



The Corporation of the Municipality of Arran-Elderslie

Information Report

Meeting Date: October 16, 2024

Report From: Jennifer Isber-Legge, Economic Development Coordinator

Subject: CCWG.24.07 Branding in the Downtown

Appendices:

Report Summary

This report includes information for two opportunities to consider for addition to the Action Items Tracking Sheet

Background

The Chesley Community Working Group discussed adding branding to a retaining wall in the downtown core and window wraps as potential items for the Action Items Tracking Sheet.

Analysis

Retaining wall in downtown core

A privately owned retaining wall was identified as having a high impact in the community. The owner is open to improvements to this space by allowing the addition of signboard with the Chesley branding and Growing Together tagline to the retaining wall. Potential design ideas are attached.

Window Wrapping

Adding vinyl to empty storefronts to promote new business in Chesley. Example included of a finished project in Ripley. Potential messaging could include a QR code linking to our website for additional information as well as below ideas

- Growing together
- Imagine your business in Chesley
- Come grow with us

Link to Strategic/Master Plan

6.3 Facilitating Community Growth

Financial Impacts/Source of Funding

Approved By: Emily Dance, Chief Administrative Officer