



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Dawn Hadre, Corporate Communication and Promotions Officer

Department: Administration

Date of Report: January 4, 2021

Report Number: CAO-C&P-01-2021

Subject: Extension of Town Branding

Recommendation

That the report of the Corporate Communication and Promotions Officer dated January 4, 2021 (CAO-C&P-01-2021) regarding the Extension of Town Branding be received.

Report

In June 2020, the Town was successful in a grant application in the amount of approximately \$112,000 through FedDev Ontario's Regional Relief and Recovery Funding (RRRF), administered through the Tourism Industry of Ontario (TIAO). This funding aims to support businesses across Canada in COVID-19 recovery at a hyper-local level (shop, buy, eat and stay local) to encourage residents to safely get out and explore their own community.

Administration saw this as an opportunity to plan ahead for the return of activities at the Vollmer Complex to encourage safe attendance at the facility, including sport tourism as teams return to play. Although much of the activities are on hold, administration is in the planning stages to consider what opportunities will be available in the coming months to reintroduce activities following the protocols of the Province of Ontario and the Windsor-Essex County Health Unit.

Looking ahead and working with the Culture and Recreation Department, it is important to consider the success of future events post-COVID. With this in mind, administration collaborated with Douglas Marketing Group (DMG) to create a new look and feel for LaSalle events that is consistent with current branding, while infusing new design elements with positive messaging that will become easily recognizable as a LaSalle event. The new look, along with messaging and precautions when needed, will help encourage the public to return to LaSalle events.

In addition, the Big Picture Landscape (BPL) was initially developed in consultation with DMG in 2016. It was launched with the Living LaSalle campaign, which showcased 25 recognizable community members to celebrate LaSalle's 25th anniversary. The BPL has provided the Town with an overall picture of communication and promotion materials. These new designs, including "welcome back" messaging, event promotion, LaSalle 30th anniversary logo and street pole banners, will be incorporated into a refreshed BPL. Following the concepts outlined in the BPL will bring Living LaSalle to the forefront of the Town's branding and communications.

Liz Farano, Vice President and Creative Director, and Amanda Iera, Account Executive, from Douglas Marketing Group will present the new designs.

Consultations

Patti Funaro, Director of Culture and Recreation

Financial Implications

All costs associated with this project are included in the FedDev Ontario's Regional Relief and Recovery Funding (RRRF).

Prepared By:



Corporate Communication and
Promotions Officer

Dawn Hadre, Corporate Communication and Promotions Officer

Link to Strategic Goals

	Enhancing organizational excellence
	Sustain strong public services and infrastructure
Yes	Strengthen the community's engagement with the Town
	Grow and diversify the local economy
	Build on our high-quality of life

Communications

	Not applicable
Yes	Website
Yes	Social Media
	News Release
	Local Newspaper
	Bids & Tenders
	Notification pursuant to the Planning Act

Notifications

Name	Address	Email

Report Approval Details

Document Title:	Extension of Town Branding .docx
Attachments:	
Final Approval Date:	Jan 5, 2021

This report and all of its attachments were approved and signed as outlined below:



Manager of Recreation and Culture

Patricia Funaro



Chief Administrative Officer

Joe Milicia