

Briefing Note

Governance and Council Services Committee

Title	Branding Update – Concept Options
Issue	To provide Council with a preview of and to receive input into the updated narrative and two graphic concepts currently being considered for the new Sturgeon County brand.
Proposed Motion(s)	<p>That the Committee recommend development of a new Sturgeon County brand based on Creative Concept 1.</p> <p>or</p> <p>That the Committee recommend development of a new Sturgeon County brand based on Creative Concept 2.</p>
Previous Council Direction	As part of a Service Enhancement in Budget 2021, Council directed to begin a rebranding process to create a “clean, professional brand helps make people proud to live and want to do business in Sturgeon County.”
Report	<p><u>Background Information</u></p> <ul style="list-style-type: none"> In Budget 2021, Council directed to begin a rebranding process to create a “clean, professional brand helps make people proud to live and want to do business in Sturgeon County.” In the spring of 2021, after an extensive RFP process, Zero Gravity Marketing (ZGM) was selected to create the new brand. Administration has worked with ZGM to review options up to this point and now is seeking Council’s input into the next steps. Community branding and marketing is more than a compelling logo, good promotional sales pitch, new website and communication materials. It is a synergistic process of engagement and partnership building. The ultimate outcome is to develop broad ownership of the brand identity within your community. Key stakeholders need to be committed to supporting it and to implement the various elements of the overall plan.. A well-executed community branding and marketing exercise can be a vital and empowering process of local democratization, active citizenship and participation.

	<ul style="list-style-type: none"> Sturgeon County's brand is how the County is perceived by residents visitors, and business. This perception can be shaped by what we communicate, and how we communicate about what Sturgeon County has to offer. As such, your brand can be a powerful tool to attract investments, companies and tourism. <p><u>External Communication</u></p> <ul style="list-style-type: none"> Over the summer and fall of 2021, ZGM worked with County staff to research Sturgeon County's history, past engagements and to interview staff, board members, Chamber of Commerce, and residents to build a new narrative and visual look for the County. <p><u>Relevant Policy/Legislation/Practices:</u></p> <ul style="list-style-type: none"> None.
Implication	<p><u>Strategic Alignment:</u></p> <p>Community Identity & Spirit - Promotes and/or enhances residents' identification with Sturgeon County</p> <p><u>Organizational:</u></p> <p>The new brand will create a different visual identity and require employees to adapt to new templates and forms.</p> <p>The new brand will also present a revised approach to our storytelling, approach to customer service, and all external communications.</p> <p><u>Financial:</u></p> <p>The branding project is currently within the approved budget for 2021. The first phase of the brand implementation (replacement of the digital and paper assets) is currently budgeted for within approved 2021 budget and proposed 2022 budget. The next phase of the branding project, replacement of other county collateral and assets such as signage are currently being investigated.</p>
Follow Up Action	<ol style="list-style-type: none"> Administration will work with the consultant to develop the full branding package based on Council's preference
Attachment (s)	<ol style="list-style-type: none"> Place Brand Creative Concepts
Report Reviewed by:	<p>Lucas Warren, Manager, Corporate Communications</p> <p>Reegan McCullough, County Commissioner - CAO</p>

Strategic Alignment Checklist

Vision: *Sturgeon County: a diverse, active community that pioneers opportunities and promotes initiative while embracing rural lifestyles.*

Mission: *Provide quality, cost effective services and infrastructure to meet the diverse needs of the Sturgeon County community, while improving competitiveness and sustainability.*

Focus Areas	Not consistent	N/A	Consistent
Planned Growth and Prosperity			
<i>We encourage varied and integrated enterprises that enhance our strong economic base, while balancing the needs of the community and natural environment. (Strategic Plan and MDP pg. 36)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Supports a strong thriving business environment to strengthen our economic foundation 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Plans for responsible growth through the MDP and regional growth plan. 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Manages growth for current and future developments through: <ul style="list-style-type: none"> transparent bylaws, policies and processes to enable responsible land development targeting growth around existing and identified future growth areas 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Maintain and Enhance Strong Communities			
<i>We are committed to a safe and viable community, where our residents are provided with access to opportunities and quality of life. (Strategic Plan and pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Provides access to programs and services that have a positive impact on residents' quality of life 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Provides access to safe and reliable infrastructure assets 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Supports the safety of people and property 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong Local and Regional Governance			
<i>We promote consistent and accountable leadership through collaborative and transparent processes (Strategic Plan and pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Provides effective leadership and management consistent with Strategic Plan, MDP, master plans, bylaws, policies, community engagement 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Considers fiscal stability and sustainability 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Fosters collaborative intergovernmental partnerships 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Community Identity & Spirit			
<i>We will build upon our strengths, where together we will create an inclusive, caring community (Strategic Plan and MDP pg. 27)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Promotes and/or enhances residents' identification with Sturgeon County 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Support and/or collaborate with voluntary organizations in the region 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Environmental Stewardship			
<i>We foster a healthy environment and minimize our impact on ecosystems. (Strategic Plan and MDP pg. 27)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Plans and partnerships that minimize environmental impact on natural areas 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Provides awareness of environmental issues impacting the County 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>