

Make Something Edmonton

Update

Recommendation:

That the April 14, 2015, Office of the City Manager report CR_2308, be received for information.

Report Summary

This report is an update on the work of the Task Force on Image, Brand and Reputation, struck in 2012, and led by a volunteer board with a mandate to advance Edmonton's image both within the city and beyond. The Task Force, operating under the name Make Something Edmonton, has produced a guidebook to assist individuals, businesses and agencies in expressing the Edmonton brand in their own marketing and communications efforts.

A presentation from Edmonton Economic Development Corporation to Council outlines the Make Something Edmonton approach to creating a community-led place brand, and is attached to this report.

Report

Led by volunteers, the Task Force on Image, Brand and Reputation was struck in 2012 with a mandate to advance Edmonton's image both within the city and beyond. Beginning in March 2013, the Task Force adopted the name Make Something Edmonton to reflect both their approach to researching the community's identity and the manner in which Edmontonians express themselves.

The Make Something Edmonton approach to community engagement involves encouraging people to create something themselves and participate in creations led by others, connecting through a specialized web-based platform. The activities and personalities of 'makers' inspired a set of statements of encouragement, or brand promises, that Make Something Edmonton believes truly represent the community identity of Edmonton. The brand promises are the basis for graphic standards and a visual identity that are intended to reflect the qualities and characteristics of the community identity as it is articulated through the Make Something Edmonton process.

The brand guidebook outlines how individuals and organizations can express the Edmonton brand in their own marketing and communications efforts. This approach has informed the development of Edmonton Tourism's campaign, "Edmonton Original" and 'Explore Edmonton.' The Corporation of the City of Edmonton is reviewing the brand guidebook and developing an approach that aligns with the values expressed through Make Something Edmonton, the City's extensive efforts on workplace leadership and culture, and the Open City initiative.

Budget/Financial Implications

Funds for this initiative are part of the budgets of Edmonton Economic Development Corporation and the Corporate Communications Branch. Additional funds are not requested.

Others Reviewing this Report

- R. G. Klassen, General Manager, Sustainable Development
- T. Burge, Acting Chief Financial Officer and Treasurer