

**Committee of the Whole Meeting  
December 15, 2015  
Speaking Notes  
Gordon Ganong-Chair  
BIM Economic Development Committee (EDC)**

Good Morning Mayor and Councillors

Thank you for having us here today

Today your Economic Development Committee is here to update you on the progress it has made on the Branding Initiative and request endorsement of the timelines of its activities going forward. We shall present our focus on what Community/Place Branding is, present the results of the recent Resident Survey, present work done to date and timelines for work to be completed and request your endorsement of the timelines going forward. We recognize this is a Committee of the Whole and therefore would be looking for that endorsement at a Regular Council Meeting early in January.

We have a number of presentations and ask if you could hold your questions and comments until the end of each of the presentations.

First, I would like to acknowledge members of the EDC team. Here with us today are Jacqueline Massey, Edward Wachtman, Sheree Johnson, John Parker and Murray Atherton. Also joining us is Owen Plowman a member of the Branding Working Group.

The make up is not just EDC members. When forming its Branding Working Group, EDC reached out to the broader community to provide a more diverse perspective. They include; Owen Plowman, Chair of the Conservancy, Jan Stevens, Chair and founder of the Bowen Accommodation Association, David Shadbolt, Past Chair of Bowen Tourism and highly involved in the Wellness Sector and Chris Staples, Founding Partner of Rethink Canada. In addition, Ron Woodall has been a Special Advisor to EDC.

Input on the team include; commuters, retail, the Arts, young families, retirees, education, researchers, marketers, home based business, nature, tourism and wellness -all working together as a team to move this initiative forward. Its tentacles spread wide throughout the Community. And 9 of the 11 members of EDC have been appointed by this Council.

EDC, and I personally, have been working on the Branding Initiative for three (3) years. Its beginning was part of the EDC Action Plan 2014-2015. A modest budget was awarded to the Committee with the understanding that the Committee would need to reach out to the Community going forward. Consultation with other BC communities that had undertaken Branding took place. EDC then issued an Expression of Interest for a Branding facilitator sending it to the individuals and organizations recommended by these other BC communities and advertising the same on Island. 34 submissions were received and 9 were shortlisted for when the time came that the funds were available to issue an RFP. The learnings were significant. To do it right, professional research and professional Branding facilitation was required and the cost could reach \$100,000 prior to implementation. Daunting to say the least!!!

An Island company, Storytellings, came to the table and offered the research portion, pro bono. A company that specialized in Branding Research globally, for the likes of Boeing, Ford, Proctor and Gamble & TD. The two partners have since been appointed to EDC-Edward & Sheree. Next a fundraising campaign was initiated that sought out both cash and further in-kind donations. The community came to the table, with donations, from retail, development, accommodation, real estate and individuals, but none greater than the very generous donation by Bowen Islander, Chris Staples. Chris volunteered his company Rethink's expertise and resources to articulate the Bowen Island Brand. It is premier award winning creative Canadian company. Clients like the Banff Center, Coors, Canadian & Rickard's beer, A&W, Earl's and Coast Capital Savings, He has developed a team of his employees to interact with us-all on a pro-bono basis. EDC has formed a small Steering group to interact with Chris's team and work has already commenced.

In short, the in-kind and cash value coming from the Community is approximately \$90,000!! This is \$90K that has been pledged and donated to the Municipality of Bowen Island by Bowen Islander's, entrusted to the EDC for the Branding Initiative. It is also comforting to have the Municipality's carry-forward from 2014-15 to assist in the implementation stage.

The Bowen Branding process includes three sets of research, Visitors, Residents and Business. The Visitors was completed in 2014, the Residents, will be presented to you today. The Business will be completed and ready for presentation in February. Once all the research is completed, it will be provided to Chris's team at Rethink to develop and articulate Bowen's Community/Place Brand. The Promise, the Visual and any tag lines will be based upon the research EDC has conducted.

Now I would like to pass over to Jacqueline, EDC's Vice Chair to talk about Branding itself.

## **WRAP UP**

You have now heard about the history, the concept, the research, and the moving forward plan. All the pieces are in place to articulate Bowen Island's Community Brand-The people, the resources and the plan. Now, real resources and billable dollars will be expended by our partner and EDC now asks Council, at their next Regular meeting, to endorse the timelines for the plan John has just outlined.

Thank you.