BCHughes

Branding and Marketing Services

Timeline (updated due to Global Pandemic Crisis)

The following chart outlines a preliminary schedule for the project and details the timing of the tasks. The chart is organized in weekly intervals, with April 6, 2020 indicating the start date of the project. It was originally anticipated that the project will take 17 weeks to complete. Given the revised spring/summer timeline, possible vacation schedules of stakeholders and the current global pandemic, it may be necessary to extend the schedule by a couple of weeks.

We have reviewed the project tasks and have added our estimate of which tasks can be completed at this time. It is our estimate that the timeline of the project may require adjustment depending on the availability of stakeholders for interviews and workshop (the timeline has not been adjusted). The following symbols have been used in the first column of the chart to indicate our assessment.

✓ Task Completed
Y- Yes, task can still be completed
YM – Yes, however, task will be modified
N - No Task cannot be completed at this time

	Milestone	April				May				June					July			
		6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27
Step 1 Launch																		
✓	Kick off meeting held																	
✓	Goals & workplan finalized																	
✓	Contract signed																	
✓	Presentation to OSDIA Board (Feb 12)																	
YM virtual video launch	Presentation to OSDIA members																	
Step 2 Research																		
✓	Documentation reviewed																	
Y	Case studies summarized																	
Step 3 Site Visits																		
N however, consultants are local and are therefore familiar with the downtown	Site visits completed																	
Step 4 Stakeholder Consultation																		
YM- conference calls/zoom	One on one interviews completed																	
YM – virtual workshop	Workshop delivered																	

	Milestone	April				May				June					July			
		6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27
Step 1 Launch																		
Y	Community survey deployed																	
Y	OSDIA member survey deployed																	
Y	Stakeholder input key findings summarized																	
Step 5 Marketing Plan																		
YM – TBD, depending on virtual meeting and current stage of pandemic	Draft marketing plan delivered																	
Y	Final marketing plan delivered																	
Y	Marketing plan presented																	
Step 6 - Branding																		
Y	Research completed																	
Y	Draft brand story, promise & visual style provided																	
Y	Draft logo & tagline provided																	
Y	Draft brand deployment document provided																	
Y virtual	Final brand presented																	
Y Virtual	Training session held																	