



# GET INSPIRED TO GET DOING.

EVEN TOWNS WITH SHOESTRING BUDGETS.



## INSPIRATION FOR SMALL TOWNS 2024

Your town wants to rise. Where do you begin with placemaking and public art? How do you maximize marketing and social media? And how do you do it all when budgets are tight?

We're not consultants. We're small business owners like you. We've inspired more than 30 small towns across Manitoba and Ontario to get started with action immediately.

**LESLIE FOURNIER**  
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**GREGG MCLACHLAN**  
GREGG@WORKCABINCREATIVE.CA

—  
YOURTOWNRISING.CA



**YTR is a different approach that works.**

# THIS IS THE MESSAGING YOUR DOWNTOWN AND MERCHANTS NEED TO HEAR

WE'LL SHIFT THE FOCUS AND MORALE TO 'DOING'

LEARN HOW TO CONQUER THE TALK, TALK, TALK AND NO ACTION SYNDROME

SEE HOW PLACEMAKING AND STREETSCLAPING DOESN'T HAVE TO START WITH BIG \$\$\$\$\$

SEE WHY THINKING EVERYTHING HAS TO BE A GIGANTIC ENORMOUS ONE-OFF EVENT IS HOLDING YOU BACK FROM ACHIEVING 360-DEGREE SUCCESS

LEARN TO STOP THINKING EVERYTHING HAS TO BE DONE WITH COMMITTEES AND REPORTS

BE ENERGIZED WITH RELATABLE POSSIBILITIES THAT CAN ACTUALLY WORK IN SMALL TOWNS!

LEARN WHY RELYING ON GRANTS FOR FUNDING CREATIVITY ON YOUR MAIN STREET MAY ACTUALLY BE HOLDING BACK YOUR FORWARD PROGRESS

SEE REALISTIC AND EASILY DOABLE MARKETING THAT'S GEARED TOWARD TOWNS AND SMALL MAIN STREET BUSINESSES THAT WILL DIFFERENTIATE YOU FROM BIG BOX STORES

SEE FORWARD-THINKING AND CREATIVE WAYS TO USE SOCIAL MEDIA IN THIS ERA OF MASSIVE CHANGES TO NEWSFEEDS AND ALGORITHMS (THANKS, FACEBOOK AND INSTAGRAM!!)





# MEET US

We joined forces in 2018 to create Your Town Rising because it's a natural fit for both of us and our 10+ years of helping towns, businesses and organizations be successful. Sure, you've heard all these buzzwords before: placemaking, public art, cultural tourism, social media and marketing. But you probably haven't heard about it from folks who actually have the experience and track record of doing it in towns.



**LESLIE FOURNIER**

An entrepreneurial spirit and love of exploring led Leslie to create Streets Alive in her downtown core. This unique placemaking program brings public spaces to life with interactive art and activity. The Streets Alive story has been featured in national publications and Leslie has been recognized as Citizen of the Year and Business Woman of the Year for the impact and success of these projects. She speaks to BIA's, tourism groups, cultural summits and economic development conferences. As a small town retailer for over 20 years, Leslie understands the challenges faced by local businesses and the increasing importance for every community to create a strong, vibrant sense of place.



**GREGG MCLACHLAN**

At the heart of Gregg's success as an entrepreneur in a village of 150 people is a love for storytelling. A former award-winning journalist, he has used that power of story to not only grow his own businesses nationally and provincially over the past 15 years, but also help small towns and organizations big and small embrace the tools that make it easy and immediately possible today. He has been guest speaker and keynote at tourism and economic development conferences, BIAs and annual general meetings across Ontario inspiring folks about the power of social media. Gregg has long believed that small towns have a distinct advantage when it comes to marketing, social media, and storytelling. He loves 'can-do spirits.

# SEEING. LEARNING. DOING.



You get two terrific, down-to-earth speakers with a ton of boots-on-the-ground experience who are ready to inspire you



We're passionate about listening to you, hearing challenges, seeing opportunities, and filling your heads with possibilities

Got questions? Ask us! [jackandmaddy@rogers.com](mailto:jackandmaddy@rogers.com) / [gregg@workcabincreative.ca](mailto:gregg@workcabincreative.ca)

## SELECT YOUR OPTION(S)

### OPTION 1

#### Two-Hour Inspirational Talk On 'Doing' On Small To Zero Budgets

One hour presentation by Leslie, includes Q&A. This session will fill your head with low-cost ways to create 'wow factor' curb appeal, and draw shoppers right inside your doors!

One hour presentation by Gregg, includes Q&A. Learn how social media has changed and why it matters to your shop, stoke creativity, and leverage the 'real' influencers. (Hint: They're not celebrities!)

### OPTION 2

#### One-Hour Downtown Walkabout & Community Presentation

Seeing Possibilities & Opportunities: With a small group, we walk, listen to you, observe and evaluate your downtown during the day. Later in the evening, Leslie and Gregg each do a 45-minute presentation that gets you seeing opportunities that are immediately doable

### OPTION 3

#### Everyone, Everywhere, All At Once!

The presentation focuses on streetscaping and social media promotions, based on a creative theme AND participation from the entire Main Street. It's not just about street poles. Learn how easy it is to use the power of repetition to transform your whole street, create excitement, and turn your street into a social media content beast for weeks on end! It's a must that merchants attend this presentation too!

### BOOK US FOR KEYNOTE

#### First Impressions Are Your Superpower!

Motorists, tourists and passersby can immediately form an impression about your town. This one hour presentation by Leslie and Gregg gets you ready to walk away inspired to get 'doing' today!



#### Community Building Is Your Best Economic Development Strategy

One hour presentation by Leslie and Gregg. We'll inspire you about the power of leveraging your local residents, why it's cost effective, more sustainable, and the most authentic form of marketing.

# WHAT FOLKS SAY



“ Having Leslie and Gregg visit our three communities in southwest Manitoba became more than we expected. It was a true eye opener on missed opportunities. Their walkabout and presentation really opened our eyes and inspired us with simple steps we could take to make each of our communities stand out, and how we can showcase the region as a whole! Our group stayed behind for another hour after the presentation further discussing the opportunities and how we could put them into action.”

Eric Forster  
Regional Economic Development Officer, Crocus Country Economic Development Corporation,  
Melita, MB

“ Thank you Leslie & Gregg! We truly appreciated your down to earth approach, recognizing the challenges that businesses face, providing workable solutions, acknowledging that every town is different and helping us to focus. Your enthusiasm was definitely contagious and our partners left the session brimming with ideas and excitement.”

Susan Quinlan  
Tourism Partnership & Development Officer, Peterborough & the Kawarthas Tourism

“ I left tonight feeling motivated, inspired and ready to make some changes in my business. Can't wait to share what I learned with the community groups I'm involved with. 10/10 recommend Your Town Rising.”

Samantha, Samantha's Boutique, Elkhorn, MB



# WHAT FOLKS SAY

“ The Town of Minto has been involved in downtown revitalization for 10 years in our three communities of Harriston, Palmerston and Clifford and has had great success, however, we reached a point where we had accomplished a lot of what we set out to do and wanted a fresh set of eyes and some inspiration. In the spring of 2019 we invited Your Town Rising to present a keynote and participate in downtown walkabouts with our stakeholders. This was the best investment we have ever made! To say Gregg and Leslie left the community feeling inspired and motivated would be an understatement. The groups have come alive with excitement. We have seen a shift from the municipality leading the initiatives to now the community leading the initiatives and us supporting them. Many new faces from across the community are stepping up and volunteering because there is so much enthusiasm!”

Belinda Wick-Graham, Manager of Economic Development, Town of Minto, ON

“ The community presentation was exploding with fantastic ideas and suggestions. Immediately, we saw participants engaged and motivated to make small but impactful changes. Within a week of the presentation, some of our businesses are showing off new (initiatives) - all a direct result from this experience.”

Echo Finlay  
Economic Development Officer, Souris-Glenwood Community Development Corporation,  
Souris, MB

“ It was standing room only! They brought great energy, great ideas and people are still talking about their presentations! Your presentations were wonderful – they set the perfect tone for the project!”

Leanne Fetterley  
Economic Development Coordinator, Town of Gravenhurst, ON

“ Leslie and Gregg delivered exactly what they promised...great, ACTIONABLE ideas. If your community is in a state of stagnation or if you have underutilized resources and have lost your spark...contact Leslie and Gregg. It will be a true investment in your communities success!”

Kimberley Earls, Regional Economic Development Coordinator, South Central Ontario Region

**WE LOOK FORWARD TO VISITING SOON!**



# CONTACT US

## INQUIRIES AND BOOKINGS

Ontario and out of province



[www.yourtownrising.ca](http://www.yourtownrising.ca)



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