

Municipality of Chatham-Kent
Community Development
Community Attraction & Promotion
Information Report

To: Mayor and Members of Council
From: Audrey Ansell, Director, Community Attraction & Promotion
Date: April 21, 2021
Subject: Supporting Growth - LivingCK: One of Canada's Best Communities

This report is for the information of Council.

Background

The focus areas and initiatives outlined in this report provide details on activities within the Community Attraction & Promotion division that support population growth.

Since 2011, Council has directed efforts towards resident attraction and retention with a particular focus on young people and immigrants. On April 16, 2018, an Information report and presentation, entitled LivingCK: Resident Attraction and Retention Update, was received by Council. The report outlined the strategic direction and activities undertaken to address a declining population, through the promotion of Chatham-Kent to young people, immigrants, and active retirees. Since then, Chatham-Kent's population has increased and the community has become a location of choice for residents; most recently being ranked 27th on Maclean's List of Best Communities in Canada for 2021.

Comments

Community Attraction & Promotion's resident attraction and retention efforts are conducted through the "LivingCK" branding. The targets for this work are young people (aged 15-39) and immigrant newcomers, to whom the many advantages of living in Chatham-Kent are highlighted.

Population Indicators Supporting Growth:

Statistics Canada population estimates for Chatham-Kent¹ show the population at 106,620 in 2020, an increase of 4.5% from 2016 actuals of 102,042. Of note, the projections show an 8.7% increase for the 15-39 years age cohorts, supporting the

¹ [Table 17-10-0135-01 Population estimates, July 1, by census metropolitan area and census agglomeration, 2016 boundaries](#)

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strategic focus of Resident Attraction and Retention's marketing activities and 'baCK to CK' and 'CK to the Power of Young People' work.

National Rankings Supporting Growth:

Chatham-Kent has gained increasing national coverage and rankings for being a great place to live. These rankings are indicators that Chatham-Kent is no longer an up-and-coming community, but is a destination of choice for people to live. The rankings include:

- Ranking [9th on U-Haul's Top Growth Cities in Canada list for 2020](#), increasing from 10th in 2019, 11th in 2017, and 13th in 2016.
- Featured as a top [Millennial Hotspot in 2018 by Point2Homes](#)
- Ranking 27th on [Maclean's list of Best Communities in Canada for 2021](#), an increase from 126th in 2019

The recent 2021 Maclean's ranking placed Chatham-Kent 27th out of 415 communities based on internet access, weather, and amenities. The Maclean's Methodology ² looks at a range of quality of life indicators and works in partnership with Environics Analytics to establish the ranking. In 2021, the weighted ranking score changed to favour conditions for remote work, due to the increasing possibility and reality for many since the onset of the COVID-19 pandemic.

In response to the changing landscape and with the goal of embracing the opportunity to attract remote workers to CK, the "Work Anywhere, Live CK" remote working campaign (outlined below) was launched.

Supporting Growth - Resident Attraction, LivingCK Work

Chatham-Kent's success is attributable to community-wide efforts to promote the community, support for welcome-ability efforts, community engagement, and on-going community development through housing and broadband roll-out projects. These successes are leveraged through LivingCK outreach and marketing campaigns.

Outreach: Over the past year, the LivingCK Team has directly engaged with 327 new and prospective (primarily within Canada) residents, with an increasing number interested in relocating for remote work opportunities. In addition to direct engagements, LivingCK distributed 403 welcome packages through community partners and at external resettlement fairs.

Marketing Campaigns: LivingCK campaigns promoting remote work ([Work Anywhere. Live CK.](#)) and lifestyle ([That's LivingCK](#)) help to ensure Chatham-Kent is on the map for prospective residents and for national recognition as a great place to live.

² <https://www.macleans.ca/economy/best-communities-in-canada-2021-methodology/>

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Campaign 1: Work Anywhere. Live CK. – Remote Working Campaign

Initiated in the fall of 2020, the campaign's goal is to leverage the increasing opportunity for remote work and to take advantage of increased national migration trends toward smaller and more rural communities. The Work Anywhere. Live CK. campaign promotes Chatham-Kent as a community that offers lifestyle advantages, with the lifestyle amenities desired by individuals and families, such as affordable housing, no commutes, and accessible healthcare and education services.

The campaign is targeted to working professionals in the Greater Toronto Area who are able to work from home, and will evolve to include those with families that are looking for more space to grow. The objective of the campaign is to attract people who are working from home in congested urban areas to live in Chatham-Kent for the access to home ownership, healthy lifestyle, and wider spaces. The campaign was launched with image-based ads targeted to external markets using LivingCK social media (Facebook, Instagram, and LinkedIn) that link to the campaign webpage, www.WorkAnywhereLiveCK.ca.

Marketing performance indicators for the campaign are as follows:

Campaign Platforms	Audience	Impressions	Reach	Engagement	Click-through Rate (to LivingCK content)	Budget
Dec. 2020-Apr. 2021						
Facebook, Instagram & LinkedIn	69% were 18-34 yrs in GTA	180,232	64,424	16,786 (9%) (Industry Standard: 0.53%) ³	824 (0.5%) (Industry Standard – jobs & business: 0.5%)	\$3,418

The second phase of this campaign is planned for development in Q2 of 2021 and will incorporate more video content highlighting local amenities and the unique features of life in Chatham-Kent.

Campaign 2: That's LivingCK – CK Lifestyle Awareness Campaign

The [That's LivingCK](#) initiative built on previous CK marketing efforts and was launched in 2017 to promote the great quality of life and lifestyle opportunities that exist in Chatham-Kent. The initial campaign assets focused on testimonial story-telling, celebrating local history and culture, being involved in the community, time for friends and family, being active and exploring the outdoors, and entrepreneurship. The award-winning campaign was recognised by the Economic Developers Council of Ontario (EDCO) at the 2019 annual awards.

In 2020, the second phase of the campaign saw the release of two videos and a brochure to build on the “why” of LivingCK. The content of the campaign was

³ Engagement rates for Facebook and Instagram are approximately 0.08% and 0.98%, respectively.

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developed in 2019 with imagery and a suite of thematic videos featuring Rural Lifestyle, Healthy Communities, Entertainment, and Creative Communities.

The campaign videos were distributed to external markets over Facebook, Instagram, and Youtube, driving back to the [LivingCK site](#) to learn more about life in Chatham-Kent. The external communities targeted for this outreach have included Windsor, Sarnia, London, Guelph, Waterloo, Hamilton, the Greater Toronto Area, and Ottawa to focus on demographics that are showing interest in Chatham-Kent based on Google Analytics for the LivingCK website, known out-of-town home sales, and inquiries from prospective residents to the LivingCK team. The campaign was also shown in Chatham-Kent as part of internal engagement for new and long-term residents.

Marketing performance indicators for the campaign are as follows:

Campaign Platforms	Audience	Impressions	Reach	Engagement	Click-through Rate (to LivingCK content)	Budget
Jan. 2020-Apr. 2021						
Facebook, Instagram & YouTube	64.5% were 25-44 yrs in the GTA	931,699	298,940	4,321 (0.4%) (Industry Standard: 0.53%)	3,631 (0.4%) (Industry Standard – all industries: 0.89%) ⁴	\$7,746

Supporting Growth - Resident Retention, Community Engagement Work

Efforts to grow Chatham-Kent's population include the important aspect of retention. Activities include:

- Welcoming prospective residents when they arrive through orientations and welcome packages and brochures (Attachment A – That's LivingCK brochure)
- Providing information on Chatham-Kent by email and maintaining the www.LivingCK.ca website. The LivingCK website has been updated in 2021 and just recently relaunched with a modernized look, increased imagery assets, and better navigation.
- Community economic development initiatives that aim to increase the connection that residents have to the community:
- Supporting the CK to the Power of Young People (aged 15-39) - CKY engagement surveys, CKY Community Action Plan engagement efforts, and the CKY Advisory Group to gain input from young people on marketing campaigns and local initiatives to improve the desirability of Chatham-Kent for young people

⁴ The CTR for all industries ranges from 0.45% (science content)–1.68% (pets & animals content).

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- Welcome-ability and Immigration Initiatives – immigration is a key driver for national and local population growth, and is a foundational component of work to support the Growth Strategy. These efforts include partnerships with the Chatham-Kent Local Immigration Partnership, the Ontario Immigrant Nominee Program Pilot, and the Chatham-Kent Community Leaders' Cabinet.

An upcoming Report to Council will provide more information on recent initiatives to promote immigration for talent attraction and to support increased welcome-ability.

Talent Attraction and Retention

To support community growth it is vital to support local employers as they seek to fill their workforce needs. This includes promoting the career opportunities that are available in CK, showcasing the lifestyle on offer beyond work, and assisting in bringing new residents to the community and welcoming them on arrival. Actions have included;

- Collaborative marketing campaigns with employers
- [Sector-based career pages on LivingCK.ca](#)
- Outreach and external job fairs
- Supporting employers to welcome new talent recruited from outside of Chatham-Kent

A report will be brought before Council in 2021 that provides greater insight into the broader [Chatham-Kent Talent Attraction and Retention strategy](#).

Consultation

The activities and initiatives outlined in this report are administered by the Community Attraction & Promotion division through the Resident Attraction & Retention area, but are a collaborative effort of the community.

Community partners supported many of the activities and include:

- Chatham-Kent Association of Realtors
- Chatham-Kent Chamber of Commerce
- Chatham-Kent to the Power of Young People, Advisory Group
- CK Local Immigration Partnership
- Lower Thames Valley Conservation Authority
- Wallaceburg and District Chamber of Commerce
- Private sector employers
- Community individuals and groups and local businesses who assisted with content.

Financial Implications

There are no financial implications resulting from this report.

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Attachments:

A: That's LivingCK – 2021 Brochure

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Promotion\Supporting Growth - LivingCK - One of Canada's Best Communities
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Chatham-Kent That's LivingCK



Chatham-Kent | Living CK

Moving Here

Chatham-Kent is a community of families, recreation, business, agriculture, and opportunity.

Chatham-Kent is a safe community that offers a high quality of life at a low cost of living (with an average home price of \$310,244 in 2020), including access to amenities for daily life.

Don't just take our word for it - see what others are saying about CK!

- Maclean's 27th Best Community in Canada, 2021
- U-Haul 9th Growth City in Canada, 2020
- Point2Homes Top Millennial Hot Spot, 2018

Join us and experience firsthand what it means to be LivingCK, Canada's First Welcoming Community.



With a population density of 41.6 people/sq km, and a land mass of 2,500 sq km in size (the same size as the province of PEI!), there is lots of room to grow



CK workforce averages less than 15 minutes commute to work



22 snow days in CK (60 in London, 41 in Toronto, 52 in Ottawa) and lots of Banana Belt sunshine



Home to over 23 communities offering urban and rural lifestyles



Working Here

There are opportunities for employment, entrepreneurship, and career development across Chatham-Kent. From entry-level to experienced roles, and supports for job seekers and those looking to start their own business, you'll find opportunity here.

The largest employers locally are manufacturing, healthcare, agriculture, and a growing technology sector, each with employers looking for a range of talent to help their businesses grow.

Those working in Chatham-Kent enjoy stress-free commutes that are an average of 15 minutes from home to work.

Working remotely? Chatham-Kent also offers you a lifestyle to love and a home with room to grow. Maclean's ranked CK as the 27th Best Community in Canada due to the great opportunities for remote working!

Check out
WorkAnywhereLiveCK.ca
to see why so many people are making CK
their home.

[Find local job boards and job search supports here](#)

Why live in Chatham-Kent? "because it's a great community, a great place to do business and a great place to raise a family. People seem to appreciate the simpler things in life!"



Education

Elementary and Secondary Schools

Our community has more than 50 elementary and secondary schools that provide Chatham-Kent's youth with quality education. Choose from Public, Catholic or Private schools, and English or French language programs.

- Lambton Kent District School Board
- St. Clair Catholic District School Board
- Conseil scolaire catholique Providence
- Christian, Islamic and Montessori Private Schools

Post-Secondary Education

Chatham-Kent is home to two post-secondary institutions and is conveniently located an hour away from seven colleges and universities.

- St. Clair College, Chatham Campus has diploma and degree completion programs, a state of the art Healthplex and English as a Second Language programs
- University of Guelph, Ridgetown Campus is an Ontario Agricultural College with diploma and postgraduate certificate programs

Adult and Continuing Education

Learning is a lifelong process, and there are plenty of educational opportunities for adults of all ages and abilities in Chatham-Kent, whether you want to earn a Secondary School Diploma, improve your English, or further your career.



Things to do

Chatham-Kent is made up of several communities to explore, each with a unique story to tell and ways to get involved. Find your home with year-round outdoor recreation, great dining, shopping, beaches, parks, programs, diverse religious and cultural groups, and nationally renowned events and attractions.

- Over 50 trails and waterways to hike, cycle, run, walk, fish, go birding, and boating with docks and fully equipped marinas available throughout Chatham-Kent
- Recreational and competitive sports associations, arenas, sports fields and complexes
- Over 20 cultural community associations which host year-round activities
- 11 interactive museums showcasing Chatham-Kent's fascinating history, theatres, and galleries
- Weekly live music across Chatham-Kent

"Chatham-Kent is growing, new possibilities are presenting themselves, and the younger generation is pushing for our community to thrive. This excites me and makes me want to be a part of the rejuvenation of the city that has been so good to me for so many years."



10 Reasons to Call Chatham-Kent Home

1. Proximity to nature, beaches, and lakes
2. Wonderful place to raise a family
3. Affordable housing
4. Great community spirit
5. Home to “Canada’s Top 100 Employers”
6. Inexpensive for business start-ups
7. Thriving arts, culture, and entertainment scene
8. Accessible shopping, healthcare, and education
9. Stress free commutes
10. One hour to the US and 2.5 hours to the GTA



Lake
Huron

CANADA

Toronto

USA

Detroit

Lake
St. Clair

Lake Erie



Chatham-Kent

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