

Subject: Tourism Branding Project

Department: Corporate Services

Division: Economic Development

Report #: CMS-2021-024

Meeting Date: 2021-11-08

Recommendations

That report CMS-2021-024, dated November 8, 2021 regarding the Tourism Brand Project be received;

And that the new tourism brand and associated guidelines developed for Orangeville by Aubs & Mugg Inc. be adopted;

And that staff be directed to trademark and utilize the new tourism brand to promote Orangeville as a tourism destination.

Background and Analysis

As part of the 2021 capital budgeting process, Council approved up to \$20,000 for the development of a new tourism brand for Orangeville. The completion of a destination branding exercise was identified as a priority action in the Tourism Strategy and Action Plan adopted in January 2021. The objective of the branding project was to define and build a tourism brand that could provide a consistent and authentic portrayal of the community while supporting the Town's development as a destination.

An effective brand can have many roles. It can unify messaging to attract targeted visitors and new investment to the Town while also promoting civic pride by residents. Branding helps the municipality to appeal to the right audiences and leave a lasting impression. As a first step in implementing the Tourism Strategy, a tourism brand for Orangeville is required to position the Town as a destination, act as a platform to present the Town's many tourism-related activities and attractions and reflect the genuine spirit and experience of Orangeville.

In April 2021, Aubs & Mugg Inc., a design agency specializing in Economic Development initiatives, was hired to develop a comprehensive tourism brand strategy for Orangeville.

The project consisted of four phases. The first phase – Planning & Discovery – included a review of relevant reports and background information and an analysis of current tourism assets and comparative destinations. Community engagement was an important part of this phase and helped to define perceptions of the existing tourism landscape and determine expectations and ideas for new creative materials. One-to-one interviews and group discussions were conducted with key stakeholders and a public survey gathered input from 131 respondents.

Using information and insights from the first phase, the second phase of the project focused on developing foundational guiding principles and narratives for the brand with the goal of providing direction and consistency when communicating the brand to diverse audiences across multiple platforms.

Three principles and accompanying narratives were established to define the tourism experience in Orangeville:

Hand-crafted Hospitality – Hand-carved tree sculptures adorn the streetscapes while detailed millwork dresses the buildings. Delicious dishes are carefully prepared by local restaurateurs and powerful performances are given by artists of every kind. In Orangeville, every experience is crafted and infused with the welcoming spirit of those who call this town home.

Textured Experiences – Historic streetscapes, lush landscapes, and an entrepreneurial spirit combine to provide a dynamic and varied environment for guests of Orangeville. The collection of sights, sounds and tastes intrigue the senses, provide texture, and ensure every experience – big or small - is one to remember.

Grounded and Unbounded – In Orangeville, a backdrop grounded in tradition provides a compelling foundation for modern activities. First-rate cuisine, engaging events, and contemporary artistic and cultural experiences are supported by delightful moments of heritage and storytelling. Orangeville is grounded and dedicated to preserving its welcoming environment – and unbounded by the opportunities and experiences its people and places provide.

With these principles defined, the third phase of design and refinement began. Multiple logo concepts were presented and then enhanced alongside options for colours, typography, language, and imagery. The final brand – “Love, Orangeville” – was selected for its potential to create real conversations between Orangeville’s visitors and its shopkeepers, restaurateurs, artists, performers, volunteers, and community. The tourism experience is hand-crafted by the people of Orangeville and this brand represents the Town’s genuine intention to provide visitors with a distinctly Orangeville experience: human, friendly, sincere, and filled with heart.

To verify the brand’s effectiveness, it was presented to a group of key stakeholders representing all sectors of tourism in Orangeville. The response was

positive with all participants indicating approval of the brand. The brand was also tested with an external group of survey respondents. Twenty-four respondents with diverse backgrounds were carefully selected to review promotional materials using the new brand. Twelve were familiar with Orangeville, twelve were not, and all were from the GTA. All but one respondent indicated that the materials would convince them to visit Orangeville as a tourist. The brand evoked descriptions of Orangeville as charming, friendly, and authentic. These findings demonstrate that the new brand provides a successful foundation to present Orangeville as a destination.

Next Steps and Implementation

With the adoption of “Love, Orangeville,” the branding project will move to the fourth and final phase – Execution. The brand will be carefully communicated, launched, and applied across existing and new promotional channels.

Training will be conducted with local stakeholders such as the staff at the Visitor Information Centre to provide additional context and clarity around the new brand. Communication with key partners will also be completed to rally community support of the new brand.

The brand will be launched in December 2021 concurrently with updates to online assets that include the tourism-related webpages and tourism-oriented social media accounts. A new microsite – loveorangeville.ca - is scheduled to go live in early 2022 and will be designed specifically to communicate the brand. Staff will also work to ensure that all promotional materials such as the Visitor Guide, print ads, and social media ads incorporate the new brand. The brand will be the foundation for all communications and promotions related to tourism in Orangeville and will help attract new visitors and engage the community as we continue to establish Orangeville as a tourism destination.

Strategic Alignment

Orangeville Forward – Strategic Plan

Priority Area: Economic Vitality

Objective: Stimulate tourism and cultural development

Sustainable Neighbourhood Action Plan

Theme: Economic Development and Culture

Strategy: Further establish Orangeville’s identity through the preservation and expansion of tourism, culture and heritage

Notice Provisions

N/A

Financial Impact

None at this time. Total project costs were completed on time and under the allotted capital budget of \$20,000.

Respectfully submitted

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Attachment(s): None