street) to develop a concert series experience in collaboration with the restaurants on Main Street.	Jazz performance September 2019



SCARECROW MONTH

Street Activation Plan

54

Objectives:

1. Bring Schomberg residents to Main Street to participate in the Scarecrow Festival.
2. Bring Schomberg residents to Main Street throughout the month of October to engage with the scarecrows.
3. Bring visitors to Main Street throughout the month of October to see the scarecrows.

Key Success Factors:

1. Achieve 100% participation from Main Street businesses.
2. Achieve 100% participation from the following community groups:
 - Schomberg Village Association
 - Schomberg Agricultural Society
 - Schomberg Community Farm
 - Schomberg Lions Club
 - Dufferin Marsh Connection
 - King Chamber of Commerce
 - Schomberg Horticultural Society
3. Achieve 100% awareness of Festival and Scarecrow Contest amongst Schomberg Residents.
4. Achieve strong awareness outside of Schomberg.



SCARECROW MONTH Street Activation Plan

Physical Design

Objective

Have Main Street bedecked with scarecrows by the last Saturday in September.

Activities

- Street banners to be hung immediately following Street Gallery
- Display erected outside Community Hall paying homage to the Founding Families of Schomberg along with building history and wayfinding to Farmer's Market (reuse old fashioned scarecrows)
- Lion's Park Gateway Feature & dress the bridge adjacent to Lions Park with seasonal décor (autumn leaves, corn stalks, wreaths)
- New display in Lion's Park that will act as selfie station

Community groups assigned the following display locations for Community Group Scarecrows:

- Schomberg Village Association
- Schomberg Agricultural Society – in front of bridge to Fairgrounds
- Schomberg Community Farm – at farm
- Schomberg Lions Club – by the Lions Club board near CIBC
- Dufferin Marsh Connection – Dr. Kay & Main Street, south side
- King Chamber of Commerce
- Schomberg Horticultural Society – Dr Kay & Main, north side



SCARECROW MONTH

Street Activation Plan

Business Participation

Objective:

Secure 100% participation by Main Street businesses.

Activities:

Business walkabout early September to remind them of scarecrow month and share the support it will receive.

- Curious the Tourist Ad
- Scarecrow Festival last Saturday in September
- Ongoing Social Media Support
- Press Release
- Municipal Page Support
- 1 month web banner for winning business on king.ca & schombergmainstreet.ca

For businesses that did not participate in 2019, and are not interested in participating this year, determine if they would allow a scarecrow to be placed at their location.



SCARECROW MONTH

Street Activation Plan

2019 Participating Businesses

- Schomberg Dental
- Fatigati Law
- Schomberg Pub
- Balance Heath Studio
- Lot 15
- Antares
- Grackle Coffee Shop
- CIBC
- Port Soiree Post Office Cottage & Crown
- New Engineer office
- Harry Hoare Realty
- Cake Realty
- Sugar & Spice
- Olde Mill Art Gallery & Shoppe
- The Scruffy Duck
- The Scottish Nook

2019 Non Participating Businesses

- Eddies on Main (does fall décor)
- Schomberg Quality Meats
- Vintage Peony
- All Service Auto Centre
- Water Cooling Tower
- Purple Door
- RONA
- Schomberg Variety
- 214 Main
- Laundromat
- Cynthia's Dog Grooming
- Leonardos
- Schomberg technologies
- Speers Creative



SCARECROW MONTH Street Activation Plan

Community Participation

Bring the Community to the Scarecrow Festival – last Saturday in September 10am – 2pm

Work in collaboration with Schomberg Scarecrows (SVA) to:

- Transform Lions Park into a Scarecrow Festival Hub
- Hand out scarecrow building kits
- Face Painting & balloon twisting
- Lion's Club 50/50 tickets
- Straw Cutting Ceremony
- Ensure Council participation

Bring the Community to Visit the Business Scarecrows – month of October

Silly Selfie Contest

- Post your silly selfie with any Main Street business scarecrow on the schombergmainstreet Facebook page and be entered in a draw for a \$25 gift card from a Main Street business. 1 draw per week for month of October. 4 different businesses.

Digital Support

- Ongoing business scarecrow sharing on Schomberg Community Group FB page
- Scarecrow takeover on schombergmainstreet.ca



SCARECROW MONTH

Street Activation Plan

- **Visitor Participation**
- Drive awareness of Scarecrow month amongst non residents through
 - Banner on king.ca
 - Promotion by Experience King
 - Press release shared beyond King – issue to Toronto Star, Toronto Sun, Blog TO, Toronto.com, narcity
 - Listing on experienceyork.ca
 - Secure Central Counties promotional support
 - Post event on Yelp



SCARECROW MONTH

Street Activation Plan

Calendar – 35 Activation Days (+10 in November) = 45

	SEPTEMBER					OCTOBER				NOVEMBER			
	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 1	Wk 1	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4
PHYSICAL DESIGN													
Lions Park Display													
Schomberg Community Hall Display													
SCARECROW FESTIVAL													
Scarecrow Festival - last Saturday in Sept													
Culture Days Listing													
FESTIVAL PROMOTION TO COMMUNITY													
Festival Promotion - Social Media													
Festival web banner on King.ca													
Postings on Newspaper Municipal Page													
Press Release to Local Newspapers													
SCARECROW MONTH PROMOTION TO THE COMMUNITY													
Business Walkabout with copy of ad													
Winning Business king.ca banner & schombergmainstreet.ca banner													
Community Group Outreach													
Local Press Release													
Schombergmainstreet.ca Home Page Takeover													
Schomberg Community Group Social Media													
Silly Selfie Contest													
SCARECROW MONTH PROMOTION TO VISITORS													
Curious the Tourist Ad													
Yelp/CCT/Experienceyork.ca listings													
GTA Press Release & Social Outreach													
Experienceking.ca website & social media													



SCARECROW MONTH

Street Activation Plan

Workback Schedule – 1 of 2

Activity	Timing	Responsibility
Meet with SVA & Scarecrow Coordinator	early August	MSC
Review Overall Plan		MSC
Confirm Festival Date		MSC & SVA
Clairy Roles (Festival = SVA), Park Décor = King		MSC & SVA
Ensure <u>All</u> Main Street Scarecrows listed on Map		MSC & SVA
Lions Park & Community Hall Displays		MSC
Plan Display & Selfie Station	mid August	MSC
Scarecrow Idea & Creation	Aug/Sept	MSC
Share plans with PRC	After Street Gallery	MSC
Banners posted	After Street Gallery	PRC
Put up Displays & Township Scarecrows	before Festival	MSC & PRC
Take Down Displays	November 9/10	MSC & PRC
Festival		
Arrange Straw Cutting & Council Attendance	After Labour Day	MSC
Assist SVA in Set Up	Day Before Festival	MSC & SVA
Attend festival and Collect Photos	Day of Festival	MSC



SCARECROW MONTH

Street Activation Plan

Workback Schedule – 2 of 2

Activity	Timing	Responsibility
Business & Community Group Communications		
Prepare Business 1 pager for Walkabout	mid August	MSC
Business Walkabout with Copy of Ad	After Labour Day	MSC
Email Community Groups & Confirm Support	After Labour Day	MSC
Purchase 4 x \$25 gift cards from 4 businesses for selfie contest		
Communications		
Schedule Curious the Tourist Inside Front Cover	as early as possible	MSC
Culture Days Festival Listing	mid August	MSC
Festival Listing on schombergmainstreet.ca	mid August	MSC
Festival listing on Municipal newspaper Page		
Pre Festival Press Release to Local Newspapers	mid September	MSC
Pre Festival Social media Promo to Community	all September	MSC
Post Festival Press Release to Local Newspapers	after Festival	MSC
experienceyorkregion, YELP & CCT listings	after Festival	MSC
Schombergmainstreet.ca scarecrow takeover/updated photos	All October	MSC
Experienceking.ca listing & promotion	All October	MSC
Scarecrow Month Media Outreach in GTA	October 1	MSC
Experience King Social Media Support	All October	MSC
Schomberg Community Group Social Media Support	All October	MSC
Silly Selfie Contest Management & Communications	All October	MSC
Winning Business king.ca & Schombergmainstreet.ca banners	All Nov	MSC



SCARECROW MONTH

Street Activation Plan

Budget

Activity	Budget
Curious the Tourist Full Page Ad	2,050.00
2 Scarecrow Displays - Build scarecrows	1,000.00
Business postcards for walkabout - Print only	100.00
Lion's Park Physical décor - straw, corn stalks, leaves, gateway feature	600.00
Misc	250.00
TOTAL	4,000.00



SCARECROW MONTH

Street Activation Plan

Key Performance Indicators

Metric	Target	2019	Notes
Schombergmainstreet.ca Unique Visitors - October			
Festival Attendees	400	est 200	heavy rain in 2019
Total # Scarecrows in Schomberg	60	50	
Total # Main Street Businesses Participating	32	18	
Total # Community Groups Participating	7	4	
Silly Selfie Contest Entries	100		
Social Media Engagements	1000		



SCARECROW MONTH

Street Activation Plan

October – Scarecrow Month: Impact on Action Items

Action Item #	Action Item	Comments
49	October - Adopt Scarecrow theme annually for the month of October for Main Street. Use all 25 scarecrow banners. Align business décor with the theme, as well as street beautification. Create significant scarecrows on all public property on Main Street.	
Action Item #	Additional Action Items Forwarded During This Activation Period	Comments
9	Implement a Main Street specific banner calendar & installation schedule for banners Banners to focus exclusively on Main Street activations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	Scarecrow banners go up following Street Gallery
28	Ensure Lion's Park improvements take into consideration Destination Development Association's best practices for creating a gathering space/plaza. Incorporate river into design and include an activation area.	Lions Park to host Scarecrow Festival & 6 week selfie station
29	Reenergize the Schomberg Community Hall to become a focal point of Main Street, Bring day-to-day management of Community Hall underneath Economic Development and PRC. Assign a location in the Community Hall for Main Street activations & initiatives.	market Day themed scarecrow installation to take place outside Hall
30	Improve the Community Hall to be up to building, fire and accessibility code including application for accessibility grant for second floor. Once the hall is renovated, have it designated as a heritage building.	Community Hall currently under renovation.
41	Convert www.schombergmainstreet from project website to consumer facing website. Include an online map of available on-street and off-street parking locations. King to develop. Update on experienceking.ca	Website converted.
42	Give assigned staff person role of Downtown Coordinator. Include in job description role as single point of contact for all community groups' events impacting Main Street.	Position has been filled.
51	Create activation schedule and plan to ensure Lions Park becomes a continually evolving and interesting destination for the community and visitors. Explore pottery wheels, chainsaw woodworking, giant chess, jenga etc.	Lions Park to host Scarecrow Festival & 6 week selfie station



SCARECROW MONTH

Street Activation Plan

APPENDIX

Sample Communication Materials



SCARECROW MONTH

Street Activation Plan

Curious the Tourist – Sample Ad

VISIT THE SCHOMBERG MAIN STREET SCARECROWS

In celebration of its agricultural heritage, for the entire month of October, Schomberg welcomes a horde of wild, wacky and wonderful scarecrows. Wander down Main Street in this historic village, take a selfie with your favourite scarecrow, visit the quaint shops and dine at one of the pubs, coffee shops or restaurants.

DID YOU KNOW?

Fall scarecrows have been used worldwide for more than 3000 years to scare away crows and other birds from crops. The scarecrows' picturesque appearance has been recorded as early as 1592 and has been a favorite of writers including Shakespeare.

All October, Visit the Scarecrows, Shop & Dine at These Participating Businesses

<ul style="list-style-type: none"> The Olde Mill Art Gallery & Shoppe Vintage Peony The Scottish Nook The Quilter's Nook Cottage & Crown Rona CIBC 	<ul style="list-style-type: none"> The Scruffy Duck The Schomberg Pub Lot 15 Wine Bar Port Soiree Restaurant Crackle Coffee House Sugar & Spice Bakeshop 	<ul style="list-style-type: none"> Balance Massage Ontario Cooling Tower Fatigati Law Office Speers Creative Schomberg Dental Cake Realty Horizon Realty
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www.schombergmainstreet.ca



SCARECROW MONTH

Street Activation Plan

What's Going On - listing for schombergmainstreet.ca

**SCHOMBERG
SCARECROWS.COM**

SCARECROW FESTIVAL

**Saturday September 28
10AM - 2PM
Lion's Park
Main Street**

**SEPT
28**



SCARECROW MONTH

Street Activation Plan

Scarecrow Festival Image

**SCHOMBERG
SCARECROWS.COM**

SCARECROW FESTIVAL

**Saturday September 28
10AM - 2PM
Lion's Park
Main Street**

**Pick up your scarecrow kit...
Free face painting...
Crafts & Photo Booth...
Straw Cutting Ceremony...
....and more!**



SCARECROW MONTH

Street Activation Plan

Theme for Community Hall Display





Festive Season Street Activation Plan



71

Objectives:

1. Make Main Street the prettiest and most festive street in the GTA for the month of December.
2. Bring residents and visitors back to Main Street after AMSC to participate in events, shop and dine.

Key Success Factors:

1. Achieve participation from all retail and food service businesses.
2. 100% of businesses decorated – exceptional décor.
3. High level of community engagement.

Festive Season

Street Activation Plan

Anchor Event – A Main Street Christmas

- A Main Street Christmas signals the start of the festive season in Schomberg and draws 6,000 people to Main Street on a single day, including 96.5% of Schomberg residents
- This is a good opportunity to make residents aware of more activities that will be taking place on Main Street



Festive Season Street Activation Plan

Physical Design

Objective

- Make Main Street the prettiest and most festive street in the GTA throughout the month of December.

Activities

- Nov 12 – 30 – hand out free decorations to businesses
- Invest in additional lights for Community Christmas Tree prior to tree lighting ceremony
- Lion's Park festive archway and lights
- Festive decorations on bridge
- Add to Lion's Park Selfie Station – repeat sleigh, add gingerbread playhouse



Festive Season Street Activation Plan

Lions Park Festive Selfie Stations

- Repeat Lion's Park festive décor and selfie station
- Add life size gingerbread children's playhouse
- Add candy cane lined walkway to playhouse



Festive Season Street Activation Plan

Community Hall Mistletoe Silhouette Selfie Station

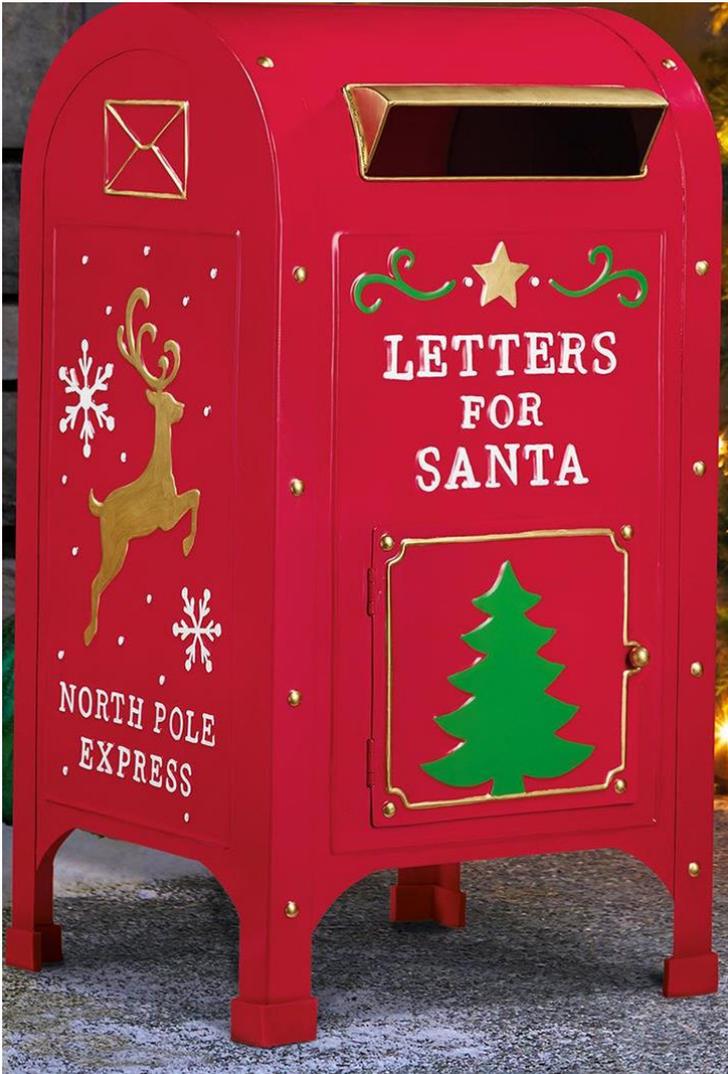


8 foot tall backlit backdrop at Community Hall with hanging mistletoe & signage



Festive Season

Street Activation Plan



North Pole Magic Mailbox – December 1 - 23

in partnership with the Schomberg Lions

- Children will mail their letter to Santa in the magic mailbox
- Lions to empty the mailbox daily and prepare reply letters
- Work with post office to secure free delivery
- Encourage people to post photos of their delighted child holding the letter





FROM THE DESK OF

Santa Claus

Dear "child's name",

It was a real treat to receive your letter today. As I'm sure you already know, all of us up here at the North Pole have been very busy getting ready for Christmas. I'm sure your family has been busy too!

We always enjoy delivering Christmas presents to all the boys and girls of the world. Rudolph has been helping with the other reindeer. He shows them how to polish their antlers and hooves. He sure likes things shiny!

Speaking of the reindeer, it would be very nice if you put out a carrot for them on Christmas Eve. Flying a sleigh all around the world is very hungry work!

All of us look forward to our trip to your house and I'm sure that you do too. Be sure to go to bed early because I will be flying over Schomberg early this year.

Be good to others and remember the spirit of Christmas all year long.

Got to go....the elves need me in the workshop.
HOHOHO!! Have a very Merry Christmas!

Your friend,

Santa Claus



Festive Season Street Activation Plan



Elf on the Shelf BINGO – December 1 – 24

- Township to purchase 1 Elf on the Shelf.
- Every business will have a supply of BINGO cards to hand out.
- The elf will be rotated to a different business every day – calendar to be planned and communicated in advance.
- On the day that they have the elf, the business will promote that the Elf is on their shelf. Come get your stamp!
- The business may elect to also offer a special on the day they have the elf.
- Everyone who comes in to the business gets their BINGO card stamped.
- Once the card gets a BINGO, it is entered to win 1 of 5 \$100 Main Street gift cards.
- Businesses may offer additional prizes



Festive Season Street Activation Plan



Holiday Stroll on Main

- Two Thursday evenings following AMSC
- 4:30pm – 8pm
- Invite residents to stroll down Main Street and enjoy the lights, decorations and street activities
 - Carollers
 - Hand out candy canes
 - Balloon hats
 - Holiday Wreaths for sale pop up – Lions Park
 - Businesses to host own Holiday Stroll activities



**Gingerbread Man
decorating with Mrs Claus**

NAUGHTY
OR *nice*
NIGHT AT GRACKLE

Meet the North Pole Postman



Festive Season

Street Activation Plan

UNPLUGGED
ON MAIN

PRESENTS . . .

A
DRAMATIC
READING
OF

CHARLES DICKENS'

A
CHRISTMAS
CAROL



*A music and story filled evening with five celebrity readers retelling the story of A Christmas Carol.
Wind down and celebrate the Christmas season with us. Reception to follow.
Feel free to wear a period costume!*

SUNDAY • DECEMBER 15 • 7PM

Emmanuel Presbyterian Church • 313 Main St. • Schomberg

ADULTS: \$15 • CHILDREN UNDER 12 \$5

TICKETS IN ADVANCE AT: www.UnPluggedOnMain.com

or THE GRACKLE COFFEE SHOP or SUGAR & SPICE BAKERY on Main Street in Schomberg

- Repeat A Christmas Carol event with Unplugged on Main



Festive Season Street Activation Plan



Calendar – 30 Activation Days

	NOVEMBER		DECEMBER																																
	Wk 3	Wk 4	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W		
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
PHYSICAL DESIGN																																			
AMSC Banners																																			
Business Ribbon Hand Out & Decorating																																			
Lion's Park Festive Display & Selfie Station - build																																			
Lion's Park Festive Display & Selfie Station																																			
Schomberg Community Hall Silhouetter Mistletoe Selfie Station																																			
EVENTS																																			
A Main Street Christmas																																			
Holiday Stroll on Main																																			
Unplugged on Main - A Christmas Carol Reading & Concert																																			
ACTIVITIES																																			
Santa's Magic Maibox																																			
Elf on the Shelf BINGO																																			
FESTIVE MONTH PROMOTION TO COMMUNITY																																			
Press Release - Elf on the Shelf BINGO																																			
Press Release - profile child who received a letter from Santa																																			
Schomberg Main Street - daily profile of the business with the Elf																																			
Holiday Stroll on Main																																			
Schombergmainstreet.ca festive home page takeover & social media																																			
Schomberg Main Street - sharing selfies																																			
Schomberg Community Group Social Media																																			
FESTIVE PROMOTION TO VISITORS																																			
Yelp/CCT/Experienceyork.ca listings																																			
GTA Press Release & Social Outreach																																			
Experienceking.ca website & social media																																			

Festive Season

Street Activation Plan

Workback Schedule

Activity	Timing	Responsibility
Planning & Business Onboarding		
Present Festive vision to businesses & secure Elf on the Shelf participation	early Oct	MSC
Distribute free décor to businesses	Nov 15 - 20	MSC
Share Elf Schedule with business	01-Nov	MSC
Determine business plans for Holiday Stroll evenings	mid November	MSC
distribute Elf BINGO cards to businesses	late November	MSC
Physical Décor		
Design & order mistletoe silhouette selfie station	September	MSC
Build gingerbread playhouse	Nov 1 - 11	TBD
Lions Park Décor Installation	15-Nov	Seasons/PRC
Purchase Elf on the Shelf	September	MSC
Line up Mrs Claus for gingerbread decorating	September	MSC
Secure North Pole Postman volunteer	September	MSC
North Pole Postman costume - Sylvia Phillips	September	MSC
Order or make North Pole mailbox	September	MSC
Design & print Elf on a Shelf BINGO cards	November	MSC
Design & print Santa letterhead	November	MSC

Festive Season

Street Activation Plan

Budget

December Festive Month Budget	
Activity	Budget
Lions Park Festive Décor - Supply & Install	2,000.00
Gingerbread Playhouse	500.00
Mistletoe Silhouette Selfie Station	1,000.00
Elf on the Shelf BINGO - Design & print cards, prizes + Elf	1,000.00
Santa letterhead	250.00
Misc	250.00
TOTAL	5,000.00



Festive Season Street Activation Plan



Key Performance Indicators

Metric	Target	2019	Notes
Schombergmainstreet.ca Unique Visitors - December	3,000	641	
# participating BINGO businesses	20		
# BINGO entries	50		
# Santa letters	100		
Social Media Engagements	1000		

Festive Season

Street Activation Plan

December – Festive Month: Impact on Action Items

Action Item #	Action Item	Comments
50	December – Become known for holiday spirit by extending festive theme from A Main Street Christmas through month of December. Utilize Lions Park for a 4 week light sculpture. Include activities such as ice carving on weekends.	
Action Item #	Additional Action Items Forwarded During This Activation Period	Comments
9	Implement a Main Street specific banner calendar & installation schedule for banners Banners to focus exclusively on Main Street activations. Include Main Street from Highway 9 to 27 and Dr Kay Drive.	A Main Street Christmas banners go up following November 11
28	Ensure Lion's Park improvements take into consideration Destination Development Association's best practices for creating a gathering space/plaza. Incorporate river into design and include an activation area.	Lions Park to host 6 week festive selfie station
29	Reenergize the Schomberg Community Hall to become a focal point of Main Street, Bring day-to-day management of Community Hall underneath Economic Development and PRC. Assign a location in the Community Hall for Main Street activations & initiatives.	A Main Street Christmas to house market at Hall once renovations complete
30	Improve the Community Hall to be up to building, fire and accessibility code including application for accessibility grant for second floor. Once the hall is renovated, have it designated as a heritage building.	Community Hall currently under renovation.
41	Convert www.schombergmainstreet from project website to consumer facing website. Include an online map of available on-street and off-street parking locations. King to develop. Update on experienceking.ca	Website converted. Festive takeover during festive season.
42	Give assigned staff person role of Downtown Coordinator. Include in job description role as single point of contact for all community groups' events impacting Main Street.	Position has been filled.
51	Create activation schedule and plan to ensure Lions Park becomes a continually evolving and interesting destination for the community and visitors. Explore pottery wheels, chainsaw woodworking, giant chess, jenga etc.	Lions Park to host Scarecrow Festival & 6 week selfie station
57	Work with Emanuel Presbyterian Church (313 Main Street) to develop a concert series experience in collaboration with the restaurants on Main Street.	A Christmas Carol Reading to Occur 2019.