



# Corporation of the Municipality of Brockton

## Report to Council

**Report Title:** Brockton Branding Initiative

**Prepared By:** Sonya Watson, CAO

**Department:** Administration

**Date:** May 28, 2018

**Report Number:** CAO2018-15

**File Number:** C11; M09

**Attachments:** None

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### Recommendation:

That the Council of the Municipality of Brockton hereby receives for information Report Number CAO2018-15 prepared by Sonya Watson CAO/Clerk and further that Council;

- 1) approves the key messages that have been developed and
- 2) approves release of the two logos concepts

to ensure the community of Brockton can participate in selection of the final Municipality of Brockton Corporate logo.

### Report:

#### Background:

The Municipality has been working through the process of developing a strong and effective brand that will clearly profile the Municipality of Brockton as a standalone entity. In accordance with the 2018 budget eSolutions Group was contracted to conduct a Brockton branding strategy that includes development of a new Corporate logo. In April community residents, business owners, staff and Council were invited to attend one of six consultation sessions held in Walkerton, Elmwood and Cargill. These sessions were very interactive and the key themes that eSolutions recorded were extremely valuable in guiding the key branding concepts. Surveys were also distributed to the entire community. Focus group and survey results were used by eSolutions to develop key messages that will be used in the branding delivery, including wording that depicts the 'feeling' of Brockton. The brand positioning will communicate the flavour of the community, with a focus on creating a new, fresh brand for Brockton. The key messages will also ensure that key locations within Brockton including Walkerton, Cargill, Chepstow, Pinkerton, Riversdale, Elmwood and the lake communities are represented.

The Municipality of Brockton is creating a new brand to help drive tourism, relocation and investment. This project will result in a brand identity that is unified, consistent, targeted, community-focused and forward thinking. By defining key brand messages, we will make it easy for all stakeholders-residents, business owners, tourists and potential residents to see what Brockton has to offer them.

## **Analysis:**

Gary Williams and Dani Stock from eSolutions Group will be in attendance at the May 28, 2018 Council meeting to share findings from stakeholder engagement, present the key messages that were developed, and explain how these key messages all tie into the Brockton Story and present the two logo concepts as the visual representation of that story. Staff have been working diligently to engage the public throughout this project and we are thrilled with the key messages that have been developed as a result of this consultation. We feel eSolutions staff have done a wonderful job of incorporating the comments and thoughts of residents into a concept that serves Brockton well.

Upon Council approval of releasing the two proposed logo options at the May 28, 2018 Council meeting, staff will be initiating an immediate public consultation process. This final logo selection survey will involve re-connecting with all residents who participated in the focus group sessions or completed a survey. It will also involve electronic and direct paper distribution to all residents across the Municipality to participate in choosing the new preferred Brockton Corporate logo. Council should be aware that this direct mail will cost approximately \$1,300.00 and will reach 4,264 households in Brockton using the same distribution method used to mail the Brockton Buzz. Voting will run from June 4 to June 13, 2018. The logo that receives the highest votes will be adopted as the new Brockton Corporate logo.

Once selected this new logo will be incorporated into the new Brockton website and this launch and reveal is currently planned for the June 25, 2018 Council meeting.

## **Sustainability Checklist:**

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- |   |     |
|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy?       | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity?     | Yes |
| • Do the recommendations contribute to Environmental Integrity?           | Yes |
| • Do the recommendations contribute to the Social Equity?                 | Yes |

## **Financial Impacts/Source of Funding:**

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

\$30,000 was included in the 2018 budget for this project. Additional focus group sessions and direct mail advertising may put the project slightly over budget. However, additional monies have been received through the success of the RED grant application that will assist on this project and the hard launching of the new Corporate brand and messaging.

## **Reviewed By:**



CFO

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**Respectfully Submitted by:**

A handwritten signature in cursive script, appearing to read "Sonya White", with a long, sweeping flourish extending to the right.

**CAO/Clerk**