



Report

**City of Merritt
REGULAR Council Meeting
November 26, 2019**

File Number: 0300

To: Scott Hildebrand, Chief Administrative Officer
From: Will George, Economic Development & Tourism Manager
Date: November 22, 2019
Subject: City of Merritt Logo and Rebranding

RECOMMENDATION:

THAT Council; direct staff to explore options for rebranding the City of Merritt and provide logo redesign options. This would include logo options for Council to consider and community consultation.

Background:

City of Merritt Council have identified to staff there is a desire to revisit the branding and logo design for the City of Merritt. Rebranding was briefly discussed during the November 5, 2019 Committee of the Whole meeting on "Tourism Marketing and the Municipal Regional District Tax" and during the October 29, 2019 Committee of the Whole meeting on "Marketing and Communications".

Staff is seeking Council direction on the desire to rebrand and explore options to change the City of Merritt logo. City of Merritt Special Project Coordinator, Steven Bauwens, has prepared material for Council to review and provide feedback.

Options / discussion

1. That Council direct staff to explore options for rebranding the City of Merritt and provide logo redesign options. This would include logo options for Council to consider and community consultation.
2. That Council adopts the proposed 2019 City of Merritt logo as per the presentation and implement the logo on all City of Merritt material effective immediately.
3. That Council takes this report for information and continues to use the current City of Merritt logo and tagline of “Country Music Capital of Canada”.

Financial / Risk Implications:

Financial considerations for Council to assess include staff time, consultant fees, community consultation costs (i.e. Open Houses, survey and public engagement practices) and implementation to transition the new logo onto City material. If Council desires staff could provide a follow up detailed report to Council on these potential costs.

Strategic Plan Reference:

The below tourism tactics are in the NOW section of Council’s Strategic Priorities:

- #3. Economic Development Strategy: Review / Direction

The below tourism items are in the NEXT section of Council’s Strategic Priorities:

- Communication Strategic Plan: Framework
- Official Community Plan Review: Terms of Ref.
- Marketing Strategy: Review

City of Merritt Strategic Plans relating to Tourism includes:

- Tourism Plan for Merritt/Nicola Valley, BC - 2013/14
- City of Merritt Economic Development Action Plan- 2014/2015
- City of Merritt Official Community Plan
- Merritt Tourism Inventory Asset Inventory - 2018
- City of Merritt Parks, Recreation & Culture Master Plan – 2017

Others Consulted:

- Steven Bauwens, City of Merritt Special Project Coordinator

Respectfully submitted,

Will George

Economic Development, Communications and Tourism Manager