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Presented by: Cory Sinclair, Manager, Corporate Communications & Design

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Attachments: 1. C-CAO-17 - Community Brand - Redlined version, 2. C-CAO-17 - Community Brand - Clean version

Date	Ver.	Action By	Action	Result
2/18/2020	1	City Council	approved	

TAMRMS#: B06

Brand Policy Biennial Review

Presented by: Cory Sinclair, Manager, Corporate Communications & Design

RECOMMENDATION(S)

That the proposed amendments to Council Policy C-CAO-17 (Community Brand) shown on the redlined version of the policy attached to the report dated February 18, 2020 entitled "Brand Policy Biennial Review" be approved.

PURPOSE OF REPORT

The purpose of this report is to recommend some minor amendments to Council Policy C-CAO-17 (Community Brand).

ALIGNMENT TO COUNCIL STRATEGIC PRIORITIES

Strategic Priority #1: Growth Policy Framework: Develop a robust policy framework to guide growth.

- Develop a value proposition (inclusive of all City offerings) to attract businesses, residents and other institutions to St. Albert.

Strategic Priority #2: Economic Development: Enhance business/commercial growth.

- Adopt a broader economic sustainability platform to develop commerce retention and resiliency strategies.

Strategic Priority #6: Environmental Stewardship: Explore innovative environmental and conservation opportunities.

- Enhance waste minimization strategies with emphasis on reduce and reuse activities.

ALIGNMENT TO LEVELS OF SERVICE DELIVERY

N/A

ALIGNMENT TO COUNCIL DIRECTION OR MANDATORY STATUTORY PROVISION

N/A

BACKGROUND AND DISCUSSION

Council Policy C-CAO-17 Community Brand is scheduled for biennial review. Administration believes the existing Community Brand is still relevant and is recommending only minor adjustments to the policy to reflect current practice. Developing a brand is an expensive and time-consuming exercise, so it is fiscally prudent to retain the existing brand.

Policy C-CAO-17 was originally developed in September 2013 and was most recently revised in January 2019.

The Community Brand features two official terms, “The Botanical Arts City” and “Cultivate Life,” both of which are registered trade marks of the City. These terms are defined in the City’s Public Communications Policy (C-CAO-18).

The City’s 2007 Tourism Master Plan and 2008 Business and Development Long Term Department Plan called for the creation of a City brand to support tourism and economic development.

The Community Brand was developed in collaboration with the community under the guidance of Destination Development International (DDI), an external consultant with expertise in municipal branding. The Brand Development Committee produced a formal document at the end of its work: Brand Direction and Marketing Plan in January 2010. This report formed the basis for the Community Brand policy.

DDI began its work for the City in May 2008 by conducting a community assessment. After DDI presented the assessment to a small group of stakeholders and City staff, the City invited DDI to present its assessment to the public in January 2009.

As noted in the report:

*Branding is the process of setting the city apart from every other region, county and community. The city’s’ brand is far more than a logo and slogan; it is the perceptor in people’s minds about what the city represents and what kind of experience people can expect when visiting. A brand is a promise. **Logos and slogans are simply the marketing message to get the word out about what the city’s promise is.***

Administration plans to take a balanced approach to The Botanical Arts City and Cultivate Life elements of the Community Brand, which will provide flexibility for future marketing and advertising initiatives.

For example, more flexibility in using Cultivate Life would enable the City to support a variety of initiatives, such as Cultivate Economy, Cultivate Recreation, Cultivate Investment, Cultivate Inclusion, Cultivate Participation, Cultivate Conversations, etc.

A formal review of the brand policy is scheduled for 2021 to determine if the brand still resonates with stakeholders.

The Brand: Alberta's Botanical Arts City

Brand Promise:

As Alberta's Botanical Arts City, St. Albert truly embodies a sustainable living philosophy. A community renowned for its botanical arts, its commitment to green lifestyle and the cultivation of activities that provide for a well-rounded quality of life.

The foundation for the brand:

One of the most beautiful cities in Alberta, St. Albert has been long recognized as the upscale community for the Edmonton metropolitan area and the community of choice for new residents moving into the region.

The product support for the brand:

Known for its beautiful downtown gardens and public art, ongoing beautification efforts, the Botanic Gardens, the 4.5 hectare Enjoy Centre, located adjacent to the Lois Hole Centennial Provincial Park, St. Albert is Alberta's botanical arts city.

The opportunities:

With the botanical arts as a foundation, the city seeks to become the home for innovation and green living and sustainable development, attracting businesses involved in the design, manufacturing and distribution of environmentally conscious goods and services.

The reason to visit:

St. Albert is easily worth a special trip and an extended stay to learn the art of garden design, planting and pruning, outdoor living and how to effectively blend stewardship of the environment with industry and recreational living.

The Brand Slogan:

Cultivate Life

The brand slogan is a shorthand way of communicating the brand promise. The slogan often accompanies the logo in marketing materials.

Brand Key Message:

St. Albert is a community where people enjoy a lifestyle that focuses on the outdoors, re-growth, sustainability, creativity, health and well-being.

Short Version:

As Alberta's Botanical Arts City, St. Albert truly embodies a sustainable living philosophy. A community renowned for its botanical arts, its commitment to a green lifestyle and the cultivation of activities that provide for a well-rounded quality of life.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

N/A

IMPLICATIONS OF RECOMMENDATION(S)

Financial:

The budget allowance of \$10,000 will continue to be maintained in the Chief Administrator's Office to support initiatives that promote the Community Brand, in particular the Brand Slogan Cultivate Life.

Legal / Risk:

Current brand features two terms that are registered trade marks.

Program or Service:

The current brand is already infused throughout existing programs and services.

Organizational:

None

ALTERNATIVES AND IMPLICATIONS CONSIDERED

Developing a new brand from scratch, which would require significant commitment among staff, the expertise of an external vendor and extensive stakeholder engagement. The development of the current brand, for example, cost approximately \$135,000 over a five-year period (2008 to 2013).

Report Date: February 18, 2020

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