



City of
Peterborough

To: **Members of the Committee of the Whole**

From: **Sandra Clancy, Director of Corporate Services**

Meeting Date: **May 29, 2017**

Subject: **Report CPFS17-024**
Update of the Community Branding Project

Purpose

A report to provide Council with an update on the Community Branding Project by project consultants BrandHealth Inc.

Recommendation

That Council approve the recommendation outlined in report CPFS17-024 dated May 29, 2017, of the Director of Corporate Services as follows:

That the presentation on the status of the Community Branding Project by Paul Hickey, President of BrandHealth Inc. be received for information.

Budget and Financial Implications

There are no budget and financial implications of this report. A budget of \$77,000 has been allocated for the Community Branding Project.

Background

History

The Community Branding Project was approved by Council as part of Report CAO16-007A Shaping Our City for the Future Strategic Framework dated June 20, 2016.

On October 19, 2016, the Administrative Staff Committee approved Report CPFS16-036 awarding RFP P-29-16 for the Community Branding and Implementation Strategy to BrandHealth Inc.

The goal of the Community Branding Project is to establish a theme or an idea that captures the uniqueness of Peterborough. Branding is a way to look and sound consistent across the City's efforts, such as a corporate logo, wordmark and usage guidelines, as well as an identity that is embraced by the greater community which instills pride in what makes Peterborough such a compelling choice as a place to live, work and play. Successful brands are also aspirational and can communicate what a community hopes to be rather than just what it is.

Consultation

Community Consultation to understand the perceptions of Peterborough was the first step of the Community Branding initiative. Questions such as "If you were to describe Peterborough in one word, what would that word be?" informed the consultants on how City residents see their community.

The Community Consultation meetings were held on Thursday, March 9, 2017 at the Evinrude Centre Multipurpose Room. Two sessions were offered to provide convenient options during the day and evening. The sessions were promoted through traditional media, the City's website, social media, and direct email invitation to community organizations and businesses. Approximately 50 people attended.

Two online surveys were conducted and input was accepted via email which generated a further 545 responses. BrandHealth Inc. has analyzed the community input and will provide a summary in their presentation including comment themes and potential brand positioning areas.

Next Steps

The next steps over the next 3-4 months are:

- Finalize the top brand position area;
- Present the one idea or concept of what the City of Peterborough could stand for;
- Develop the "creative" (artwork resulting in a logo, wordmark etc.) to support the approved top brand position area, and
- Present a final creative supporting the approved top brand position area.

Submitted by,

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Director of Corporate Services

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