

Staff Report

Report To: Owen Sound Downtown Improvement Area Board

Report From: Pamela Coulter, Director of Community Services

Meeting Date: February 12, 2020

Report Code: CS-20-014

Subject: 2020 Downtown Marketing & Branding Action Plan
Methodology

Recommendations:

That in consideration of Staff Report CS-20-014, respecting the 2020 Downtown Marketing & Branding Action Plan Methodology for the Owen Sound Downtown Improvement Area, that the Owen Sound Downtown Improvement Area Board receive the report and:

1. Identify whom from the Board would like to participate in the downtown site visit (date to be determined);
2. Identify whom should be interviewed as part of this process (Board and key downtown businesses);
3. Identify members of the Board whom will attend the half day marketing and branding workshop; and
4. Identify key downtown businesses to be invited (approximately 10-12 people) to the half day marketing and branding workshop.

Strategic Initiative:

1.4 Continue to promote the Downtown

3.1 Promote Owen Sound as Where You Want to Live

Background:

At its meeting on August 15, 2019, the Board gave direction to issue a Request for Proposals (RFP) to engage a consultant to undertake a Downtown

Marketing Action Plan and Branding for the OSDIA. Members Parsons, Furtner and Taylor were appointed to sit on a working group to evaluate the proposals together with two City staff under the guidance of the City's Manager of Purchasing, Risk & Asset Management.

At its meeting on November 13, 2019, the Board awarded the RFP to BC Hughes Inc., the highest scoring proponent at a cost of \$31,764 (including HST).

This is a joint initiative with both the City and DIA contributing half the cost of the project.

As per the RFP the following scope and deliverables were contemplated:

SCOPE OF WORK

The objective is to develop in consultation with the OSDIA Board and its members a practical and achievable marketing action-oriented strategy and rebranding for the downtown.

To achieve this objective, it is expected that the scope of work will include:

- 1. Review background information and materials including, but not limited to: the OSDIA 2017 Revitalization Study, the City's Strategic Plan, the City's Official Plan, the Downtown and Harbourfront Urban Design Master Plan, and the Agreement between the City and the OSDIA;*
- 2. Undertake a thorough in person on the ground tour of the OSDIA area;*
- 3. Meet with the OSDIA Board of Management and City staff;*
- 4. Develop and implement a member & public engagement strategy;*
- 5. Develop a rebranding strategy for the OSDIA;*
- 6. Develop a downtown action and marketing plan that is practical and achievable;*
- 7. Present the rebranding and the action plan to the OSDIA Management Board for approval.*

DELIVERABLES

A comprehensive Marketing action Strategy and Rebranding plan, including but not limited to:

- ⑩ A new brand, including logo and tagline, and recommendations to implement the brand;*
- ⑩ Strategies and recommendations on how, when and where to promote the downtown to the community and broader retail market service area;*
- ⑩ Strategies and recommendations on how best to utilize the annual marketing budget;*
- ⑩ Digital files of all artwork with copyright ownership;*
- ⑩ Training workshop with City staff on marketing plan and logo use;*
- ⑩ Targets or outcomes to be able to determine the success of the rebranding and marketing strategy.*

Analysis:

The project structure as proposed by BC Hughes includes:

- i. Research
- ii. 6 site visits (one with staff, one with the OSDIA Board and 4 others)
- iii. Stakeholder consultation – interviews, workshop and 2 online surveys
- iv. Marketing report – draft
- v. Re-branding concepts – which includes the development of a creative brand story, brand promise and visual style which will define the creative direction

The BC Hughes team will be attending the meeting on February 12th to provide additional detail in each of these areas.

City staff have had a very preliminary meeting with the BC Hughes team and have transferred the background information that will in part, inform the research phase of the project.

Public and Stakeholder Consultation

Apart from the actual deliverables, the most important project element is the public and stakeholder consultation. There are many times throughout the project where the OSDIA Board and Members as well as the public have opportunity for input.

Based on the approach of BC Hughes, assistance and input from the Board is requested regarding:

- Site visits (tour of the downtown). One of the site visits is to be with the membership of the Board.

If a quorum of the Board members wish to attend, this will need to be held as a “special meeting” of the Board with 48 hours’ notice and a published agenda, minutes, etc.

The Board is requested to identify who from the Board would like to participate in the downtown site visit. (A date will be established at the meeting with the Board on February 12th).

- One on one interviews with OSDIA Board members and City staff (up to 15, mix of in person and telephone)

The Board is requested to identify who should be interviewed as part of this process.

- One half day marketing and branding workshop to be held with the OSDIA Board, City staff and select key downtown business owners (up to 20 participants)

If a quorum of the Board is to attend this workshop, this will need to be held as a “special meeting” of the Board with 48 hours’ notice and a published agenda, minutes, etc.

The Board is requested to identify:

Members of the Board who will attend the half-day marketing and branding workshop.

Identify key downtown businesses to be invited (approximately 10 – 12 people depending on number of board members attending) to be invited to the half day marketing and branding workshop.

- An online community survey
- An online survey for the OSDIA members

These survey tools will be on the DIA and City websites and the surveys will be promoted at key times during the project through media release, social media and emails to the membership.

- A project introduction at the May 7th Spring Celebration.

BC Hughes staff will attend the spring celebration and give a very brief project introduction and hopefully generate some buzz and excitement about the project.

DIA & City Website and Social Media

A new webpage has been created to provide project information and a continuous interface with the public. This will be found on the City main page as a tile and also on the DIA main page.

The page will have reports, background, project information, links to surveys, as well as information on upcoming important dates and contact information.

Facebook, Instagram and Twitter will be used to announce the launch and share the online surveys as well as information regarding future public engagement.

THE DOWNTOWN COMEBACK

Marketing & Branding

Action Plan

The Owen Sound Downtown Improvement Area Board of Management (DIA) and the City have partnered on a very important next step toward the continued revitalization of the downtown core.

This project is much more than creating a pretty logo or slick tagline. It's about helping to bring everyone together, on the same page, under the same umbrella, to rally, and define the future identity of the downtown. It's about understanding what it has been, where it is today and what it will be tomorrow.

PROJECT OUTCOMES

1. REFINED DOWNTOWN IDENTITY THAT CAPTURES THE STORY AND RALLIES PEOPLE TOGETHER.
2. A MARKETING PLAN TO TELL THAT STORY.

PROJECT TIMELINE

APRIL-SEPTEMBER



YOUR HELP

WATCH FOR A COMMUNITY SURVEY ON THE WEBSITE BELOW

More Details?

Watch our social media channels or www.owensound.ca/downtowncomeback
Or contact Pamela Coulter, pcoulter@owensound.ca 519.376.4440 x 1252.

The Fine Print

*Downtowns are re-emerging as the defining community hubs they were always meant to be. Yes, there are challenges here, there always will be, but this is about moving forward, creating solutions to those challenges, embracing opportunities and having everyone be super proud of their downtown. Let's do this together.



