

# The Corporation of the Town of Orangeville

## Report to Library Board



**To:** Chair and Members of the Board

**From:** Darla Fraser, Chief Executive Officer

**Date:** February 23, 2022

**Report:** #22-01

**Subject:** Orangeville Public Library Long-term Business and Branding Strategy

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### **Recommendation:**

**That the board receive the Orangeville Public Library Long-term Business and Branding Strategy dated February 2022 prepared by Key Gordon / TCI Consultants;**

**And that the board establish a steering committee to consider the findings and develop an implementation plan.**

### **Background:**

In the summer of 2020, the Recreation and Parks Master Plan 2020-2030 prompted a community discussion and feedback on the Mill Street library building. This triggered a response from the library board that resulted in the development of a plan to consider the future of the library. The following motion was approved at the July 22, 2020 special meeting of the board:

#### Long-term Vision

The board is committed to a long-term vision that continues to include a presence of the Orangeville Public Library at the Mill Street location in downtown Orangeville.

The board continues to be committed to a long-term vision that may involve an expanded Orangeville Public Library at the Alder Street Recreational Centre depending on acquiring capital funding.

The board is of the view that both 'a' and 'b' above are realistic and consistent with the view of servicing residents both now and over the next 10 years.

The board welcomes input from patrons and residents and looks forward to providing further input to council for its consideration.

Recognizing that the board lacked input from patrons and residents, a capital budget request was submitted to engage a consultant to assist the board in understanding the community's unique needs and priorities.

As part of the 2021 budget, council supported the library board's request for a third party to conduct research to support the [Board] Town in its development of a long-term Library business and branding strategy.

Ultimately the [Board] Town sought to determine:

What would the library have to do to meet its current and future needs and be considered a best-in-class library moving forward for the Town of Orangeville with a population catchment area of an estimated 36,000 residents by 2035.

New logo and tagline complete with branding guidelines and standards (with full use rights for the library).

To help develop these deliverables, the firm of Key Gordon (assisted by TCI Management Consultants and Beth Ross Associates) was retained in May 2021.

The library embarked multi-media promotional campaign raising awareness and encouraging participation in surveys and interviews throughout the summer 2021. Efforts, although hindered by COVID restrictions, proved successful as the community provided a clear and strong response.

A steering committee (according to the contract/town procurement requirements) was established, and a number of meetings were held over the course of the project.

Community response to the engagement opportunities presented by the consultants was strong when gathered six months ago; it is incumbent on the board to act quickly.

The board may consider establishing a steering committee to consider the findings and develop an implementation plan. The working group could include representation from both the board and staff.

**Financial Impact:**

Potential financial impact to be determined through the implementation plan and would be subject to board and council approval.

Prepared and respectfully submitted by,  
Darla Fraser,  
Chief Executive Officer