

Toronto Financial District BIA

@MyTOFD and www.MyTOFD.com
Building Community in the Towers and Tunnels



A UNIQUE VOICE FOR A UNIQUE DISTRICT



Formed in 2012 and beginning operations in 2013, the Toronto Financial District BIA is the first area-specific voice for Canada's most important business centre.

The Challenge

15 square blocks
200,000 workers each day
30 km PATH underground walkway with
1200 storefronts

Canada's public face to the world of
business

**A lot going on.
No common source of information.**

Project Description

Focus on daily updates across web and mobile platforms:

- Construction and transit updates
- Public events and activities
- Sales and promotions
- Forum for public feedback

A scalable system to distribute information about the benefits and services available in the area for both workers and visitors. **An advisory network and flexible team providing bi-annual feedback** to keep up with digital trends.

In Our First Two Years:

100,000 unique web visitors
11,000+ Twitter followers

More Twitter followers than any other business improvement association in Toronto.

PROJECT DESCRIPTION

A Different Approach to Communications



Immediacy

Daily updates from a central source instead of a monthly/quarterly eNewsletters (which we also have). Focus on Twitter as an up-to-the-minute information source.

Cost-effective Amplification

Aggregating information from social media, print and newsletter sources already available throughout the area to increase the reach of our area's message.

Multi-platform Representation

Ability to reach different online audiences on both social media and through our website as a more traditional news feed. Website also includes features/blog posts that we can link to from online sources.

Paperless and Sustainable

We don't produce printed mailers, newsletters or brochures. We will maintain our budget year-to-year and build on successes to identify the most cost-effective ways to increase engagement.

FUNDING

\$60k total marketing and communications budget


- Part-time staff posting on weekends
- Promotions on Twitter, Facebook and Outbrain
- Prizing costs for promotional giveaways
- Print and digital advertising on the street and in the PATH Underground Walkway

AN ONLINE CONVERSATION (for mobile and desktop platforms)



HOME ABOUT THE BIA ARCHIVES POLICY IN ACTION BULLETIN / NEWSLETTER

DOWNLOAD OUR PUBLIC REALM STRATEGY



IN THE DISTRICT

WHAT'S GOING ON

Let us know what's going on in the Financial District and PATH underground walkway

[Twitter](#) [LinkedIn](#) [Facebook](#)

06 29 Good timing for business grads: Fortune 100 companies plan to hire more this year
"A promising job market awaits this year's business school graduates with MBA and specialty master degrees, according to a new global survey." [\[Jennifer Lewington, The Globe and Mail\]](#)

06 29 The Chase expands again with next-door fish shop Little Fin
"Little Fin, which is set to open at 4 Temperance Street, plans to capitalize on a few current food trends, including the city's ongoing obsession with seafood." [\[Caroline Youdan, Toronto Life\]](#)

[Where to go for After Work Cocktails](#)

Grab a drink and a bite to eat just steps from the office. [Thirsty Thursdays](#) have never been so ...

www.MyTOFD.com

Twitter-like news feed written without the Twitter slang for our more traditional users.

Feature articles and blog posts to link from social media when more substance or nuance is required.



**TOFinancialDistrict**
@MyTOFD

TWEETS	FOLLOWING	FOLLOWERS
7,869	3,174	11.6K

@MyTOFD 

Daily posts and interactions with our members and followers from around the City of Toronto (and world!)

Emphasis on Twitter as the web's information source. Other social media platforms phased in or out based on objectives and usership.

(Facebook for contests/giveaways, LinkedIn for the professionals and Instagram for a visual audience).

IMPACT AND BENEFITS TO OUR MEMBERSHIP



Building Owners and Commercial/Retail Tenants

Supports the retention of first-class tenants and employees through the **amplification of existing promotional and operations activity:**

- **Concerts and Art Installations**
- **Charity Drives**
- **Sidewalk Sales**
- **Sales and Promotions**

Tenants' Staff, General Public and Business Travellers

@MyTOFD provides a **central information point** to promote the area's benefits and services to a broader audience.

A **more fulfilling work environment** for those who now know more about what's available in their 9-5 neighbourhood.

PARTICIPANTS AND PARTNERS



Developed Communications Strategy with an Advisory Group

of influential communications and marketing professionals in the Toronto Financial District.

Created partnerships with major buildings and retail tenants

to better spread the message about what's going on in the area.

Public Service Announcements

in buildings and throughout the PATH Underground Walkway.

Established bi-annual communications review process to build on successes and maximize engagement against budget use.

Execution Timeline

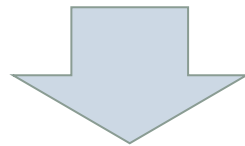
Q1 2013	Q2 2013	Q3-Q4 2013	Q1-Q2 2014	Q3-Q4 2014
<ul style="list-style-type: none"> Member and stakeholder advisory group consultations to determine best use of \$60k annual budget. Developed beta website 	<ul style="list-style-type: none"> Website online Began Twitter interactions Tested promotions strategies 	<ul style="list-style-type: none"> Built on evidence of successful promotions and interaction strategies to increase engagement Member and stakeholder consultations to determine next year's strategy \$60k annual budget maintained with goal of tripling engagement in 2014 	<ul style="list-style-type: none"> Immediate results seen from improved Twitter and website promotions Establishment of six-month review process with member and stakeholder advisory group 	<ul style="list-style-type: none"> Added part-time staff member to keep posts active on weekends

INNOVATING AND ADDING PERSONALITY

The Toronto Financial District is very much a place where people work. We're looking to draw out the personality of the area and ensure our online voice represents the people who work here daily.

Brand Strategy

Our area represents
*opportunity, success and
aspiration.*



Social Media Profile (Demographic)

Our posts are prepared from the viewpoint of:

- Young professionals, 25-35
- Employed in financial and legal services
- Daily commuter from the suburbs
- Walks and uses public transit to access work and shopping
- Regularly dines out and enjoys networking
- Uses a mobile device all day!



TOFinancialDistrict @MyTOFD

This New York City bus is clearly lost on Bay Street and from a time pre-GPS
[#Toronto](#) [#HollywoodNorth](#)
pic.twitter.com/CbA1cQZDrH

4:18 PM - 8 Mar 2014



RETWEETS 31 FAVORITES 22

Reply to @MyTOFD

mylyn @my__villa · Mar 8
@MyTOFD wow that's super old! I feel like stalking Bay st right now lol So many cool vehicles

Hollywood Cone @HollywoodCone · Mar 8
@MyTOFD They must have hit 88MPH and ended up here in Toronto in 2014!

TOFinancialDistrict @MyTOFD · Mar 8
@my__villa they're filming a movie called "Life," apparently, and I hear Robert Pattinson is in it.

REPRESENTATION

Hearing Our Members

Website and Twitter used as a portal to generate feedback for our public realm initiatives.

373 public responses in our online survey on Anti-Graffiti Pole Wrap designs that influenced the look of the area.

Consultations with area workers toward our Public Realm Strategy. We were able to drive traffic to our in-person consultation from our online platforms.



OUTCOMES

From Our Area To The World

We've built a sustainable online presence by leveraging existing promotional activities to better communicate the neighbourhood's benefits and services to a greater audience. We're able to get our message out to the world!



Norm Kelly @DMayorKelly
Following

#Toronto: Follow @MyTOFD for daily updates about events, promotions and activities going on around the Financial District!

10:08 AM - 23 Apr 2014

3 RETWEETS 2 FAVORITES



Norm Kelly @DMayorKelly · Apr 25
I was pleased to join the team from @MyTOFD for their Community Clean-Up at Cloud Gardens Park #spring #Toronto
pic.twitter.com/nUXDxsRoIB

1:43 PM - 25 Apr 2014 - Details



6 RETWEETS 3 FAVORITES



Donald J. Trump @realDonaldTrump
The official Twitter profile for Donald Trump youtube.com/trump facebook.com/DonaldTrump New York, NY · trump.com

11,200 TWEETS 31 FOLLOWING 2,285,815 FOLLOWERS

Trump Hotels @TrumpCollection · @trumptoronto tops the list! RT @mytofd: The 7 Most Luxurious Hotels in Toronto shar.es/k0Ecz



Mike Holmes @Make_It_Right
Follow

Crazy! " @MyTOFD: It's a full house ready to meet and greet @Make_It_Right & @BrettJWalther at @FirstCanadianPl! pic.twitter.com/emBPporvW"

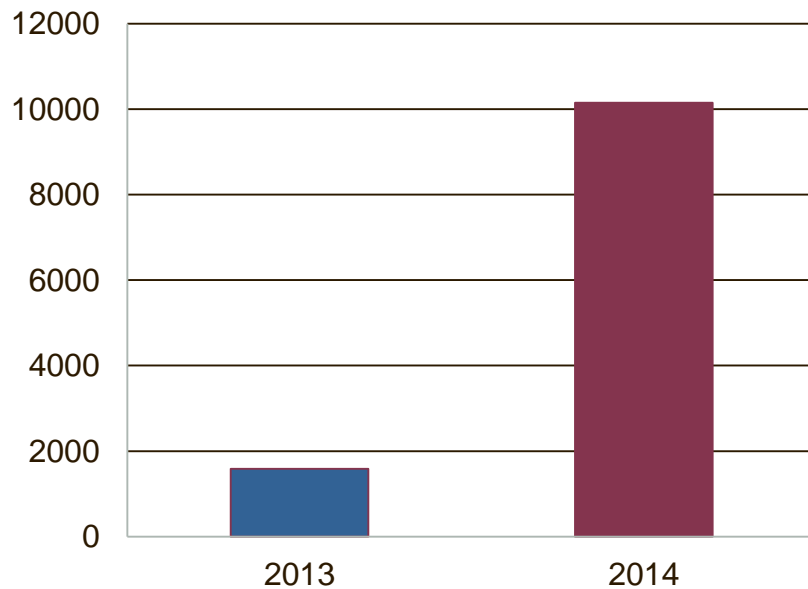
12:27 PM - 28 May 2014

6 RETWEETS 10 FAVORITES

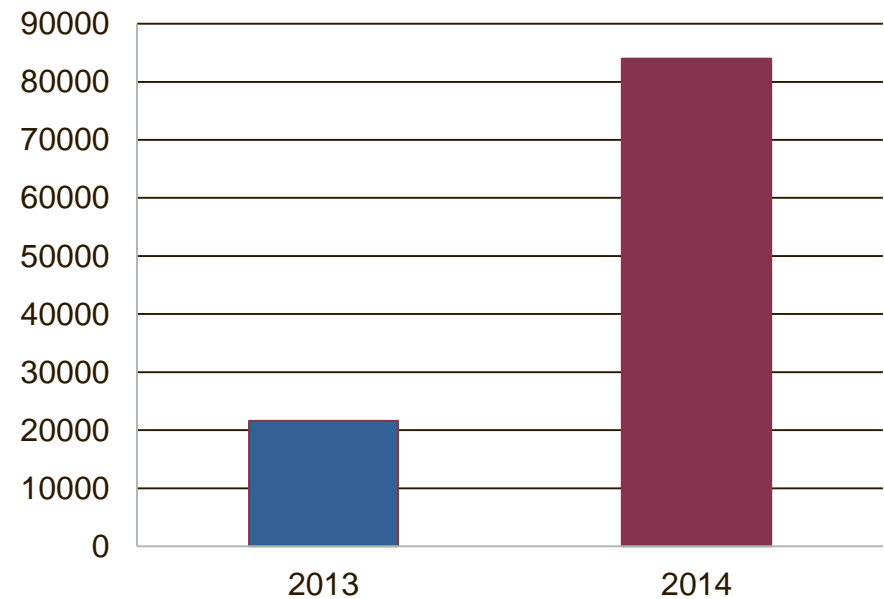
OUTCOMES

From the beginning of 2013 through today, we have seen consistent growth in our main interaction metrics as shown here. Through our bi-annual review process with our advisory team, we continue to build on successes and share best practices to maximize further growth vs. investment.

Twitter @MyTOFD – Cumulative Followers



www.MyTOFD.com – Unique Visitors



CONCLUSION



- We are actively trying to create efficiencies in our work to improve on what we have already done so we can be open to new opportunities.
- Within a two-year timeframe we have increased our Twitter following to more than any other business association in Toronto.
- We are actively sought out by businesses for assistance and advice when it comes to their own marketing strategies.

“Thank you so much for posting such an amazing article! This is wonderful to have such positive press for our Ad Challenge in the downtown clinic. We greatly appreciate your help.”

- Beth, Canadian Blood Services

“The social media team at the Toronto Financial District BIA has really shined in the past year. Because of their support, Ki Modern Japanese + Bar was able to grow their social media followings and connect with our guests directly.

- Michelle, Ki Modern Japanese + Bar

“A big thank you to Alex and the rest of the Toronto Financial District BIA team for their help with promoting our events. We know we can always rely on the Toronto FD BIA to promote the Duke of Devon and Duke of Westminster on their website and through social media avenues like Facebook and Twitter.”

- Amanda, The Duke Pubs, Imago Restaurants