

## CITY OF ORILLIA

**TO:** Council Committee – February 2, 2015  
**FROM:** Branding and Wayfinding Project Team  
**DATE:** January 26, 2015  
**SUBJECT:** Branding/Wayfinding Project

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### **Recommended Motion**

THAT staff be directed to schedule a workshop for members of Council and the project team to be facilitated by the project consultants for the purpose of discussing and refining the brand framework options.

### **Purpose**

The purpose of this report is to provide options to Council regarding the next steps pertaining to the branding/wayfinding project.

### **Background and Key Facts**

A CIP memo was provided to Council on January 16, 2015 regarding the Report of Research and Consultation prepared by the project consultants, Argyle Communications. The CIP identified 10 ten key themes that emerged from the stakeholder and community consultations. These included:

- Water
- Sunshine
- Mariposa
- Innovation
- Cultural events, festivals and the arts
- Nature
- Recreation
- Heritage and history
- Location
- Lifestyle

Based on these key themes, the project consultants have developed three brand concepts for the City of Orillia;

- The creative sustainable city
- The lifestyle balance city
- Mariposa Sunshine

Once Council has determined the appropriate brand concept to move forward with, visual identity and tagline concepts will be developed to complement the brand strategy.

## **Options & Analysis**

### **Option 1– Recommended Option**

Council can direct staff to schedule a workshop with the project consultants to discuss the brand framework options in greater detail and allow Council and the staff project team to refine the chosen framework which would in turn be brought forward to Council Committee for approval before moving into development of a visual identity.

This option is recommended to move the project into the next stage of development. The three brand frameworks were developed as a result of feedback obtained through extensive public consultation. A workshop is recommended to ensure both Council and the staff team are able to discuss and refine the preferred framework and ensure the final concept is appropriate, achievable and reflects the community.

Should Council wish to seek further input from the public, Council could choose to direct staff to implement public consultation (through a survey) prior to the workshop so that this additional input could be considered during the refinement stage.

### **Option 2**

Council can approve one brand framework to be used in the next phase of the project. The project consultants and the City of Orillia project team would refine this framework and begin development of a subsequent visual identity.

This option would allow the branding to move into the visual design stage of the project, however, Council would not be involved in the refinement of the framework. This option is not recommended as staff feel the brand concept should be tied closely to the priorities and values of Council to ensure the framework is both realistic and achievable.

This option would not include further public consultation, as the project consultants have strongly suggested that any further public consultation should be included prior to the visual design stage to ensure feedback relates to the broader brand framework rather than individual artistic preferences.

### **Option 3**

Council can receive this report as information. This would suspend the branding & wayfinding project indefinitely and the contract with the project consultants would conclude. The City would be responsible for any further invoices that reflect the cost of work completed within the project budget.

This option is not recommended as the need for both a branding and wayfinding strategy has been identified through several recent studies including the Business Retention & Expansion Program, the First Impressions Community Exchange and the Downtown Tomorrow Plan.

## **Financial Impact**

A budget of \$65,000 has been allocated for development of a branding/wayfinding strategy. As of December 2014, a total cost of \$36,269.09 (includes non-refundable HST) has been incurred. The proposed workshop outlined within the recommended option would be accommodated within the existing project budget.

Should Council choose option 3, the contract with the project consultants would conclude. Consultants have invoiced the City for \$35,952.40 (includes non-refundable HST) for services up to and including December 2014. The City would be responsible for any further invoices that reflect the cost of work completed within the project budget.

## **Comments from Departments/Agencies**

No comments were solicited or obtained from any Department/Agency.

## **Comments from Committees**

No comments were solicited or obtained from any Committee.

## **Communications**

The Manager of Communications will continue to ensure updates on the project are communicated both internally and externally through existing communications channels.

## **Link to Strategic Plan**

This report relates to the goal of Supporting Business – improving Orillia's competitive position - identified in Council's Strategic Plan.

## **Conclusion**

This report is to provide options for Council to consider regarding the next steps in the branding/wayfinding project.

## **Schedules**

- Schedule "A" - Argyle Communications Presentation

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