

BRANDING COMMITTEE PLAN

after April 11, 2016 meeting

Summary of the Steps used to arrive at a Plan:

Step 1: Mission, Vision, Guiding Principles

Step 2: Where are we now? SWOT analysis (Strengths, Weaknesses, Opportunities & Threats)

Step 3: Where do we want to go? Identify goals for the future.

Step 4: How do we get there? Series of objectives to achieve each goal

Step 5: Monitoring

Step 1:

MISSION

The Calling Lakes District Planning Commission Branding Committee is a volunteer group dedicated to promoting a thriving economic environment that attracts tourism growth and business investment for the community and its visitors in the Valley of Festivals.

VISION

The Calling Lakes District will become Saskatchewan's premiere destination known far and wide as the Valley of Festivals, an experience where a spirit of goodwill and cooperation highlight Nature's beauty, First Nations culture, arts and recreation.

GUIDING PRINCIPLES

To realize our mission and vision, we will follow these guiding principles:

accountability

diversity

open-mindedness/openness

adaptability

engagement of stakeholders

respectfulness

collaboration

inclusion

transparency

consistency

innovation, creativeness

co-operation

integrity

Step 2: Where are we NOW?

STRENGTHS - INTERNAL <ul style="list-style-type: none"> ➤ What do we do well? ➤ What unique resources can we draw on? ➤ What do others see as our strengths? 	WEAKNESSES - INTERNAL <ul style="list-style-type: none"> ➤ What could we improve? ➤ Where do we have fewer resources than others? ➤ What are others likely to see as weaknesses?
<ul style="list-style-type: none"> • support from Calling Lakes District Planning Commission & the Public • 4 Lakes, recreational activities, scenery, landscape • 10 plus festivals already • history • location (close to a large market of people) • cultural diversity • facilities • Winter Festival Website • ANHH (All Nations Healing Hospital) • Treaty 4 Grounds • Arts Community • Lion's Club • 6 communities, 8 First Nations Bands 	<ul style="list-style-type: none"> • history (crime?) • location (close to city for non-local shopping) • lack of after hour opportunities of things to do • infrastructure • restaurants • community representation lacking on committee • no coordinator or manager to help with the work • no money • no quality accommodations • lack of participation on committee so far by Katepwa, Lebret, Fort San, Lipton & B-Say-Tah • empty businesses • lack of signage • lack of free Wi-Fi • Tourist Information has to be up-to-date and professional looking • community engagement • trails that we have are not advertised properly

OPPORTUNITIES - EXTERNAL <ul style="list-style-type: none"> ➤ What opportunities are open to us? ➤ What trends could we take advantage of? ➤ How can we turn our strengths into opportunities? 	Threats/CHALLENGES - EXTERNAL <ul style="list-style-type: none"> ➤ What threats could harm us? ➤ What is our competition doing? ➤ What threats do our weaknesses expose us to?
<ul style="list-style-type: none"> • First Nations population • improve Fort rink • facilities exist for new businesses • trails (other communities have sponsors to help develop) • Main Street - filling & beautification • Photo Clubs • Current Federal Government • fishing • funding opportunities (example: Conexus) • New Canadians & First Nations • history markers • summer students available to do projects • young families looking for family friendly events and activities • facilities • outdoor enthusiasts (very trendy) • signage • business & service group support of the Branding effort • benches • room for expansion 	<ul style="list-style-type: none"> • water quality • lack of budget \$ • Municipal politics • First Nations politics • diverse population • volunteer base

Step 3: Where do we want to go? Identify:

Goals and Objectives for the future (this year, next year and 5 years down the road).
Must be Specific, Measurable, Attainable, Relevant, Time bound.

Goal #1: To establish a Branding Committee which has a clearly defined structure and operating guidelines, and is economically sustainable.

Goal #2: To achieve and promote brand recognition (the brand = Calling Lakes District (CLD) Valley of Festivals) by residents & tourists (**According to Roger Brooks, "The goal of any branding effort is to get everyone you can on the same page and pulling in the same direction."**)

Goal #3: To facilitate the development of a variety of products to support the brand. (**"Branding without product will end up in failure. Product sells itself"., R. Brooks, p. 9)**

Goal #4: To develop a Marketing Plan

Step 4: How do we get there?

Series of Objectives to achieve each goal

Action Plans – What, who, when, resources required

This Year: 2016 - Branding Development & Leadership

Goal #1: To establish a Branding Committee that has a clearly defined structure and operating guidelines, and is economically sustainable.

Objectives:	Actions Required	Who is going to do it?	By when?	Resources Required and where we will get them	Outcomes
<p>1. To clarify the organizational structure and operation of the Branding Committee.</p>	<p>Answer the questions:</p> <ul style="list-style-type: none"> ○ who needs to be on the committee (according to Roger Brooks "the business community must take the lead. Local gov'ts are there to assist, where possible") ○ who does the committee report to and how often ○ how often are the meetings (need to be regular?) ○ do we have a Chair Person, secretary- to be set at May 10 meeting; treasurer – Administrator of the RM ○ make decisions by consensus or motions <p>Assemble answers into a Terms of Reference for the Committee Records and run by the group.</p> <p>Secretary will keep ongoing notes of the meeting with updates to this</p>	<p>The committee will make these decisions</p> <p>-Julie will ask Betty M. from the Golf Course</p> <p>-Ken will ask owner of Route 56 at Lebret</p> <p>-Larry S will ask Brenda Helfrick</p> <p>Julie and Angela</p>	<p>On April 11</p> <p>By next mtg</p> <p>By next meeting</p>		<p>Answers:</p> <ul style="list-style-type: none"> ○ more business ppl from the other communities ○ Chair of the Branding Committee reports to every CLPDC mtg ○ the second Tuesday of every month at 6:30 pm ○ Yes, we need a secretary to be determined at the May 10/16 mtg; treasurer will be the Administrator of the RM ○ make decisions by consensus except when money is involved

	chart.				
2.To obtain seed money to start branding promotion	Identify potential funding sources -Conexus..... -Chamber..... -CIBC..... -Peace Hills Trust..... -Gaming \$..... External funding will be the responsibility of a staff person when hired	Group Ken Michelle, Larry Ken Larry Ken & Gail	April 11 By May 10		
3. Other funding sources	Attach a marketing fee to products which goes back to Branding Initiative (Roger Brooks)	Businesses			

Goal #2: To achieve brand recognition (the brand = Calling Lakes District (CLD) Valley of Festivals) by residents & tourists (According to Roger Brooks, "The goal of any branding effort is to get everyone you can on the same page and pulling in the same direction.")

Objectives:	Actions Required	Who is going to do it?	By when?	Resources Required and where are we getting them	Outcomes
To have consistency and continuity of the brand within the Calling Lakes District	-Write a brand Style Guide - for all organizations - who are they? (all members of CLDPC, all businesses, First Nations, & membership orgs like Lions, Legion, MSAF, Winter Festival....)	Sharon	Draft ready by May 10 meeting		

To promote brand recognition in our marketing area	Example: produce & distribute business cards, book marks, placemats, to (name specific places where they will be placed)				
Identify and "create buy-in opportunities" with partners and stakeholders who can promote the brand (see p.20 in Roger Brooks)	Example: p. 16 of April 1 TIMES - way to go Sharon! Can the Museum put the Valley of Festivals logo on their calendar next year?				

Goal #3: To facilitate the development of a variety of products to support the brand. ("Branding without product will end up in failure. Product sells itself"., R. Brooks, p. 9)

Objectives:	Actions Required	Who is going to do it?	By when?	Resources Required & where are we getting them	Outcomes
To Develop the "Brand Bank" (see page 19, R. Brooks for examples) a. Fall Festival 2016 b. Main Street improvement	a. b. Aura Lee's mtg with Architect and Chamber-Auralee reports to Branding Committee and what follow-up is req'd	b. Aura Lee	b. April 6/16	b.In kind work done by KREAT	b. plan developed

c.Trail Improvement	c.i) RM and Trans-Canada Trail \$ c.ii).Parks	c.i).Ken & Larry S Ken c.ii)Marcy will contact the Parks re: better signage for trails & any other ways to work together	c.i)by May 10 c.ii) by May 10	Architects c.i)\$5,000 - TCT \$5,000 - RM?	c.i)
To have eye-catching, attractive signage that supports the brand and guides visitors and residents to our existing identified strengths.	Talking to local contractors to get estimate of cost to build	Marcy & Larry S.	By May 10		
To work with stakeholders to facilitate the development of new products	Brochures Maps				
To work with partners and stakeholders to obtain funding to hire an Events Co-ordinator and eventually an Economic/Community Development Officer	Gail (& Ken) presented to town of Fort Qu'Appelle for a contribution of \$10,000 towards an Events Coordinator	Presented in January?	Report on May 10 to see if town has made a decision		

Goal #4: To develop a Marketing Plan

Objectives:	Actions Required	Who is going to do it?	By when?	Resources Required & where are we getting them	Outcomes
Identify markets and sub-markets -demographics -geographic -lifestyle including attitudes, personality characteristics, purchasing behaviors -primary and secondary markets					
Ensure anchor tenants are marketing the brand					
To market our existing strengths as identified in the SWOT analysis in partnership with stakeholders of particular attraction.					
Market new products after new products are developed					

Within 3 years????for discussion:

- have ___ (??) new festivals annually
- have ____ (??) staff members
- have obtained sustainable funding
- ___ (??) empty buildings are occupied on Main Street

Within 5 years:

- ____ Empty buildings becoming occupied
- Hotel
- Restaurants
- ___ festivals

Step 5: Monitoring

Develop a system for reporting, reviewing and adjusting when required. How often?