

CHEF'S FALL FEAST: MARIPOSA CRUISES

Gangasarran Sawh, affectionately nicknamed "Gus", has been with Mariposa Cruises since 1989.

Born in Trinidad, Gus began his career in kitchens at a young age—working in his family's restaurants. After attending the John Donaldson College for Culinary Arts, Gus emigrated to Canada and has since worked in many Toronto kitchens, including The Ontario Club, Wayne Gretzy's, and Harbour Sports Grill.

Starting as a cook on The Captain Matthew Flinders, Gus became Chef aboard The Northern Spirit, preparing meals for large groups on this busy ship. In 2008, Gus returned to The Flinders as chef and is responsible for the catering for this ship, as well as three additional boats in the Mariposa fleet—which can mean meals for over 800 people twice a day!

As the food deliveries arrive early in the morning, Gus can often be seen checking the quality. He demands freshness—a reminder of his island roots—and a clean galley! Gus' signature dish, Mariposa's Blackened Striploin of Beef, is requested by all those fortunate to have enjoyed it.

The Chef's Fall Feast takes place: Saturday, October 16, Boarding: 6:30pm; Cruising: 7-10pm; Disembarking: 10:30pm.

The menu for the Fall Feast includes:



- Mediterranean dips and tasty breads
- Mixed baby greens salad
- Grilled tenderloin of beef
- Fresh herb roast chicken supreme
- Baked Arctic char
- Roasted butternut squash risotto
- Sweet endings

In addition to the Special Event Cruises taking place every month, Mariposa Cruises is also inviting Torontonians and out-of-towners to celebrate the holidays in style with Holiday Dinner Cruises through November and December, and a New Year's Eve Dinner

Cruise aboard either the Matthew Flinders or Northern Spirit.

1-866-MAR-POSA (627-7672)
reservations@mariposacruises.com
www.mariposacruises.com



Businesses: For more info about the Waterfront Experience Card see page 4

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FOR THE LOVE OF THE BRAND

A brand is more than a name and logo. It also comprises the communications and behaviours of a product or business—effectively, how people experience a brand.

Consider the image below, which is from Logorama, the 2010 Oscar-winning animated movie comprised entirely of logos. Do any of the logos pictured make you feel happy? Nostalgic? Appreciative? If so, your feelings likely emanate from your experiences with the brands and the people behind them, not the look of the logo.

Consumers fall in love with the way a brand makes them feel. This insight is invaluable for independent retailers and service businesses along the Waterfront who want to attract and retain year-round customers from the local community. You can easily create a great brand experience. It doesn't require a big investment, just passion and imagination.

Once someone peers in your window or wanders into your space, it's up to your brand to do the important work: building a relationship with your customers and giving them a reason to return. Here are few great examples, taken from my travels. At a little store that I visit with a youngster I know in Los Angeles, a Thomas the Train play table is always packed with kids and the aisles are filled with their parents. It has become a destination for fun, as well as toys. One of my favourite shops in Montreal is a food boutique that

hosts Sunday afternoon tastings and has a cozy reading nook in the back, complete with food magazines and an espresso machine. In the Ottawa Market, there's an aesthetics studio that has enticing window displays with lovely candles, luminous fabrics and beautiful silk flowers. Enter, and you've added beautiful scents and music to the experience.

Despite being only an infrequent visitor, I seek out these shops and rarely leave empty-handed. Why? For the brand experiences.



These are only three examples. What brand experience can you deliver in your location to attract out-of-town visitors and build a year-round relationship with neighbours?

When imagining and detailing your brand experience, remember: people fall in love with brands that recognize them as individuals, not market segments. So focus on their feelings, not their wallets. Success will follow.

*Written by Michelle Ramsay-Borg, a Waterfront resident whose branding expertise ranges from naming start-up businesses to repositioning corporations.
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Photo:

© Logorama promotional image copyright Autour de Minuit Productions, France, 2009.



DOG STAR: PAWSWAY

In what's becoming an annual tradition, PawsWay holds the 'Dog Star' contest each September.

Funded by Purina and billing itself as 'exhibits and events for you and your pet. PawsWay makes a fun and entertaining event honouring the dogs in the movies by featuring 'canine celebrity look-alikes' at PawsWay. This year's participants included a Cairn Terrier (Wizard of Oz), Collie (Lassie Come Home) and the relatively rare Dogue de Bordeaux (Turner and Hooch). Visitors to PawsWay can learn more about the history and the background of the various breeds.

However, the highlight of the event is the actual Dog Star competition where a photographer takes complimentary shots of any dogs visiting PawsWay. This year, renowned photographer Ray Bernstein (pictured) photographed over 80 dogs throughout the

weekend. These photos are then posted inside the PawsWay building and over the next few months until mid-December, visitors to PawsWay can fill out ballots and vote on their favourite 'Dog Star'.

So come down to PawsWay and decide which dog is deserving of the title 'Dog Star 2010'!



245 Queens Quay W.
(beside the Rees Wave-deck)
416-360-PAWS (7297)
www.pawsway.ca

Ray with Waterfront resident Cathy and her American Cocker Spaniel, Mimmie.

FROM SEED TO TABLE: HARBOURFRONT CENTRE

'From Seed to Table' is part of HarbourKIDS: harvest, a three-day festival for kids that runs October 9-11.

The always-popular Garden Jane creates a kid-friendly version of the '100 Mile' concept. Kids will get to play and find out more about the growing importance of consuming local food.



Garden Jane and hand-puppet friends

Kids can also take part in

sprouting demonstrations that will show them how easy it is to plant and grow their own sprouts at home.

As well, there will also be a Tea Station where kids can learn how to make and serve warming teas from scratch using a no-waste tea service.

The HarbourKID:harvest is a celebration of both the bounty of nature and the bounty of the human spirit. Activities during the Thanksgiving long weekend include musical performances, a Haitian storyteller, a real-live hootenanny, potato sack races and much more... and best of all, it's all FREE!

www.gardenjane.com, Facebook, hayes@gardenjane.com, 416-536-9144



LEVERAGING SOCIAL MEDIA FOR SMALL AND MEDIUM SIZE BUSINESSES

A survey conducted by Regus found that 60% percent of medium-sized Canadian companies and 34% percent of small companies won new customers through social media. So how did they do it and how can you do the same?

Start a dialogue with your Facebook fans and Twitter followers to connect with your customers and collect feedback. Social media is also effective in monitoring the competition to see what you can do differently or better.

Blogging is the new arena to share with and learn from your customers. Share tips and best practices that will benefit them and allow them to comment. You can also use your blog to promote any sales and promotions you have going on. **Cosmopawlitain Pet Boutique + Spa** has a blog that features their latest sales and promotions as well as FAQ's on how to choose food for your pets and training your cat to become accustomed to a harness or leash.

Canadabusiness.ca offers these tips on getting started with social media:

- Develop a strategy - How often do you plan to update your blog or profile? How will you share it with customers? Will you allow comments? Are you prepared to respond to comments or questions posted by the public?
- Define your target audience and offer content tailored to their interests.
- Keep your account active and update it regularly.
- Improve your content based on customer feedback.
- Familiarize yourself with privacy and computer security issues.
- Use humour, be kind and professional, and share about more than just your work to create a connection with your customers.



The most important thing to remember about social media is that it's not always about selling, in the words of social media mastermind Brian Solis, it's about listening, learning and sharing.

Sandra Gabriel is Chief Relationship Officer at Gabriel PR, a boutique PR firm in Toronto. You can follow her on twitter @CafeGabriel or visit www.gabrielp.com for more info.

A FREE PROMOTION... JUST FOR MEMBERS

THE WATERFRONT EXPERIENCE "WE" CARD, is an exciting new discount card program for participating retailers in the area.

You provide the details of the offer and we will post the info to our website. Your initial offer must be valid **to December 31, 2010** and you will have the opportunity to revise the details on our website periodically. Please go to www.waterfrontbia.com to review and complete the participation form.



WATERFRONT FESTIVAL: A SUCCESS STORY

June 30 to July 4, 2010: The Redpath Toronto Waterfront Festival ended the same way it began, with a spectacular tall ship Parade of Sail on the waterfront, as a dozen tall ships left en masse for their next port in Cleveland. The five-day festival was a tremendous success, drawing an estimated 750,000+ visitors to Toronto's Waterfront. The festival ended up selling many more boarding pass tickets than was projected.

The festival was produced by The Waterfront Business Improvement Area.

Carol Jolly, Executive Director, The Waterfront BIA, says, "We are very excited at the success of this year's festival which far exceeded our expectations by attracting well over 750,000 visitors to Toronto's Waterfront. We want to especially thank the American Sail Training Association (ASTA) for bringing this fleet of international tall ships to Toronto."

ASTA partnered with Great Lakes United to bring a fleet of international tall ships to the Great Lakes, the world's largest body of surface fresh water, as part of the Great Lakes United TALL SHIPS CHALLENGE® 2010 race series. Toronto was the first and only Canadian port of call for the tall ships race that attracted millions of tourists throughout the Great Lakes region. Official port appearances also took place in Cleveland, Ohio; Bay City, Michigan; Green Bay, Wisconsin;

Duluth, Minnesota and Chicago, Illinois. The two most important initiatives of the festival were water conservation education and youth sail training.

The Waterfront BIA would like to thank all its sponsors and partners including:

Title Sponsor: Redpath Sugar

Presenting Sponsors: Toronto Star, Porter Airlines and NOW Magazine.

Funding Partners: Tourism Toronto, Ontario Tourism Marketing Partnership, and Ontario Cultural Attractions Fund.

Festival Partners: Desjardins Group, Gourmet Cuisine, Mazda, Harbourfront Centre, Ontario Place, Queen's Quay Terminal, Tilley Endurables, Toronto Port Authority, Amsterdam, Vincor, Radisson Admiral Hotel and Westin Harbour Castle.

Media Partners: CTV, A Channel, CHFI.

Toronto's urban Waterfront is a stone's throw from the downtown and financial core. Our many recreational and cultural activities add to the allure of this unique neighbourhood. Lake Ontario and the Toronto Islands form a spectacular backdrop to our beautiful Waterfront promenade, its hotels, shops, services, restaurants, parks and gardens.



REDPATH TORONTO WATERFRONT FESTIVAL: RESULTS

- Attendance: 750,000 people
- Wristbands sold: 12,963
- Estimated Economic Impact: \$138 million
- PR impressions: 81.5 million
- Media Impressions: 92.5 million
- Dollar value of impressions: \$2 million (minimum)



Trick or Treat with Us!



5km Walkathon Fundraiser



**100% of the money raised
helps to fund the
Family Support Programs**

**Donations of \$20 or more
receive a tax receipt**

**OCT 29, 2010
10:00AM**

Why HCC Family Programs are important:

"It is creating an environment for our kids to play safely, move freely, express themselves creatively and meet new friends in our community."

"My son is learning English through interaction with other kids."

"It has helped me meet other parents and caregivers. We compare child upbringing, socialize and create friendships."

"It prepares children for school through play and learning activities."



**Help us reach our
goal of \$5000**

Pledge ~ Walk ~

Support the Cause!

**To Participate and/or
Donate
Please contact:**

**Karen: 416.392.1509 ext 315 or
karen@harbourfrontcc.ca**

Prizes! BBQ! Candy! Fun!

