



Background (taken from the Launch Letter's sent to Bracebridge businesses)

theHeartofMuskoka.com

In order to help you understand theHeartofMuskoka.com concept, you may recall the Town's new corporate image, as "the Heart of Muskoka" that depicts an abstract of the well-known silver bridge and Bracebridge Falls in a contemporary but attractive "blue" colour. This has become the official mark/logo of the Corporation of the Town of Bracebridge.

In an effort, to bring the business community together, the partners, led by the Town's Economic Development Advisory Committee/Community Promotion Subcommittee have developed theHeartofMuskoka.com branding strategy that will provide an opportunity for Bracebridge businesses to show their pride in being part of a great community. YOU have the opportunity to promote your business as part of this greater community effort through two ways,

1. using the graphic image in your advertising and promotion, and through links from your website to theHeartofMuskoka.com; and,

2. by updating and maintaining your FREE business listing located in our new business directory (described below).



Online Business Directory

The Town of Bracebridge, Downtown Bracebridge and the Bracebridge Chamber of Commerce are excited about the launch of our new website *theHeartofMuskoka.com* and our new Online Business Directories, YLM Your Local Marketplace. Now consumers and visitors can find products and services, great places to stay, eat and play in Bracebridge through our easily to use business directories. We are proud of our businesses and are actively promoting our new directories both locally and outside our region.

Be sure you don't miss this opportunity to be found. Let's continue to make Bracebridge a great place to live, to do business and to visit.

Yours truly,

Bracebridge's Community Promotions Committee

Jamie Hopkins, EDAC/Santa's Village, Committee Chair

Cheryl Kelley, Town of Bracebridge

Chrystal Sander, Town of Bracebridge

Tracy Larkman, Bracebridge BIA

Neil Smellie, EDAC/Core Broadband

Mitch Kacsmar, BIA/Griffin Pub

John Crawley, Bracebridge Chamber of Commerce



Details about the Website

YLM.ca - The Business Directory is one of 70+ throughout Canada and has been purchased on an annual subscription from the Breken Group. The YLM network is primarily partnerships in communities and economic development departments and/or agencies. The business data has been gathered from the Chamber of Commerce, Downtown BIA, telephone directories and Statistics Canada.

Graphic Design (logo) and Website Design

The process to develop the graphic image involved a number of meetings with the Town's Community Promotion Committee and the graphic designers beginning with a session to determine the various key elements of a graphic image (important images, what it would be used for, what messages we were trying to convey, who was the target audience, etc). The Graphic Designers were also asked to develop the design of the website to ensure consistency between the image and the look/feel of the website. The graphic designers were Two Blonde Chicks Inc., Visual Communications of Kitchener, Ontario. This was the same company that developed the Town's corporate image in 2004.

TheHeartofMuskoka.com

The website has been developed using the technology of REM Web Solutions Inc. using their WebWiz@rd content management system. The information has been added to the system by the Town's Economic Development Department, primarily Chrystal Sander, Administrative Assistant, Economic Development Department.

Project Funding Assistance

Funding for this project was provided through the Community Investment Support Program offered by the federal department of Foreign Affairs and International Trade Canada.