



City of  
**Peterborough**

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**To:** Members of the Arts Culture & Heritage Advisory Committee

**From:** Becky Rogers, Manager, Arts, Culture & Heritage Division

**Meeting Date:** June 8, 2017

**Subject:** Report ACHAC17-026  
City Branding Project

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## **Purpose**

A report to advise the Arts Culture and Heritage Advisory Committee (ACHAC) of a presentation by the City's Customer Services Coordinator on the City's branding initiative.

## **Recommendation**

That the ACHAC approve the recommendation outlined in Report ACHAC17-026 dated June 8, 2017 of the Manager, Arts, Culture & Heritage Division as follows:

That the ACHAC receive a presentation and provide comment on the City branding project.

## **Budget and Financial Implications**

There is no budget or financial implications with the adoption of this report.

## Background

In 2016 through Report CAO16-007, dated June 20, 2016, Council approved a Branding Strategy and Implementation Plan.

A strong City brand is a key competitive tool for showcasing our unique strengths and assets, and for positioning Peterborough as an attractive place in which to live, visit, or invest. Branding builds and ensures a positive and deliberate representation of the Peterborough 'experience', which includes as one component the creation of a consistent visual identity. Branding is the tool through which we are able to distinguish Peterborough from other cities and communicate that difference in a purposeful way in order to attract investors, entrepreneurs, visitors, students, and special events to our City.

The City has partnered with local agency BrandHealth, and is embarking on a Community Branding Project to establish a theme or an idea that captures the uniqueness of Peterborough. On March 4, 2017 the City asked Peterborough residents to participate in two community consultation meetings. Participants were asked to provide their thoughts about why Peterborough is unique, what they love about the city, and what they are most proud of.

Submitted by,

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