

TOWNSHIP OF CHAMPLAIN

REPORT TO COUNCIL



COMMUNICATION AND COMMUNITY DEVELOPMENT REPORT NO. CCD2023-03

From: Zoe Fortin-Larocque, Communication and Community Development Specialist

Date: March 22 2023

Subject: Rebranding

Recommendation:

BE IT RESOLVED THAT Communication and Community Development Report No. CED-2023-03, dated March 22, 2023, regarding the rebranding to be received; and

BE IT FURTHER RESOLVED THAT Council approve Concept 4 as the new logo for Champlain Township as presented.

Background:

As part of its 2022-2026 strategic plan and to mark its 25th anniversary, the Township of Champlain is working with the consulting firm Cundari to develop a comprehensive brand marketing campaign to drive business attraction and retention, energize current residents, position the municipality as a desirable community for relocation, and to enhance general perception. The successful execution of this Project will create positive impressions of the Township to existing and prospective residents, businesses, visitors, and employees. Additionally, there is a growing demand for improved communication and engagement with residents, businesses, visitors and community stakeholders.

The Township is made up of 4 villages, each with its own strengths and communities. Residents identify more with the villages than with the Township of Champlain, and often, visitors and people who want to move to Champlain, do not even know that Vankleek Hill or L'Original is part of Champlain. Moreover, the current logo was done in a hurry, during the ice storm in 1998, by two administrators of the municipality who needed a letterhead. There was no consultation, research or meaning.

A new branding and marketing strategy will allow the Township to:

- Reposition itself throughout the municipalities of the CUPR to stand out and attract visitors and new entrepreneurs and residents.
- Standardize the branding, currently, there is no strategy, and Champlain does not seem to have a unified approach.
- Redesign the existing image which is now outdated.
- Unify the different wards through a modern, dynamic, open, sociable and positive image.

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Analysis:

It is through the image, the website, and the social networks, that people decide to move or open their business in Champlain. With remote and hybrid working, the call for rural areas for workers is growing, but it also makes all rural municipalities in Quebec and Ontario compete against each other.

The youth and future generations are very focused on quality of life, progress, technology, social networks, image, and sociability. It is important to demonstrate that Champlain Township is open to young families, that the community is sociable and dynamic through its events and its way of life, and that Champlain Township wants to move forward and grow. The message is conveyed through a marketing strategy and a modern and dynamic image. The new image should not represent what Champlain is now, but how Council wants Champlain to be seen and represented.

Desired Aspects of a Brand Image

- Versatility - should be able to be applied to different aspects and departments of the municipality, on public works trucks, on tax notices, through the library logo, at the beach, through the community center logo, on notices of council meetings, etc.
- Modern, simple and minimalist
- Unique and distinctive from other municipalities
- Timeless - the same logo should be seen in 25-50 years and not look outdated
- Represents sociability, dynamism, openness, and a willingness to move forward and grow

A simple, modern and versatile image is essential to adapt it to all our letters, and signs and to work with this image on a daily basis. Concept 4 is the branding that allows the most flexibility and represents the most dynamism, simplicity, modernity and versatility. The font is meant to be simple to demonstrate the sociability and openness of the Township. It is a font that speaks to multiple generations, compared to the oak leaf and three triangles fonts are meant to be more old-fashioned. Moreover, from an accessibility point of view, the simple and not bold font is much more readable and easy for people with visual and reading limitations. The three circles represent steps toward the future, the progression to the future and the multiple possibilities that are offered to our municipality. In addition, it is the only concept that allows us to integrate photos and convey the human aspect of our Township.

Financial Implications:

None

Options/Alternatives:

1. Approve Concept 4 as the new logo as presented.
2. Approved Concept 4 as the new logo with modifications.
3. Choose another concept as the new logo.

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Conclusion:

In the strategic plan, Council raised the desire to promote Champlain Township through clear and consistent messaging and positive reinforcement of Champlain's strengths and assets as a factor of attraction for residents, businesses and tourism, which included a new image and branding strategy. The selection of Concept 4 will allow the administration to represent the themes raised by the stakeholders in the various surveys, i.e. cultural crossroads, the nature of our nature, lifestyle vs. life stage, personal connectivity and unlocking access, which are directly related to the objectives of the strategic plan.

Respectfully submitted by,

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Communication and Community Development Specialist

Kevin Tessier
Acting Chief Administrative Officer/Treasurer