

# STAFF REPORT TO COUNCIL

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**DATE:** April 15, 2024

**TO:** MAYOR AND COUNCIL

**NAME AND TITLE:** Eric Depenau, Acting Director of Administrative Services

**SUBJECT:** City Brand Project

**ATTACHMENT(S):** Brand Presentation and Brand Guide

**RECOMMENDATION(S):**

That Council RECEIVES FOR INFORMATION the report dated April 15, 2024, from the Acting Director of Administration titled, "City Brand Project."

**PURPOSE:**

To provide Council with information regarding the City brand project undertaken by the communications division.

**BACKGROUND:**

The City of Prince George has a logo but does not have an identifiable brand.

Brands represent people's perceptions and feelings about a product, service or organization. The value of a strong brand is its power to capture consumer preference and loyalty. A community brand should say something about the community's lifestyle and the people.

A brand for our city is not just about who we are, but also who we want to be. It sets a tone, a look, and a direction for the city's communications and actions. The City's brand would be evident in visual things like buildings, art, park benches, bike racks, reports, websites, and signage, but it could also be apparent in the tone used in reports, the website, and even social media.

It was identified early on that there is also no personality or brand for our beloved mascot, Mr. PG. So finding that voice was also included in this project.

Through a community survey, social media conversations, and focus groups this project moved forward to identify who the community of Prince George is and who we want to be.

The community engagement for this project is as follows:

- Summer and fall of 2022 – finding our voice through:
  - Community survey – 822 responses
  - Social media posts and comments

- 12 Community workshops with key parties: local communications professionals, arts community, sports community, Prince George Tourism, Prince George Chamber of Commerce, PG Downtown Business Association, and City staff.

What we heard through this engagement is that Prince George is a gathering place of the north. We are not only the confluence of road, river, and rail but we are a gathering place because we are warm, welcoming, and friendly people – with a wicked sense of humour and adventure. If you embrace PG it will embrace you back. We are proud of who we are, and we don't apologize for that.

In the Fall of 2023, we began translating that voice into the words and images that tell our story. The City engaged Will Creative to develop the brand strategy (purpose, promise, and personality) for the City and for Mr. PG. An advisory committee was established to guide the process and ensure the brand development aligned with the voice our community identified. The advisory committee was comprised of representatives from: City staff in economic development and communications, arts community, Prince George Chamber of Commerce, PG Downtown Business Association, and Prince George Tourism.

Will Creative has provided a comprehensive brand strategy including a brand guide and necessary templates.

**STRATEGIC PRIORITIES:**

This project aligns with Council's strategic goals: Economic diversity and growth priorities and social health and well-being priorities. In addition, this project aligns with the economic development strategic plan goal number 5: Create, embrace, promote place.

**FINANCIAL CONSIDERATIONS:**

There are no financial considerations at this time. Should there be opportunities to highlight this brand on municipal infrastructure such as signage, those would come back to Council for approval at budget time for each individual project.

**RESPECTFULLY SUBMITTED:**

Eric Depenau, Acting Director of Administration

**PREPARED BY:** Julie Rogers, Communications Manager

**APPROVED:**

Walter Babicz, City Manager

Meeting Date: [Enter 2024/05/06]