



# Corporation of the Municipality of Brockton

## Report to Council

**Report Title:** 2018 Brockton Branding

**Prepared By:** Sonya Watson, CAO/Clerk

**Department:** Administration

**Date:** March 22, 2018

**Report Number:** CAO2018-07

**File Number:** C11AD, M09 Branding 2018

**Attachments:** [Report CLK 2018-01 Website Redesign Project Update](#)

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### Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CAO 2018-07 prepared by Sonya Watson, CAO/Clerk regarding Brockton Branding for information purposes.

### Report:

#### Background:

As part of the 2018 Budget, \$30,000 has been allocated for Brockton Branding.

#### Analysis:

In February, I prepared a Request for Quotation document for Brockton Corporate "Place" Branding and Marketing Tools which was circulated to three companies experienced with brand creation and logo design. I received two similar cost quotes in response.

On March 20, 2018 Kathleen Arseneau, Community Development Coordinator, Brandy Patterson Deputy Clerk & Sustainability Coordinator and I conducted phone interviews to further assess the two proposals.

In conjunction with the Purchasing and Procurement Policy we have decided to move forward with eSolutions Group for a total of \$24,500.00. The timeline for launching our new logo and brand identity will coincide with the launch of our newly designed website in May.

As part of the process to develop a new brand for Brockton, eSolutions will be on site the first week of April to meet with staff and Council, and community members as part of several focus groups to identify themes. We encourage Council participation. These themes will then be shared as a wider community survey and eSolutions will use the focus group discussions and survey results to assist them in designing a new brand identity and positioning for Brockton. The key messages will also ensure that all communities in Brockton are represented (Walkerton, Cargill, Chepstow, Pinkerton, Riversdale, Elmwood and the lakes communities).

Council will be informed via email regarding the April sessions and we will work to keep Council informed through the process. The final design and concepts will be brought forward for approval as we move towards a May launch for the new Brockton branding and marketing tools. This is an exciting project for the municipality as a whole.

Once we meet with the proponent and move closer to the May launch date, we will have a better idea of next steps and plans for implementation and will report to Council then.

### **Sustainability Checklist:**

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance? (More detail is available in the Sustainability Checklist on file and appended to this report.)

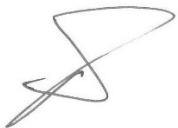
- Do the recommendations help move the Municipality closer to its Vision? Yes
- Do the recommendations contribute to achieving Cultural Vibrancy? Yes
- Do the recommendations contribute to achieving Economic Prosperity? Yes
- Do the recommendations contribute to Environmental Integrity? N/A
- Do the 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

A total of \$30,000 has been budgeted for Brockton Branding in 2018. A further \$10,000 has been budgeted to redesign and relaunch our existing website (see Report CLK 2018-01 Website Redesign Project Update). Staff have applied for \$40,000 in Rural Economic Development (RED) funding to match the \$40,000 budgeted for these two projects. We are awaiting word of the status of our application which will help us to determine next steps in launching Brockton's new branding and marketing tools.

### **Reviewed By:**



**CFO**

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### **Respectfully Submitted by:**



Sonya Watson  
CAO/Clerk