



Raymond, Alberta
Assessment Findings & Suggestions

ROGER BROOKS
International

What the heck is an assessment?

You've been secret-shopped!
No interviews, no "heads up"
No input on things to see, do, places to stay, eat, . . .



In Alberta

Banff | Barrhead | Bonnyville | Canmore | Cardston
Carmangay | Castle Mountain | Champion | Claresholm
Cold Lake | Devon | All 13 BRZs in Edmonton | Fort MacLeod
Granum | Glenwood Springs | High Level | High River
High Prairie | Hill Spring | Innisfail | Lac La Biche | Lake Louise
Leduc | Lomond | Lloydminster | Medicine Hat | Milo | Okotoks
Old Strathcona | Pincher Creek | Spruce Grove | St. Albert
Stavely | Vermilion | Waterton | Whitecourt
The Cowboy Trail | Travel Alberta...

The assessment process:

- Marketing effectiveness

- Digital: Websites, search engines, social media
- Effectiveness: Ability to close the sale
- Competitive analysis: How do you stack up against others?
- Printed materials | visitor information services

- On-site assessment

- Signage, gateways, wayfinding
- Overall appeal & impressions
- Downtown: business mix, hours, curb appeal
- Amenities: parking, washrooms, information
- Attractions: things to see and do
- Customer service, cross selling



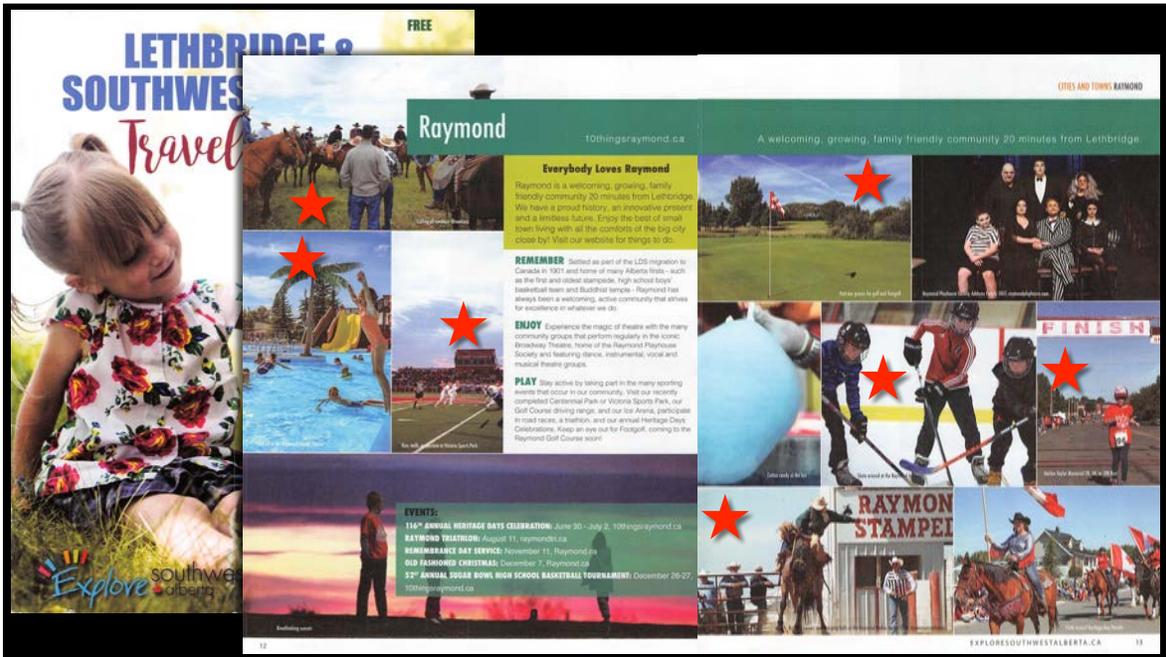
Three hats

- As a place to live and raise a family
- As a place to work, invest in, or bring a business
- As a place to visit - for more than a day trip



chapter 1

Getting to know Raymond:
Marketing



Initial observation

Broadway Theatre

Centennial Park | Victoria Sports Park
 Golf course driving range | Ice arena
 Road races | Triathlon | Footgolf

10 Things TO DO IN Raymond

Year Round Fun for the Whole Family!



Raymond Golf Course

1
APRIL - MID-OCTOBER
The Raymond Golf Course boasts a quiet, challenging and scenic nine-hole course and driving range. Grass greens, restaurant and pro shop await you. Please and teaching about youth lessons. Season operates from April to mid-October. Come out to the Raymond Golf Course this season—we don't mind if you putter around!



Victoria Sports Park

2
APRIL - NOVEMBER
The outdoor sports facilities in Raymond are getting a lot of love. Known for their dedication to sport, the community of Raymond is putting in a state-of-the-art track, football field, soccer field, baseball/softball diamonds, a velodrome and various amenities. Once completed, the Victoria Sports Park will serve thousands of athletes and fans.



Raymond Aquatic Centre

3
JUNE - AUGUST
If you're looking to make the most of the sweltering Southern Alberta days, then you might want to take a dip at the Raymond Aquatic Centre. This sea-themed outdoor pool boasts 2 water slides, a rock climbing wall, 1 and 3 metre diving boards, Jr. Olympic 6 lane pool, spray toys, beach points, shaded picnic area and a toddler section!



Canada Days - Our Heritage

4
LATE JUNE - JULY 1ST
Raymond's Canada Day Celebrations are full of fun, food, fireworks, family, friends and fast-paced action. During these long days of summer, you'll find outdoor tournaments, the Harlan Taylor Run, the Lion's Club Pancake Breakfast, the famous Raymond Stampede, the Rotary Club Parade, fun family programs, a dance and fireworks.



Western Canadian Motocross Amateur Nationals

5
EARLY JULY
Located two miles north of Raymond Alberta, the Temple Hill Race Track is home to this highly anticipated adrenaline pumping motocross competition. Come out and support some of the nation's finest riders as they kick up a little dirt and fly over the surrounding farmland. For more info visit: www.lathbridgeamateurclub.com



Triathlon & Road Races

6
AUGUST
Whether you're a serious triathlete or you're a novice just looking to take things up a notch, you need to try the Raymond Tri. This heart-pounding event has options for individuals, teams and youth participants. If you'd rather be on the sidelines, consider volunteering or just come out and cheer on these dedicated athletes. www.raymondtr.com

YEAR ROUND FUN FOR THE WHOLE FAMILY

TO SEE MORE THINGS TO DO IN RAYMOND, PLEASE VISIT OUR WEBSITE



Raymond Ice Arena

7
LATE OCTOBER - APRIL
If you love leisure winter activities, then come check out the Raymond Ice Arena. Programs at the arena include: figure skating, pond hockey, pickup hockey, ladies hockey, public skating, parent & tot and birthday party rentals.



Sugar Bowl Tournament

9
DECEMBER 26 - 27
If you've ever found yourself on the bleachers at the Sugar Bowl, then you already know just how intense small-town sports fans can get. A formidable match to college basketball's match madness, the Sugar Bowl is Alberta's most anticipated high school hoops tournament. Come witness this contest of classic rivalries and fresh matchups!



Old Fashioned Christmas

8
LATE DECEMBER
Over the holidays, be sure to mark your calendar for Raymond's Old Fashioned Christmas—Santa always does. Each year, the community comes together to provide many fun filled activities for you and your loved ones, including theater skits, slides, crafts, a street fair and many yummy treats. This is a family favourite you won't want to miss!



Broadway Theatre

10
MARCH
Each spring you can look forward to the annual offering of the Raymond Playhouse Society. Always a treat, this family friendly community theatre group will leave you tickled pink and happy as a clam. For updates about upcoming shows, visit www.raymondplayhouse.com or go to www.facebook.com/RaymondPlayhouseSociety

10THINGSRAYMOND.CA

Printed in Canada for Raymond
TOWN OF RAYMOND

Initial observations

Centennial Park | Victoria Sports Park
Golf course driving range | Ice arena
Road races | Triathlon | Footgolf
Rodeo | Aquatic Centre | Motocross Nationals
Highly ranked youth sports

Reasons to Move to Raymond

RAYMOND

- Say good-bye to gridlock traffic
- Spend less time commuting, more time with your family or work from home with a symmetrical fibre connection up to 1 Gbps with no data caps!

LETHBRIDGE

- Average New Lot Size 10,000 sq/ft
- Average New Lot Price \$45,000

GALGARY

- 20 minutes from City of Lethbridge, AB
- 4th Largest City in AB (93,000 population)
- Great primary education, 20 minutes from Lethbridge College and 30 minutes from the University of Lethbridge
- Average New Lot Size 5,000 sq/ft
- Average New Lot Price \$100,000
- Average New Lot Size 4,000 sq/ft
- Average New Lot Price \$175,000

* comparison based upon sample data taken February 11/2017
** based upon 2016 municipal mill rates



- 24hr emergency hospital, doctors accepting new patients, dental and professional services
- Our region boasts the lowest unemployment rate in the province (early 2017)

CANADA - US BORDER



- 45 minutes from 24hr US border crossing





raymond.ca

Printed in Canada for Free Distribution



- Low crime rates, quiet evenings, darker skies
- Exceptional recreation facilities
- 20 minutes from a bustling airport



- 1-2 hours from 3 UNESCO World Heritage Sites: Waterton Glacier International Peace Park, Dinosaur Provincial Park & Head-Smashed-In Buffalo Jump



20°C

[Government](#)
[Services](#)
[Business](#)
[Visiting](#)
[Contact](#)

Latest News

- 4 Sep** Raymond By-election [Read More](#)
- 24 Aug** Town Council Announces new CAO [Read More](#)

Upcoming Events

- 8 Sep** By-Election Advance Poll [View Event](#)
- 10 Sep** By-Election [View Event](#)



Raymond Recreation



10ThingsRaymond



Agendas & Minutes



Business Directory



Local Maps



E-Service Request



Your Opinion



Volunteer With Us



Contact Us

Box 629, Raymond, Alberta T0K 2S0
 P: 403-752-3322
 Fax: 403-752-4379
contact@raymond.ca

[MORE CONTACT INFO HERE](#)

Stay Connected

Register with us to receive updates on local news and events from Town of Raymond, Alberta

[REGISTER WITH US](#)

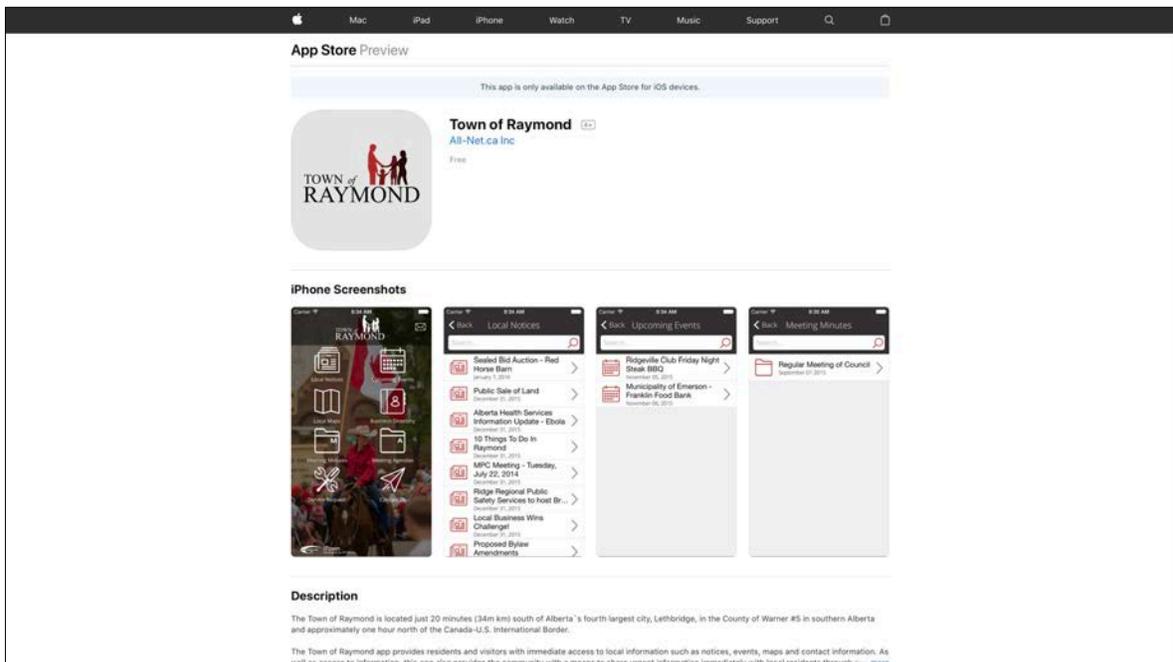
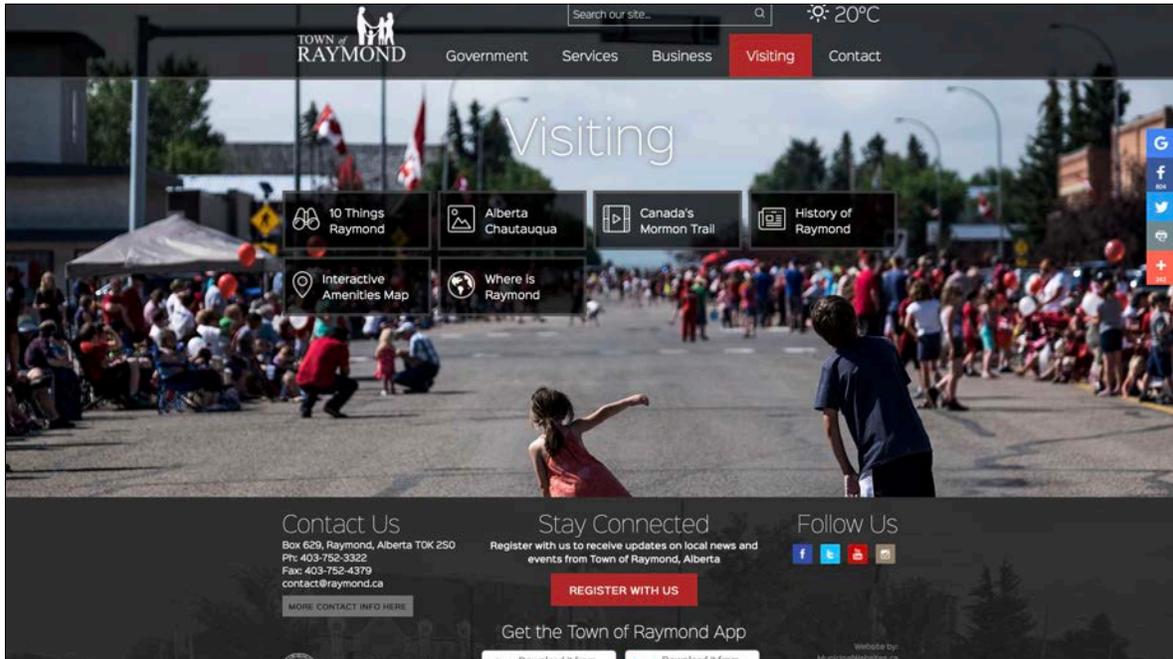
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Website by: [MunicipalWebSites.ca](#)



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Wiki Loves Monuments: Photograph a monument, help Wikipedia and win!

Raymond, Alberta

From Wikipedia, the free encyclopedia

Raymond is a town in the County of Warner No. 5, Alberta, Canada. It is located in southern Alberta south of Lethbridge on Highway 52. Raymond is known for its annual rodeo and its large Mormon population.^[R] The sole high school in the town, Raymond High School, is known for its sports achievements in basketball and Canadian football as well as girls' rugby.

Contents [hide]

- 1 History
- 2 Demographics
- 2.1 Visible minorities
- 2.2 Aboriginals
- 2.3 Religion
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- 3 Attractions
- 4 Notable people
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- 6 References
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History

Raymond was founded in 1901 by mining magnate and industrialist Jesse Knight, who named the town after his son, Raymond. Knight's plans to build a sugar factory based on locally grown sugar beets attracted 1,500 settlers in a few years.^[1]

Raymond was incorporated as a village in the Northwest Territories (NWT) on May 30, 1902.^{[2][R]} It incorporated as a town in the NWT 13 months later on July 1, 1903.^{[1][R]}

Demographics

The population of the Town of Raymond according to its 2017 municipal census is 4,027,^[11] a change of -3.9% from its 2016 municipal census population of 4,202.^[R]

In the 2016 Census of Population conducted by Statistics Canada, the Town of Raymond recorded a population of 3,708 living in 1,134 of its 1,259 total private dwellings, a -0.9% change from its 2011 population of 3,743. With a land area of 6.66 km² (2.57 sq mi), it had a population density of 556.8/km² (1,442.0/sq mi) in 2016.^[2]

In the 2011 Census, the Town of Raymond had a population of 3,743 living in 1,165 of its 1,235 total dwellings, a 16.1% change from its 2006 adjusted population of 3,225. With a land area of 6.85 km² (2.64 sq mi), it had a population density of 546.4/km² (1,415.2/sq mi) in 2011.^[12]

Visible minorities

As of 2006, approximately 3.0% of the town's population were visible minorities. Of those minorities, 50 people identified themselves as Japanese, 40 as Black, and 10 as South Asian.^[13]

Aboriginals

In 2006, there were 110 Aboriginal Canadians resident in the town.^[13]

Raymond

Town

Town of Raymond



Former sugar beet processing factory, converted into a grain storage when acquired by Perini & Hambricker

Nickname(s): Sugar City
Motto(s): Home of the First Stampede



Location of Raymond in Alberta
Coordinates: 49°27′37″N 112°39′03″W﻿ / ﻿49.45972°N 112.65083°W﻿ / 49.45972; -112.65083

Country	 Canada
Province	Alberta
Region	Southern Alberta
Census division	2
Municipal district	County of Warner No.

Facebook interface for the Town of Raymond page.

Town of Raymond | Roger | Home | Find Friends



Town of Raymond [@townofraymond](#)

Home | About | Posts | Events | Photos | Videos | Reviews | Notes | Community | Info and Ads | [Create a Page](#)



Like | Follow | Share | Call Now | Send Message

Very responsive to messages

4.4 out of 5 - Based on the opinion of 47 people

Posts

Town of Raymond | September 4 at 10:09 AM

This is a presentation you do not want to miss! There will be a continental breakfast at 8am!! Presentation starts at 9. Less than 20 hours away!!

A photographic look at Raymond through the eyes of our visitors.

If you want to increase your sales (local retailers, restaurants, lodging facilities) or want to make

Everybody Loves Raymond!

If you've heard of Raymond, chances are you have some strong opinions about who we are already. Many...

See More

Community | See All

Invite your friends to like this Page

1,909 people like this

1 Create a great hashtag and post it on your gateways signs

suggestion

#raymondalberta
278 posts

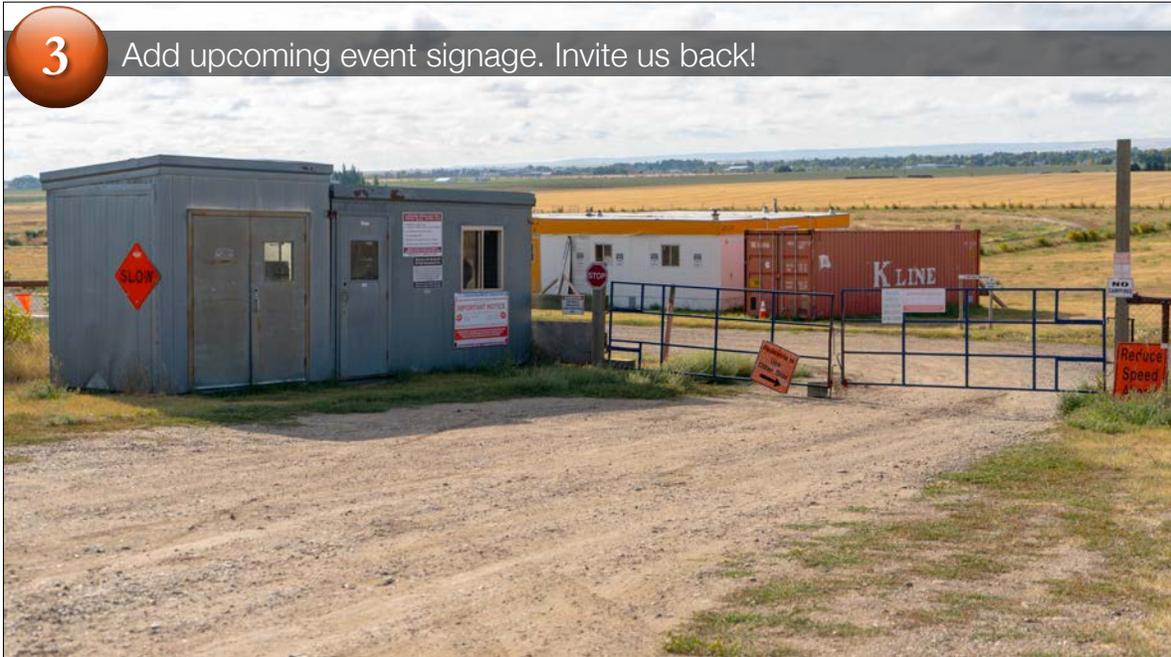
Top Posts

chapter 2
Getting to know Raymond:
Exploring the town & area



3

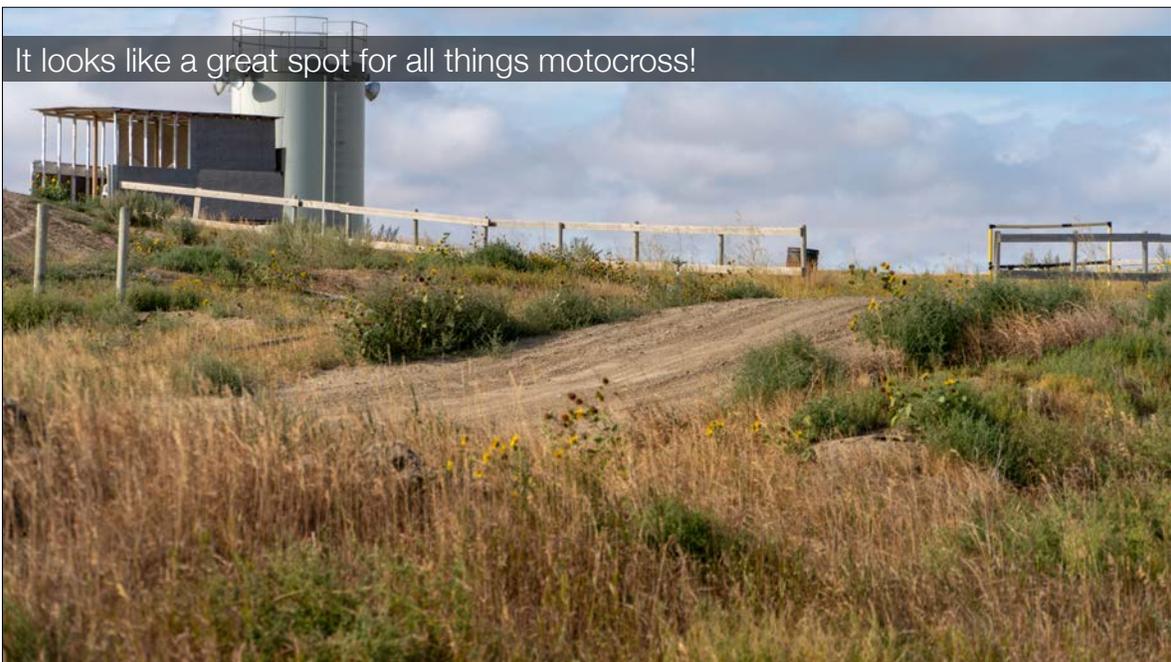
Add upcoming event signage. Invite us back!



4

Instead of a phone number, include your website address.





This looks like a fantastic “practice track” for would be champions.



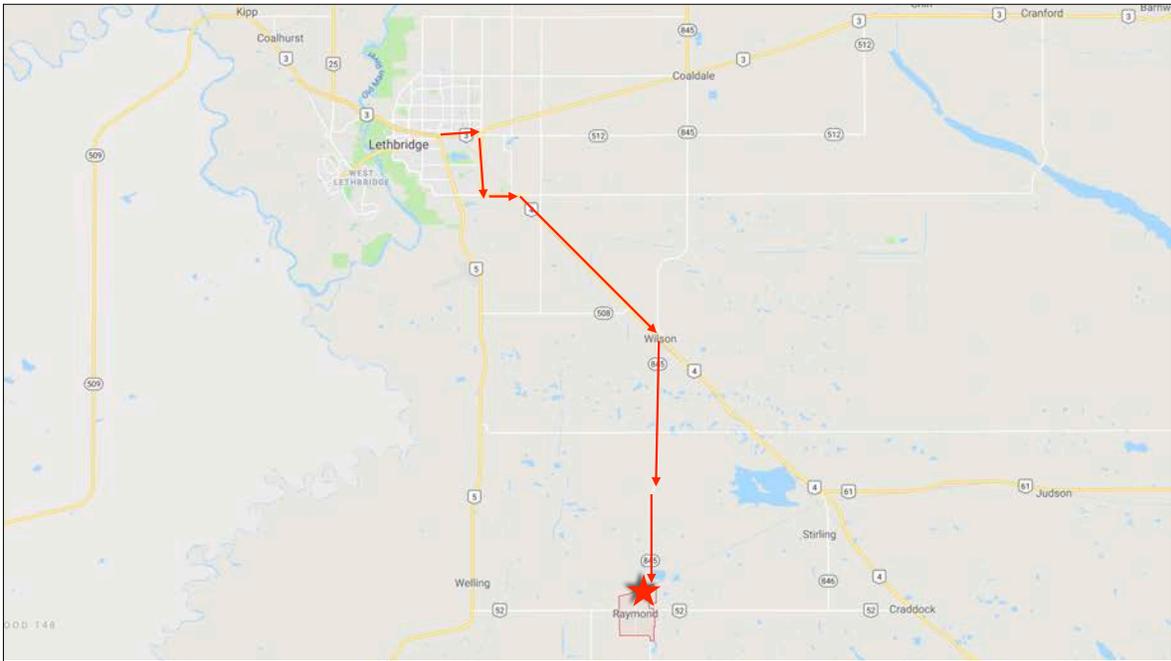
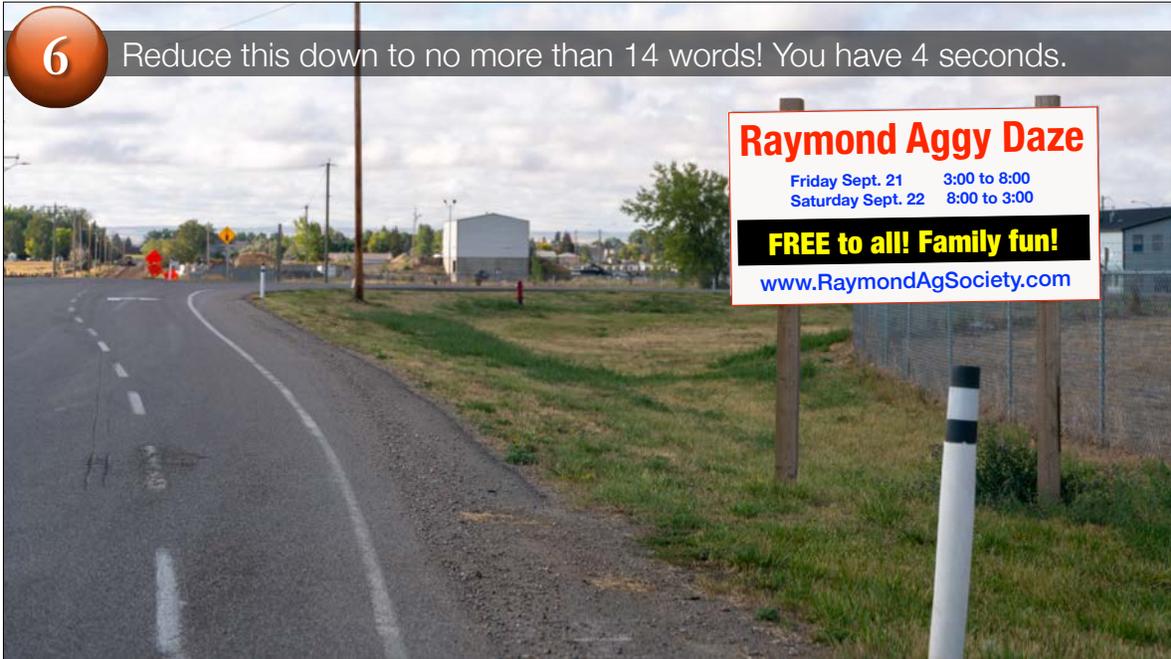
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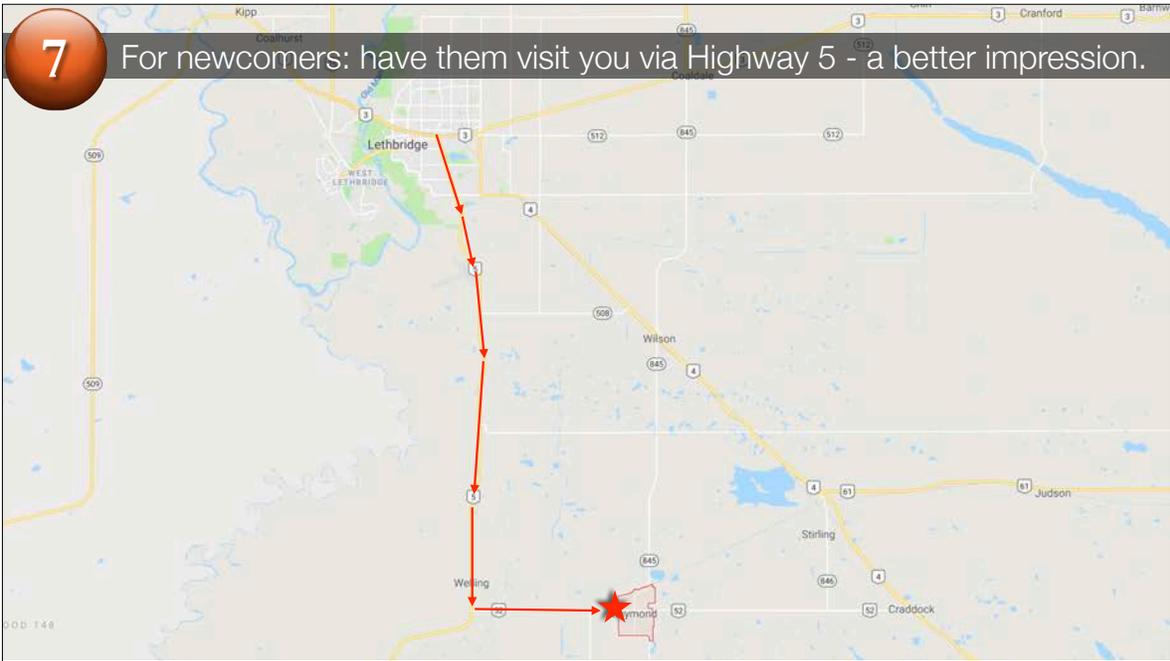
Terrific! Someone should update the sign so it doesn't look abandoned.



6

Reduce this down to no more than 14 words! You have 4 seconds.





A MUCH nicer gateway and introduction to Raymond.



8

Consider a public/private developed 6 ft cedar fence for this mile or so.



9

Remove the blown out sign. Some paint. Organize the mess a bit.



10

How did we end up in Utah? Consider narrowing streets by 50%!







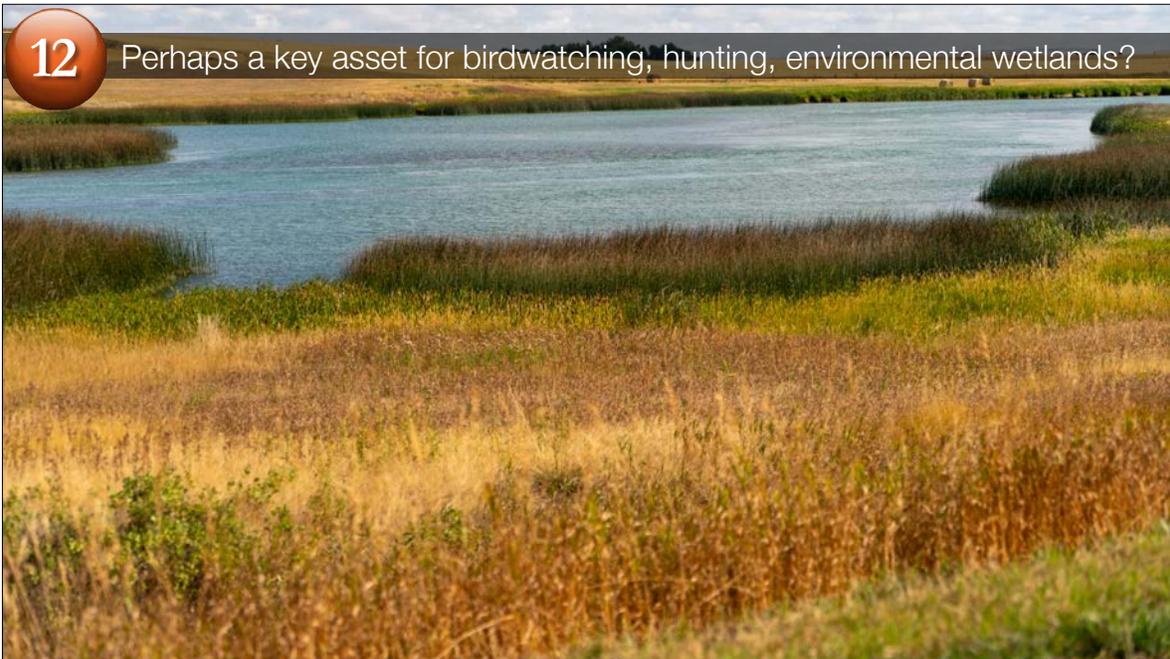
11

Add an interpretive sign talking about the benefit of hydroelectric power.



12

Perhaps a key asset for birdwatching, hunting, environmental wetlands?



13

Market Ridge Park & the Milk River Ridge Reservoir! Then monetize it!



This is very good information. Well done!





14

Update this (or toss it). Add brochure distribution!



15

An awesome attraction from Mid-April to Mid-October. Market it!



16

Work with the province & county to get potable water here! Sheesh!





How can anyone build a house without running water?



17

Consider ag identifiers along the highways: crops, livestock...



18

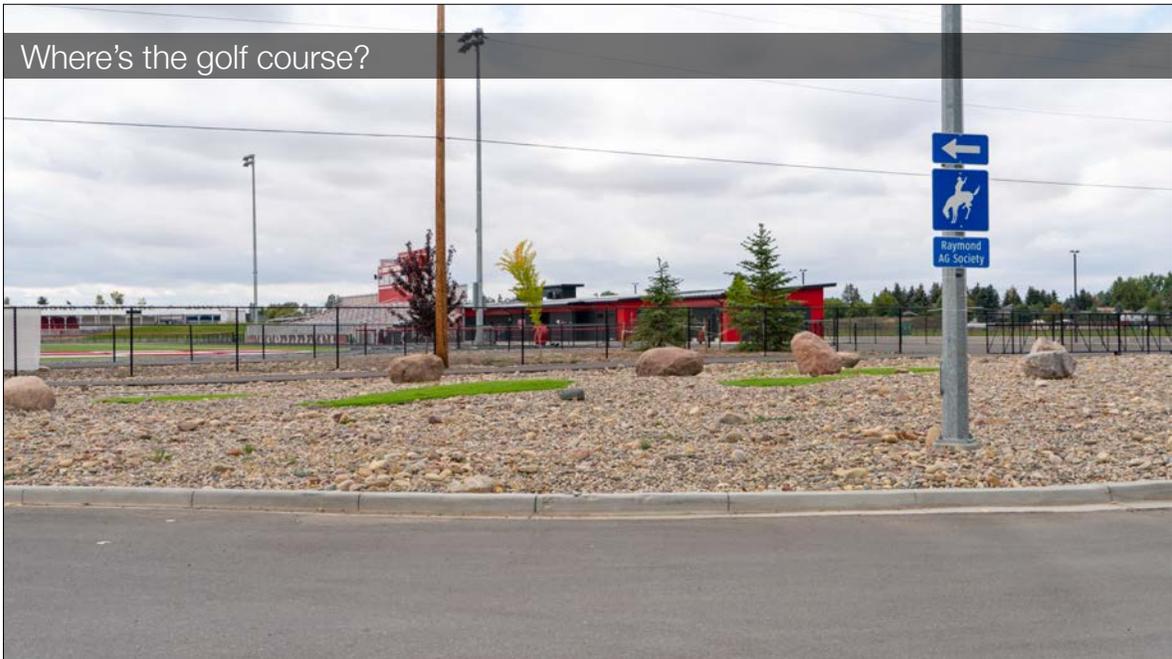
Very nice gateway signage! Is there any place in Alberta that isn't cowboy?



chapter

Wayfinding:

Your number one priority



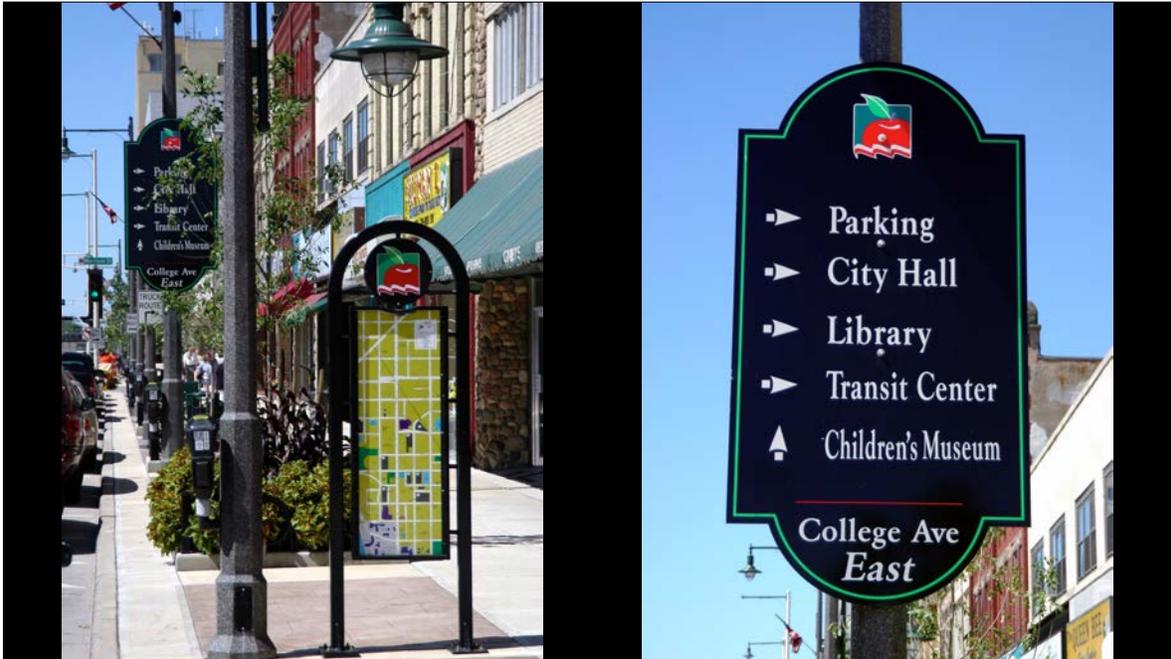
19

This should be your top priority:
A vehicular wayfinding system

Wayfinding includes

- Amenity signage: visitor info, washrooms, parking, medical, police, fire, community services
- Attractions & activities: sports facilities, camping
- Boat launches, public access points
- Trail markers and access points
- Pole banners supporting your “brand” - more later!





Wayfinding is an investment, not an expense

- Plays a role in your branding efforts
- A major component in your marketing efforts
- Reinforces a positive experience
- Increases spending locally
- Educates visitors and locals about what you have and where it's located
- Builds community pride
- Is as much a science as an art

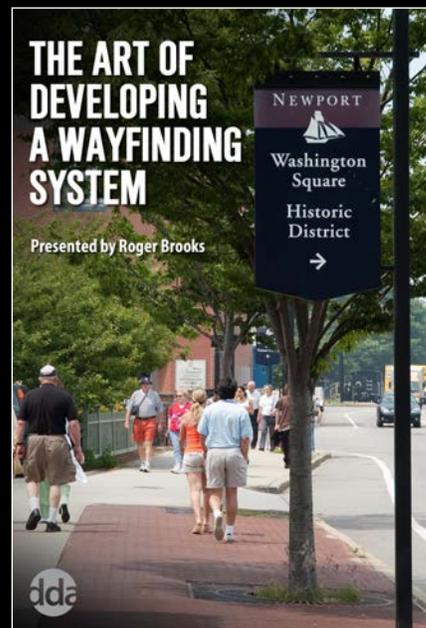
Bottom line

Studies show that wayfinding will increase retail sales and services between 14% and 28%.

NOTE: Navigation systems are NOT a substitute for wayfinding.

20

This video can walk you through the steps - and costs - of developing an effective wayfinding system.



If we had not been digging deep...

- Golf course
- Hospital & medical facilities
- Prairie Ridge housing
- Parrett Park
- Ag Society Heritage Centre
- Victoria Sports Park
- Centennial Park and facilities
- Ray Knight Memorial Park
- RV dump station & park





21

The signs say camping here. Really? Where is it? Change the signs!



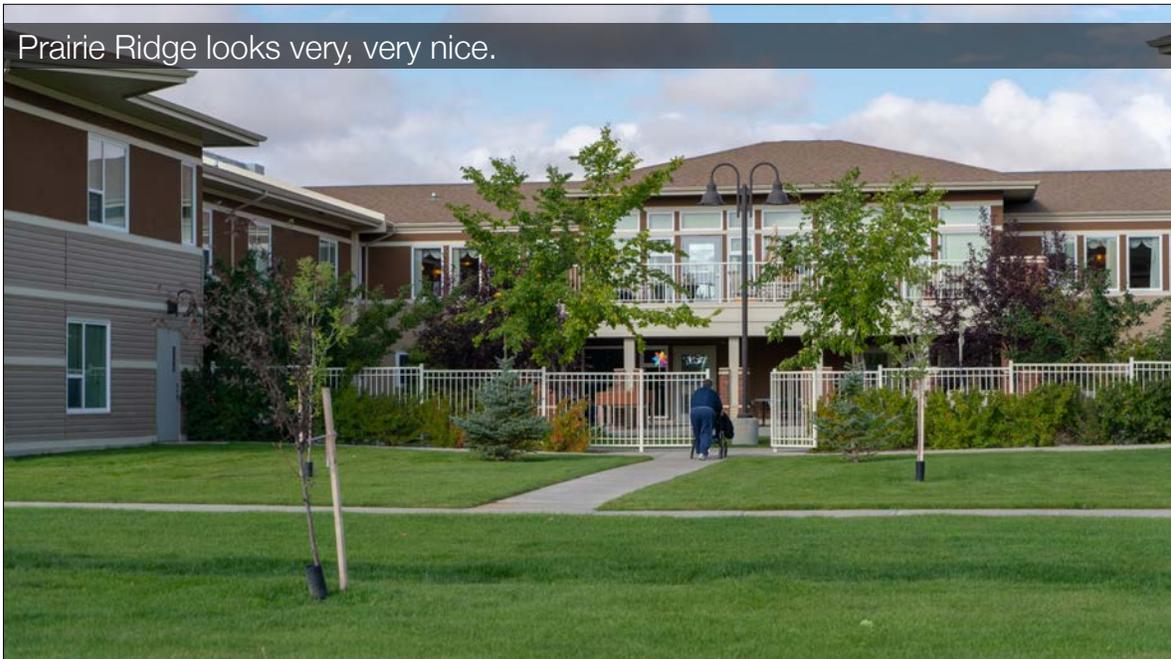
22

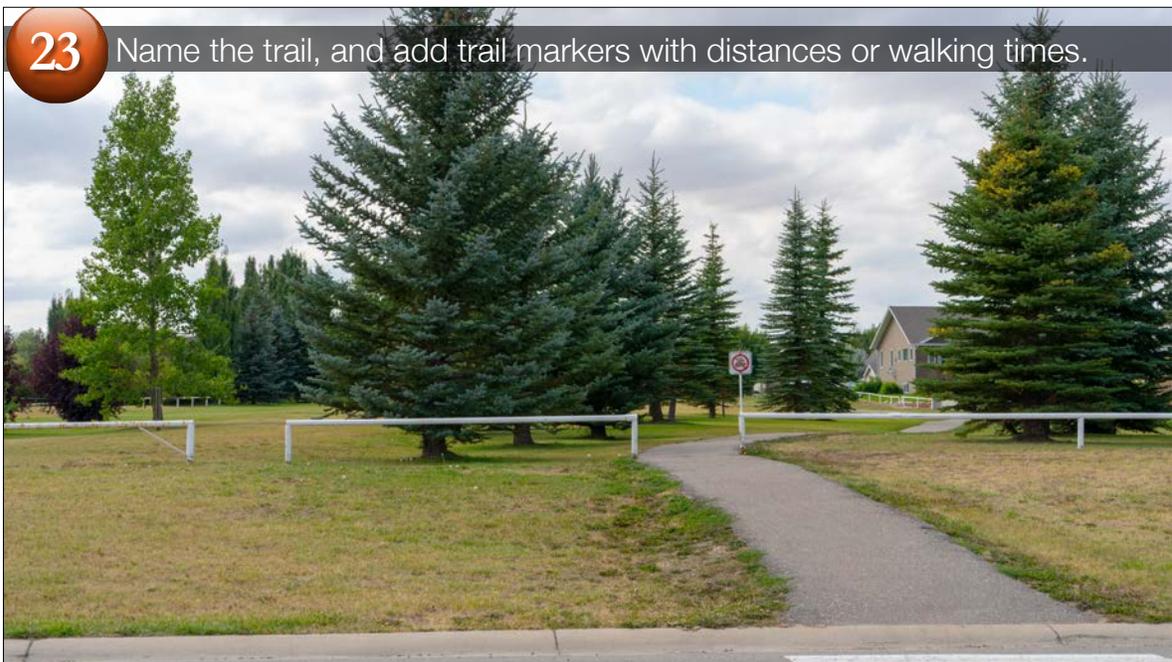
Move this across the street! Sheesh! Add signage AT the site.





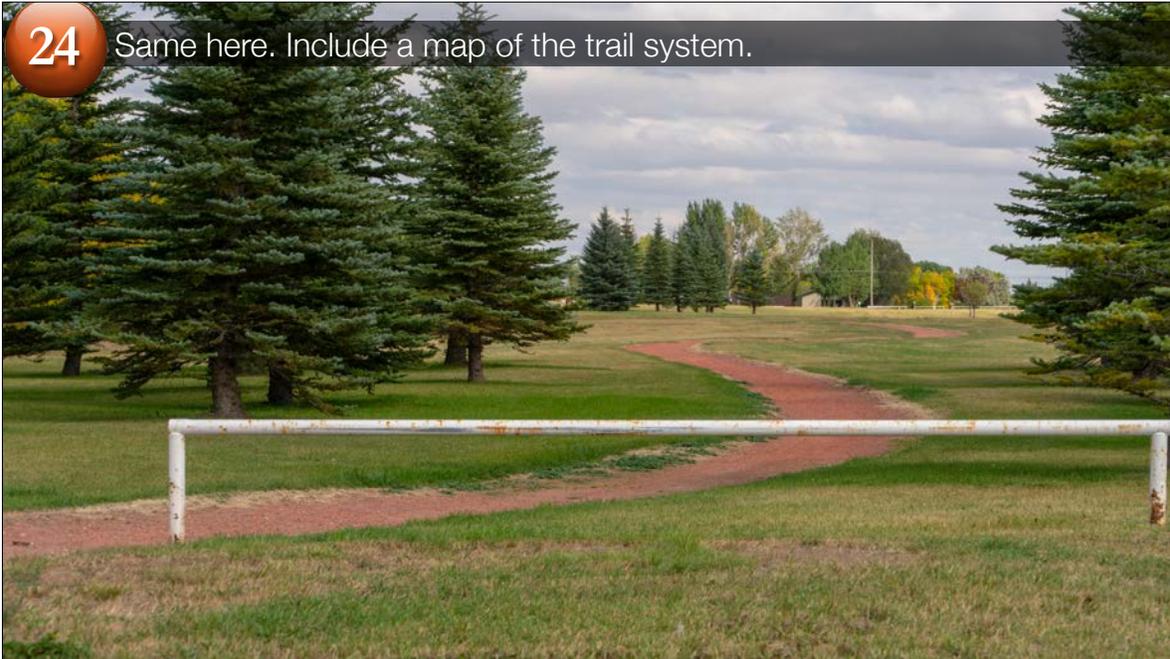
Prairie Ridge looks very, very nice.



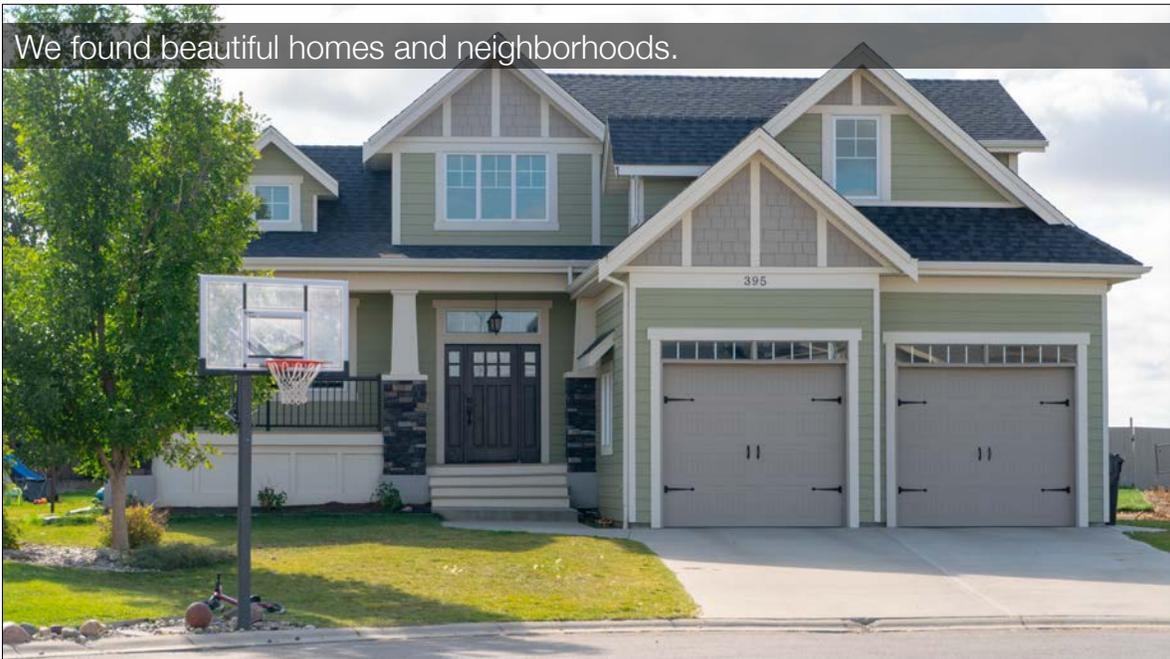


24

Same here. Include a map of the trail system.

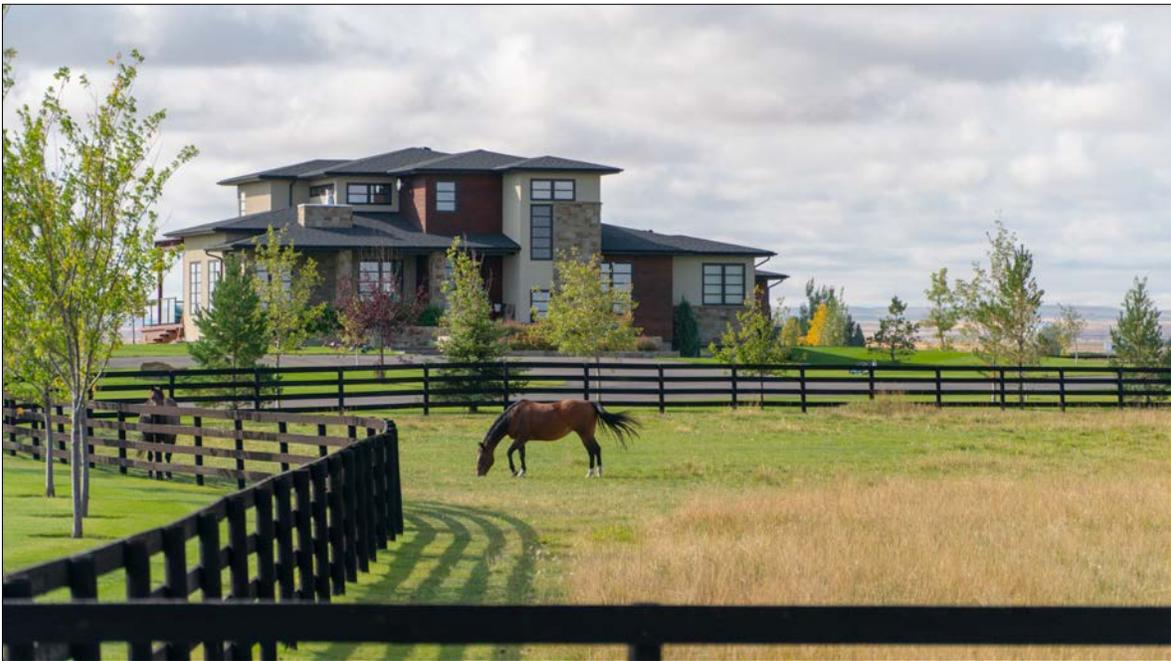


We found beautiful homes and neighborhoods.











Amazing. Homes in just about every conceivable price range. In one town.



ZOLO Raymond

Buy Sell News Jobs Sign In

Any Price 0+ Bed House More (1) Save Search Sort: Recommended 17 Map Search

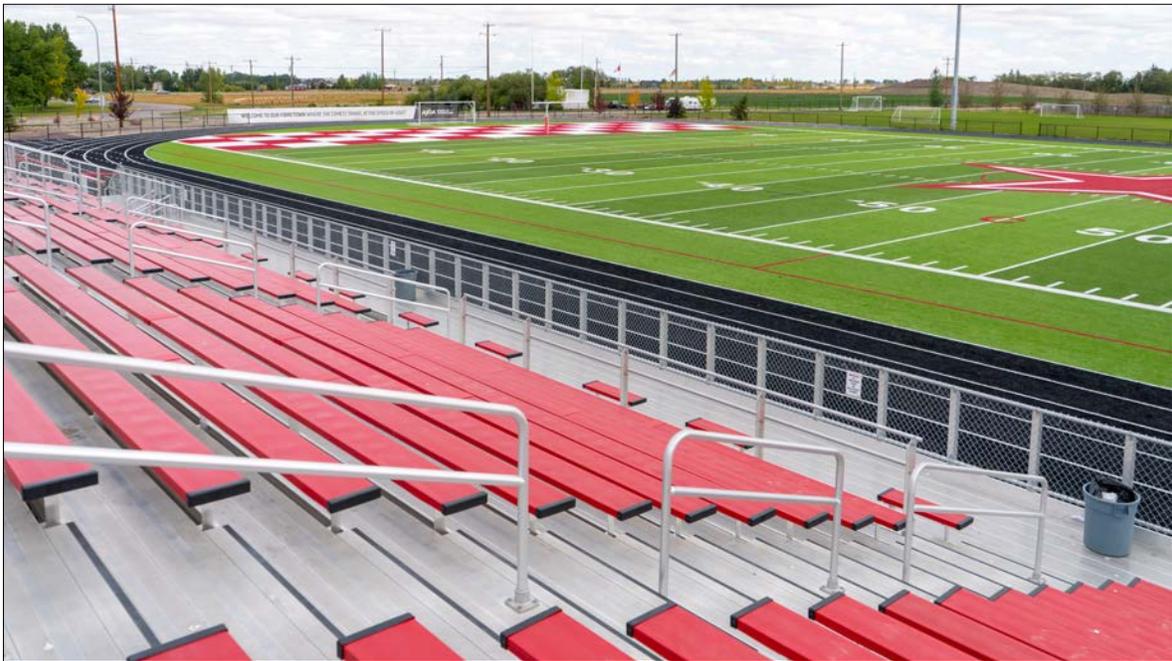
Raymond Houses for Sale [Reset Filters](#)

27 Homes for Sale

<p>For Sale</p> <p>\$295,000 5 bd • 3 ba 150-135 South 150 West West, Raymond, AB # 12 days Courtesy of IRINA REZNIK of TIMES REALTY GROUP INC.</p>	<p>For Sale</p> <p>\$140,500 2 bd • 1 ba • Built in 1901 218 300 Street W, Raymond, AB # 13 days Courtesy of RYAN DECLIA of Atkinson & Associates Realty</p>	<p>For Sale</p> <p>\$254,900 3 bd • 3 ba • Built in 2010 350 300 North W, Raymond, AB # 23 days Courtesy of MARK KODZAK of Century 21 Foothills South Ltd</p>	<p>For Sale</p> <p>\$289,900 5 bd • 3 ba • Built in 2002 274 100n Avenue, Raymond, AB # 26 days Courtesy of LOUI BEND of ReMax Real Estate - Lethbridge</p>
<p>For Sale</p> <p>\$374,900 5 bd • 4 ba 186 Broadway South, Raymond, AB</p>	<p>For Sale</p> <p>\$187,500 3 bd • 1 ba • 2012 sqft • Built in 1952 66 100 South, Raymond, AB</p>	<p>For Sale</p> <p>\$157,000 3 bd • 1 ba 165 Church Avenue, Raymond, AB</p>	<p>For Sale</p> <p>\$367,000 5 bd • 4 ba • Built in 2008 337 250 West, Raymond, AB</p>



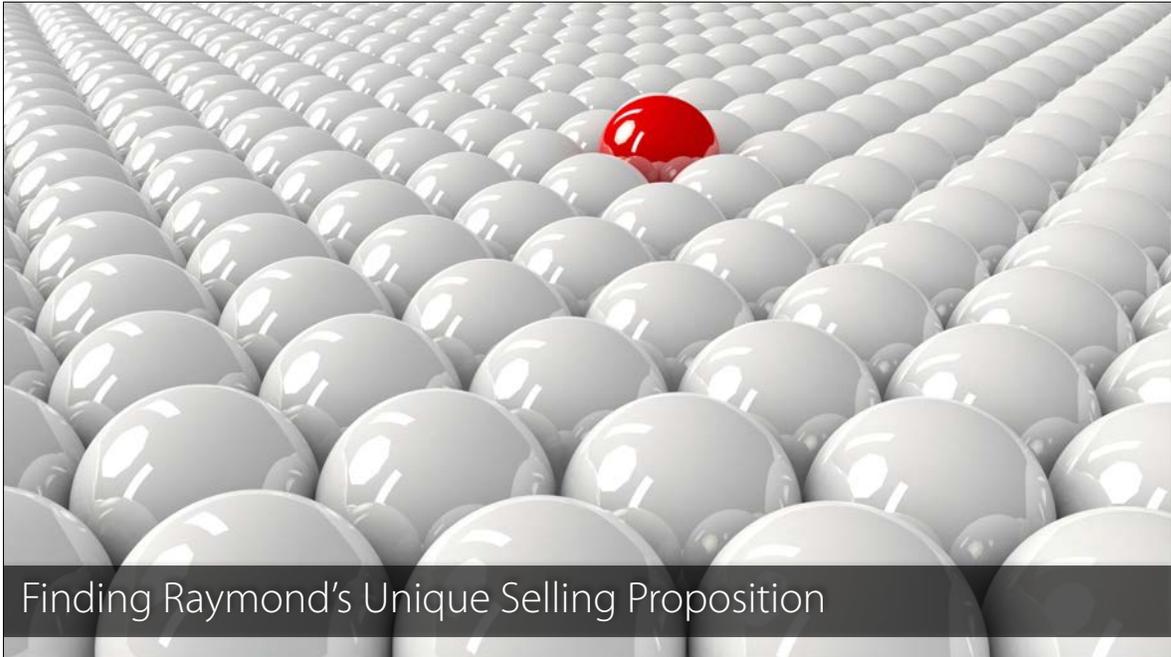








chapter
4
Branding:
Finding your Unique Selling Proposition

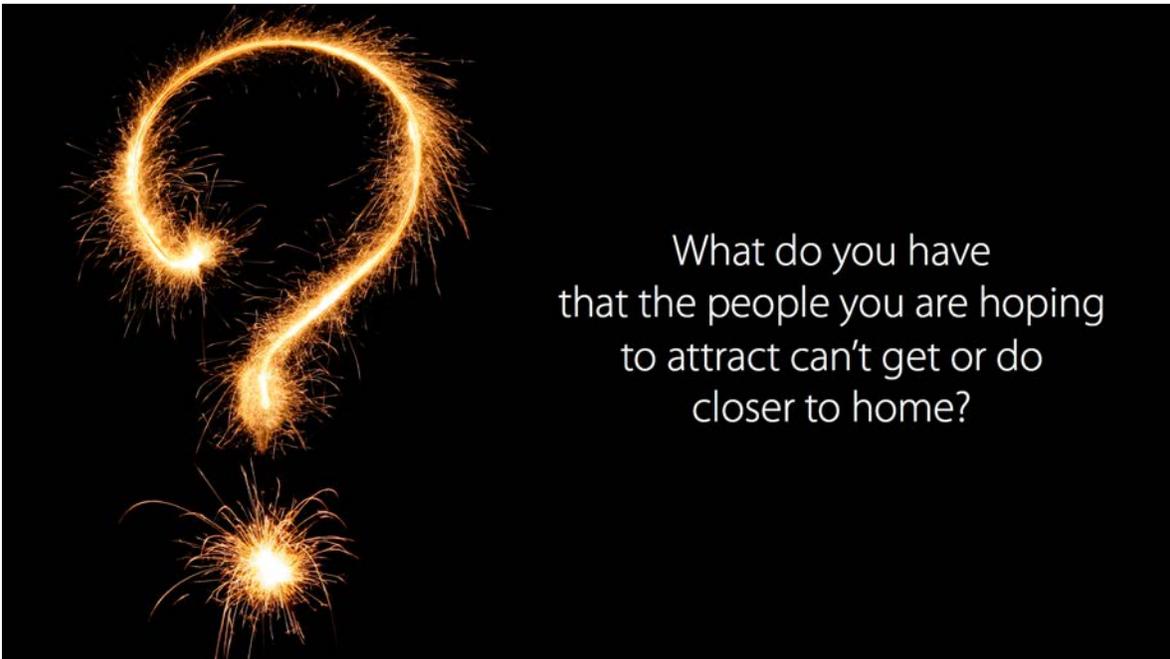


Finding Raymond's Unique Selling Proposition

WHY
This is important



94%



What do you have
that the people you are hoping
to attract can't get or do
closer to home?

Why should they invest in Raymond?
Why should anyone move here?
Why should people visit you?

DIFFERENT or clearly better* -

* only by third-party endorsement

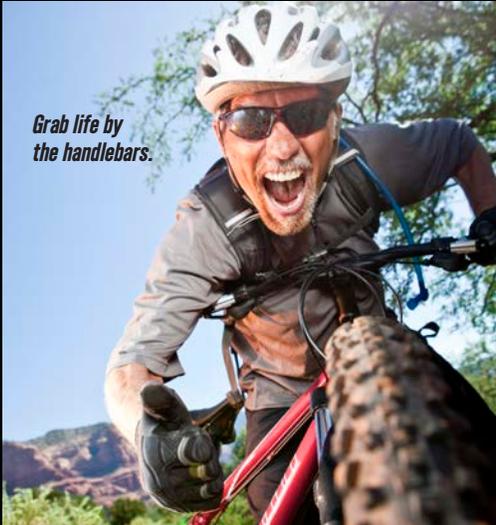
WHAT

branding is all about



Logos and slogans are NOT brands.

Brand identities
make up **2%** of a brand.



*Grab life by
the handlebars.*

—What you're about

Prove it →

H. G. Wells once famously noted that "Cycle tracks will abound in Utopia." Just twenty minutes from downtown Edmonton you'll find this very place. Featuring nearly 30 kilometers of gear grinding hills, scenic riverside trails, and flat-out pulse-pounding terrain. Welcome to Alberta's biking utopia - Devon.

Bike Town Alberta

Devon ALBERTA
Enjoy the ride!

← Exclamation point
← More info

www.RideDevon.ab.ca



A brand is a perception



Successful brands have a narrow focus

352

There are nearly 352 cities and towns in Alberta

What sets Raymond apart from the other 351?

The cardinal rule



If your message can fit anyone else in your market area, toss it and start over.

Or PROVE, through third-party endorsements, why it's so much better than the other choices.

You **MUST** jettison the generic





The **narrower** the focus,
the stronger your **success** will be

Something for everyone will result in
mediocrity & ultimate failure.

You MUST
jettison the generic

St. Albert, Alberta

Population	61,000
Claim to fame	Highest taxes in Alberta
Challenge	Being more than a bedroom community
The brand	High end bedroom community

The BrandPromise
The botanic arts city







Cultivate your own master

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Cultivate the musician in

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Cultivate chef in y

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Cultivate the athlete in you.

Lorem ipsum dolor sit amet, consectetur to a adipiscing elit. To erat urna, tempus ultricies, in imperdiet ut, commodo nec, elit. Sed non purus. Nam eu erat. Quisque condimentum cili odier in vestibulum odio. Curabitur eu urna blandit lacus or in a and there should be anyone to say for anyone or a many condin for a more examples of a link, go to www.StAlbert.ca

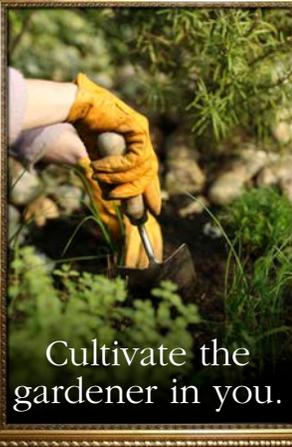
Cultivate the
kid in you.



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 more examples of a lenz, go to www.StAlbert.net



Cultivate the
gardener in you.



Lorem ipsum dolor sit amet, consectetur to a adipiscing elit. To
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 Sed non purus. Nam eu erat. Quisque condimentum eith other is
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 more examples of a lenz, go to www.StAlbert.net



Cultivate your dreams.



Cultivate
your dreams.

St. Albert
Alberta
Cultivate Life



Downtown BEAUTIFICATION grant program

Application Process

The program will be available to any merchant located within the current DARP (downtown area redevelopment plan) that has a store front.

The applications will be taken on a first come, first serve basis. A business may put in multiple applications. However, the applications will be processed in the order they are received and there are limited funds allocated to this project. The program is grant based, with each merchant being able to apply for funding for 50% of the cost of approved program elements, up to a maximum of \$2500.00 per business.

Application Deadline: November 15, 2010 or until all monies are expended.

The beautification program will be administered jointly between the Business & Tourism Development Department and the Planning & Engineering Department.

Permits will be required for perpendicular signs, street furniture and bike racks. Any questions in regards to permits should be directed to Planning and Engineering at 780.459.1642. Bike rack designs should be sent to jbarber@st-albert.net for preapproval before a permit is obtained. Once the beautification is complete the funding applications, along with receipts and photos should be directed to Joan Barber, 780.459.1725 or jbarber@st-albert.net.

The Downtown Beautification Program application is available for download at www.stalbert.ca/business. If you would prefer a hard copy or have any questions about the program please contact Joan, [contact information above](mailto:joan@stalbert.ca).

includes:

- beautification
- perpendicular signage
- street furniture
- bike racks



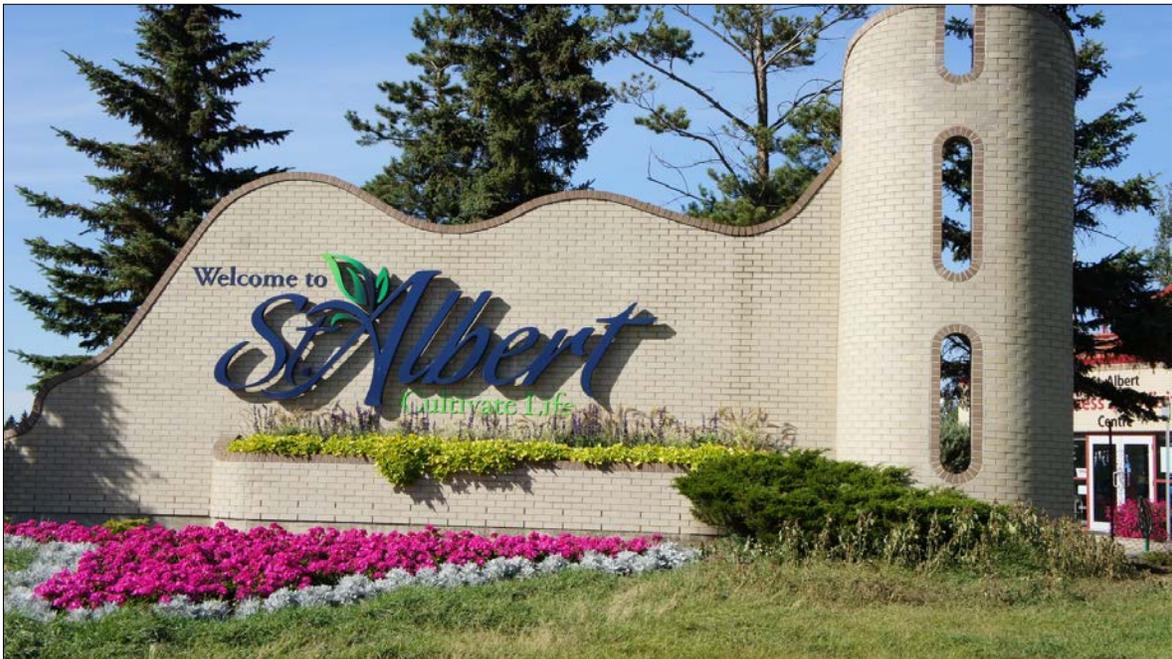



**City of
St. Albert**
Cultivate Life







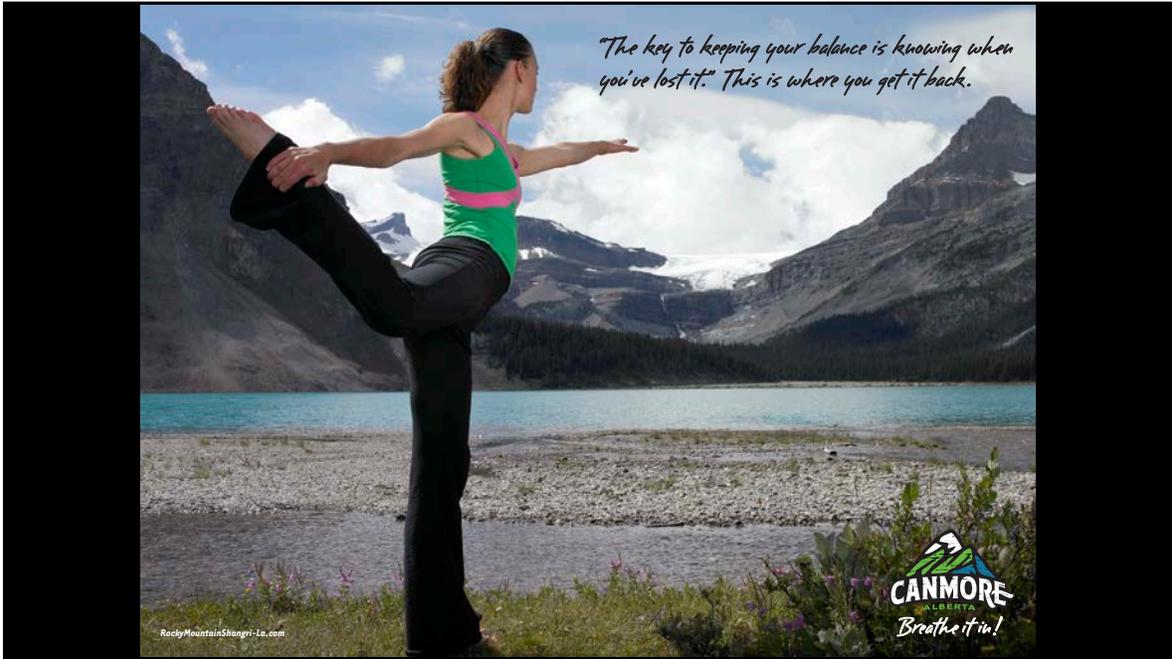


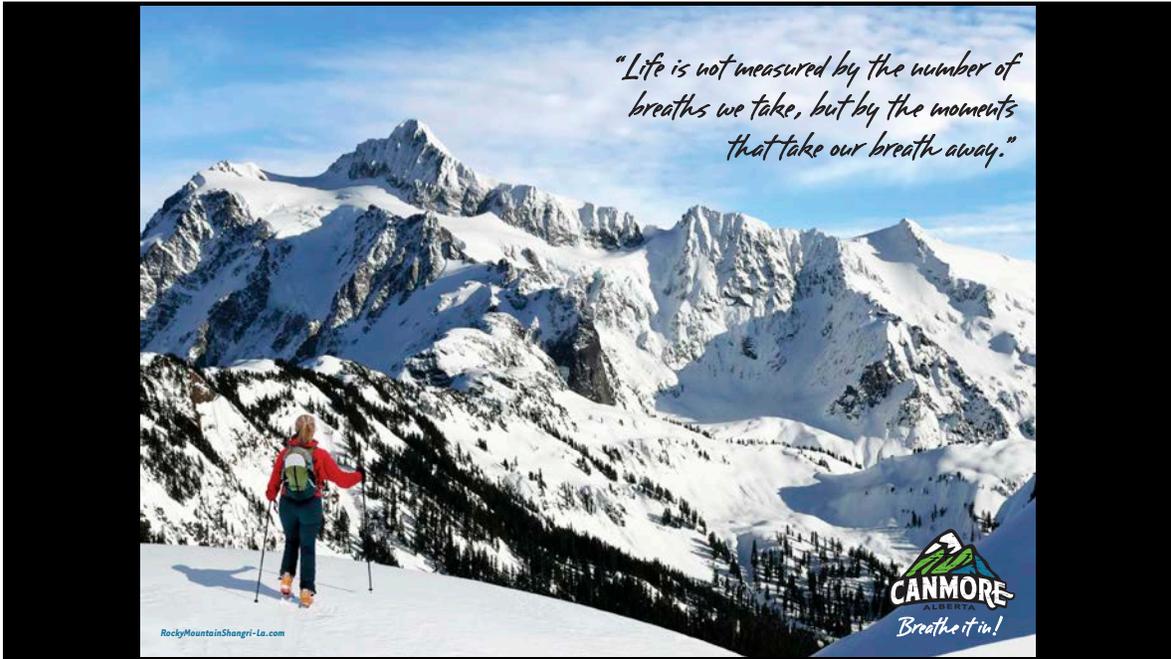


Your brand must cross all sectors:
Tourism | downtowns
economic development
community development



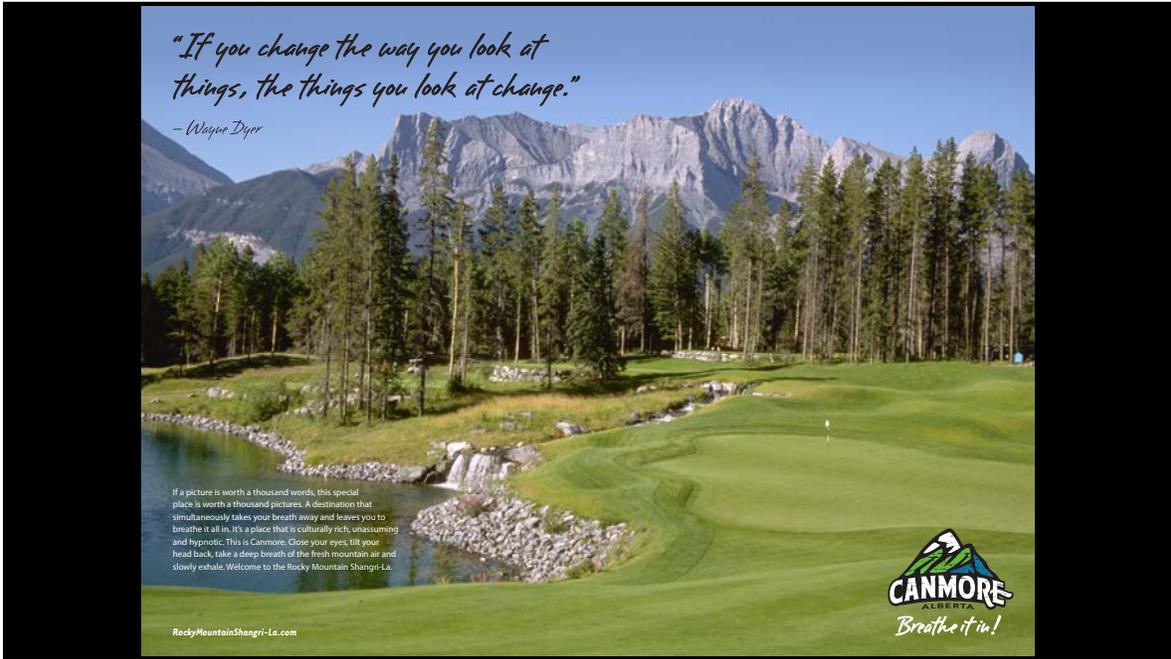
Canmore, Alberta: "Mountain sports" capital





"Life is not measured by the number of breaths we take, but by the moments that take our breath away."

RockyMountainShangri-La.com



"If you change the way you look at things, the things you look at change."

- Wayne Dyer

If a picture is worth a thousand words, this special place is worth a thousand pictures. A destination that simultaneously takes your breath away and leaves you to breathe it all in. It's a place that is culturally rich, unassuming and hypnotic. This is Canmore. Close your eyes, tilt your head back, take a deep breath of the fresh mountain air and slowly exhale. Welcome to the Rocky Mountain Shangri-La.

RockyMountainShangri-La.com



*"Start by doing what's necessary;
then do what's possible; and suddenly
you are doing the impossible."*

- St. Francis of Assisi



RockyMountainShangri-La.com



*"Life begins at
the end of your
comfort zone."*

- Nick Dunne, Unbreakable

Life Coach Rich Hector admits - what he's not so sure is good - he's never had something that is so big as something that is even greater at any point in the same time. It's not for a moment that he's speaking to reach out to you with your spiritual core that you can't get to out of your mind. If you do the good things when you see this good, you're not getting a big enough goal. This is why so many people make the pilgrimage to this special place. A place that inspires us to turn responsibilities into possibilities and then into lasting traditions. This is the magic of Canmore, Alberta.



RockyMountainShangri-La.com



*"Don't limit your challenges,
challenge your limits."*

Pack your gear, load up the car, make the pilgrimage to Canmore and challenge your limits today!
RudyMountainsRange.ca.com

CANMORE
 ALBERTA
Breathe it in!

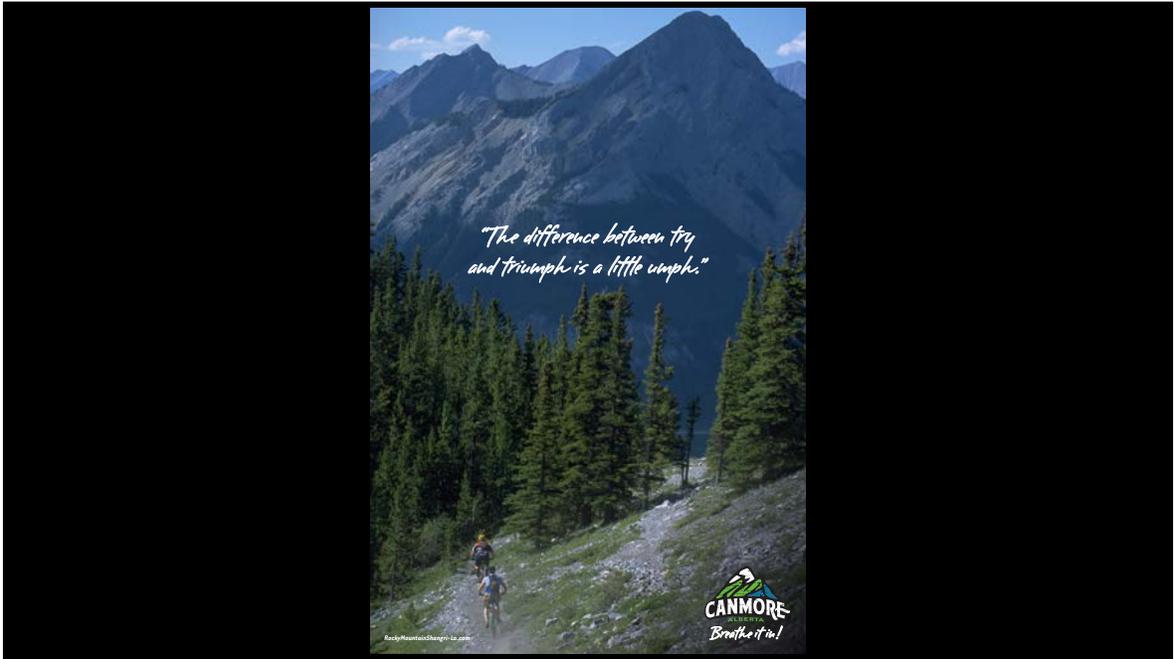
*"You only live once, but if you
do it right, once is enough."*

- Joe E. Louis

Providing a perfect balance of art, music, food, health, recreation, recreation sports and wellness in an amazingly beautiful setting. This is a place of an accuracy, character and breathtaking beauty. No wonder this special place has become the mid-west Mecca of the Incredible Canadian Rockies.
 Welcome to Canmore.

RudyMountainsRange.ca.com

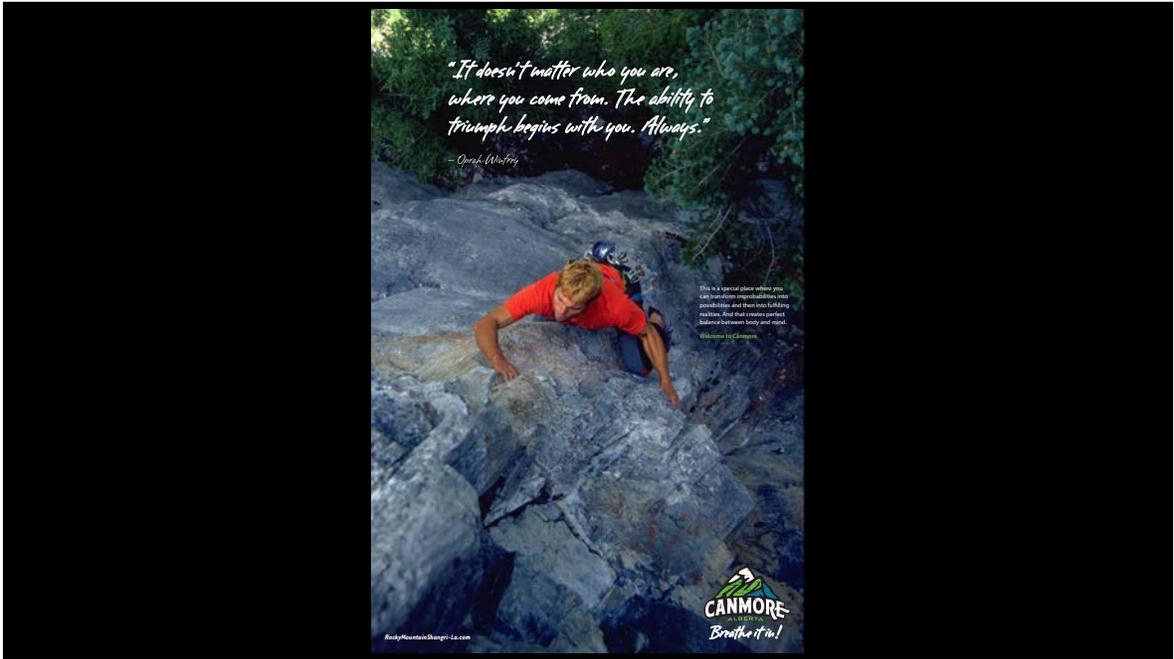
CANMORE
 ALBERTA
Breathe it in!



*"The difference between try
and triumph is a little wimp."*

RockyMountainShangri-La.com

CANMORE
Rocky Mountain
Breathe it in!



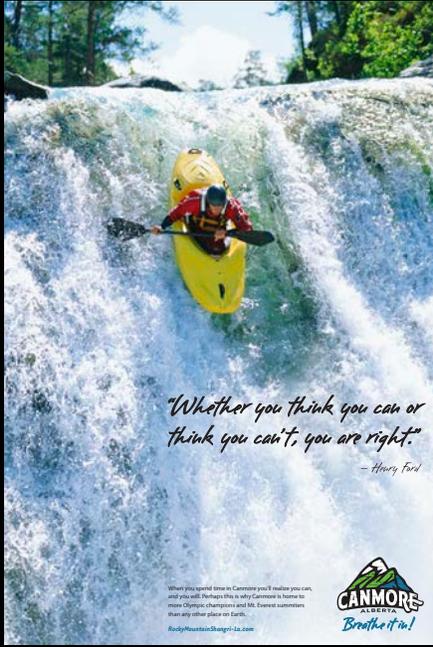
*"It doesn't matter who you are,
where you come from. The ability to
triumph begins with you. Always."*

— Chuck Westergaard

This is a special place where you
can transform impossibilities into
possibilities and then into reality.
And that creates perfect
balance between body and mind.
Breathe it in!

RockyMountainShangri-La.com

CANMORE
Rocky Mountain
Breathe it in!



*"Whether you think you can or
think you can't, you are right."*

- Henry Ford

When you spend time in Canmore you'll realize you can,
and you will. Perhaps this is why Canmore is home to
more Olympic champions and 60. Event winners
than any other place on Earth.
BuddyMountainShops.ca



Bike Town Alberta













Grab life by the handlebars.

H. G. Wells once famously noted that "Cycle tracks will abound in Utopia." Just twenty minutes from downtown Edmonton you'll find this very place. Featuring nearly 30 kilometers of gear grinding hills, scenic riverside trails, and flat-out pulse-pounding terrain. Welcome to Alberta's biking utopia - Devon.

Bike Town Alberta

ALBERTA Devon
Enjoy the ride!
www.RideDevon.ab.ca

Grab life by the handlebars.

The fastest growing sport in North America, biking is not only the sport of champions, but champions the sport of healthy living. So change your life cycle - cycle for life. Learn how at BikeTownAlberta.com. Only in Devon.

Bike Town Alberta

ALBERTA Devon
Enjoy the ride!
www.RideDevon.ab.ca

**Grab life by
the handlebars.**



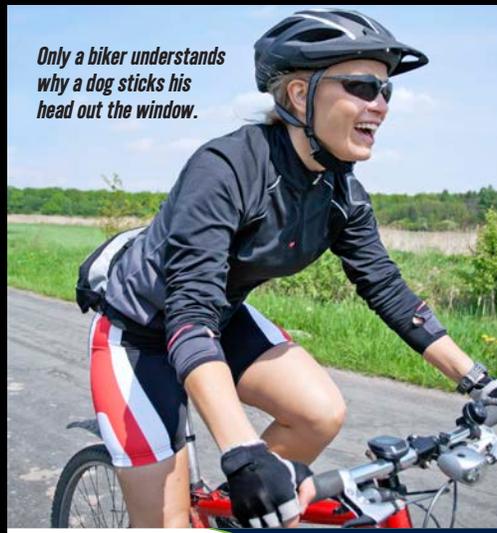
H. G. Wells once famously noted that "Cycle tracks will abound in Utopia." Just twenty minutes from downtown Edmonton you'll find this very place. Featuring nearly 30 kilometers of gear grinding hills, scenic riverside trails, and flat-out pulse-pounding terrain. Welcome to Alberta's biking utopia - Devon.

Bike Town Alberta

ALBERTA
Devon
Enjoy the ride!

www.RideDevon.ab.ca

**Only a biker understands
why a dog sticks his
head out the window.**

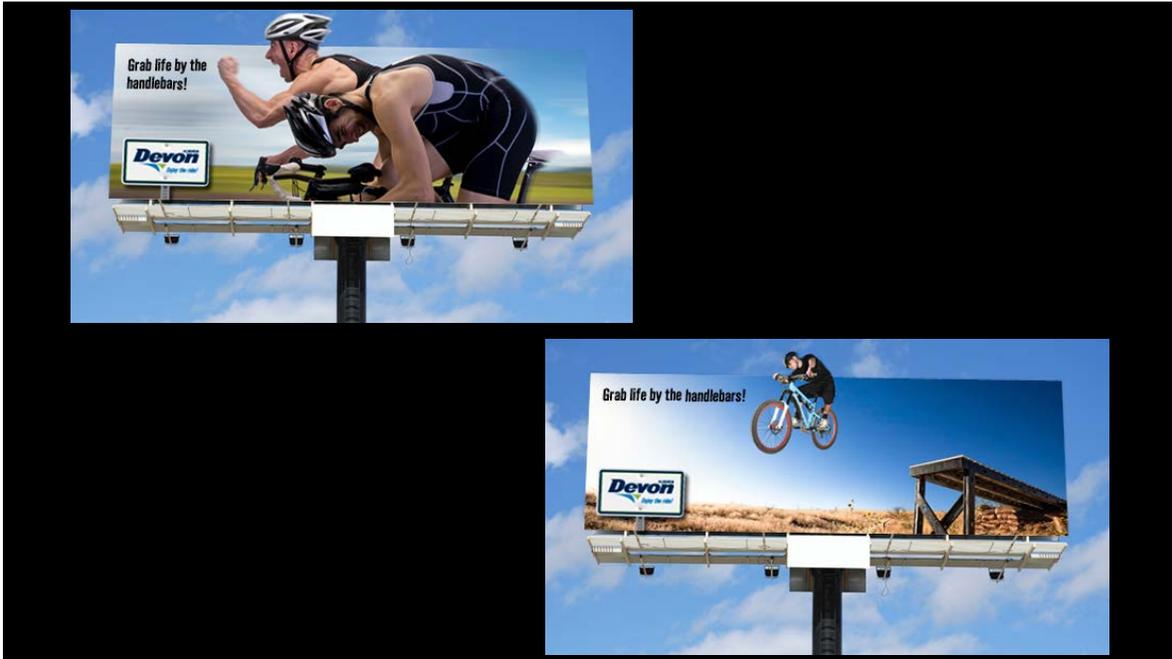


Some people measure their adventures in miles or days. We prefer measuring it by the ultimate rush of air as you speed down Devon's famous Gear-Grinder Hill, seeing horizon after horizon zip by, and remembering to keep from drooling as you see the next horizon coming into view. This is Devon.

Bike Town Alberta

ALBERTA
Devon
Enjoy the ride!

www.RideDevon.ab.ca



Grab life by the handlebars.

Devon ALBERTA
Enjoy the ride!
RideDevon.ca

Grab life by the handlebars.

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RideDevon.ca

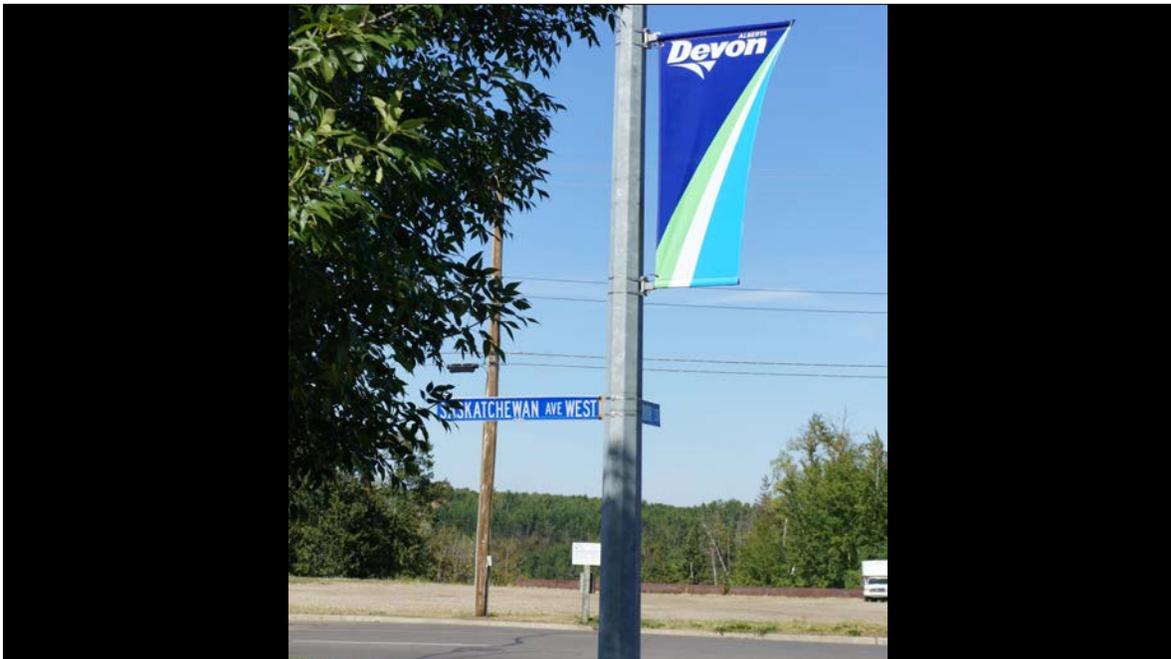
TOP GEAR
THE BEST
OF
DEVON, ALBERTA

Devon ALBERTA
Enjoy the ride!
www.RideDevon.ca

YOUR JOURNEY STARTS
HERE!

THE DEVON
TRAIL GUIDE

Devon ALBERTA
Enjoy the ride!
www.RideDevon.ca





Grab life by the handlebars.

Just twenty minutes from downtown Edmonton you'll find a biking utopia. Featuring nearly 30 kilometers of gear grinding hills, scenic riverside trails, and flat out pulse-pounding terrain. Welcome to Devon, Bike Town Alberta.

www.RideDevon.ab.ca

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www.RideDevon.ab.ca

Devon ALBERTA
Enjoy the ride!



Devon
RESIDENTS
Business
Visitors
Events
Government
Online Services
SEARCH



In Devon you'll find the true meaning of biking nirvana. A place where you can easily fulfill your passion for air time, the ultimate rush, and where being "in the zone" is a way of life.

Welcome to Bike Town Alberta!

Just 20 minutes from downtown Edmonton you'll find the true meaning of biking nirvana. A place where you can easily fulfill your passion for air time, the ultimate rush, and where being "in the zone" is a way of life. Welcome to Devon.

The fastest growing sport in North America, biking is not only the sport of champions, but champions the sport of healthy living. So change your life cycle - cycle for life.

Grab life by the handlebars and head to Devon, Alberta and feel the rush.



Calendar of Events

sit amet euismod. Integer eu lacus mauris hendrerit egestas imperdiet placerat ullam dolor lectus sollicitudin sed dictum utique nibh ligula, pharetra sit amet euismod.

READ MORE



Devon's Trail Maps

sit amet euismod. Integer eu lacus mauris hendrerit egestas imperdiet placerat ullam dolor lectus sollicitudin sed dictum utique nibh ligula, pharetra sit amet euismod.

READ MORE



You can generate these columns and boxes easily

Integer eu lacus mauris hendrerit egestas imperdiet placerat ullam dolor utique nibh ligula, pharetra sit amet euismod.

Integer eu lacus mauris hendrerit egestas imperdiet placerat utique nibh ligula, pharetra sit amet euismod.









Brands are built on product,
not just marketing.

Today's Soundbite

Marketing will bring people to you just once.
Period.

Today's Soundbite

The ONLY thing that brings them back is your product:

- Your downtown and its activities
- The complementary activities - things to do
- Your amenities
- The people they interact with



A brand is a promise.
To win you must deliver on that promise.

*"I can't give you a surefire formula for success,
but I can give you a formula for failure:
try to please everybody all the time."*

Herbert Bayard Swope,
first recipient of the Pulitzer Prize



The three killers



1. Local politics
2. Lack of champions
3. Lack of money (private & public)

Be all that you can be...

- VSP Fitness
- Raymond Judo Club
- Equestrian | Rodeo
- Motocross
- BMX (coming soon)
- Soccer | Football | Hockey





For the love of sport...

- VSP Fitness
- Raymond Judo Club
- Equestrian | Rodeo
- Motocross
- BMX (coming soon)
- Soccer | Football | Hockey
- Tennis



For the love of sport...

- VSP Fitness
- Raymond Judo Club
- Equestrian | Rodeo
- Motocross
- BMX (coming soon)
- Soccer | Football | Hockey
- Tennis
- Competitive swimming | diving

26

Consider doing a two-month schedule. It's September now.

August

SCHEDULE

public swim
Monday-Friday
12:30pm - 8:00pm
Saturday
11:00am - 8:00pm
Sunday
12:30pm - 4:30pm

Fitness swim
Monday-Friday
6:00am - 7:00am
Monday-Saturday
7:00pm - 8:00pm

aqua fit
Monday-Friday
7:00am - 8:00am

The poster features a blue background with white and yellow text. It includes icons for a sun, sunglasses, a palm tree, and a star. The word 'August' is written in a large, yellow, cursive font at the top right.





27

Consider a park concessionaire that can rent kayaks, stand-up paddle boards and other water-based activities.



Paddle Board Yoga anyone?



For the love of sport...

- VSP Fitness
- Raymond Judo Club
- Equestrian | Rodeo
- Motocross
- BMX (coming soon)
- Soccer | Football | Hockey
- Tennis
- Competitive swimming | diving
- Stand-up paddle boarding (?)



For the love of sport...

- VSP Fitness
- Raymond Judo Club
- Equestrian | Rodeo
- Motocross
- BMX (coming soon)
- Soccer | Football | Hockey
- Tennis
- Competitive swimming | diving
- Stand-up paddle boarding (?)
- Dragon Boat races & training





For the love of sport...

- VSP Fitness
- Raymond Judo Club
- Equestrian | Rodeo
- Motocross
- BMX (coming soon)
- Soccer | Football | Hockey
- Tennis
- Competitive swimming | diving
- Stand-up paddle boarding (?)
- Dragon Boat races & training
- Hobie Cat races & wind sports



Love the fact that Raymond is a “free range” community.





For the love of sport...

- VSP Fitness
- Raymond Judo Club
- Equestrian | Rodeo
- Motocross
- BMX (coming soon)
- Soccer | Football | Hockey
- Tennis
- Competitive swimming | diving
- Stand-up paddle boarding (?)
- Dragon Boat races & training
- Hobie Cat races & wind sports
- Street bike races



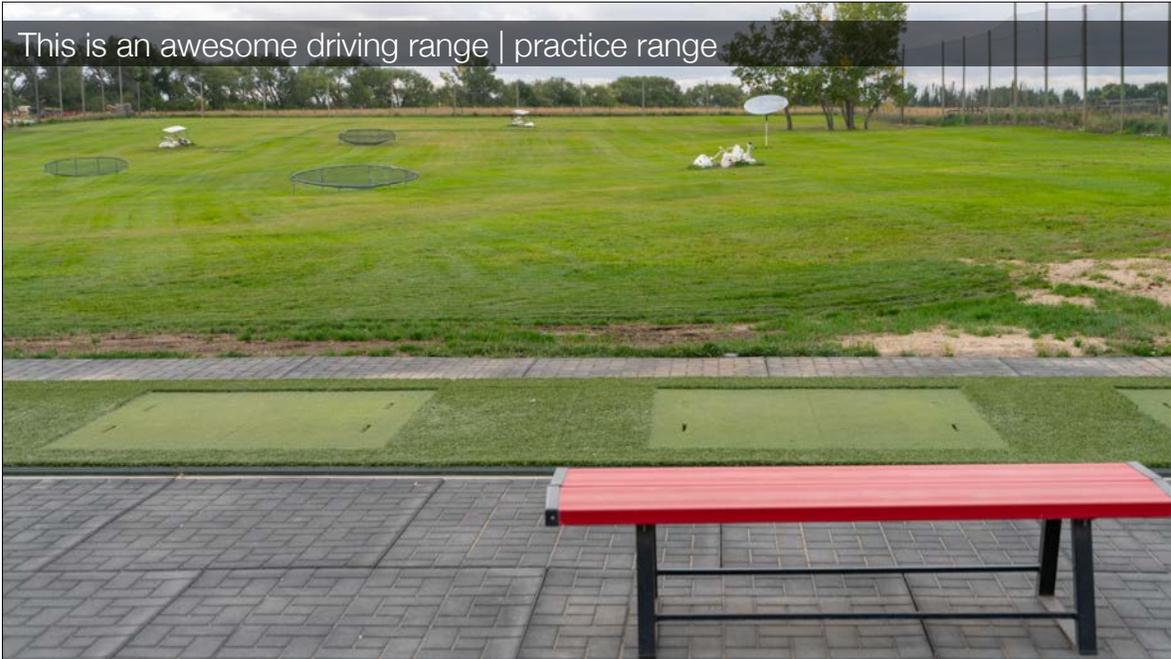


For the love of sport...

- VSP Fitness
- Raymond Judo Club
- Equestrian | Rodeo
- Motocross
- BMX (coming soon)
- Soccer | Football | Hockey
- Tennis
- Competitive swimming | diving
- Stand-up paddle boarding (?)
- Dragon Boat races & training
- Hobie Cat races & wind sports
- Street bike races
- Footgolf



This is an awesome driving range | practice range





For the love of sport...

- VSP Fitness
- Raymond Judo Club
- Equestrian | Rodeo
- Motocross
- BMX (coming soon)
- Soccer | Football | Hockey
- Tennis
- Competitive swimming | diving
- Stand-up paddle boarding (?)
- Dragon Boat races & training
- Hobie Cat races & wind sports
- Street bike races
- Footgolf
- Golf

29

A resounding YES!!! on Hell's Creek. This makes it an attraction, not just an amenity.



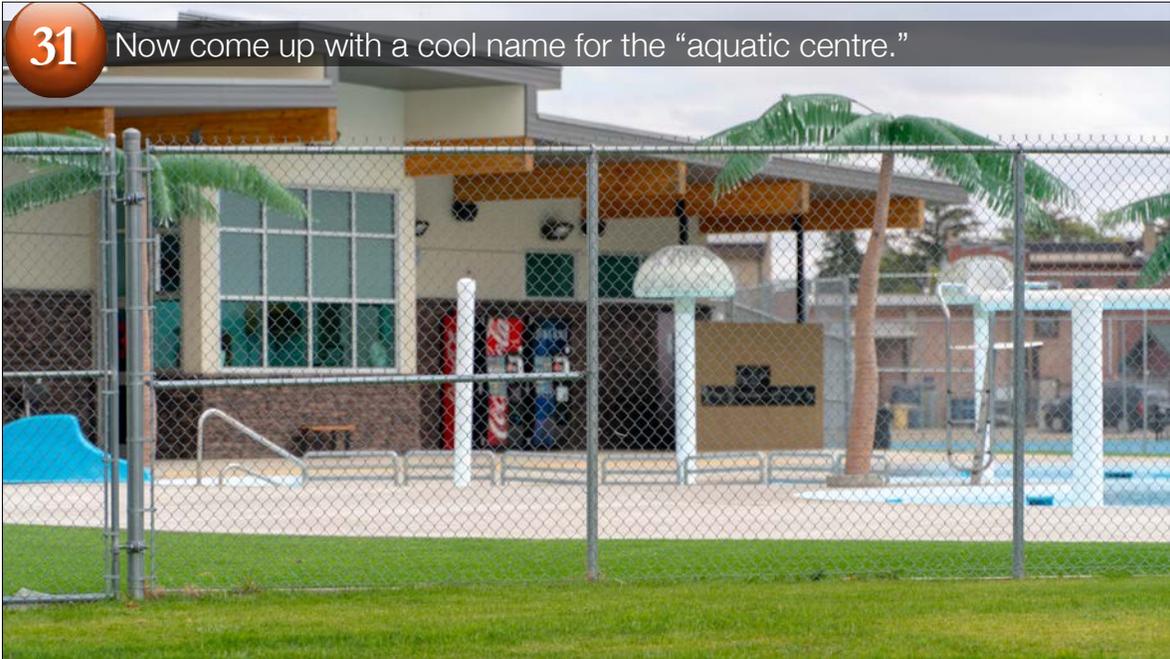


30 Then start selling logo gear. This will jump start the golf course - and will make Raymond a destination.



31

Now come up with a cool name for the “aquatic centre.”



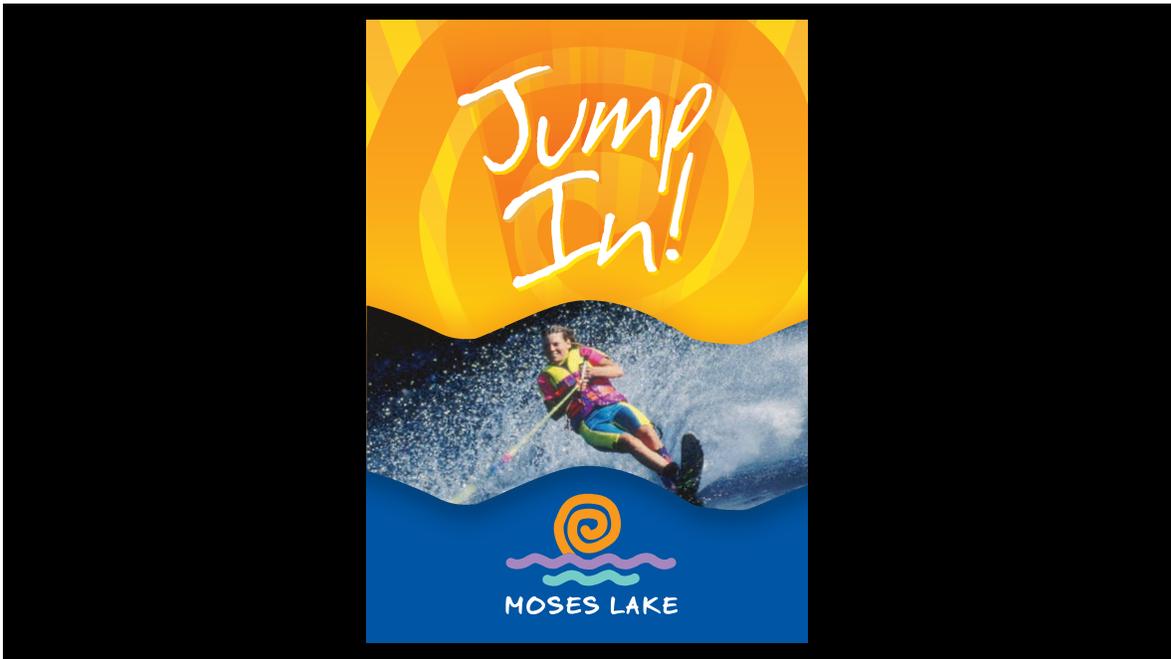
The Moses Lake Aquatic Center is now...





This adds up to making Raymond a terrific place for “ultra-active” families.





Some stay for the love of..

- Footgolf
- Tennis
- Swimming & diving
- Catching a trophy walleye
- Thrill of motocross | or BMX
- Dragon Boat racing | Hobie Cats
- Judo
- With all of this - and more -
there's good reason why

Everybody loves Raymond

32

Create a plan

Branding	What sets you apart from everyone else?
Development	What is the product that backs it up?
& Marketing	How to tell the world
Action Plan	The to-do list



Down the road...

- Live like a champion
- Win every day!
- Alberta's team building capital
- Building future champions
- Be more - do more
- Dare to be great
- For the love of sport. What's yours?

Is it any wonder
Everybody loves Raymond

33

If you go this direction, keep building on it! Soon you'll be a strong visitor destination!

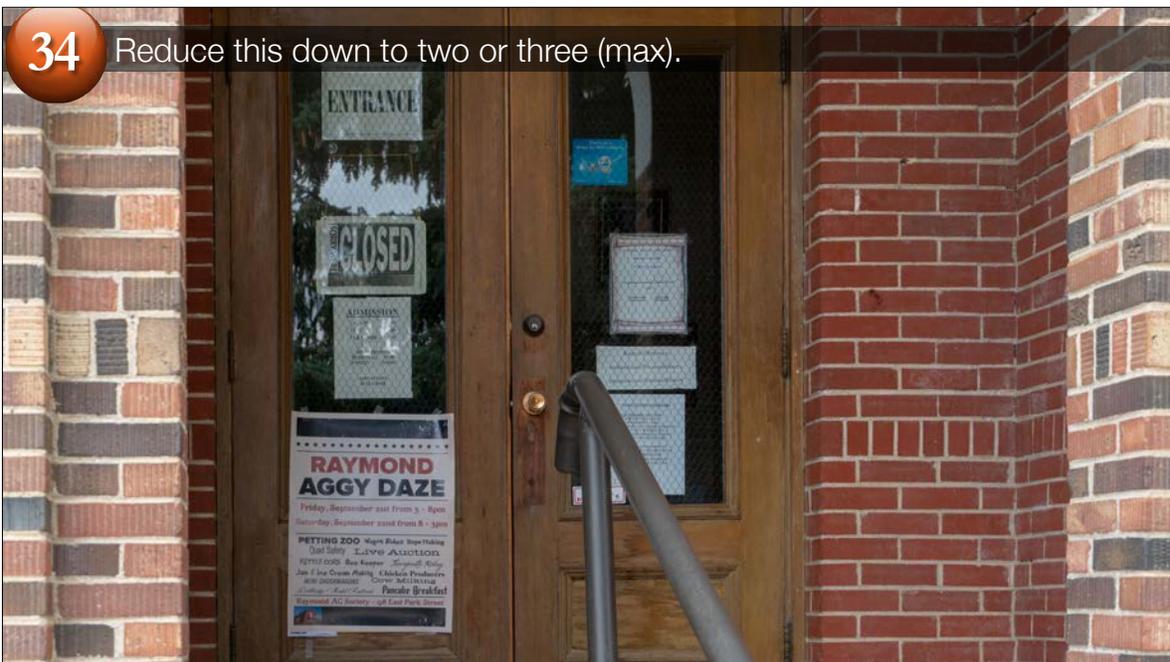


Marble Mountain in Cornerbrook, Newfoundland

chapter
5
A few other notes:
The quality of life in Raymond is amazing







35

What are the fall hours? Use actual dates or months. Use larger type. Invite us back!



36

Always promote the activity, not the organization. Anything happen here?









chapter

6

The hole in the middle of the doughnut: Downtown Raymond

Downtown is the weak link for Raymond. But it can become a great destination for both locals and visitors alike.



Downtowns are critical to your success

The heart and soul of any community - besides its people - is its downtown.



Downtowns are back!

And in a big way.

Priority #1

In economic development, tourism, and community development there is absolutely, positively **NOTHING** that's more important than your downtown.

The business mix rules

Thinking that beautification and facade improvements will “fix” a downtown.

It's what's **IN** the buildings that makes you a draw.



THE RESURGENCE OF DOWNTOWNS: PRIORITY
Presented by

THE RESURGENCE OF DOWNTOWNS: THE STEP-BY-STEP
Presented by

THE RESURGENCE OF DOWNTOWNS: GETTING PEOPLE BACK TO DOWNTOWN IN 250 DAYS
Presented by

THE RESURGENCE OF DOWNTOWNS: WHAT THEY DID AND HOW THEY DID IT
Presented by Roger Brooks

38

Watch this video series to see why downtowns are important and how they are changing.

ROGER BROOKS International

dda



The future of downtowns: Rules to live by



Downtowns are where we go after work and on weekends:
70% of all retail spending takes place after 6:00 pm



The rule of critical mass:
The 10+10+10 rule

Downtown as THE destination:

10: Places with a food focus

10: Destination retail shops

10: Open after 6:00

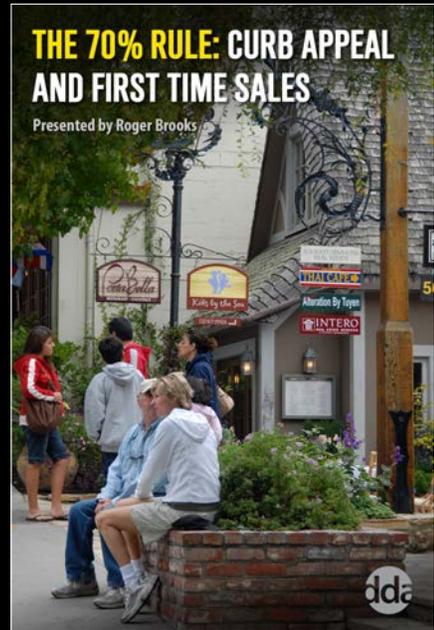


What comes first?
People downtown on a consistent basis
(250+ days a year)



What's **in** the buildings is just as important as facade improvements & beautification.

70% of first-time sales can come from curb appeal



You only need **one** block!
If you have a larger area start with one block.



If you don't hang out in your own downtown,
neither will visitors.
They go where you go.



Your downtown **must** have a focus!





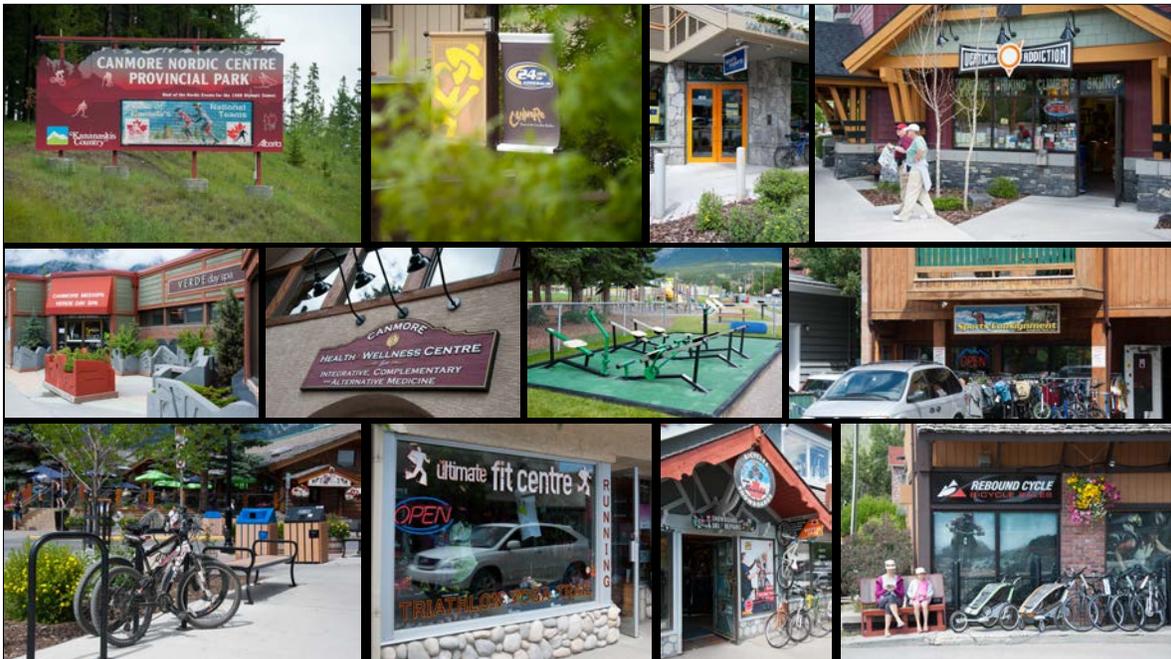
Jefferson, Texas | Population: 2,100
Downtown: 20+ antique stores (an antique dealer for every 100 residents)



Berea, Kentucky | Population: 15,100
Working artisans/galleries: 22 | Art & craft instructors: 71



Canmore, Alberta | Population: 14,000
Focus: Healthy living | Mountain sports | Wellness | Shops supporting the brand: 38



5

Key downtown initiatives

40

1. Narrow Broadway for two blocks





Innisfail

The 20 Ingredients of an Outstanding Downtown

- Razor sharp focus**
Focus on a few essential ingredients, work together.
- The Action Plan**
The 40-50 let from A to Z, it takes a whole community to win.
- Critical mass**
10 essential, 10 total steps, 100 great ideas, 10 three blocks.
- Anchor tenants**
Strong, well-established businesses, people will crowd in.
- Consistent hours**
Businesses open together, days and hours.
- Living, staying downtown**
Cafe, gift, apartment, hotel, art, etc.
- Pioneers with vision**
An early arrival, someone who starts and makes the investment.
- Just one block**
Focus on one or creating one awesome block, then grow the project.
- Four hour parking**
Better, not all-day parking, better, better blocks.
- Public restrooms**
Restroom facilities, public restrooms, open after 5:00.
- A Programmed Plaza**
An outdoor area, a place where people will gather - in groups.
- Community gateways**
Find inspiration, the context, just gateway to downtown.
- Wayfinding system**
Particular to downtown, helping people find their way, better, better blocks.
- Downtown gateway**
A place where people can find a sense of arrival, they're here!
- An intimate setting**
Just one block, one entry direction, and everyone, every well block.
- Blade signs**
Keep them, particularly to traffic, consistent height and width.
- Sidewalk cafe dining**
Part of the downtown, a place where people can find a sense of arrival, they're here!
- Curb appeal**
70% of the time, the curb is the first impression. Bring downtown to life!
- Constant activity**
Activities and events, bring downtown to life!
- Give downtown a name**
A name, a place, a destination, not a geographic description.

www.RogerBrooksInternational.com

QR code to watch the video

ROGER BROOKS International

Seven year research project
2,000 downtowns
400 of the most successful
All 400 had a narrow, intimate main street

42

2. Recruit a stronger business mix

Raymond is WAY underserved in terms of retail -
even if you were closer to Lethbridge.









The Raymond recruitment list

- Bakery, cafe & ice cream shop
- Three more sit-down restaurants, eateries, cafes







Village Raymond
 Asking: \$52,000 as is
Half Course above 8th T Box

REDUCED!

- * Lot Size: 107' X 117'
- * Build a home with a walk out basement
- * Condo Lot (because it adjoins the golf course) - No Condo Fees
- * Lot Located in a cul de sac
- * Newer Homes in the Neighborhood
- * Excellent Location - Adult neighborhood (45+)
- * Some Building Controls
- * Raw Water Available for Irrigation

Thinking it's time to make a move? Give me a call. Do you need to know what the value of your home is in today's market? Call Me today!

John Fisher
 403-308-1828 (Call or Text) land@jock@gmail.com

RE/MAX Real Estate Ltd. 403-291-1234 • Fax 403-291-1235 • www.remax-realestate.com • www.getinfo.ca • 1-800-467-3333

19 Park Ave Raymond
 Asking: \$156,880 as is
Former United Church Building - Excellent location

Make Offer!

- * 3,186 Sq. Ft.
- * Commercial Building
- * Lot Size: 75' X 150'
- * Chapel Area
- * Commons/ Recreation hall
- * Kitchen
- * Extra Classroom
- * 2 - 2pc Bathrooms
- * 2 Newer Energy Efficient Furnaces

Currently rented out part time with yoga and other classes. Across the street from the Theatre and Town Hall. Real Close to the Downtown core.

Thinking it's time to make a move? Give me a call. Do you need to know what the value of your home is in today's market? Call Me today!

John Fisher
 403-308-1828 (Call or Text) land@jock@gmail.com

RE/MAX Real Estate Ltd. 403-291-1234 • Fax 403-291-1235 • www.remax-realestate.com • www.getinfo.ca • 1-800-467-3333

325 E. 200 S. Raymond
 Asking: \$248,500 as is
Vaulted Ceilings on both Levels - Spacious!

REDUCED!

Thinking it's time to make a move? Give me a call. Do you need to know what the value of your home is in today's market? Call Me today!

John Fisher
 403-308-1828 (Call or Text) land@jock@gmail.com

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Typical business mix for a town of 5,000

- Bakery, cafe & ice cream shop
- Three more sit-down restaurants, eateries, cafes
- Home accents store | Interior design





Typical business mix for a town of 5,000

- Bakery, cafe & ice cream shop
- Three more sit-down restaurants, eateries, cafes
- Home accent store | interior design
- Outfitter, sports gear & bikes
- Antiques (not just second hand)
- Florist & gift shop



A THRIVING DOWNTOWN – PART I: WHAT'S INCLUDED IN THE PERFECT BUSINESS MIX

Presented by Roger Brooks

A photograph of a bustling outdoor market or festival in a downtown area. The scene is filled with people walking, talking, and sitting on a grassy area. There are several colorful tents (red, blue, white) set up, likely for vendors or food. In the background, there are multi-story brick buildings with large windows, typical of a historic downtown. The sky is overcast. In the bottom left corner, there is a circular orange graphic with the number 43. In the bottom right corner, there is a logo for the Destination Development Association.

The destination set

(Towns of 2,500 to 3,500 residents)

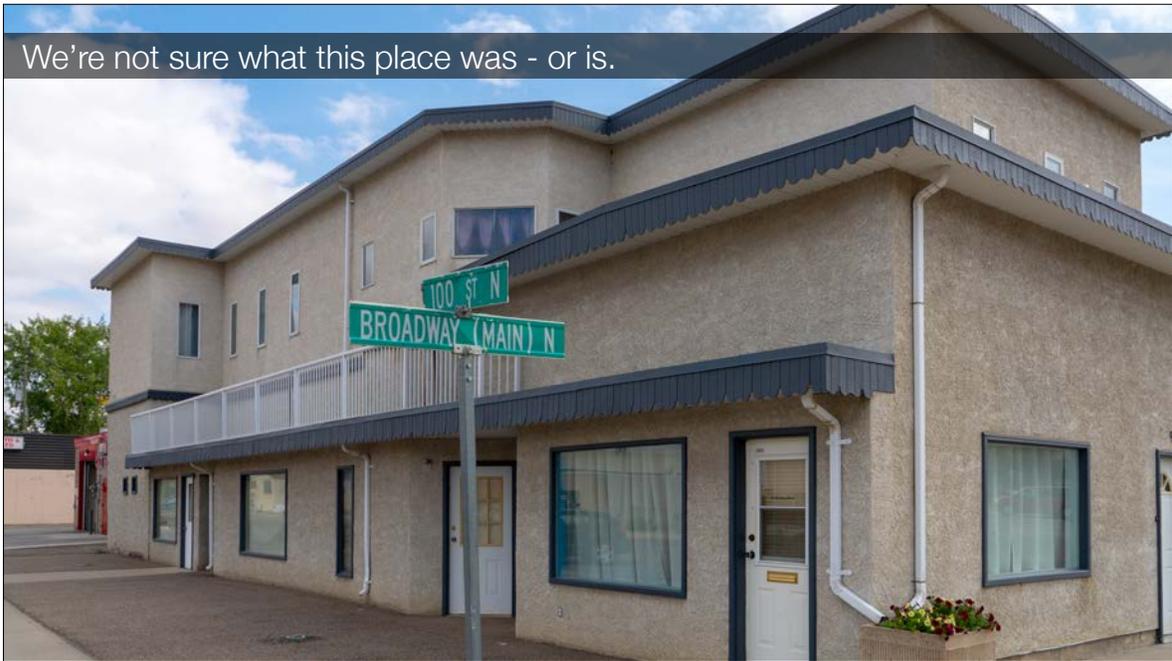
Two blocks

- Two coffee shops
- Bakery & breakfast house
- Five sit-down restaurants (three casual, two fine dining)
- Two burger houses | sports bar
- Two casual clothing shops
- Ice cream shop | confectionary | fudge
- Two home accents & decor
- Two deli's | lunch spots
- Garden store
- Four specialty stores (fits your brand | residential mix)
- Antique store (not second hand)
- Gift shop | florist
- Outfitter | casual shoes | sports gear | bikes
- Pharmacy | gifts | cards
- Pet grooming | boarding | gifts | food & supplies
- Gym | Fitness studio | yoga | pilates





We're not sure what this place was - or is.



Halifax's Argyle Street

Population	300,000
Claim to fame	Lots of vacancies, hodge-podge mix
Challenge	Why leave the waterfront?
The brand	Up the hill, why bother?





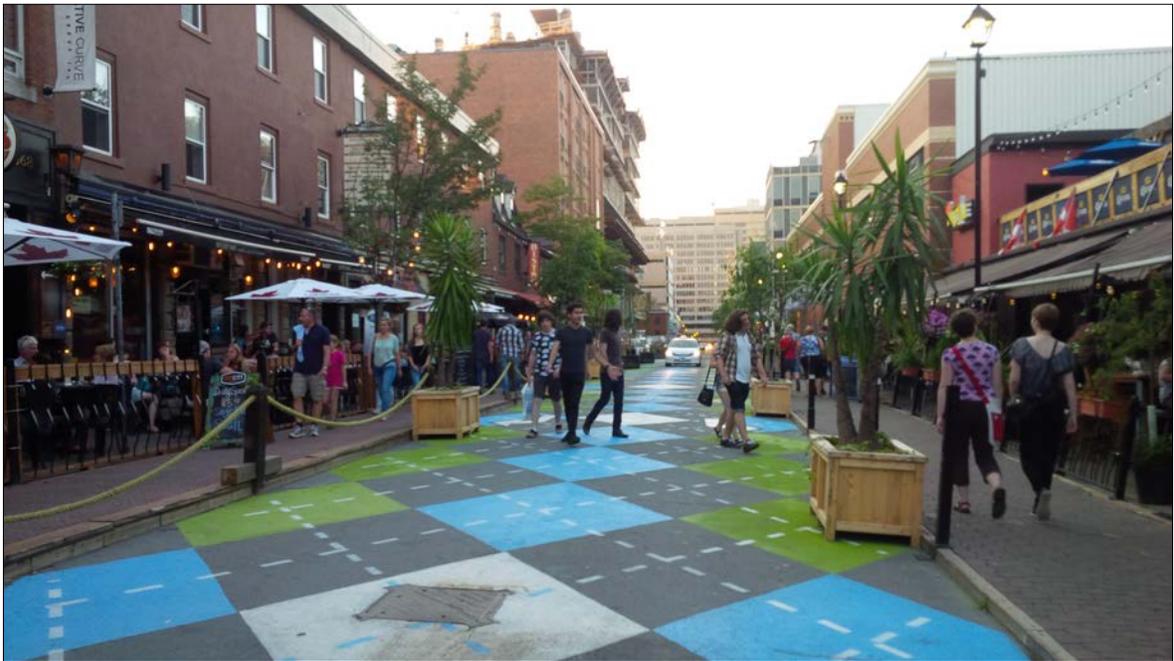












The Brand

Halifax's Argyle Street dining district

Result

22 restaurants in 2.5 blocks

A major gathering spot rivaling the waterfront

The place to hang out - a "third place"

Restaurants all doing very, very well

Convention center opened last year!

44

3. Use blade signs





General rules:

- No lower than 7' (2.1m)
- No higher than 9' (2.7m)
- No wider than 42" (1m)











46

4. Beautification pays: add even more





50

Add another bench here.



Women account for **80%** of ALL consumer spending.





What to do
Think benches.

51

Excellent job here. Merchants: Extend window displays to exterior spaces.





52

Merchants: 36" for pots, planters, benches, exterior displays.







FAST FACT

Curb appeal can account for up to
70% of first-time sales
at restaurants, golf courses, wineries,
retail shops and lodging facilities.





The ingredients of outstanding “curb appeal”

1. Extensions of window displays to exterior spaces
2. Blade signs
3. Benches & beautification
4. Facade appeal
5. Window displays
6. Sidewalk dining & umbrellas





Fredericksburg, Texas



Fredericksburg, Texas



55

Pop-up businesses, like this are a great way to start.



56

Consider a row of pots and planters.



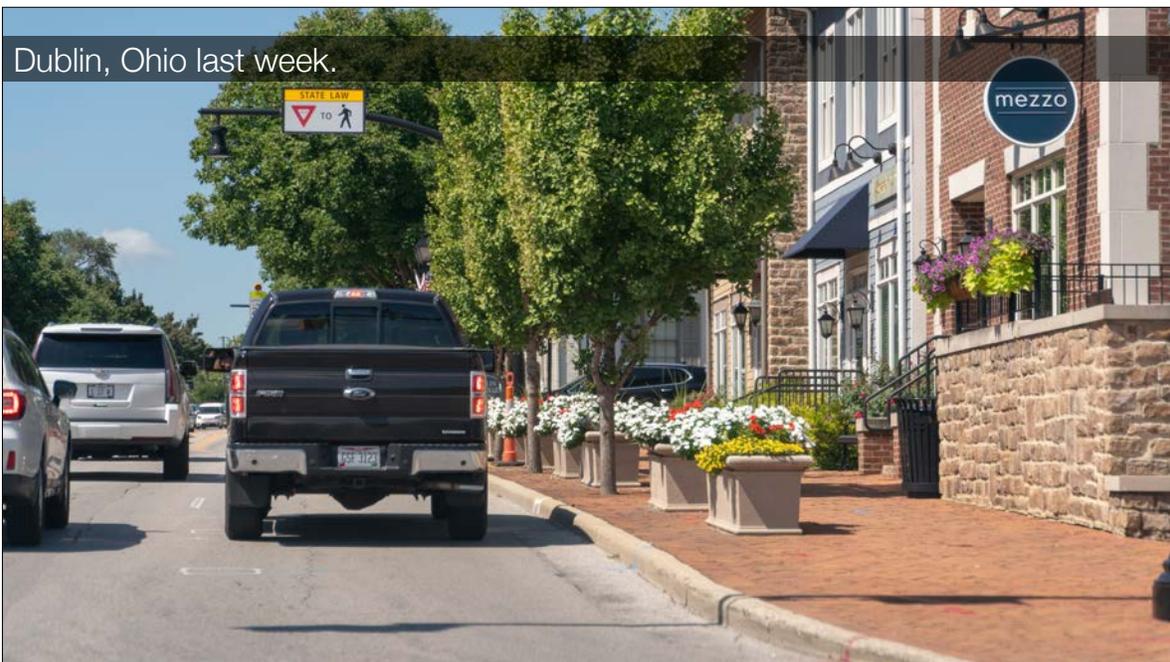


57

Eagle Scout project? Paint, fewer posters, clean this up, add a flower bed.



Dublin, Ohio last week.



This is in Port Elgin, Ontario. December. No excuses!



Erin, Ontario - Mid-December







58

Add street trees every 30' to 35' in your new streetscape.





5. Sidewalk cafe dining





overstock.com

Home Goods / Garden & Patio / Patio Furniture / Outdoor Dining Sets

28-inch Round Glass Metal Table with Rattan Edging and 4 Rattan Stack Chairs
by Flash Furniture

★★★★★ (4 Reviews)

Today **\$162**

Quantity: 1

Color:

28-in Round Glass Metal Table with Rattan Edging and 4 Rattan Stack Chairs
Today: \$137.99 - \$139.99

28-in Round Glass Metal Table with 4 Metal Aluminum Stack Chairs
Today: \$137.49

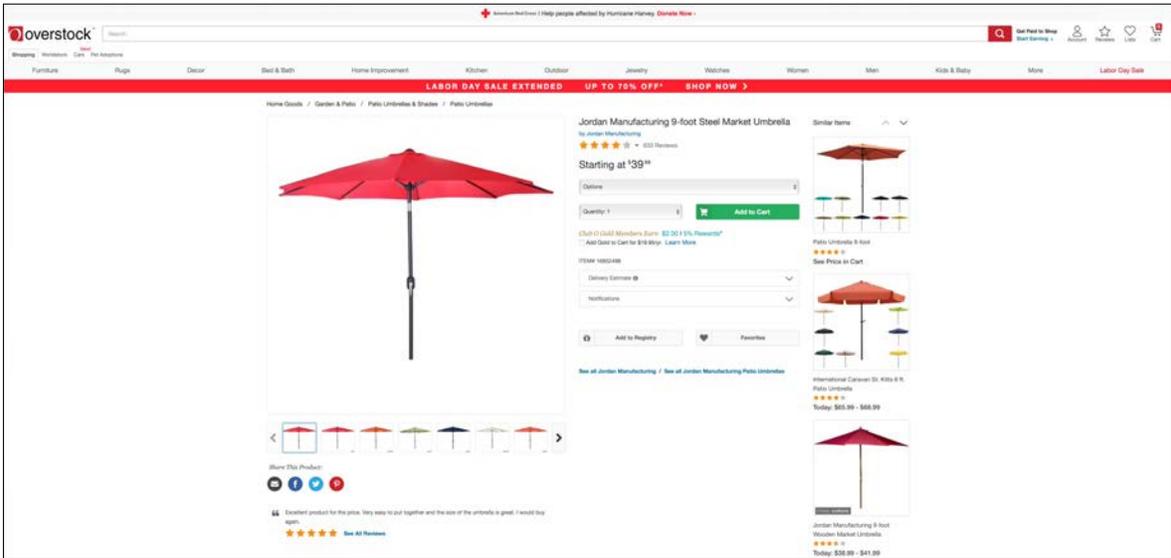
28-in Round Glass Metal Table with 4 Metal Aluminum Stack Chairs
Today: \$137.49

Table and 4 Stack Chair Set
Today: \$137.49

Share This Product

I'm very pleased with this set, especially for the price. The quality is good and it looks great on my small patio. It was very easy to assemble and it is very sturdy.
★★★★★ [See All Reviews](#)
This set was purchased for my patio. It is very sturdy and looks great.

Look at getting sets. Always round tables: 28" to 36" (no larger)
Budget to replace 10% each year.



9' umbrellas are just fine. Always go with red and yellow - mix them up. Make it colorful.







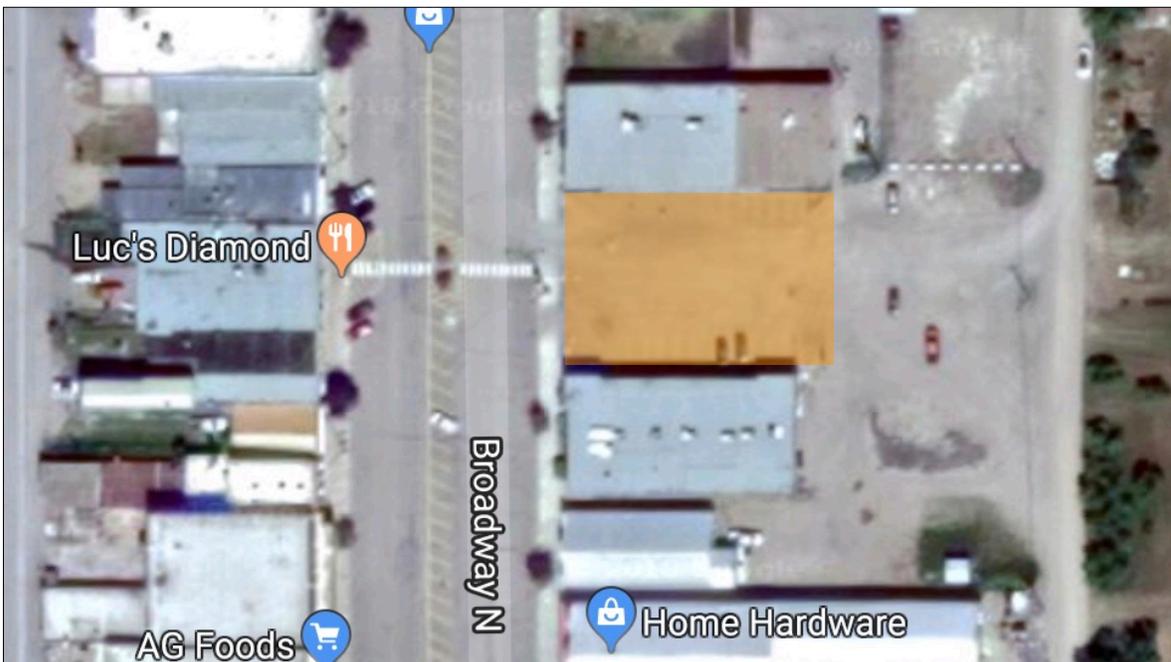
chapter

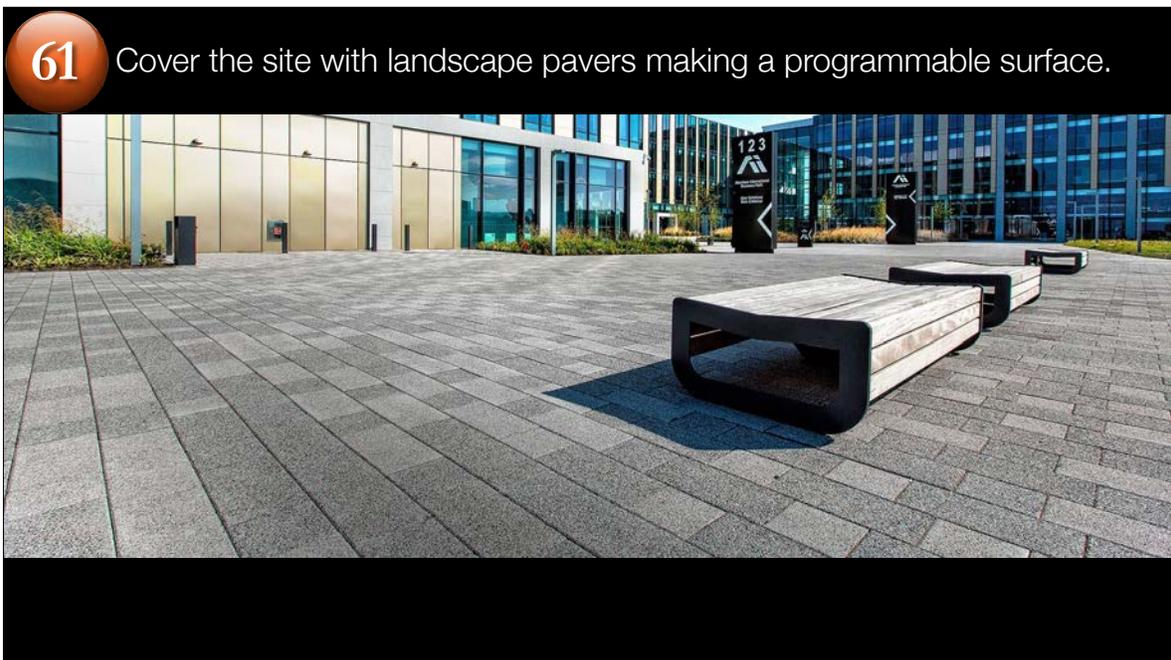
7

Putting it all together
Creating a programmed plaza

60

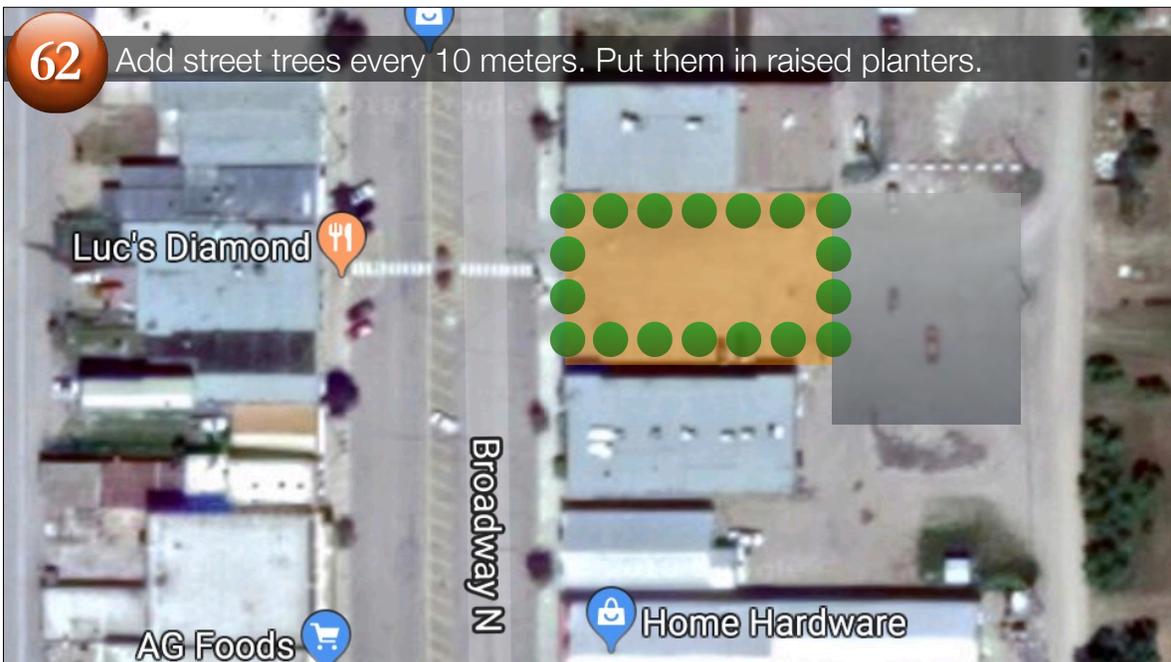
Programming downtown: 250+ days





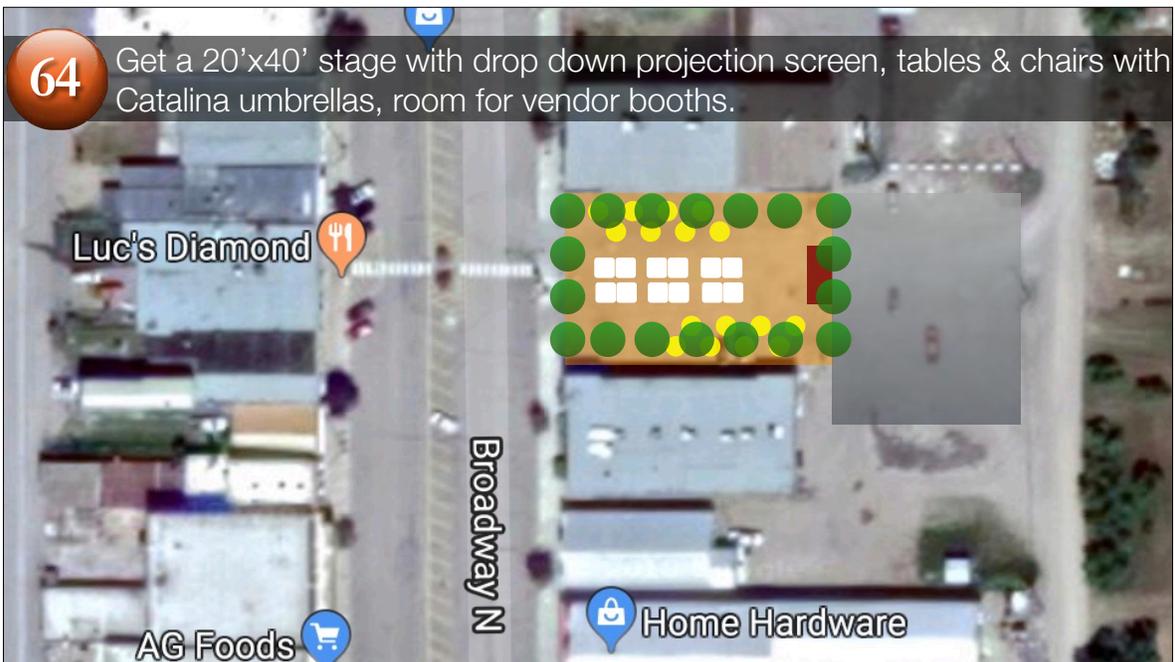


Paver stone surface

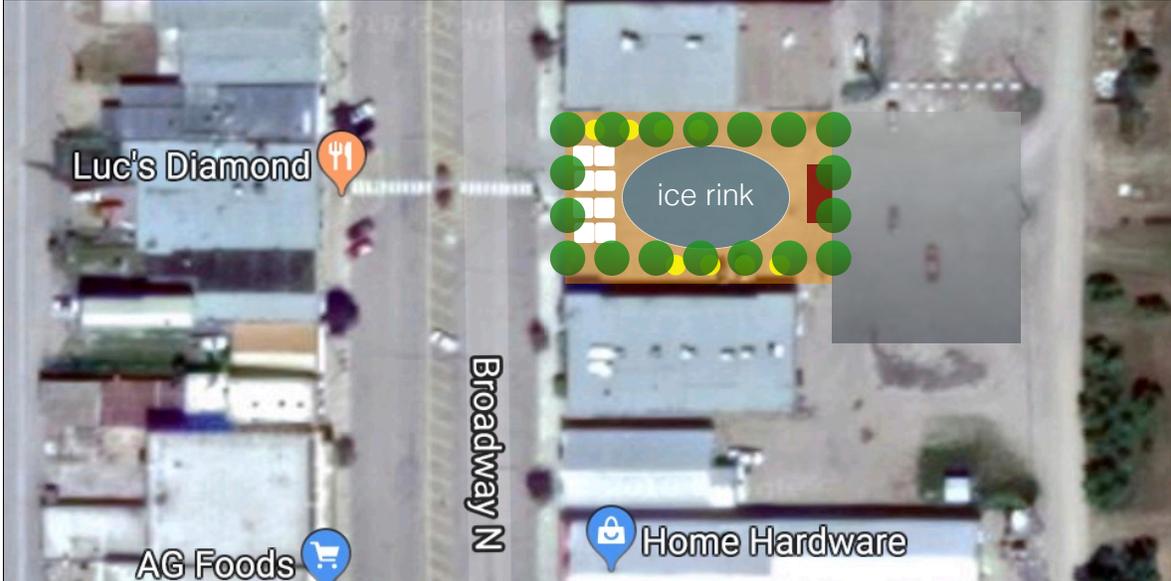








November, December: Christmas tree forest, holiday house, etc.



Holiday fairs and markets

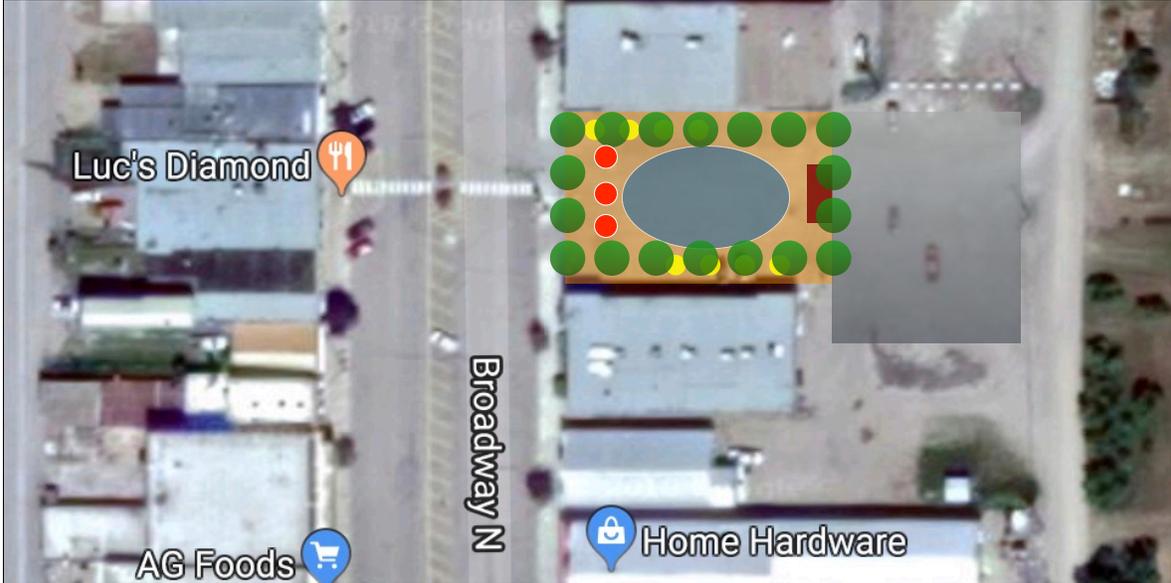






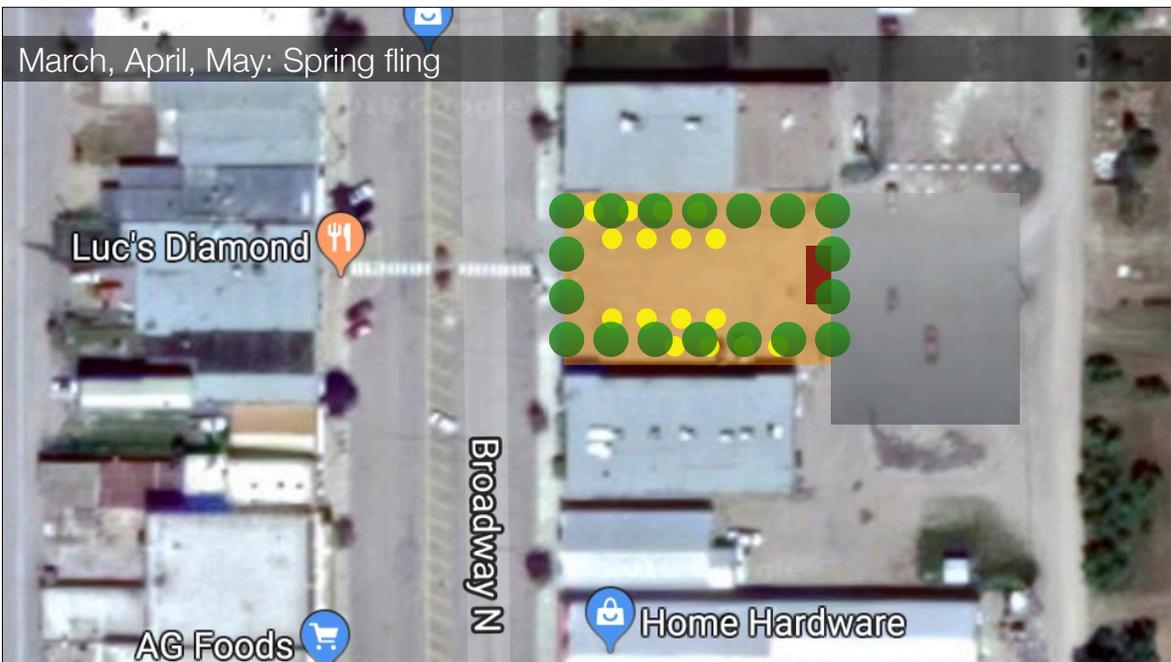


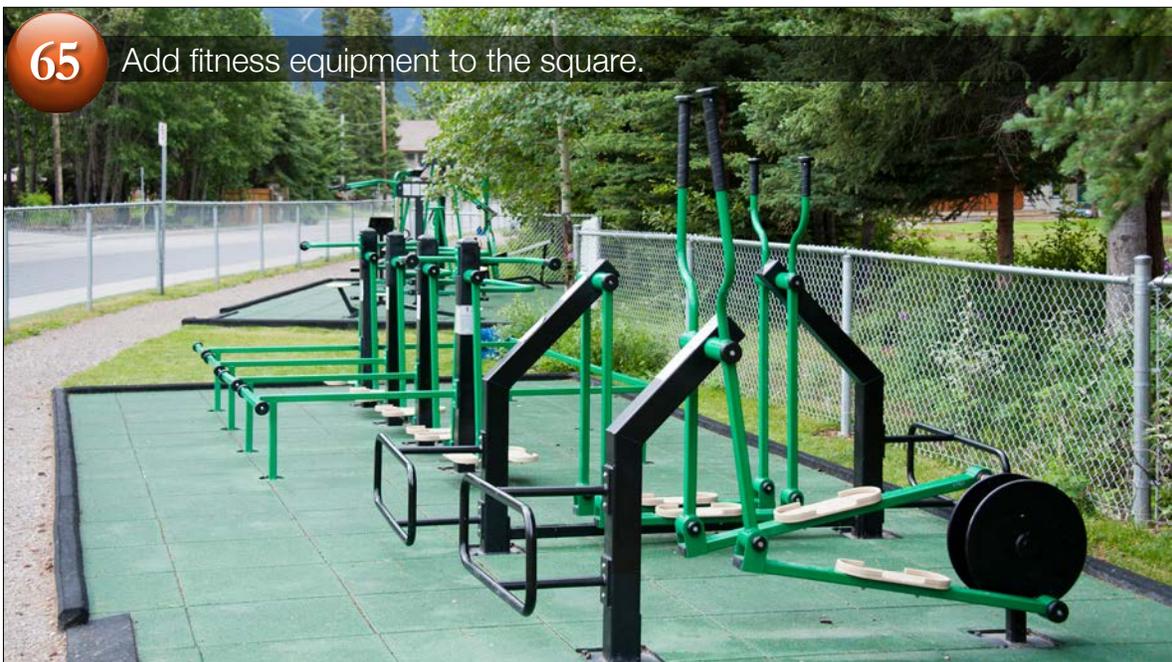
November, December, January, February: 120 days









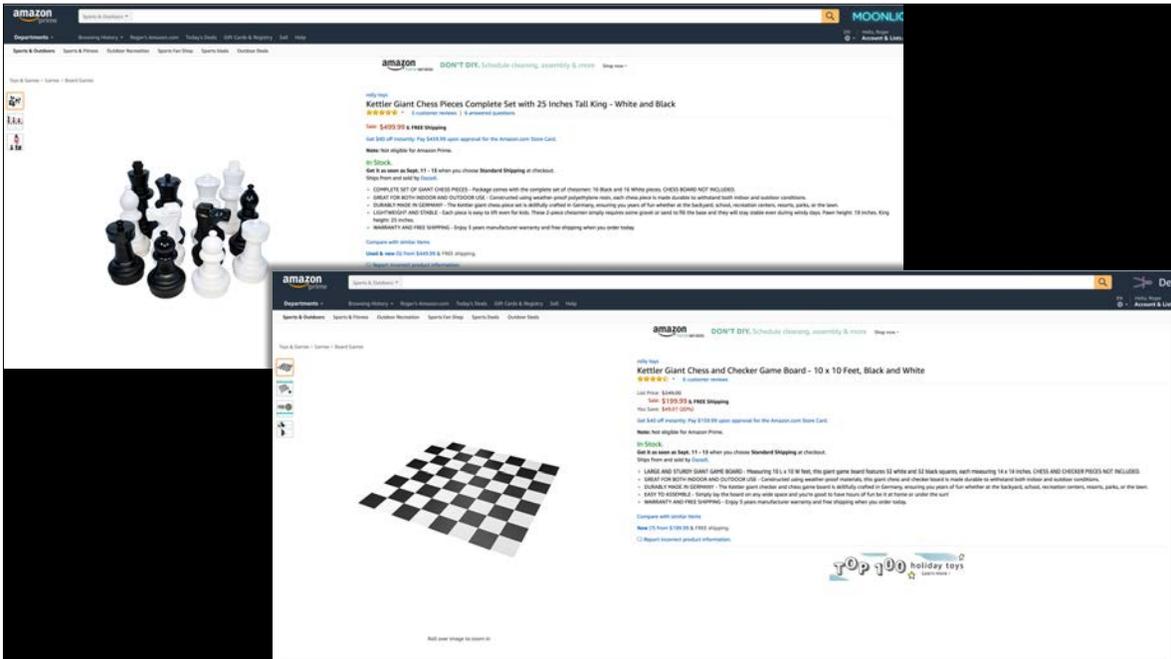




66

Get sponsors for these and other activities. Also - get a storage space.





Home & Garden fairs



Five or six eateries and shops on each side of the square with cafe dining & seating: Ice cream, cafes, gift shop, ice skate rentals, visitor info, juice bar...



Etsy [Set on Etsy](#) [Register](#) [Sign in](#)

[Clothing & Accessories](#)
[Jewelry](#)
[Craft Supplies & Tools](#)
[Weddings](#)
[Entertainment](#)
[Home & Living](#)
[Kids & Baby](#)
[Vintage](#)

All categories

- Books & Games
- Weddings
- Party & Party Supplies
- Home & Living
- [Show more](#)

Special offers

- On sale

Ship location

- Anywhere
- United States
- Custom
- [Filter location](#)

Item type

- All items
- Handmade
- Vintage

Price (\$)

- Any price
- Under \$25
- \$25 to \$50
- \$50 to \$100
- Over \$100
- Custom
- [Close](#) [High](#)

Color

- Black
- Black
- Red
- Blue
- Green
- [Show more](#)

Ordering options

- Accepts Etsy gift cards
- Customizable

Ship to

- United States

All categories • "giant jenga" (285 results)

Giant Jenga Inspired - Tean Towers - w/ optio...
SplinterWoodworking
★★★★★ (25)

\$60.00

Giant Tower Game with Optional 2-in-1 Storage...
SplinterWoodworking
★★★★★ (254)

\$79.98 ~~\$99.98~~ (25% off)

The Tallest Giant "Jenga" Set on the Market...
SplinterWoodworking
★★★★★ (215)

\$24.95

MEGA Giant Tumbling Tower Game Stacks etc...
SplinterWoodworking
★★★★★ (215)

\$194.99

Best-selling items for giant jenga

Giant Jenga Inspired - Tean Towers - w/ optio...
SplinterWoodworking
★★★★★ (25)

\$60.00

Free Shipping! Bigger Than Giant Jenga / Tum...
SplinterWoodworking
★★★★★ (14)

\$108.99

Free Shipping! Little Giant Tiling Towers - co...
SplinterWoodworking
★★★★★ (214)

\$59.99

Giant Jenga Block Game by Tumbling Towers...
SplinterWoodworking
★★★★★ (214)

\$75.00

The Tallest Giant "Jenga" Set on the Market...
SplinterWoodworking
★★★★★ (215)

Custom Giant Jenga Inspired tower game...
SplinterWoodworking
★★★★★ (21)

Free Shipping! Bigger Than Giant Jenga / Tum...
SplinterWoodworking
★★★★★ (14)

Giant Jenga Inspired Tower Medium...
SplinterWoodworking
★★★★★ (214)

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SplinterWoodworking

Favorite shop

[Like this item?](#)
Add it to your favorites to revisit it later.

FAST FREE SHIPPING

[Item details](#) [Shipping & Policies](#)

Less Work. More Fun.

Do you want to carry a 500+ pile of wood to your next get together? Us neither!

This include 60 blocks, stacks up to 5ft-6ft, and weigh 30-60% less than a 24 set! Masterfully crafted from kiln dried New Zealand Pine. Planed & sanded for an ultra smooth finish.

Giant Tower Game with Optional 2-in-1 Storage Crate / Game Table | Free Shipping | Wedding Guest Book Alternative | Jumbo Lawn Games | XL

\$79.98 ~~\$99.98~~
You save (20%)

[Ask a question](#)

See everything on sale from SplinterWoodworking

Options

Select an option: 5

Quantity: 1 - 5

Etsy Purchase Guarantee
Get what you ordered or your money back. [Learn more](#)

Overview

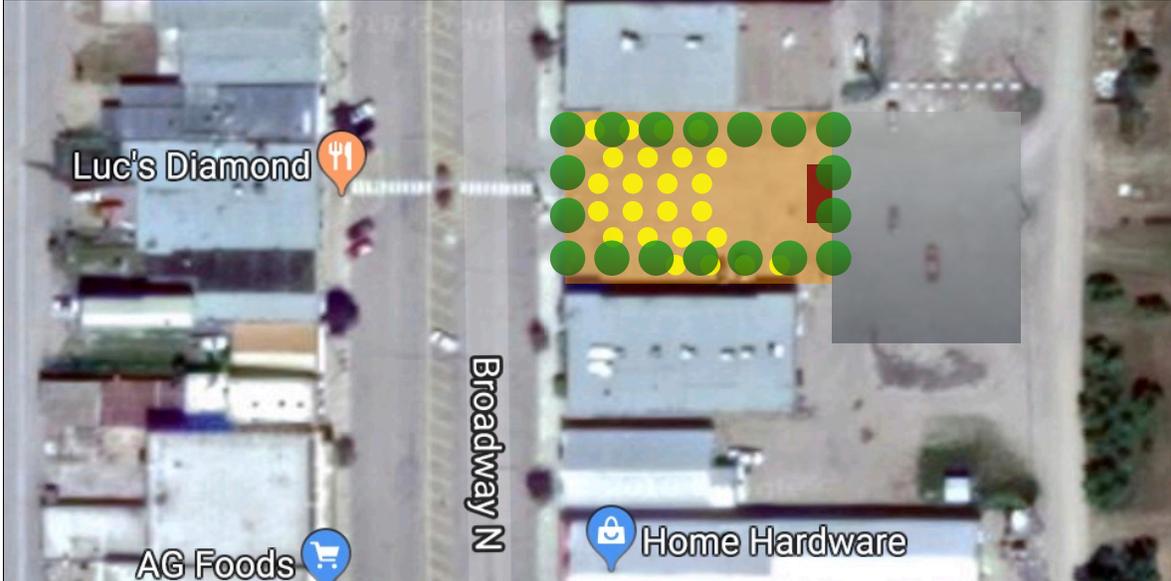
- Handmade item
- Materials: alternative, wedding guest book, Wood, New Zealand Pine
- Only ships within United States
- Feedback: 104 reviews
- Favorites by: 2085 people

This shop accepts Etsy gift cards

[Share](#) [Facebook](#) [Twitter](#) [Pinterest](#) [Add to Favorites](#) [Add to Cart](#)

SplinterWoodworking
in Gaines Beach, Florida

June, July, August, September, October



67

Bring in food trucks and other vendors with non-competing food items.





Full of life: Food trucks & vendors





68 Buy Imagination Playground equipment and put it out two weeks at a time x 6 times







ImaginationPlayground.com
105 piece set: \$4,975
Storage cart: \$1,200
Lid for cart: \$600

69 Bring in vendors for certain types of activities.

A tall rock climbing wall with people climbing and watching. The wall is made of large, light-colored panels with colorful handholds. A person is seen climbing near the top. Several people are standing at the base, some looking up at the climber. The background shows a grassy area and trees.

Mobile zip line anyone? Yeah!



Google: Portable or Mobile zip lines



70

Change things out every two weeks, YEAR ROUND. Bocce ball courts here.





Yoga on the Square every Monday, Wednesday, Friday mornings.



Zumba



Tai Chi





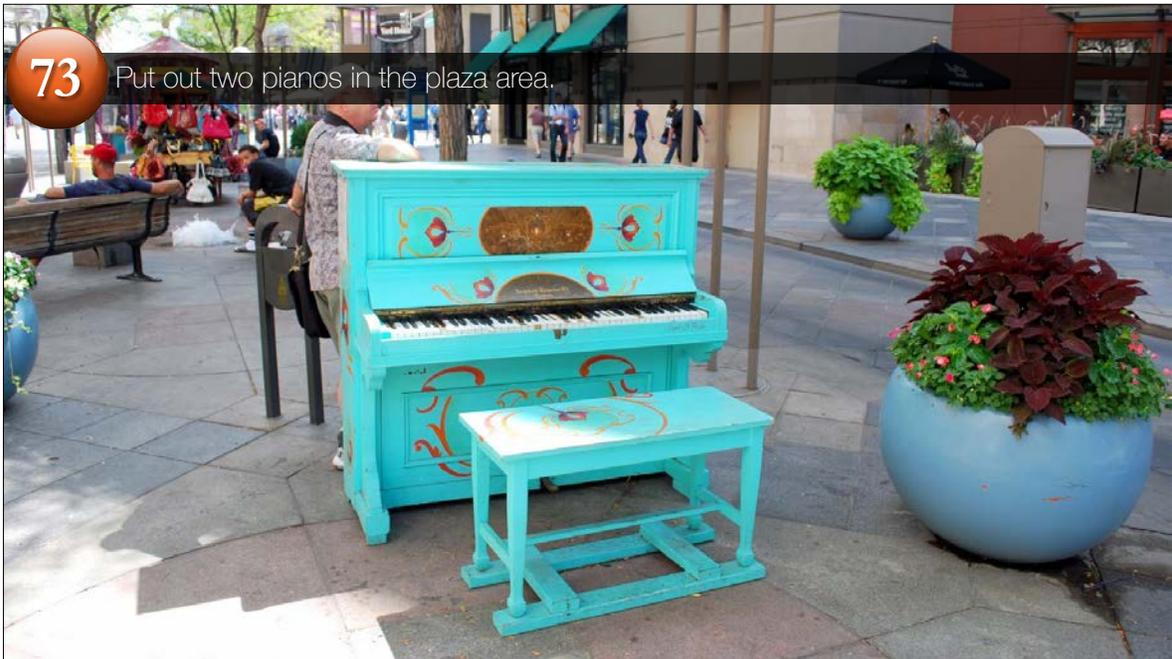
71

Buy some kiosks (start with 4) and rent them out by the day, week or month.



72

Add music just about every week of the year. Work with OSU, your local schools.



Street fairs | Art Market events



Full of life: Artisans in action



Performance art.



74

"Movie Night on the Square" every Friday night during the summer months.



Movie Night: Main Street Square, Rapid City SD

I grew up in Rapid City, and it was never as cool as it is now.

mainstreetquarenc.com



154 views

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Example

Waterloo, Ontario







75

Invite others to produce events for you

Recruit clubs and organizations to Raymond.





Community Marketing on a MINUSCULE BUDGET
Presented by Roger Brooks

76 Watch the video on how to do this.

Destination Development Association
www.DestinationDevelopment.com

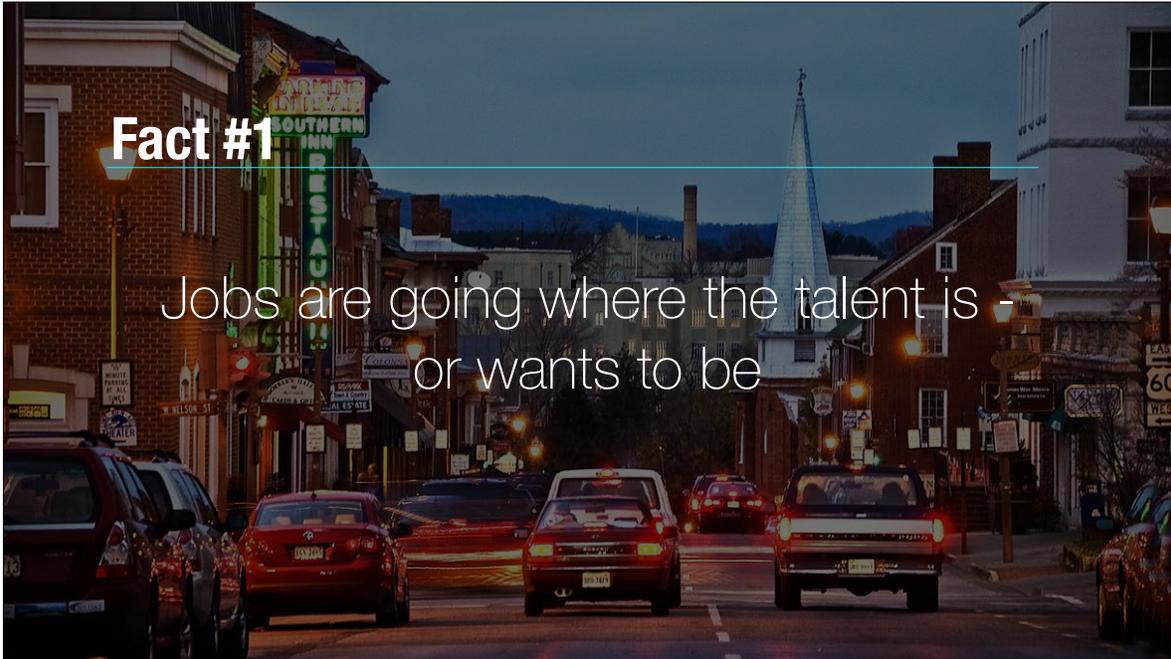
ROGER BROOKS International

If you do this...

Raymond will be **the** place
Lethbridge... and SW Alberta... comes
after work and on weekends.

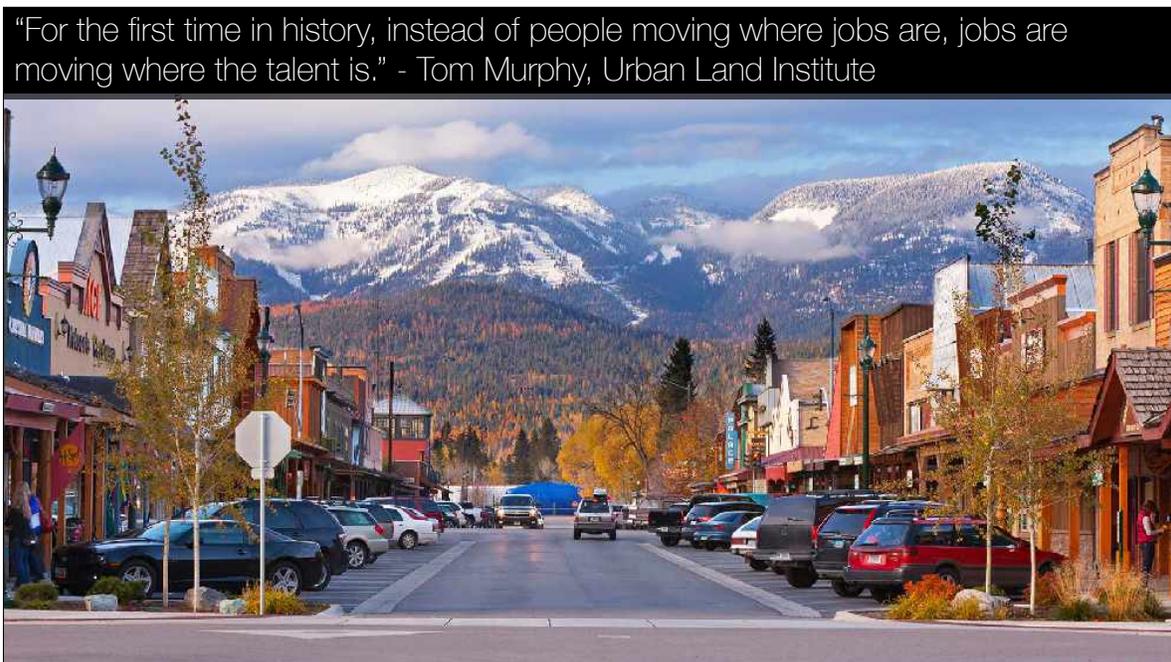
Side trip:

The new age of economic development



Fact #1

Jobs are going where the talent is -
or wants to be

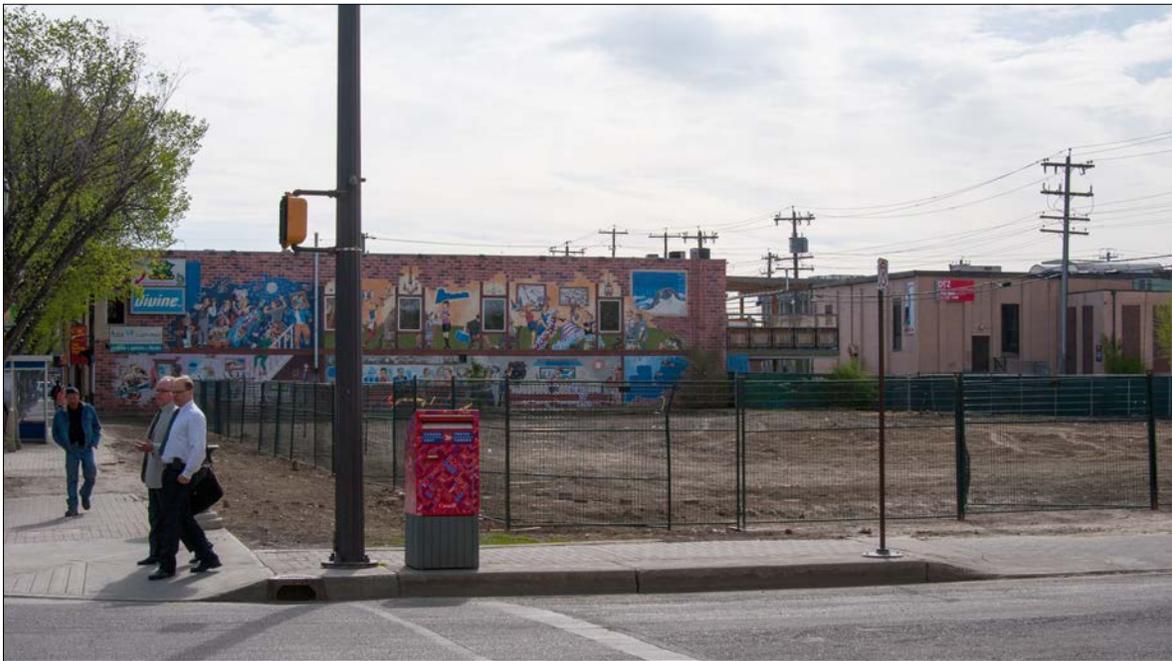


"For the first time in history, instead of people moving where jobs are, jobs are moving where the talent is." - Tom Murphy, Urban Land Institute



Location | Old Strathcona in Edmonton, Alberta

Population | 70,000 in the district







In closing



What next?

Create an Assessment Team
Hand out assignments
Turn suggestions into recommendations

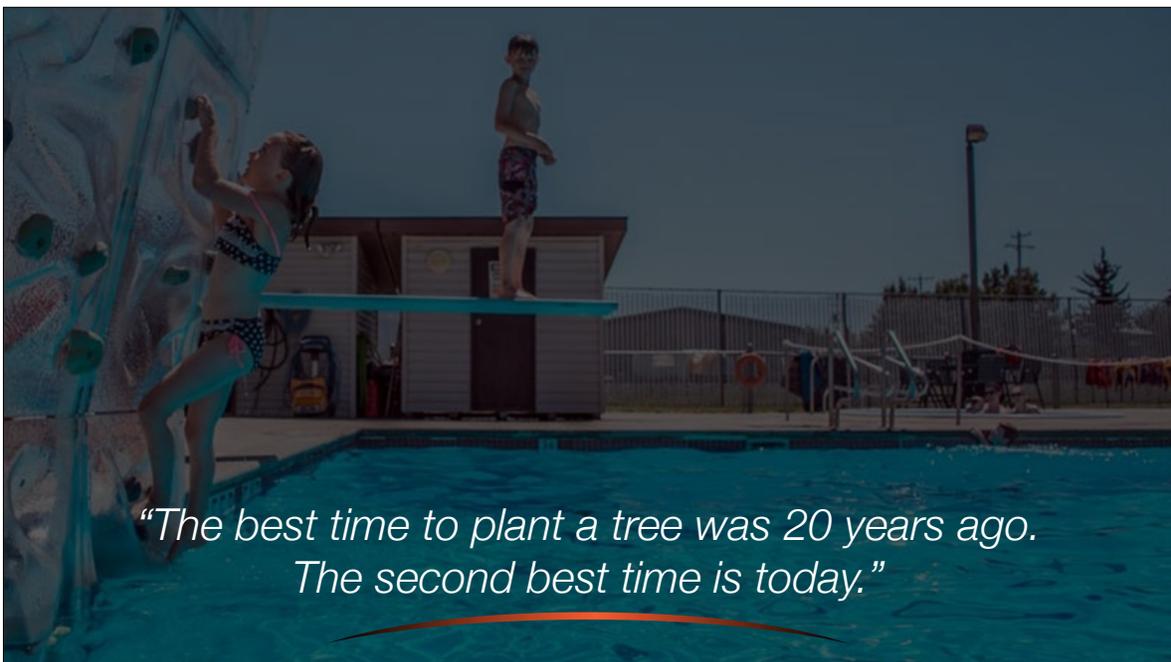
This effort is 100% about making something happen!

What next?

1. Find your focus - your USP
2. Develop a wayfinding system
3. Make downtown a top priority - reduce the leakage!
4. Develop a downtown plaza and program it
5. Recruit downtown businesses - orchestrate the effort







Here's to a fantastic and vibrant Raymond.
The showcase town for Southwest Alberta!

You are already on your way!

ROGER International >