

COUNCIL REPORT

To: Mayor and Council

From: Administration

Date: November 12, 2024

Subject: New Shop Local Branding

RECOMMENDATION:

THAT Council receives this report for information.

BACKGROUND:

In response to the council resolution on December 4, 2023, supporting the Northern Development Initiative Trust (NDIT) and South Peace Mackenzie Trust (SPMT) grant applications for a new Shop Local Program, a branding package has been developed for Mackenzie's new shop local program. This initiative aligns with our broader economic development strategy, aiming to promote local businesses, foster community pride, and strengthen Mackenzie's economy through encouraging residents to shop locally.

A survey conducted in 2023 with 17 business owners, along with insights from the Mackenzie Chamber of Commerce and other communities, helped gather feedback highlighting what business owners want in a Shop Local program. Social media marketing emerged as the most valued support, while an online webpage and professional photography services placed last.

Survey Question

Rank the Love Mackenzie program services from the most beneficial to the least beneficial for your business. (1=Most Beneficial, 5=Least Beneficial)

- Social Media Marketing/Sharing scored 2.19
- Creative Marketing scored 2.73
- Professional Business Write-Up scored 3.19
- Professional Photography Session scored 3.25
- Online Webpage scored 3.47

Business owners emphasized a strong desire for enhanced marketing efforts to boost visibility, alongside educational programs to raise community awareness about the importance of supporting local businesses. Based on this feedback, Mackenzie's shop-local program



underwent a rebrand with a new name, logo, tagline, and style guide to better reflect the community's unique character and the District's brand identity.

Branding Package Overview

The branding package was developed to provide a cohesive, visually appealing identity that resonates with Mackenzie's unique character and captures the spirit of our local businesses. Below are the key components:

Logo and Visual Identity

- **Theme:** *Explore Mackenzie* is designed to encourage discovering the best of our town—its natural beauty, unique shops, and local gems. The brand promotes a small-town, outdoor, and eco-friendly vibe, making it inviting for both locals and visitors to explore and engage with the community. It balances exploration with a strong call to support local businesses.
- **Logo Concept:** The logo features a modern, clean design that reflects both the natural beauty of Mackenzie and its vibrant, resilient business community. The design incorporates symbolic elements that represent our local landscape and community identity.
- **Color Scheme:** The colors within the brand align with Mackenzie's broader branding, creating unity between these two distinct identities.

Tagline

- *"Explore More, Support Local"*: This tagline encourages both discovery of local areas (promoting adventure) and support for local businesses, tying in the themes of community growth and sustainability.

Hashtag

- **#ExploreMackenzie:** This call-to-action hashtag fosters social media engagement and links the campaign's online and offline branding. Social media campaigns featuring #ExploreMackenzie will invite community participation, encouraging people to share their discoveries—whether it's a cozy coffee shop, a local boutique, or a scenic hiking trail.

Next Steps

The current Love Mackenzie website will go offline on December 31, 2024. Moving forward, staff will concentrate their efforts on social media marketing and educational initiatives to strengthen community support for local businesses. Additionally, we will explore other avenues, like Google my Business training to promote and uplift our local business community, ensuring their continued visibility and growth.



In alignment with Plaid Friday on November 29, 2024, we will begin rolling out the branding package. A booth will be set up at the Plaid Friday market in the mall on November 29th to promote the brand and provide residents with information on the shop local program.

COUNCIL PRIORITIES:

Economic Vitality

- The District is a leader on efforts aimed at diversifying the community's economy, supporting local businesses, and attracting new investment to the community. Diversification, a strong business sector and new investment are key to our economic vitality.

RESPECTFULLY SUBMITTED:

Rachelle Richman, Economic Development Coordinator

Reviewed By: Corporate and Financial Services

Approved By: Chief Administrative Officer