



## Legislation Text

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**File #:** AR-19-480, **Version:** 1

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**TAMRMS#:** B06

### **Time Extension Request - Brand Policy Biennial Review**

Presented by: Kevin Scoble, Chief Administrative Officer

### **RECOMMENDATION(S)**

That a deadline extension for the following item be approved:

Time Extension Request - Brand Policy Biennial review to be extended from the end of January 2020 to February 18, 2020.

### **REASON FOR TIME EXTENSION REQUEST**

Recently, Administration has heard from some stakeholders that The Botanical Arts City may no longer support the City's efforts to attract non-residential development or business investment in St. Albert.

A formal review of the brand policy is scheduled for 2021. Prior to the formal review, the brand policy is due to come back to Council on January 20, 2020 for Council Review. This provides a timely opportunity to discuss the future of the brand at the Council Strategic Planning Workshop January 16 & 17, 2020. At the workshop, Council will be reviewing the brand in relation to the economic direction of the City. This will inform the initial brand revisions for 2020, in advance of the formal review in 2021 to determine if the revised brand resonates with stakeholders.

Report Date: January 20, 2020

Author: Sharon Chapman

Department: Strategic Services and Information Technology

Deputy Chief Administrative Officer: Kerry Hilts

Chief Administrative Officer: Kevin Scoble