



# BEAR STREET REOPEN COMMUNICATION PLAN

JULY 2021

BANK  
& LAKE  
GOLF  
ALIVE

# COMMUNICATION OBJECTIVES

- INFORM VISITORS THAT BEAR STREET IS OPEN FOR BUSINESS
- ENCOURAGE VISITATION AND SPEND ON BEAR STREET

# KEY MESSAGES

**Bear street is open, vibrant and ready to welcome visitors.**

- The street is fully reopened, so visitors and residents can fully appreciate and enjoy this pedestrian-friendly commercial hub.
- There are many unique shops, galleries and restaurants on Bear Street.
- Enjoy outdoor live music through summer.

**Bear street is a new way to experience downtown Banff.**

- It's a permanent shared street with cyclists, pedestrians and vehicles.
- The design is intended to attract more visitors to the street.
  - Currently, Banff Ave has five times as many pedestrians as Bear Street.
  - Now finished, Bear Street will level that off, distributing visitors over more pedestrian areas in downtown Banff.
- Soak in the views from a patio; there's plenty of added outdoor seating.

# KEY MESSAGES

**Park your car and explore Banff on foot or by bike.**

- Bear Street is just a 10-minute walk from the train station parking.

**Visit Bear Street now and be one of the first.**

- Learn more and plan your trip at [www.banfflakelouise.com](http://www.banfflakelouise.com)

# STRATEGIES AND TACTICS

STRATEGIES	KEY TACTICS	TIMING
Ensure our destination is excited about Bear Street this summer/fall.	<ul style="list-style-type: none"><li>• Key Message Toolkit for front line staff</li><li>• Pitch local and regional media on ‘the new Bear’</li><li>• Feature Bear Street as a new experience in hosted media trips</li></ul>	Week of July 19 onward
Share what’s different about Bear Street	<ul style="list-style-type: none"><li>• BLLT owned content - blog series and social posts</li></ul>	Week of July 19 and ongoing through summer
Program live events and activations throughout summer	<ul style="list-style-type: none"><li>• Concert series</li><li>• Thirsty Thursdays (TBC)</li><li>• Celebration event</li></ul>	August-Sept  Sept

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Have Visitor Services present on Bear Street.	<ul style="list-style-type: none"><li>• Visitor teams encourage visitors to go to Bear Street while here from Bike Valet and other locations</li><li>• VC team assessing mobile location</li><li>• Welcome message on Bear Street</li></ul>	July-Sept  July 23/30 July-onward
Showcase unique businesses on Bear Street	<ul style="list-style-type: none"><li>• BLLT owned blogs and social content</li></ul>	July-Sept
Integrate 'what's new' about Bear Street into ongoing channels	<ul style="list-style-type: none"><li>• Photography/video shoot</li></ul>	August

## NEXT STEPS

- Determine with partners how to use Bear Street as a venue through fall winter / Christmas, SnowDays
- Integrate into content as another experience within the town