

CANTON, CONNECTICUT

MARKET ANALYSIS AND RECOMMENDATIONS

CANTON ECONOMIC DEVELOPMENT AGENCY
ANNUAL TOWN MEETING
JANUARY 20, 2016

Our Presentation

- Why Market Canton?
- Market Study
 - Market Definition
 - Key Observations
 - Market Opportunities
- Marketing Tools
 - Brand Statement
 - Logo Designs and Options
 - Collateral and Brand Extension

Why Market Canton?

- To direct Canton's future.
 - We are independent, diverse, artistic, exciting.
 - Our growth should capitalize on these qualities, not replace them with something generic.
 - We have a story as well as a history.

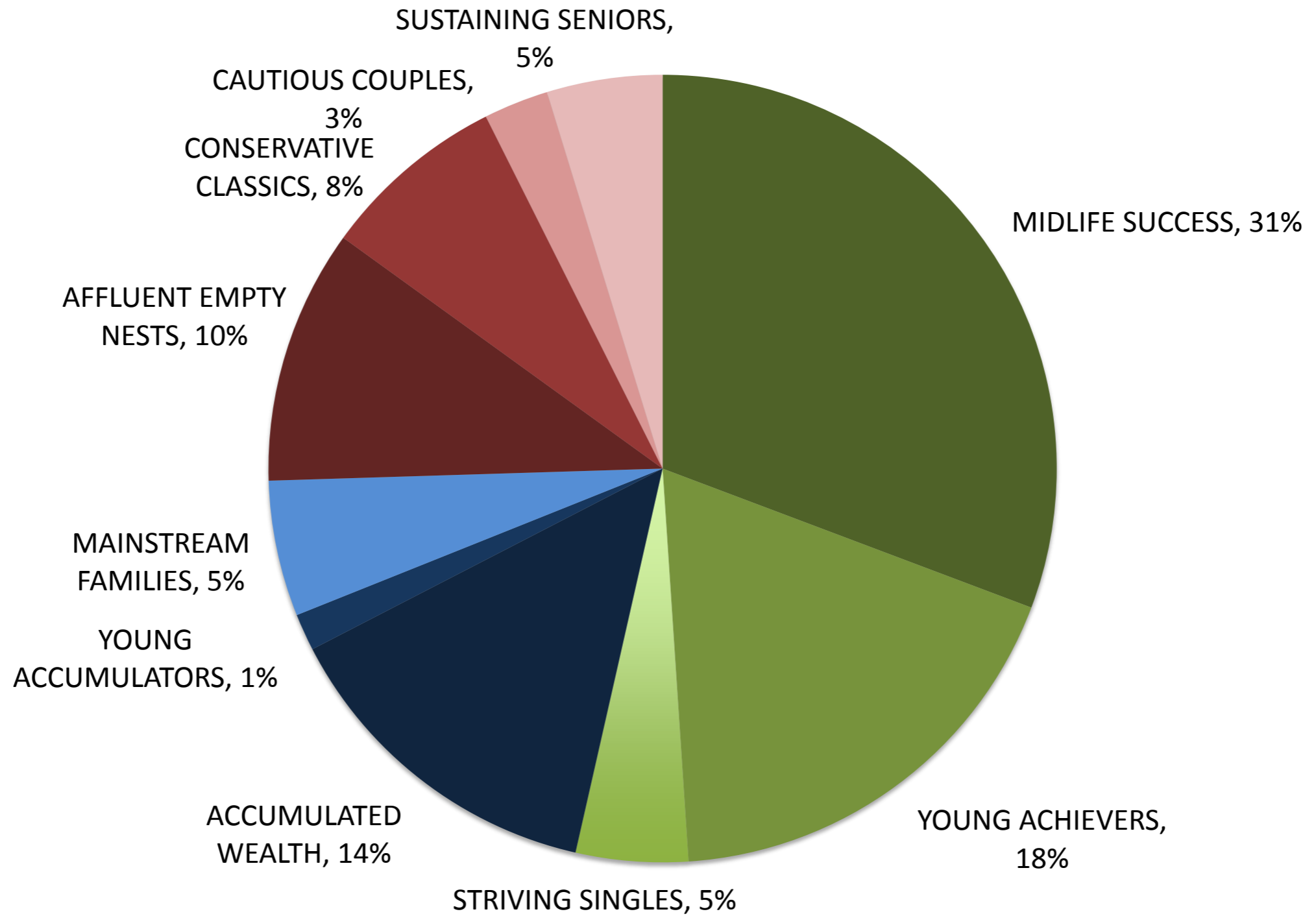


Canton Basics

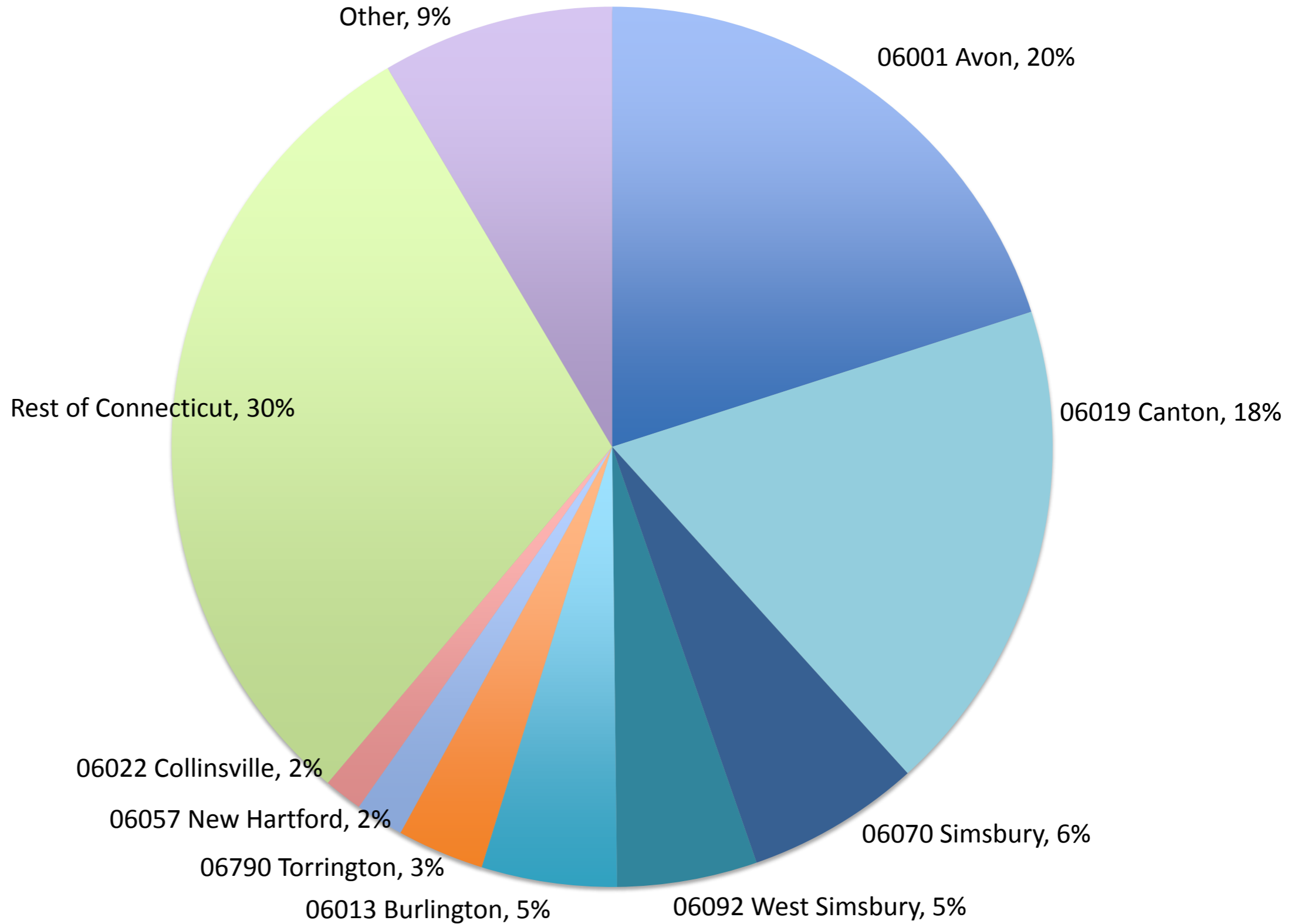
- Population
 - 10,640 - 16.4% growth from 2000 to 2010
 - 10,976 by 2020
- 2013 Median Age
 - Canton 45
 - Avon, Simsbury 46
 - Connecticut 40
 - USA 37
- 2013 Median Household Income
 - Canton \$87,313
 - Avon/Simsbury \$121,242
 - Connecticut \$67,098
 - USA \$51,939



Prizm Groups (Nielsen)



Zip Code Survey



Retail Leakage

Town	Consumer Expenditures	Retail Sales	GAIN
Canton	\$189.7 million	\$229.1 million	\$39.4 million
Avon + Simsbury	\$716.0 million	\$533.3 million	- \$182.7 million
Combined			- \$143.3 million
10 min. Drive Time			\$106.0 million
15 min. Drive Time			-\$371.0 million
20 min. Drive Time			-\$706.0 million

Market Observations

- Canton has shifted the “center of gravity” for retail in the region.
- Market numbers are robust from a population, income and life stage perspective.
- Growth will continue in Canton.
- Collinsville has the opportunity to capture a segment of this growth through ongoing revitalization with a focus on the Collins Company Factory.
- Canton has a distinct opportunity to “curate” the growth of the community.
- Canton must tell its story to do so.

How Will We Market Canton?

- Engage residents, visitors, and potential new contributors in our deliberate planning efforts.
- Provide a “toolbox” to help us tell our story in a clear and concise way:
 - Positioning
 - Logo
 - Messaging
 - Way-finding
 - Advertising
 - Branding

CANTON

CONNECTICUT

POSITION STATEMENT

We are a community that knows that in order to preserve our character we must adapt to change.

We have carefully crafted plans that seek to protect our landscapes and ensure that inevitable growth respects the uniqueness of this place.

We look to the legacy of the mill that transformed our town, understanding its potential to once again help define who we are.

POSITION STATEMENT

We are one community comprised of different places, landscapes, and histories each layered together in a way that unites us as a town. In 1895, native son, congressman, and Medal of Honor recipient William E. Simonds said of Canton what can still be said today: "Canton is not a showy town, but is emphatically one of substance." This substance, this strength, this vigor continues to this day.

We are Canton, Connecticut
Authentic Community
Legitimus Communitas



CANTON

CONNECTICUT



CANTON

COMMUNITAS LEGITIMUS

Authentic character



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Authentic history



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Authentic experiences



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Shop authentic



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Dine authentic



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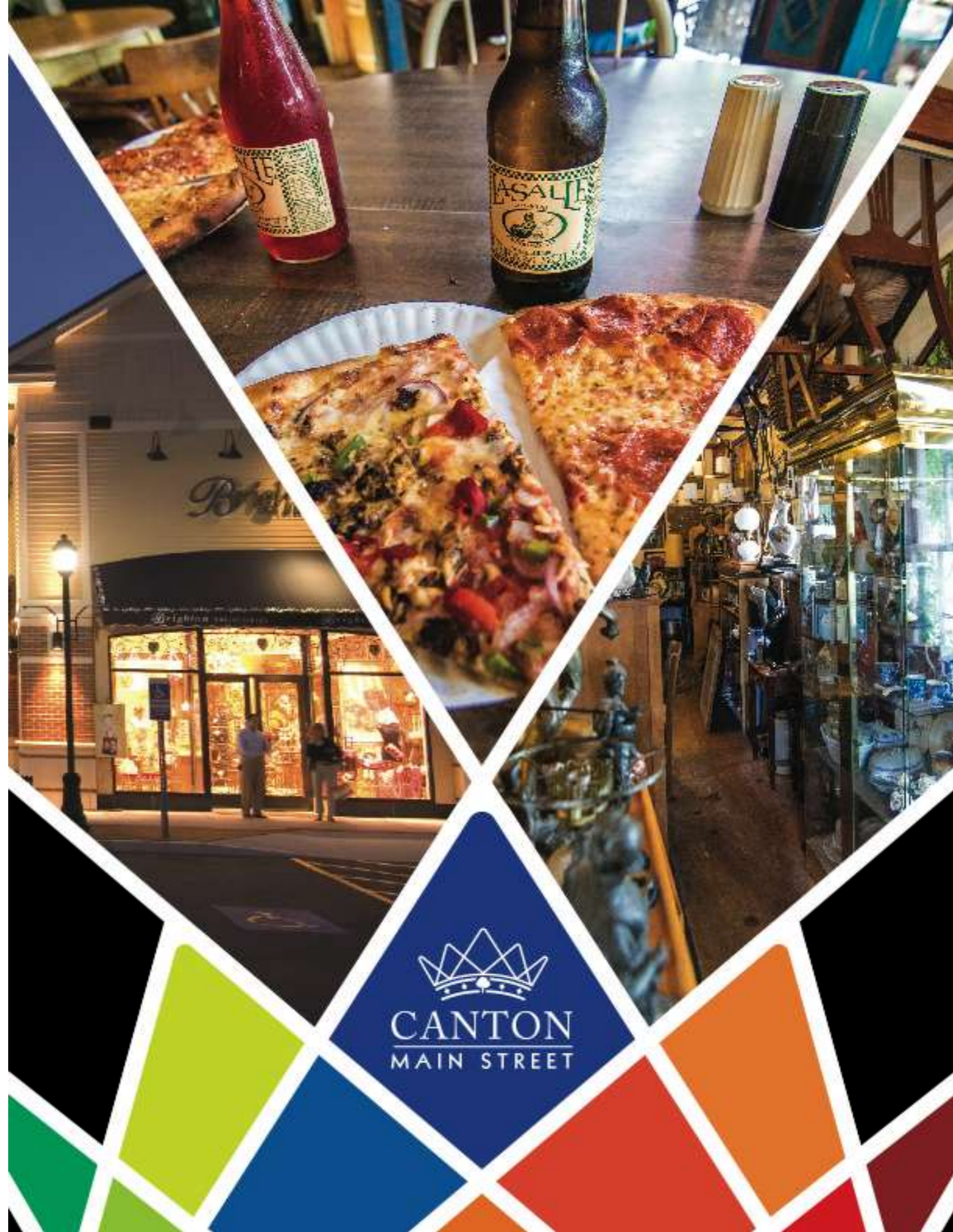




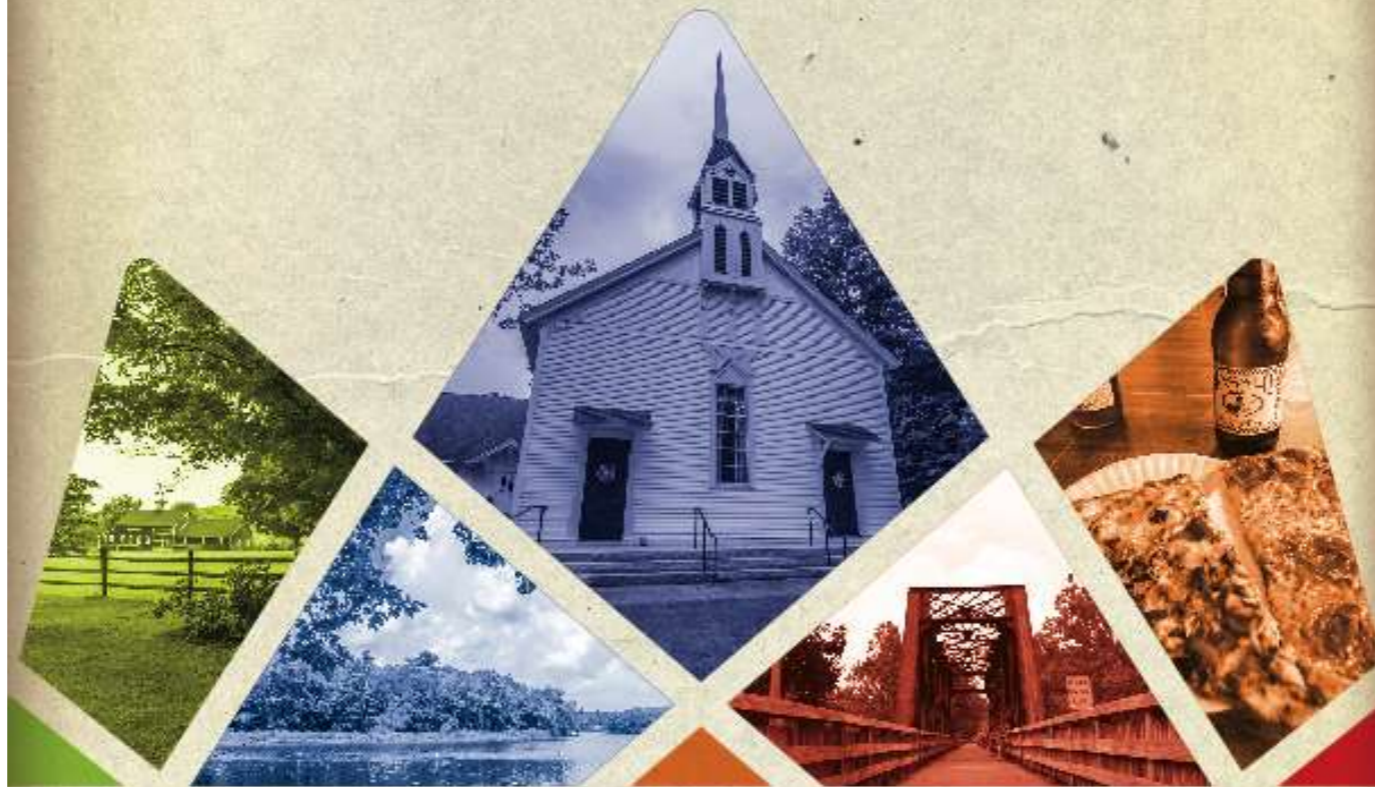


Authentic history.

VisitCollinsville.com




CANTON
MAIN STREET



Authentic experiences.



CantonMainStreet.com



VisitCollinsville.com





Marketing Strategy

- Developing a consistent image: brand roll out.
 - Town consider adoption of identity system.
 - Partner groups consider adopting identity system.
 - Gradual roll out over time.
 - Wayfinding.
- Marketing the community: connecting assets.
 - Linked pages online.
 - Overall marketing message within the region.
 - Develop marketing to connect recreation and attractions with businesses.
- Economic development: retaining, preserving, growing.
 - Cohesive marketing package.
 - Partnership to ensure sound development of the Collins Company Factory.
- Organization: partnerships for success.