



The Windsor Essex Peninsula

Building An Active Retirement Destination Through Strategic Partnering

WINDSOR ESSEX
ONTARIO

109 Mile

PENINSULA

Overview

On December 3, 2008, following six months of research, planning and development, the Windsor-Essex Active Retirement Community Initiative launched their new regional branding, the 'WindsorEssex 100 Mile Peninsula' to elected officials, business leaders, community stakeholders, and media, as Ontario and Canada's new, active retirement destination. Over the next four years, funding for an aggressive marketing campaign will be required to build the foundation for developing the region's new 'green' economy.

The WindsorEssex Active Retirement Community Initiative

Who We Are

As respected, community leaders and long-standing stakeholders in a region impacted by severe economic decline, in May, 2008, the Windsor-Essex Regional Chamber of Commerce, Greater Windsor Home Builders Association and Windsor-Essex County Real Estate Board formed a not-for-profit cooperative marketing partnership dedicated to diversifying the regional economy by aggressively pursuing the 50-plus market – a market that represents 44% of the population – 14 million Canadians – to consider the Windsor-Essex Region as their permanent retirement destination.

Our Goal

To create a new and vibrant 'green' economy by attracting the affluent and active 50-plus market, to attract investment, create new jobs, and revitalize the real estate market throughout Windsor-Essex by building on the region's growing development of active, retirement luxury properties and services, and by promoting the unique location, diverse lifestyle and quality amenities of its nine communities.

WINDSOR-ESSEX REGIONAL
Chamber of Commerce

Linda Smith, President

Lindsay Boyd, Chair, Board of Directors

Manager of Operations, Union Gas Limited

Guy DiPonio, Chamber Member

Vice President, Business Development, Valiant Machine & Tool Inc.

Don Marsh, Chamber Member



Krista DelGatto, Executive Officer

Phil Dorner, Past President



Mike Dinchik, Executive Officer

Joe Rauti, President
J. Rauti Custom Homes

The WindsorEssex Peninsula Retirement Potential

Windsor-Essex Region:

Amherstburg, Essex, Kingsville, Lakeshore, LaSalle,
Leamington, Pelee Island, Tecumseh, Windsor

Distinctive Market Benefits:

- Canada's most affordable real estate market
- Average home price is half that of the GTA
- Ontario's most temperate climate
- Safe, with a low-crime rate

50-Plus Market Demographics*:

Canada: 14 million Canadians age 50-plus

Ontario: 2.2 million age 50 - 64

GTA: 874,275 age 50 - 64

Retirement Development In Progress:

2007-2010 - \$91 million in private investment for luxury,
retirement properties completed, under-construction and
scheduled in the region

Mature Interprovincial Migrants

The active retirement market, age 50-65, are increasingly
moving from metro areas to smaller communities and rural areas.

*Statistics Canada: 2006 Census

Funding Requirements

Funding is required to conduct a multi-year marketing communications and public relations initiative to diversify the Windsor-Essex economy by attracting the 50-plus demographic to tour, relocate, and invest in Ontario and Canada's southernmost region, the Windsor-Essex Peninsula - a region growing in popularity for its active lifestyle and retirement amenities.

4-year funding total **\$1,575,000**

Funding Appropriation

Administration (10%)	Operations (10%)	Marketing (80%)
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2008 Start-up Funding Secured

\$75,000

2009-2013 Funding Requirements

2009 Advertising / Marketing - Southern Ontario (Toronto / GTA)	\$ 200,000
2010 Advertising / Marketing - Southern Ontario (Toronto / GTA)	300,000
2011 Advertising / Marketing - Ontario, Manitoba, Alberta	425,000
2012 Advertising / Marketing - Ontario, Manitoba, Alberta	650,000
Total 4-year funding	\$1,575,000

Funding Contribution and Recognition Levels

\$ 100,000	Signature Partner
\$ 76,000 - \$ 99,000	Strategic Partner
\$ 46,000 - \$ 75,000	Corporate Partner
\$ 26,000 - \$ 45,000	Executive Partner
\$ 10,000 - \$ 25,000	Community Partner

Funding Term, 1-4 years

\$ 100,000	12 mos - 36 mos
\$ 76,000 - \$ 99,000	5 mos - 12 mos
\$ 46,000 - \$ 75,000	3 mos - 5mos
\$ 26,000 - \$ 45,000	on approval - 3 mos
\$ 10,000 - \$ 25,000	on approval

Funding Recognition

Signature Partner (\$100,000)

- co-branding (name and logo) beside WEPI 00 Mile logo on advertising and marketing materials
- special profile/ link on retirehere.ca Home Page and featured link throughout retirehere.ca website
- profiled in regional and provincial presentations to attract 50-plus market
- inclusion with boilerplate statement on all media releases
- position on the WEARCI management board
- recognition level maintained throughout a **4-year** period

Strategic Partner (\$76,000 – \$99,000)

- Prominent branding (name and logo) on advertising and marketing materials
- featured link on retirehere.ca Home Page
- profiled in regional and provincial presentations to attract 50-plus market
- recognition level maintained throughout a **4-year** period

Corporate Partner (\$46,000 - \$75,000)

- prominent branding (name and logo) on advertising and marketing materials
- featured link and logo on retirehere.ca Home Page
- co-branding in regional and provincial presentations to attract 50-plus market
- recognition level maintained throughout a **3-year** period

Executive Partner (\$26,000 - \$45,000)

- prominent branding (name and logo) on advertising and marketing materials
- featured link and logo on retirehere.ca Home Page
- co-branding in regional and provincial presentations to attract 50-plus market
- recognition level maintained throughout a **2-year** period

Community Partner and In-Kind Partners (\$10,000 - \$25,000)

- co-branding (name and logo) on advertising and marketing materials
- prominent logo and link on retirehere.ca Home Page 'Partners' panel
- profiled in regional and provincial presentations to attract 50-plus market
- recognition level maintained throughout a **1-year** period

Evaluation Reporting

Funding partners will be provided a quarterly, evaluation report summarizing the effectiveness of the marketing communications activity, results of traffic generated, and respondents measured through web monitoring, incoming calls and requests to the toll-free number documented by our call centre partner. Summaries will also be provided for media-advertising placement and results, familiarization tour attendance, community and stakeholder presentations, net new residents gained, vacancy rate improvements, and overall economic impact.

Partner Benefits

- aligned with three, respected community organizations and their 2300 members, who have made a long-term commitment to revitalize an economically, depressed region through a 'green' initiative, focused on job creation, economic development and increased necessary tourist traffic
- long-term exposure and high-level awareness through a 4-year coordinated, marketing-communications campaign with 60% appropriation towards media advertising in high-profile national media
- ongoing regional and national media exposure driven by a high-frequency of news release distribution over CNW (Canadian News Wire) announcing and updating the initiative's progress
- aligned with the 50-plus market, 14 million Canadians gearing up for their active retirement lifestyle in search of affordable, safe, and uncongested communities dedicated to active retirement living

Contact Information:

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Greater Windsor Home Builders Association

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The WindsorEssex Peninsula

A new perspective
on retirement living

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ONTARIO
109 Mile
PENINSULA
Stay Active!