



**TOWN OF BLACKFALDS
REGULAR COUNCIL MEETING
COUNCIL REPORT**

MEETING DATE: June 23, 2020

ORIGINATED BY: Jennifer Hartigh, Economic Development Officer (EDO)

SUBJECT: Branding Update: Step 3 – Defining Blackfalds Desired Brand

BACKGROUND:

As outlined in the *Shaping Blackfalds Future: A Recommendation from the Brand Development Committee to Undertake Community Branding in 2020* report, following the completion of the brand audit and testing of the current logo, public input on the desired community brand was acquired.

This report addresses the processes undertaken in this step, the challenges faced, and highlights of the input attained from the “Define Blackfalds Desired Brand” surveys and focus groups, which have been analyzed by the Brand Development Committee. In combination with the contributions from community members and stakeholders in previous consultations since Spring 2019, this input will serve as the foundation of the Brand Direction and Story and provide guidance for the creation of visual element options for the new community brand.

DISCUSSION:

Communication on opportunities to provide input on desired community brand

The Define Blackfalds Desired Brand Survey was launched on March 2, 2020 and remained open until June 13, 2020. The survey was promoted and implemented through a wide variety of mediums, including:

- Brand Blackfalds web page – www.blackfalds.com/brandblackfalds
- Announcements in hard copy and electronic utility bills
- Abbey Centre and Talk of the Town electronic newsletters
- February 18, 2020 news release
- Numerous posts on Facebook and Twitter
- Email messages to all staff, Council, businesses, and municipal stakeholders
- Town booth at Red Deer Home Show (March 6-8, 2020)
- Two Public Open Houses at After the Grind, which were unfortunately cancelled owing to the onset of the Covid pandemic
- Mini focus groups held with Town boards / committees and community groups

Survey Methodology

The survey could be completed online, downloaded and printed from the branding web page, be acquired in hard copy from the Brand Committee members or supporting Economic Development or Marketing & Communications staff, or could be done via in person or phone interview.



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In total, 141 individual or small group responses to the Define the Desired Brand Survey were collected.

The survey participants were advised that their responses would be confidential, but that they could provide their contact information to enter the draw for a prize of a \$50 gift certificate to the Blackfalds business of their choosing. Three draws will be done and the winners will be announced in the near future.

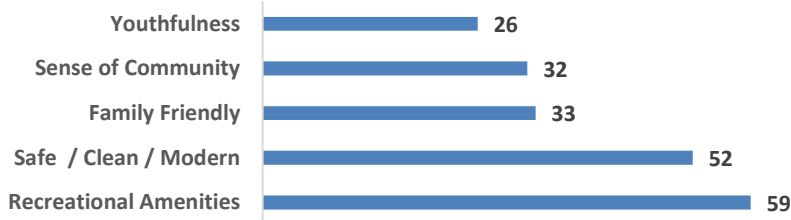
A wide section of the community was encouraged to complete the survey. Those who self-identified included representation from:

Residents	Municipal Vendors	Blackfalds Youth Crew	Library	Optimist Club
Town Boards & Committees	Local Business Owners & Employees	Firefighters Association	Youth	Town Council
Town Staff	Residential Developers	Historical Society	Chamber of Commerce	

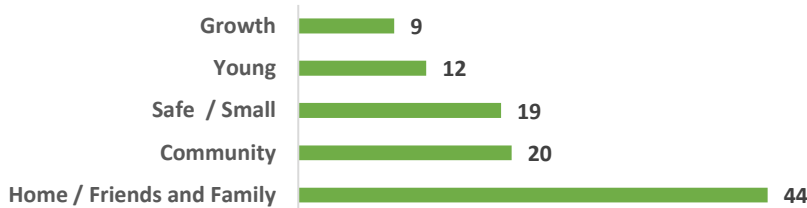
Highlights of Survey Responses

The following charts display the top themed groupings. Respondents provided multiple comments to the open-ended text questions, so one respondent's comments may be included in multiple categories. As a result, the numbers associated with the comments do not add up to the total number of respondents.

Question 1: What is your favorite thing about Blackfalds?



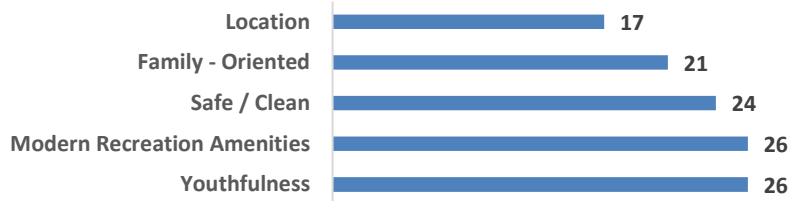
Question 2: What does Blackfalds mean to you?



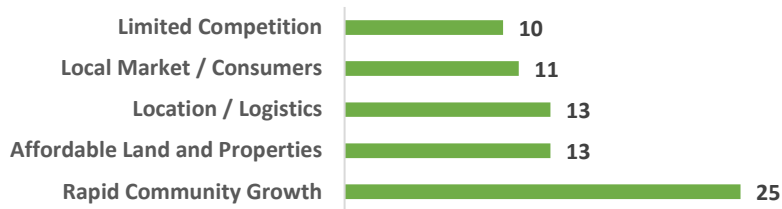


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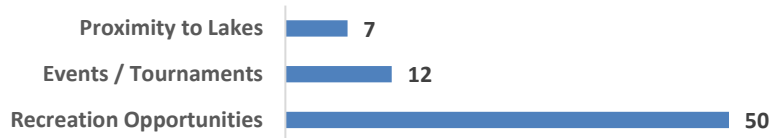
Question 3: What makes Blackfalds unique / sets it apart from other communities?



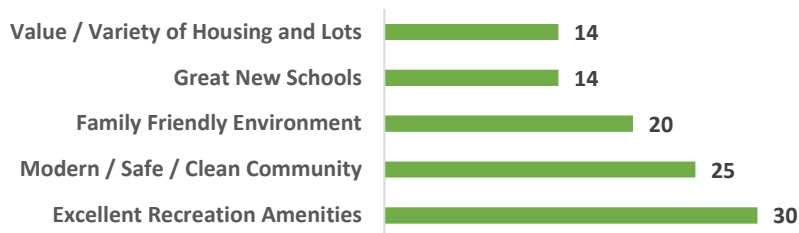
Question 4a: What does Blackfalds offer investors?



Question 4b: What does Blackfalds offer tourists?



Question 4c: What does Blackfalds offer prospective residents?



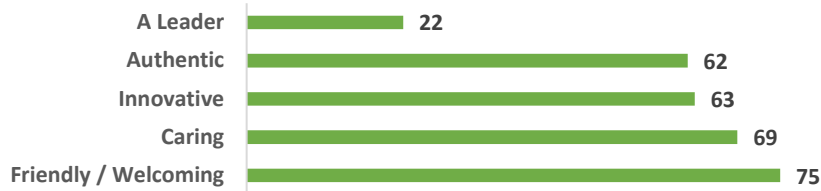
Question 5: If Blackfalds were a person, what would he / she be like?



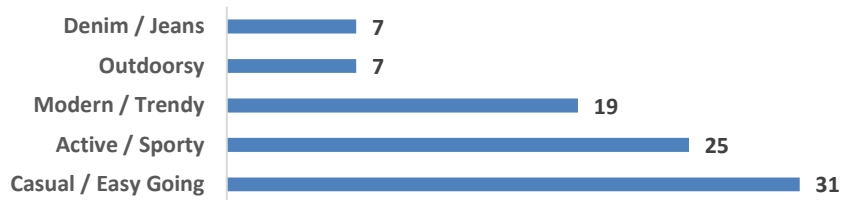


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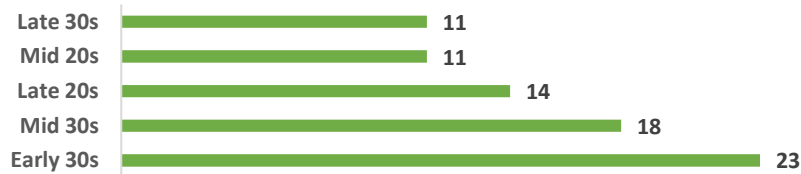
Question 6: What kind of person would you prefer Blackfalds to be like?



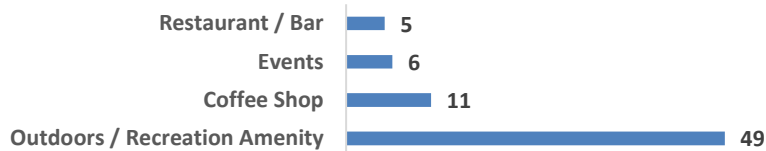
Question 7a: If Blackfalds were a person, what style would he / she have?



Question 7b: If Blackfalds were a person, what age would he / she be?



Question 7c: If Blackfalds were a person, where would he / she hang out?



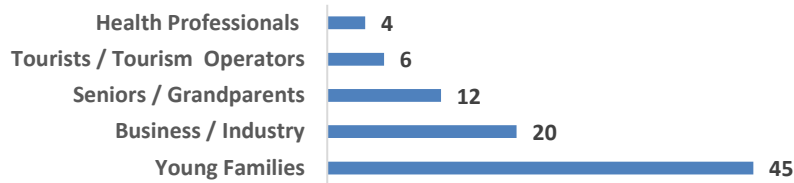
Question 8: What values would you like Blackfalds to have?





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Question 9: Which audiences should Blackfalds be trying to reach?



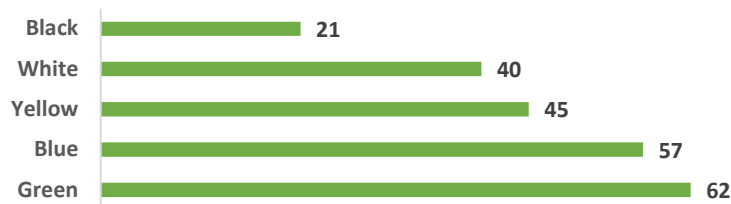
Question 10: What is Blackfalds currently known for?



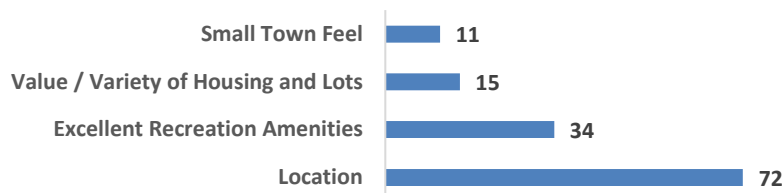
Question 11: What would you like Blackfalds to be known for?



Question 12: What colours best represent Blackfalds?



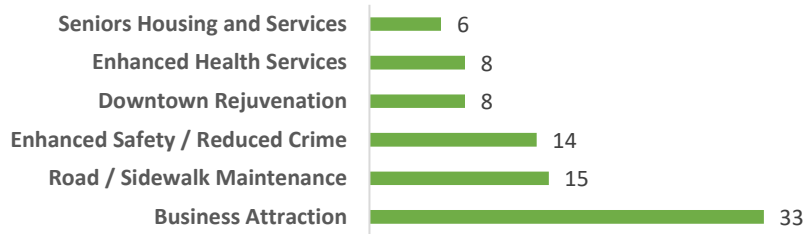
Question 13: What key advantages make Blackfalds an attractive location?





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Question 14: Which areas can Blackfalds focus on and improve?



Next Steps

The Brand Development Committee will review the Define the Desired Brand Survey results along with all of the additional input that has been collected since Spring 2019 at their meeting on June 22 and determine the Brand Direction. This may include identifying themes, key words, and phrases for a positioning statement, and developing the brand story that will guide the subsequent creation of visual element options.

Recognizing the budgetary impacts of the Covid pandemic, the BDC will be determining if much of the visual design work can be undertaken with in-house resources, which will significantly reduce the overall cost of the branding project.

It is anticipated that the visual element options will be prepared and be ready to present to the Brand Development Committee for approval by late July. The approved options will then be shared with the community and feedback on the preferred option will be collected and brought back to Council no later than September 2020.

FINANCIAL IMPLICATIONS:

Monies for the Community Branding Project were allocated in the 2020 capital budget. To date very minimal expense has been incurred beyond printing costs, meeting supplies and survey prizes, amounting to less than \$2,000.00.

Approvals:



CAO Myron Thompson



Department Director/Author