



#DiscoverPrinceton



person
crisis
Coronavirus
iv dead
coronavirus in U.S.



help those affected
Coronavirus in S. Florida

Coronavirus GUIDE

So you think you have the new coronavirus? What should you do now?

A place to lay my head: Motel closures may displace poor

Feds drove professor back to China, where he invented a coronavirus test

Pandemic putting a stop to weddings

COVID-19 HALTS NBA SEASON
NBA still evaluating the options

CALGARY HERALD

WEINSTEIN SENTENCED
23 years for sex crimes

Virus outbreak ruled a pandemic

Number of Alberta cases now at 10, preventive measures 'new normal'

Dr. Hinshaw builds trust as virus crisis deepens and risk of panic increases

MACLEAN'S

Year one

An unprecedented report on Canada's mishandling of the crisis of the century

THE UNTOLD STORY OF THE PANDEMIC

OTTAWA SUN

CHARELLI CHATS ABOUT McDAVID AND ONE HALL OF A TRADE

PANDEMIC

The coronavirus officially lands in Ottawa the same day the World Health Organization declares a...

Western Canada's Ultimate Outdoor Adventure & Travel Event!

The Outdoor Adventure & Travel Show

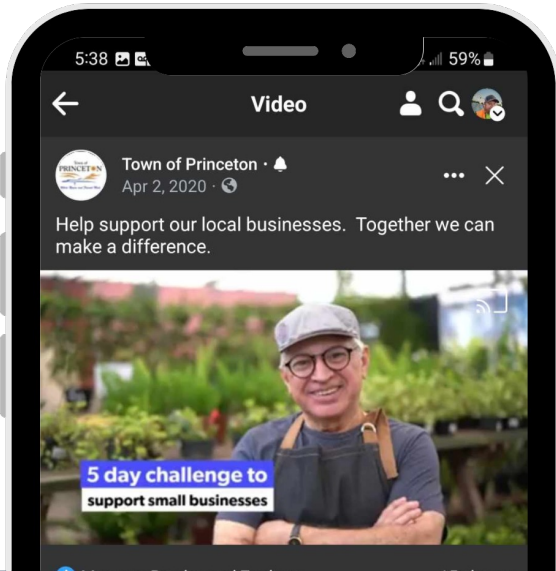
SEE IT, DO IT, LIVE IT. MARCH 21 & 22





Princeton officially becomes 'Bronze Statue Capital of Canada'

ANDREA DEMEER / May. 28, 2020 11:15 a.m. / NEWS



Think Local

REDISCOVER A NEW PRINCETON

Revitalized Princeton a perfect destination for travellers this year

Sponsored Content - Jun 18, 2021 / 12:01 am



Photo: Contributed

If you've been to Princeton before, it's time to go back.

If you've never been to Princeton before, now is the time to go.

People from both groups will be surprised and excited about what they see, because the Southern Interior community has been hard at work over the last couple of years revitalizing itself to become a must-stop on any B.C. vacation itinerary.

"It's been a good transformation," Princeton economic development and tourism director Gary Schatz says. "It's been exciting to be a part of the progression of this project and starting to see it come to fruition."



Photo: Contributed

Princeton is the Bronze Sculpture Capital of Canada.

Princeton also erected timber archways at its two main entry points, and three large timber welcome signs greet people as they enter town, which has made an immediate impact. Schatz heard from visitors who said they used to drive through town "for years and years," but the new archways convinced them that something unique might be happening, so they decided to turn in and have a look.

"They said it made them realize this is really quite a nice, quaint town," he says.

Another goal was to simply beautify the community as much as possible, so an emphasis was put on flowers and general landscaping work to make it an attractive place to be. The visitor centre was completely revamped, from the new timber facade on the outside to the extensive renovation

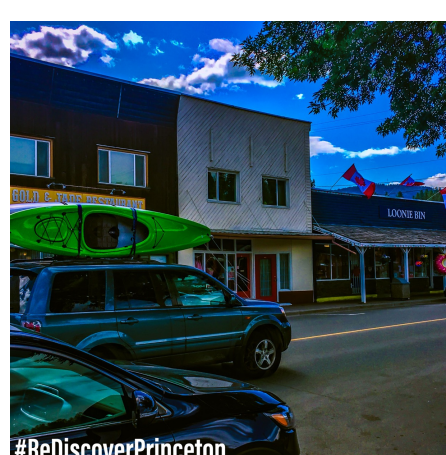
If little things go a long way, Princeton has travelled a great distance in a short period of time. Town council authorized the production of 15 bronze sculptures, and Princeton has now trademarked the name The Bronze Sculpture Capital of Canada. The art pieces "reflect our history and the wilderness and wildlife that's here," Schatz says, "and that's designed to [take you through the town.](#)"

- 6 STAFF REPORTS
- 6.1 **Christmas Light Up Contest for Businesses and Homeowners**
 2020-029-RES
 Moved by Councillor Willis
 Seconded by Councillor Gould
- THAT** Council authorize a Town of Princeton Christmas Light and Holiday Decorating contest for both Businesses and Homeowners. With prizes in the form of Gift Certificates purchased from Princeton Businesses for first, second and third in both categories. **CARRIED UNANIMOUSLY**
- 6.2 **Reallocation of funds for Christmas Light Program**
- 2020-030-RES
 Moved by Councillor McLean
 Seconded by Councillor Willis
- THAT** Council authorize the transfer of up to \$30,000 dollars from the Economic Development external promotion budget to the Christmas Light budget for the purpose of purchasing new Christmas Lights as part of the downtown revitalization program and also to promote a positive shop local campaign during this holiday season. **CARRIED UNANIMOUSLY**
- Councillor Elliott arrived at 2:09 PM
- 6.3 **Industrial Park Revitalization Tax Exemption Bylaw**
 Council and Staff discussed the proposed Industrial Park Revitalization Tax Exemption Bylaw.
- 6.4 **Business Façade Improvement Grant Program**
 Council and Staff discussed the proposed Business Façade Improvement Grant Program.



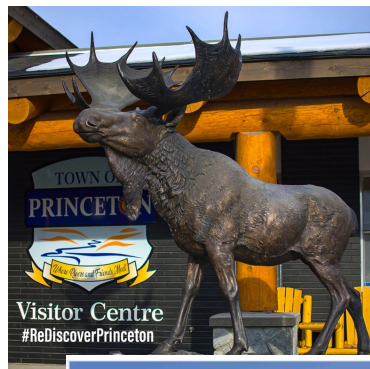






#ReDiscoverPrinceton





Rediscover Princeton

The Bronze Sculpture Capital of Canada

In 2022 The Town of Princeton launched an extensive marketing campaign focused on the hashtag #Rediscover Princeton.

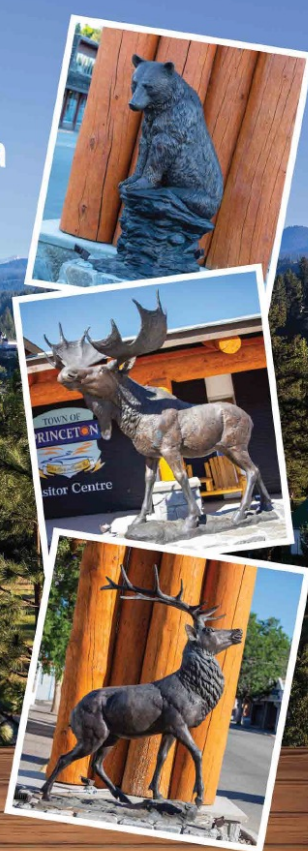
For too long Princeton has been viewed as a pitstop between the Lower Mainland and Okanagan Region of British Columbia. The goal of the campaign was to make the traveling public and tourists aware of the fact that Princeton was much more than a drive through community.

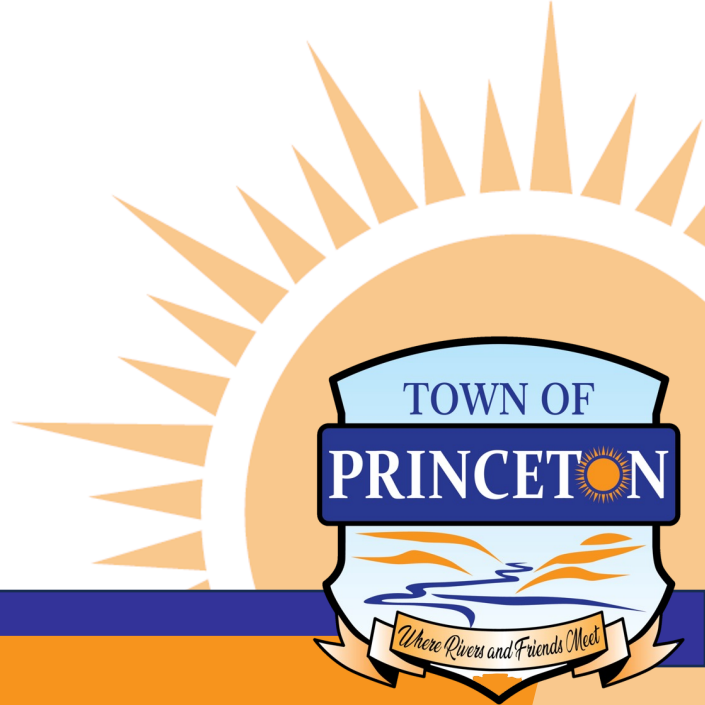
The primary focus of the campaign was to bring awareness to the fact that Princeton is the Bronze Sculpture Capital of Canada and to attract visitors to experience the towns Bronze Sculpture Walk, and in doing so experience the towns shops and restaurants as well.

Princeton.ca



Town of Princeton - Advertising Campaign
The Similkameen Region of British Columbia

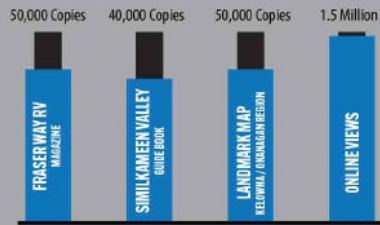




PRINT MEDIA



The Print Media campaign targeted RVers and Campers. Ads were placed directly in the Fraserway Touring Guide, CanaDream RV rental package and also the Similkameen Valley Guide. The Print campaign focused on British Columbia and Alberta RVers as well as the European rv renter segment that is now returning following the pandemic.



Town of Princeton Advertising Campaign - The Similkameen Region of British Columbia

FRASER WAY RV
MAGAZINE

PRINCETON RV CAMPGROUND
Now Open Year Round!
DiscoverPrinceton.ca • Princeton.ca • #ReDiscoverPrinceton

FRASER WAY RV
MAGAZINE

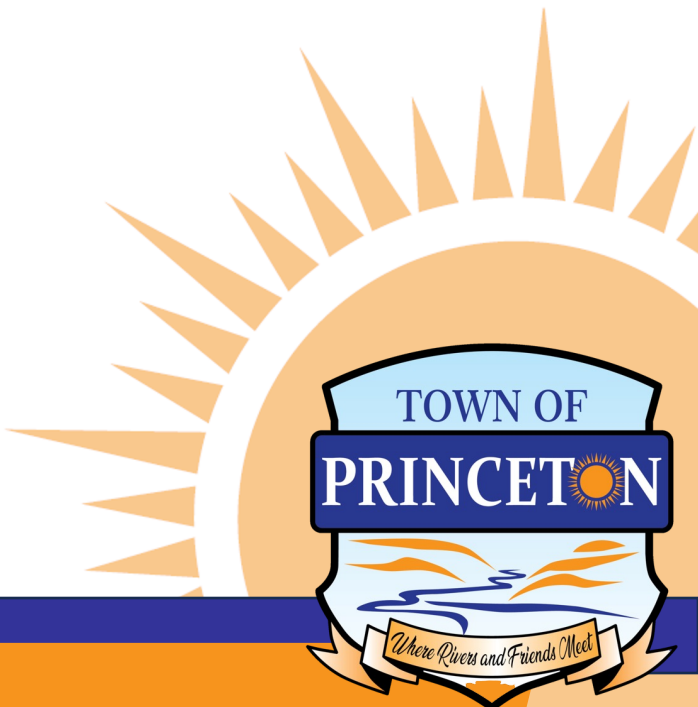
princeton.ca
PRINCETON RV CAMPGROUND
Reserve Your Spot campsport.com
Big Brewery Rock
We're PET FRIENDLY!
The Landmark Map
ELECTRICAL SERVICE SHED • WATER FILL-UP • RVARES • TENTING AREA • SECURITY • FLAGA TRAILERS • BARBECUE • KEMP STATION

SIMILKAMEEN VALLEY
GUIDE BOOK

THE BRONZE SCULPTURE CAPITAL OF CANADA
Welcome to the Town of Princeton
The Princeton Museum
The Bronze Sculpture Walk
www.Princeton.ca info@Princeton.ca

LANDMARK MAP
KELOWNA / OKANAGAN REGION

Rediscover Princeton
The Bronze Sculpture Capital of Canada
DiscoverPrinceton.ca

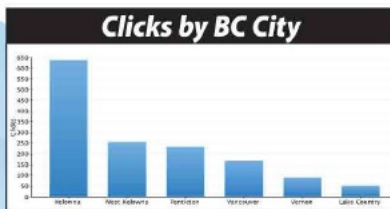
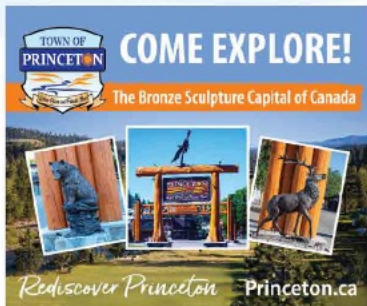


DIGITAL MEDIA



The Rediscover Princeton campaign incorporated Castanet News and Bell Media to run a full scale online campaign. Utilizing banner and display ads as well as several advertorials on Castanet we were able to serve over 3 million impressions and generate over 1600 click-thrus. The Advertorial generated 9245 page views with over 6000 reads average time on the page was 1:56.

The Bell Media Campaign included a cost per click campaign and a Bell Media Mobile campaign that served up ads to visitors with phone numbers outside of the local (250) area code. Ads were placed throughout the Bell Media Mobile app system over 700,000 impressions delivered and over 2200 clickthrus.



Town of Princeton Advertising Campaign - The Similkameen Region of British Columbia

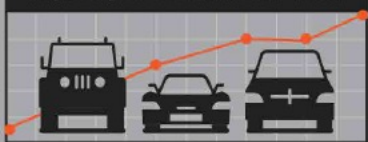


DIGITAL BILLBOARDS

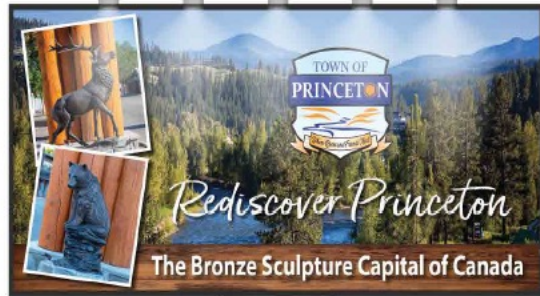


Three Digital Billboards were strategically placed in the Okanagan and the lower mainland. The Billboards were located between 100km and 150km outside of the area but on highways that lead to Princeton. Annual traffic past these Billboards is in excess of 18 million vehicles per year. Using digital billboards allows for creative and seasonal change opportunities. In doing so allowing for consistent fresh content.

18,000,000 Vehicles / Year



#RediscoverPrinceton



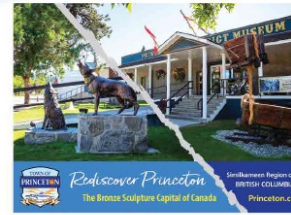
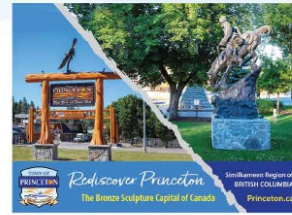
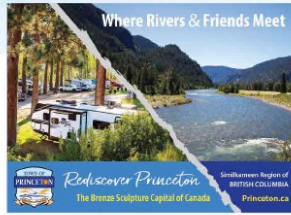
#RediscoverPrinceton



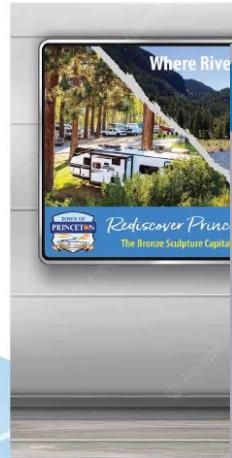
Town of Princeton Advertising Campaign - The Similkameen Region of British Columbia



ELEVATOR ADS



During the month of July an advertising campaign utilizing elevator screens in Condominiums ran in Toronto and Vancouver. Ads ran on approximately 700 screens and three ads rotated through the system. Bronze Sculpture Capital of Canada, Princeton Municipal Campground and on the Princeton Museum. Elevator screens provide an opportunity to reach potential customers in a relatively distraction free environment. The elevator ads run before a captive audience and provide an opportunity to deliver a very targeted message to an affluent audience.



Town of Princeton Advertising Campaign - T

MAGAZINE ADS



In conjunction with the elevator ads a July Campaign which promoted a full page ad with the Rediscover Princeton tag line was run in ADAMO magazine. A magazine that specifically targets Condominium tenants in both Toronto and Vancouver. 90,000 copies of the magazine were distributed in these Condominiums and it's also available to view online. Target market for the ad was people living in high rises looking for day trip and excursions when visiting the Okanagan and Similkameen Region of British Columbia.

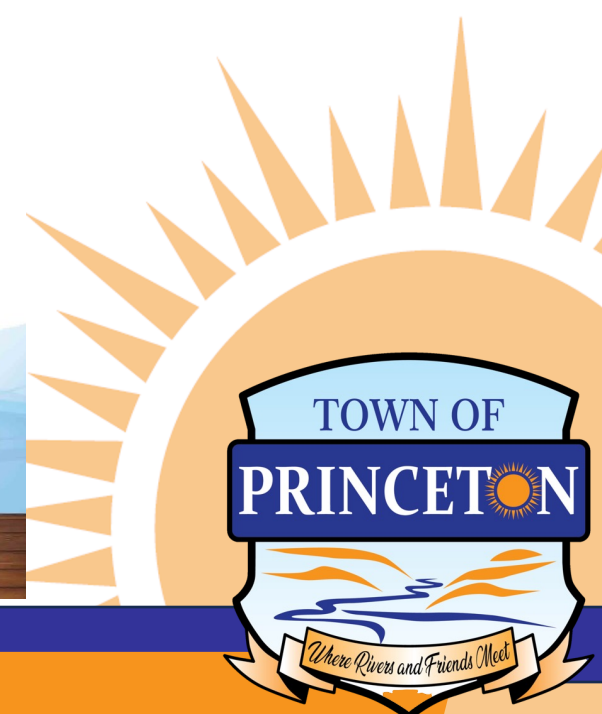
MANOR HOUSE GROUP

SUMMER 2022
TOWN OF PRINCETON

DISTRIBUTION REPORT
TORONTO

Town of Princeton Advertising Campaign - The Similkameen Region of British Columbia

ADAMO MAGAZINE TORONTO	60,000 Copies
ADAMO MAGAZINE VANCOUVER	30,000 Copies
ONLINE VIEWS	500,000+



T-SHIRT DESIGNS



A clothing line was launched featuring the Town of Princeton, and highlighting our numerous outdoor activities. The University of Princeton departmental t-shirts feature departments of study that include fishing, kayaking, hunting, and camping. The tongue in cheek campaign highlights the recreational activities that can be studied in Princeton British Columbia.



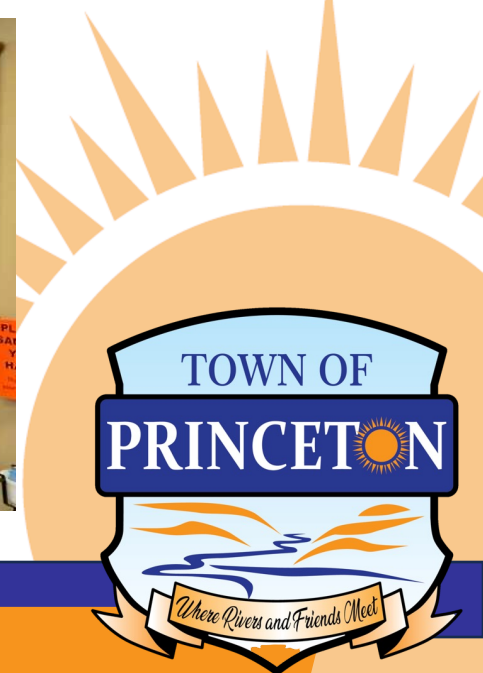
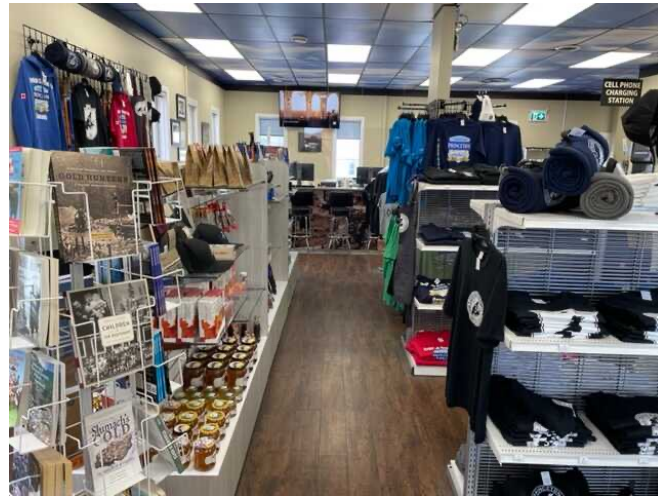
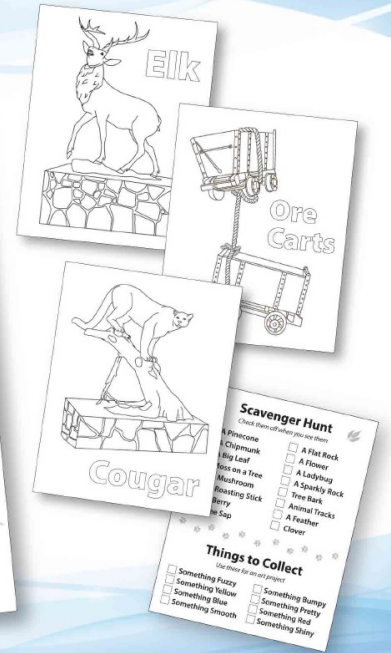
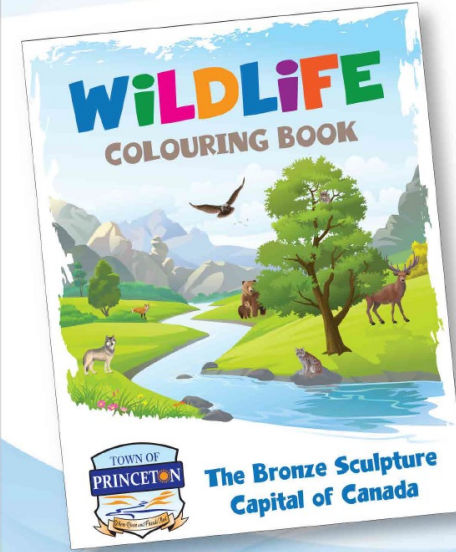
FOR THE KIDS



The Princeton Colouring book was inspired by a suggestion from Visitor Centre Staff.

With the increasing number of families visiting the town, we wanted to provide a fun activity for the children too. The colouring book offers a way for our young visitors to interact and enjoy the Bronze Sculpture Walk while educating on the extensive wildlife that can be found in Princeton and the surrounding area.

Having this fun activity booklet for children is a way to provide fond and lasting memories of their trip to Princeton as well.



NEWS STORIES



Following the devastation of the flooding event of November 2021, it became imperative to get the message out to the public that Princeton was well on the road to recovery. Two articles were released through Castanet Media that spoke on the recovery efforts and showed that Princeton was once again open for business. The Rediscover Princeton campaign conveys this message. The Bronze sculpture walk is a great way for visitors to see just how well the Town has bounced back. It guides people through our streets offering them a chance to experience our restaurants, shops and cafes and in doing so helps to stimulate the local economy.

They do not come much tougher than the Town of Princeton, which has recovered from November's massive flooding and is now attracting more tourists than ever.

"We're trying to make people aware that that floods are done," Princeton economic development and tourism director Gary Schatz says. "We're back—and back better—and looking forward to the upcoming summer season."

There are still some displaced residents in the Southern Interior community, which was hammered by raging flood waters in mid-November. Schatz, in fact, is still getting work done on his home, but he says he's better off than most.

Any concerns that the flood damage would keep people away quickly dissipated. Statistics show the Town of Princeton has attracted the most visitors in each month of 2022 since they started tracking the numbers in 2015.

"Our businesses are back open," Schatz says. "Everything is kind of humming along in terms of the town itself. Everything's full speed ahead. Our RV park is busy."

Schatz believes the work the town has done over the last several years is the reason why so many people are realizing Princeton is not just a pitstop between the Okanagan and the Lower Mainland. Its presence in the national news over the last six months might have actually helped its exposure, too, but its new attractions are definitely making an impact.

This wise old owl, known as "The Professor," can be found along the Princeton sculpture walk in front of the library.



"A lot of it has to do with a lot of the improvements we've made here, like the timber features," Schatz says. "The gateways are pulling people in. We're hearing it every day at our visitor centre that people say how they used to drive by, and now they're pulling into town. "The number one request at our visitor centre is they're coming for the bronze sculpture walk. It's the most popular thing. People are actually making day trips now to come and take a look at that—and in significant numbers."

Princeton's council two years ago authorized the production of 15 bronze sculptures, and Princeton has now trademarked the name The Bronze Sculpture Capital of Canada. Six more statues—a mountain goat and five bear cubs—are coming this summer. The art pieces reflect the town's history, the wilderness that surrounds it and the wildlife that lives within it. "There's not a day goes by you don't see people posing with statues and taking pictures on them," he says. "It's great to see."

Princeton also erected timber archways at its two main entry points, and three large timber welcome signs greet people as they enter town. Not everything made it unscathed out of the floods. The RV park suffered significant damage, but town crew and contractors got hard at work and made it even better than it was before. Part of the Kettle Valley Railway Trail was washed away, so Schatz and his team made a virtual reality video using kayakers near the off-limits area that will be available at the visitor centre this summer.

There are kilometres of trails to enjoy in and around Princeton, and there is plenty of great fishing to be had as well as a long list of activities inside the town limits. Work is already underway on an outdoor plaza that will cater to both locals and visitors. "They say adversity makes you stronger, so you'll see that with this town," Schatz says. "That's the case here. They've been through it before, long before I got here, and people rebuilt. It's happening again."



Princeton is getting back to business

ANDREA DEMEER / May 16, 2020 9:32 a.m. / NEWS



#Mining4Miracles #PieThrow: Virtual Edit

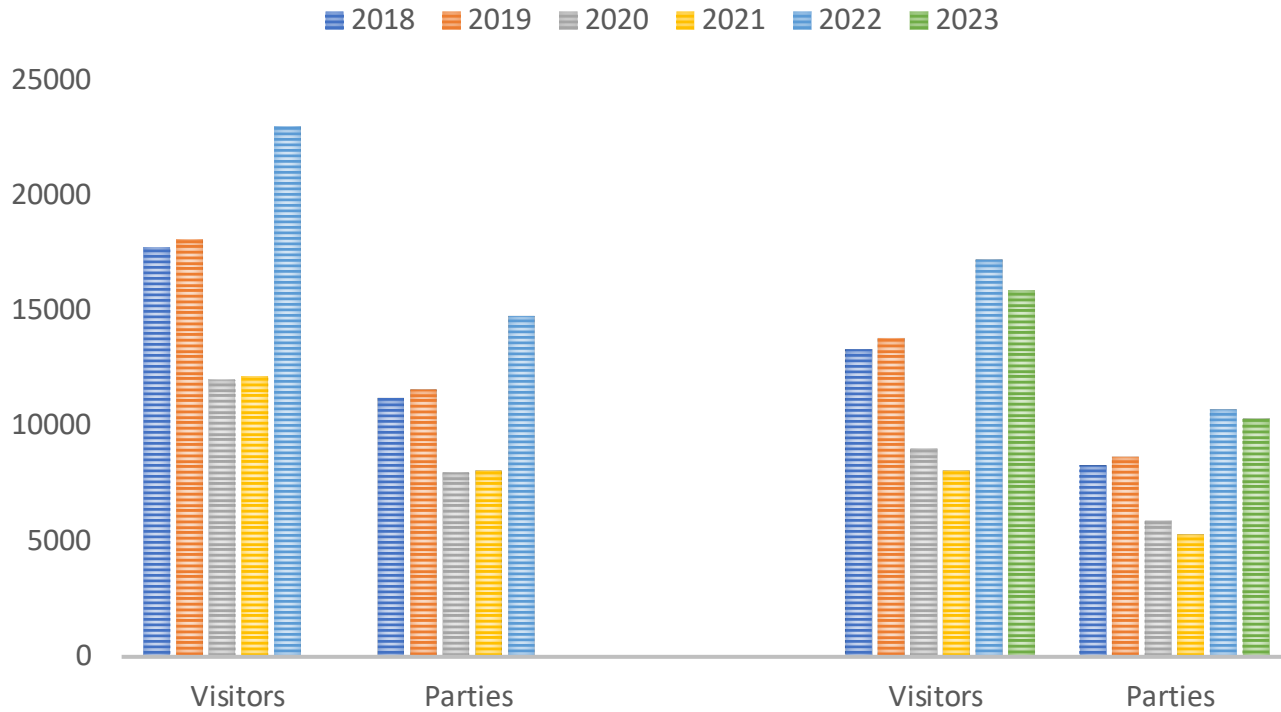
Mining For Miracles
36 subscribers

Subscribe

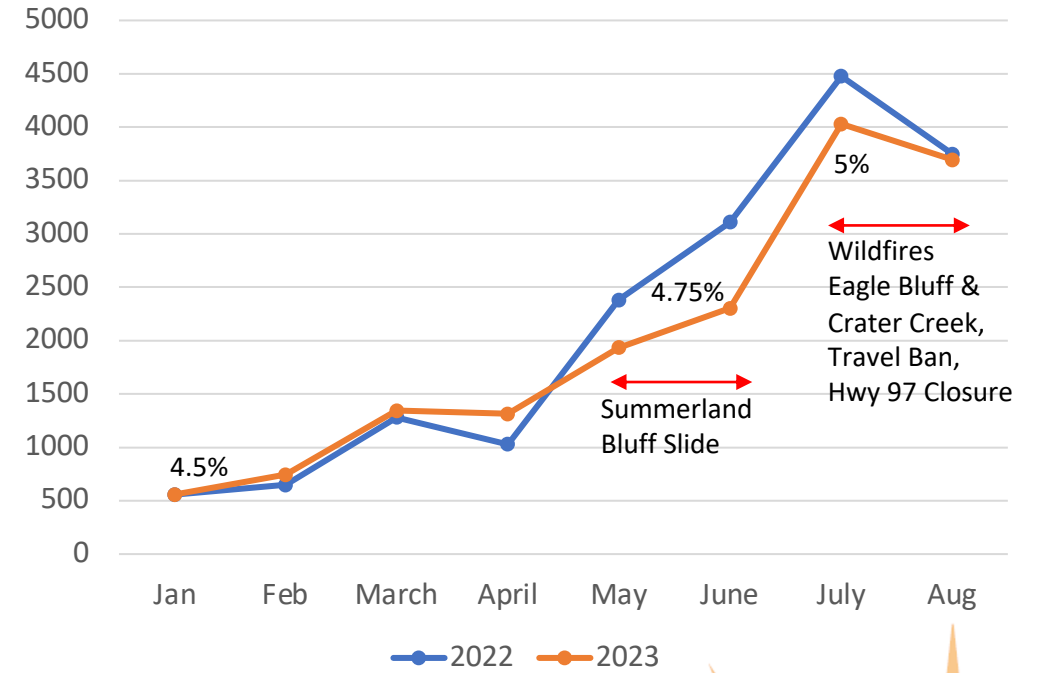
Town of Princeton Advertising Campaign - The Similkameen Region of British Columbia



VISITOR CENTRE STATS

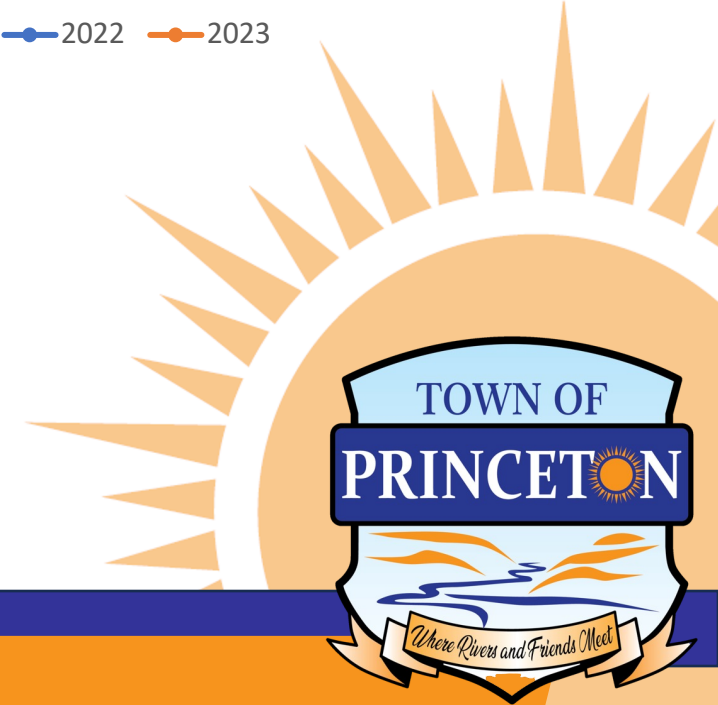


OUTSIDE FACTORS



Despite the challenges our visitor stats remain consistent and strong

- Our Marketing Campaign has nearly 60 million impressions across all mediums
- Our walk-in visitor statistics continue to increase
- Our municipal RV Park continues to do strong business



www.discoverprinceton.ca
www.princetonecdev.ca
www.princetonmuseum.org



- Thank you to the Princeton team our economic success has been a team endeavor .
- Thank you to Princeton Town Council for their leadership and vision.
- Thank you to Gary Schatz, Princeton Director of Economic Development.
- A special thank you to Dale Wheeldon and the BC Economic Development Association who assisted Princeton after the 2021 atmospheric river.



Town of Princeton app



On this Spot app

