AGENDA

ECONOMIC DEVELOPMENT COMMITTEE MEETING

Thursday May 17th, 2018

6:00 PM

Township Office

PAGE

A. Call to Order

2 B. Approval of Minutes from April 19th 2018

C. Discussion Arising from Minutes

D. Declaration of Pecuniary Interest

E. Approval of Agenda

F. Delegations

G. Current Business

5 a) Municipal Branding: Creative Brief

143 b) Summer 2018 Quarterly Newsletter

H. Information Items

144 a) Internet Materials

I. Items for Future Meetings

J. Adjournment

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Thursday April 19, 2018 - 7:00 pm / Township Office

Present:	Jeanette McFarlane David Spencer – Acting Chair John Thomson Janet Horner Michael Winters Roseann Knechtel – Secretary
Absent with regrets:	Angela McMonagle

A. Call to Order : 7:07 pm

The Secretary called the meeting to order and asking for nomination of an Acting Chair

Motion #07-18: Winters - Horner: THAT David Spencer be appointed as the Acting Chair for the April 19th, 2018 Economic Development Committee Meeting.

CARRIED.

B. Approval of Minutes from March 15, 2018

Motion #08-18: Winters - Thomson: THAT the minutes of the March 15, 2018 meeting be approved as copied and circulated.

CARRIED.

C. Discussion Arising from Minutes

The Secretary updated the Committee on timing for the municipal signage branding approvals as Council become restricted as of July 27, 2018.

D. Declaration of Pecuniary Interest

The Chair stated that if any member had a disclosure of pecuniary interest that they could declare the nature thereof now or at any time during the meeting.

E. Approval of Agenda

Motion #09-18: Thomson - Horner: THAT the agenda be approved as copied and circulated.

CARRIED.

F. Delegations: Karisa Downey – Dufferin County Economic Development

Chair Spencer welcomed Karisa Downey, and provided a background on the Committee's initiatives surrounding internet and signage. Karisa provided an overview of the County's plan for economic development including data collection, marketing Dufferin, advocating for natural gas and internet, workforce development, and becoming a resource for businesses, municipalities and investors. Dufferin County is aware of the gap in economic development for agriculture and rural populations and hopes to be able to fill that gap.

DRAFT

Members discussed the challenges facing Mulmur with internet, and is interested in working with the County on strategies to improve internet in Mulmur. Reliable interent could ease commuting and allow people the ability to work from home. Members advised Karisa that fibre will not solve all of the internet issues for Mulmur as it benefits densely populated areas. The solution for Mulmur will be a combination of technologies and investments.

Direction was given to members to forward any current internet data and contact information to the Secretary to share with Karisa.

Members discussed the issues facing agricultural and small businesses, specifically Bill 48 and the new employment standards legislation. The County is currently working with the Small Business Enterprise Centre to assist small business in Dufferin.

Direction was given to the Secretary to include the Small Business Enterprise Centre in the next E-Newsletter

G. Current Business

a) Municipal Branding: Creative Brief

Member McFarlane and the Secretary provided a verbal update on the EDC's Council deputation on April 4, 2018. Members were advised that the Request for Quotes are to be made available to all, and promoted within the local Mulmur community as well as within the marketing/branding community. Members reviewed the draft RFQ document and agreed that each applicant should provide: a branding portfolio, a minimum of three references and a full estimate based on the deliverables listed within the creative brief. A deadline for submissions was set for Thursday May 10, 2018.

Direction was given to the Secretary to make the required changes to the RFQ document and make the document available publically no later than April 27, 2018.

b) Internet Update: 5G LTE Letter to Service Providers

Member Thomson has touched base with his contact at Rogers. Rogers is not currently testing 5G in rural areas, but they will continue to forward information as it becomes available.

Member Spencer has touched base with his contacts at Bell and was advised that they do not currently have the equipment or budget to look into testing 5G networks in Mulmur.

Members will continue to keep in contact with the service providers to ensure Mulmur continues to be considered.

c) Summer 2018 Quarterly Newsletter

Members discussed information to include in the next newsletter and agreed to promote the Better in Mulmur Farmers Market, Dufferin Forest Events, as well as look into promoting local landscape companies, decks, pools and the Mansfield Outdoor Centre.

Direction was given to the Secretary to contact the Dufferin County Forest Manager and local businesses for permission to include them in the next newsletter.

H. Information Items:

a) Spring 2018 Quarterly E-Newsletter

Members received the above materials as information.

I. Items for Future Meetings

- Review Signage Quotations
- Summer E-Newsletter

J. Adjournment

Motion #10-18: Horner – Thomson: THAT we do now adjourn at 8:57 pm and agree to meet again on Thursday May 17, 2018 at 6:00 pm.

CARRIED.

Angela McMonagle, Chair

Roseann Knechtel, Secretary

DRAFT

The Corporation of the Township of Mulmur
758040 2nd Line East
Mulmur, ON L9V 0G8

REQUEST FOR PROPOSAL

RFQ-2018-05

MUNICIPAL BRANDING FOR SIGNAGE AND ONLINE MATERIALS

PROPOSALS must be clearly marked as to contents, will be received by the undersigned until 1:00 p.m. local time on Thursday May 10th, 2018.

THE LOWEST OR ANY PARTICULAR QUOTATION NOT NECESSARILY ACCEPTED. THE TOWNSHIP OF MULMUR RESERVES THE RIGHT TO ACCEPT OR REJECT ANY OR ALL QUOTATIONS.

For further information, please contact

Roseann Knechtel
Treasury and Payroll Clerk
Phone (705) 466-3341 ext. 221
E-mail: rknechtel@mulmur.ca

DATE ISSUED: April 24, 2018

1. BACKGROUND

The Township of Mulmur is requesting quotes from interested parties, for the design and branding of municipal signage and online materials.

2. PROPOSAL SUBMISSIONS

a. All proposal submissions must include:
   a. A full estimate as outlined in Schedule B, based on the Deliverables and Scope of Work
   b. Portfolio of relevant branding experience and/or similar and complimentary work.
   c. A minimum of three (3) references

b. Proposals can be received via mail, email or delivered in person to the Township Office addressed to:

   Roseann Knechtel, Treasury & Payroll Clerk
   758070 2nd Line E Mulmur, ON L9V 0G8
   rknechtel@mulmur.ca

c. All expenses involved with the preparation and submission of quotations/bids to the Township or any work performed in connection therewith shall be borne by the Bidder.

d. The Township expects that all costs to complete the work shall be included in the quotation/bid. Additional costs identified during completion of the project must be submitted in writing and approved by the Township prior to completion of the work.

3. SCOPE OF WORK

All proposals must be made on the basis of, and either meet or exceed, the requirements listed under Schedule A: Deliverables.

The scope of work to include but not limited to:

a. Briefing
b. Research
c. Brainstorming
d. Concept Development
e. Creative Design (3 designs)
f. Concept Presentation
g. Minimum of Two Rounds of Revisions
h. The Supply of all Final Vector Art Files (jpeg and vector format)

4. AWARD

The Township reserves the right to accept or reject any or all quotation(s)/bid(s), to negotiate with the Successful Bidder(s), split the award or to waive irregularities and omissions, if in so doing the best interests of the Township will be served. No liability shall accrue to the Township for its decision in this regard. Any bid or any part of any bid will not necessarily be accepted. The lowest bid does not necessarily constitute an award. The Township is not obligated to award a contract to any Bidder pursuant to this Request for Quotation.

4. MUNICIPAL FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT (MFIPPA)

In accordance with MFIPPA, this is to advise that any personal information Bidders provide is being collected under the authority of the Municipal Act and will be used exclusively in the selection process. All Quotations submitted become the property of the Township. Bidders are reminded to identify in their Quotation material any specific scientific, technical, commercial proprietary, or similar confidential information, the disclosure of which could cause them injury. Complete Quotations are not to be identified as confidential. The information contained in this Quotation document may be utilized by the Bidder solely for the purpose of preparing a Quotation/Bid for submission to the Township. The Township does not authorize any other use of the information for any other purpose. Bidders must indicate clearly within their Quotation information they consider to be confidential. The Township is required to adhere to the requirements of the Municipal Freedom of Information and Protection of Privacy Act, as amended and once a quotation/bid is accepted it does become public information and must be disclosed upon a request by any member of the public.

5. PROPERTY OF THE TOWNSHIP OF MULMUR

At completion of project all and any art files created for or in part for this project shall become the proprietary property of Mulmur Township. We ask that all creative final art files are sent in the following formats: jpg AND vector.

SCHEDULE A – CREATIVE BRIEF

CREATIVE BRIEF

Project Overview:

- Create a visual identity or branding elements for the township of Mulmur to help enhance area awareness
- Creatively define Mulmur for residents and guests through a visual treatment for local signage, signage at municipal parks and buildings, online presence and other relevant enhancements.
- Elements to act similar to a BIA for Mulmur

Deliverables:

To create a Logo/Hero design concept for:

- Welcome To Mulmur Signs
    - Locations may include but are not limited to: Primrose - Prince of Wales Road, Airport Road North & South, County Rd 17/Sideroad 10 East & West, County Road 21 East & West
- Municipal Parks and Buildings signage
- Hamlet signage (Terra Nova, Honeywood, Mansfield, Violet Hill, Rosemont, Primrose)
    - May consider way-finding finger boards
- On-line designs: website, social media

Marketing Objectives/Communications Objectives:

- Unite our community of communities (Mulmur does not have a central focus or four corners, but is rather made up of many little communities and hamlets)
    - Some feel left out in the very place they helped build
- Increase awareness
- Generate local pride
- Highlight our community and landscape strengths
- Define Mulmur to residents, guests, weekenders and passers-by

Target Audience:

*Those that value a quieter, rural lifestyle and embrace the outdoors

- Common values of respect for the environment, heritage, and culture (large community of artists)
- "We are residents of a very nice and quiet township who want to keep it that way. We deeply care about the NATURAL beauty of where we live."
- Local Residents:
    1. Old timers, original farm families, members of our agricultural community
    2. Retired people looking for a healthier lifestyle and quieter rural lifestyle
    3. Professionals that commute: Outdoor enthusiasts, artists, environmental consciousness
    4. Small business owners
- Weekenders/Visitors:
    1. Active outdoor life, escaping the city
    2. Agro-Tourists, hobby farms

Current Beliefs, Attitudes or Behaviours

- Mulmur is a small slice of heaven
- Blessed with outstanding beauty, rolling hills, pristine water and great people
- A peaceful escape;
- An opportunity to step into and experience the outdoors
- Our roots are in agriculture, now land is used more for personal recreation
- A rural "community"

Desired Beliefs, Attitudes, or Behaviours:

- Bring the community of communities together to celebrate being Mulmur (old and new)
- Stewardship of the environment, green initiatives, locally grown food, health, wellness, year round outdoor activities.
- A place to raise families
- Respect: for our natural landscape, wildlife, community and neighbours
- Our values: Kindness, welcoming, sharing,
    - You know your neighbours by name
- Maintain and protect Picturesque scenery – hills valleys, streams, forests and wildlife
- A slower pace – hamlets, small towns, friendly people, Appreciation for a quieter life
- Rural – farms, agriculture, local markets and businesses
- Outdoor recreation – hiking, skiing, cycling, Bruce Trail
- Green and Sustainability

Creative Strategy:

What Is The Unique Selling Proposition? Or What Is Unique About Mulmur? What Is The Single Most Important Thing About Mulmur?

- Feature: Rolling Hills Rivers & Streams
    - The Hills Of Mulmur
    - The Great Outdoors
- Promise: Enjoy and Preserve Our Natural Beauty, Green Sensibilities (Environmentally Friendly)

Brand Positioning:

What is our brand character? What are our emotional attributes?

- Natural, Crisp air
- Positive, Friendly, Caring

Mindful of/compliments:
*Two existing Mulmur Brands:

- Municipal (Triangle)

Better in Mulmur

Colour Palette:

- Vibrant
- Positive
- Clean

Key Messages & Tone:

- Natural beauty, simple, classic
- Inclusive – we all belong (old timers, weekenders, farmers, skiers, hikers)
- Friendly, neighbourly, kind, caring

SCHEDULE B – QUOTATION SHEET

QUOTATION SHEET

ACTIVITY	NUMBER OF HOURS	COST PER HOUR	TOTAL COST
Briefing			
Research			
Brainstorming			
Concept Development			
Creative Design (3 concepts)			
Concept Presentation			
Minimum of Two Rounds of Revisions	# of Revisions: _____		
Supply of all Vector Art Files			
Other:_____			

GRAND TOTAL: _____

I/We ..... have read and agree to the above terms and conditions.

Signature: _____ Date: _____

Address: _____ Phone # _____

_____

_____

Roseann Knechtel

Subject: FW: RFQ-2018-05

From: Paul Hogeveen [mailto:masahiro@sympatico.ca]
Sent: Thursday, May 10, 2018 1:00 PM
To: Roseann Knechtel <rknechtel@mulmur.ca>
Subject: RFQ-2018-05

Hi Roseann,
Please find attached my quotation for the creation of the branding for signage and online materials.

Thank you for considering me in this process.

Regards,

Paul Hogeveen
Masahiro Design
519.941.5691

SCHEDULE B – QUOTATION SHEET

QUOTATION SHEET

ACTIVITY	NUMBER OF HOURS	COST PER HOUR	TOTAL COST
Briefing	1	65	$65
Research	3	65	$195
Brainstorming	5	65	$325
Concept Development	10	65	$650
Creative Design (3 concepts)	5	65	$325
Concept Presentation	2	65	$130
Minimum of Two Rounds of Revisions	# of Revisions: 5	65	$325
Supply of all Vector Art Files	1	65	$65
Other:_____			

GRAND TOTAL: $2080

I/We Paul Hoekman have read and agree to the above terms and conditions.

Signature: _____ Date: 10/05/2018

Address: 10 Loader Drive, Mono ON, L9W 6M6 Phone # 519-941-5691

Roseann Knechtel

From: Ryan Fox
Sent: Thursday, May 10, 2018 9:08 AM
To: Roseann Knechtel
Subject: MUNICIPAL BRANDING FOR SIGNAGE AND
Attachments: RFQ-2018-05.pdf; rfq-2018-05-branding.pdf

Thank you for the opportunity to submit.

We cannot share work we have done for our customers, as it might contain proprietary information, or circumvent confidentiality. However, please see attached an fictitious "brand" we created for a recent Craft Beer show we sponsored.

http://www.tphdirect.ca/Direct_SentFile.aspx?ID=97e10fc8-db43-40d5-8418-a06835f2cfdb

TPH
THE PRINTING HOUSE

Ryan Fox | *Manager*
T 705-435-4420
E rfox@tph.ca
70 Victoria St. E., Unit 3, Alliston, Ontario L9R 1R2

The Printing House Limited
Visit us at TPH.CA/082 | Blog
Connect with us on
Twitter | LinkedIn | Facebook | Instagram

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Le présent courriel et tout fichier joint peuvent contenir des renseignements privilégiés et confidentiels. Si ce envoi ne s'adresse pas à vous vous devez l'effacer completement. Vous ne pouvez conserver, distribuer, communiquer ou utiliser les renseignements qu'il contient. Nous vous prions de nous signaler l'erreur par courriel. Merci de votre collaboration.

Roseann Knechtel-Treasury & Payroll Clerk
The Corporation of the Township of Mulmur
758070 2nd Line
Mulmur, ON L9V 0G8

Roseann,

The Printing House Limited (TPH®) is pleased to present The Corporation of the Township of Mulmur with our response to your Request For Proposal (RFP) RFQ-2018-05 Municipal Branding for Signage and Online Materials.. In responding, TPH accepts all terms and conditions of the Request for Proposal.

TPH has the unique combination of skills, experience, technology and print industry knowledge to partner with The Corporation of the Township of Mulmur on this important initiative to fulfill your design needs.

If you have any questions, please contact myself, Ryan Fox, at your convenience. We look forward to meeting with you to discuss our proposal further.

Sincerely,

Original signed by:

Ryan Fox
Manager

The Printing House
70 Victoria St E
Alliston, ON L9R 1R2

rfox@tph.ca
705.435.4420
TPH.CA

Ryan Fox

Digitally signed by Ryan Fox
DN: cn=Ryan Fox, o=The Printing House, ou=Manager, email=rfox@tph.ca, c=US
Date: 2018.05.10 08:59:28 -04'00'

SCHEDULE B – QUOTATION SHEET

QUOTATION SHEET

ACTIVITY	NUMBER OF HOURS	COST PER HOUR	TOTAL COST
Briefing	5	$65	$325
Research	8	$65	$520
Brainstorming	8	$65	$520
Concept Development	12	$85	$1020
Creative Design (3 concepts)	15	$85	$1275
Concept Presentation	1.5	$75	$112.50
Minimum of Two Rounds of Revisions	# of Revisions: 3+	$50	TBD
Supply of all Vector Art Files	Purchased with Agreement		
Other:_____			

GRAND TOTAL: $3772.50

I/We Ryan Fox have read and agree to the above terms and conditions.

Signature: _____ Date: 10 May 2018

Address: 70 Victoria St E Phone # 705.435.4420

Alliston, ON

L9R 1R2

REFERENCE FORM

REFERENCE #1

Company Name:	Creemore Springs Brewery Limited
Company Address:	139 Mill Street, Creemore, ON, L0M 1G0
Contact Name:	Anna Posch
Contact Title:	Marketing Manager
Email Address:	anna.posch@creemoresprings.com
Contact Telephone Number:	(705) 466-2240 Ext. 240
Date Work Undertaken:	January 8 2014 – Present
Nature of Assignment:	Graphic design services for various marketing print collateral items (sales sheets, posters, tent cards, promotional books, and more) and website banner ads.

REFERENCE #2

Company Name:	Reebok Canada Fitness Foundation – BOKS Kids
Company Address:	8100 Highway 27, Vaughan, ON, L4H 3N2
Contact Name:	Brittany Sammy
Contact Title:	Program Administrator
Email Address:	brittany.sammy@bokskids.org
Contact Telephone Number:	(905) 266-4327
Date Work Undertaken:	June 2016 – Present
Nature of Assignment:	Graphic design services for various marketing print collateral items (posters, post cards, pocket folders) and online social media ads (Facebook, Twitter, Instagram).

REFERENCE #3

Company Name:	KFC Canada
Company Address:	191 Creditview Road, Vaughan, ON L4L 9T1
Contact Name:	Nanthida Samahin
Contact Title:	Training Manager
Email Address:	nanthida.samahin@yum.com
Contact Telephone Number:	(416) 664-5202
Date Work Undertaken:	2012 – Present
Nature of Assignment:	Design / Management / Distribution of internal quarterly training documents for all KFC stores in Canada.

GOOD SIR!
GOOD MADAM!
I TIP MY CAP TO YOU.
EH!
Tanked
& WINNING
BEER
JUST GRIN
& beer it
HOP
TO IT!
PROUD
Hopster
BEER

THE PRINTING HOUSE

TPH.CA/BEER

2017 CANADA'S GREENEST EMPLOYERS

MIX
Paper
FSC® C019596

BAR
Weißbier
PUB
STOUT
ALK
03
Beer
DUNKEL
EARLY
PINT
9500 BC
NEOLITIC
PALE ALE
WHEAT

TRACKER

BY

THE PRINTING HOUSE

TRACK YOUR FAVOURITE Beer

RATING GOES LIKE THIS

BAH!	MEH.	MAYBE?	I CAN DIG IT.	BE MINE!
1	2	3	4	5

NUMBER	BEER NAME	STYLE	COMPANY	SCORE
1				
NOTES:				
2				
NOTES:				
3				
NOTES:				
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NOTES:				
5				
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6				
NOTES:				
7				
NOTES:				
8				
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9				
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10				
NOTES:				

BELT BREWERIES

UNFILTERED AND CRAFT BREWED BY BEER LOVERS
UPPER CUT
ALE
341ml 12ozfl
5.7% alc./vol
MAKING FINE BEER SINCE 2004
RING MY BELL
STOUT
341ml 12ozfl
7% alc./vol
LIGHT WEIGHT CHAMP
LAGER
341ml 12ozfl
4.4% alc./vol

BELT BREWERIES

UNFILTERED AND CRAFT BREWED BY BEER LOVERS
UPPER CUT
ALE
341ml 12ozfl
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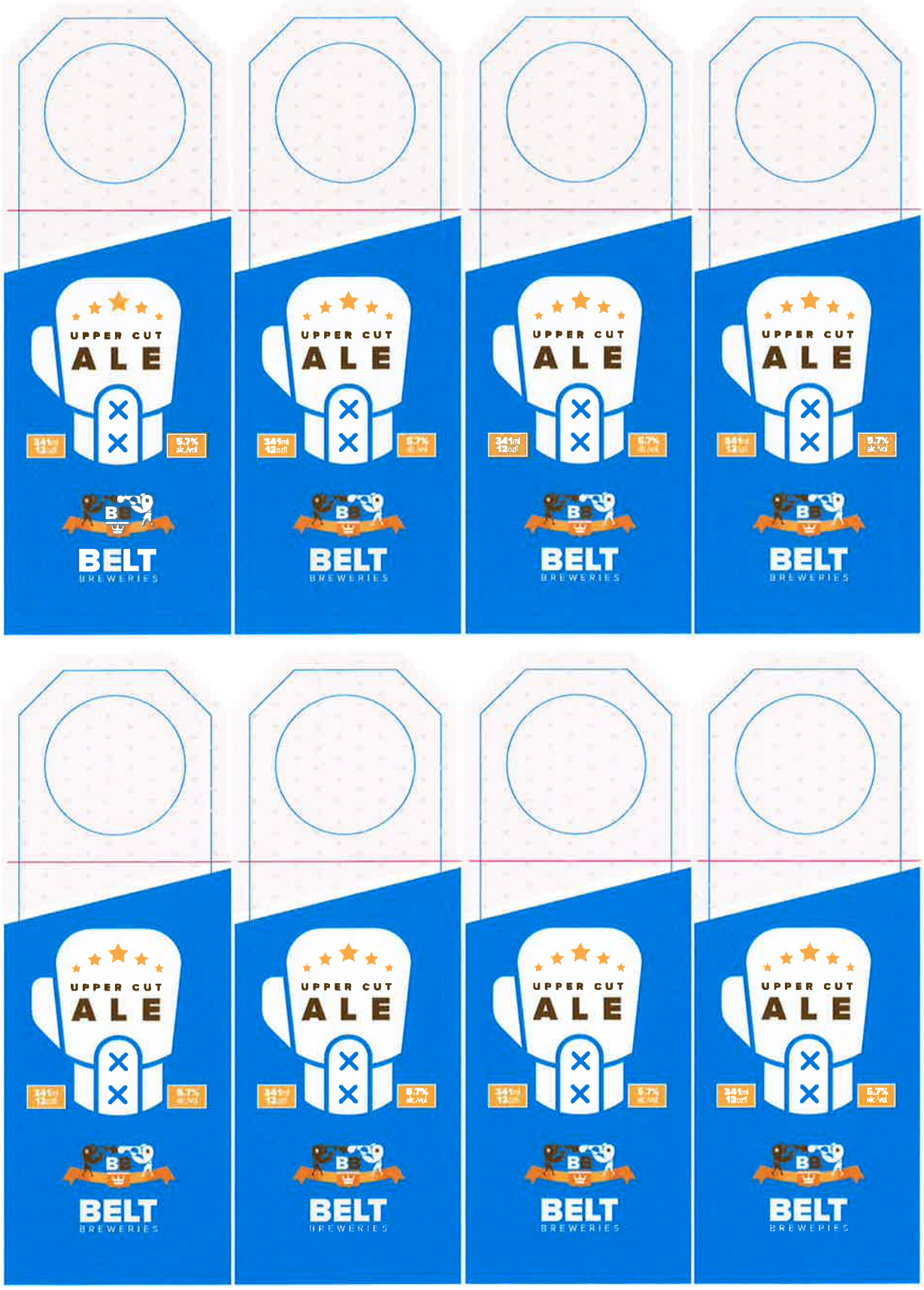
LIGHT WEIGHT CHAMP
LAGER
341ml 12ozfl
4.4% alc./vol

UPPER CUT
ALE
341ml 12ozfl
5.7% alc./vol.

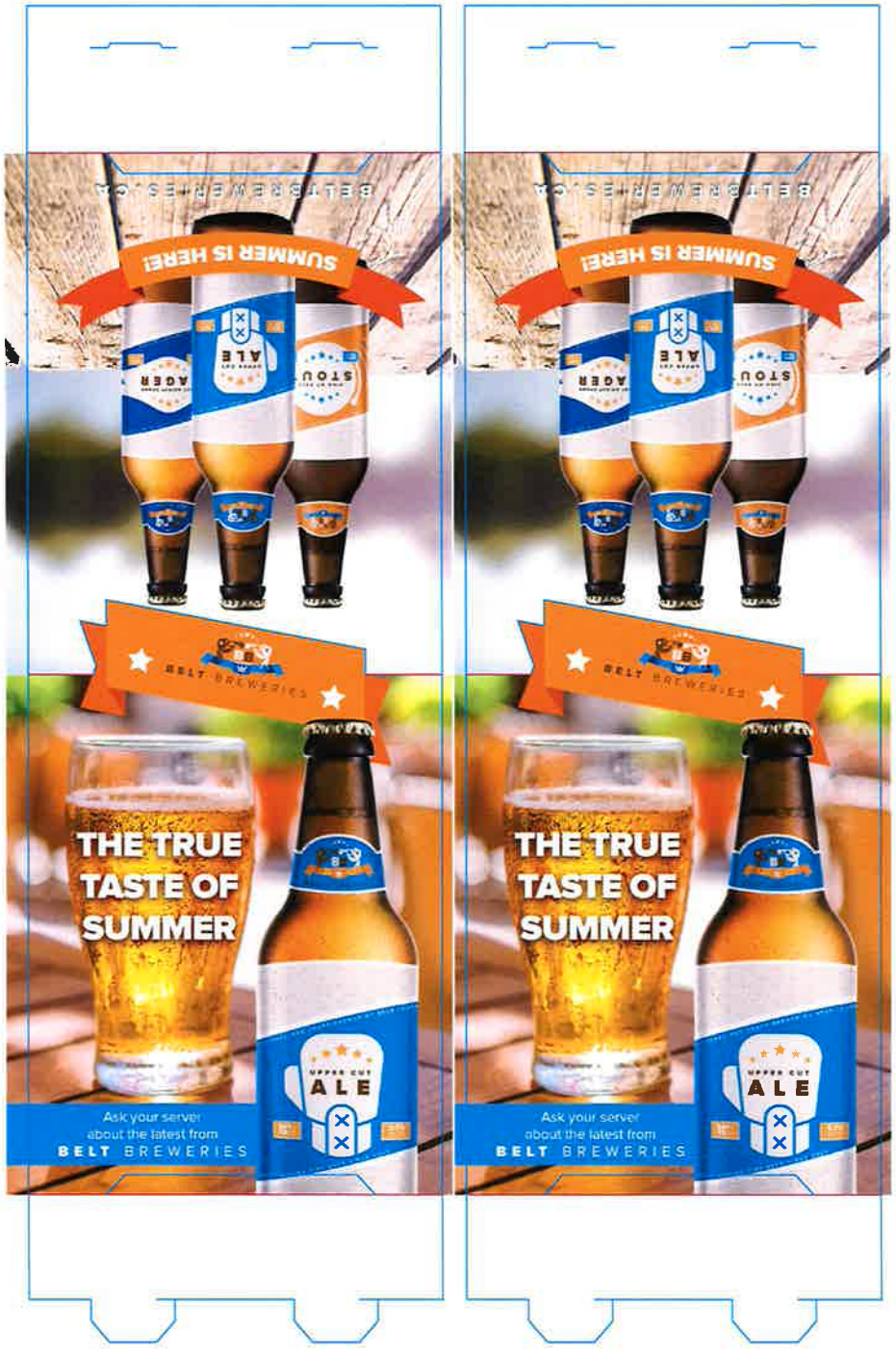
NEW
BELT
BREWERIES

BB
Inspected by
GARY
BREWED BY BEER LOVERS
BREWED BY BEER LOVERS


UPPER CUT
ALE
341ml
12oz
5.7%
alc/vol
BELT
BREWERIES

SCORE SCORE SCORE

TAPE HERE


SUMMER IS HERE!
BELT BREWERIES
THE TRUE TASTE OF SUMMER
UPPER CUT ALE
Ask your server about the latest from BELT BREWERIES
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BELT BREWERIES
THE TRUE TASTE OF SUMMER
UPPER CUT ALE
Ask your server about the latest from BELT BREWERIES

UNFILTERED AND CRAFT BREWED BY BEER LOVERS

BELT
BREWERIES

MAKING FINE BEER SINCE 2004

MAKING FINE BEER SINCE 2004

UNFILTERED AND CRAFT BREWED BY BEER LOVERS
MAKING FINE BEER SINCE 2004
LIGHT WEIGHT CHAMP
LAGER
MAKING FINE BEER SINCE 2004
BELT
BREWERIES

MAKING FINE BEER
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SINCE 2004

KNOCK
OUT
FLAVOUR.
BB
BELT BREWERIES

UNFILTERED AND CRAFT BREWED BY BEER LOVERS
MAKING FINE BEER SINCE 2004
RING MY BELL
STOUT
BELT
BREWERIES
MAKING FINE BEER SINCE 2004

Roseann Knechtel

From:
Sent: Wednesday, May 9, 2018 1:14 PM
To: Roseann Knechtel
Subject: Re: RFQ-2018-05 – Portfolio submission regarding the Mulmur municipal branding for signage and online materials.
Attachments: RFQ-2018-05_Mulmur-Proposal.pdf

Dear Ms. Knechtel,

Enclosed please find my portfolio submission regarding the Mulmur municipal branding for signage and online materials, due May 10th, 2018.

I look forward to having the opportunity to possibly work with you on this exciting project.

Thank you,
Christian J. Beausoleil
Brilliant Creative

http://www.brilliant-creative.com

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MUNICIPAL BRANDING FOR SIGNAGE AND ONLINE MATERIALS

PROPOSAL

RFQ-2018-05

CHRISTIAN BEAUSOLEIL

MAY 9 2018

May 9, 2018

The Corporation of the Township of Mulmur
758040 2nd Line East
Mulmur, Ontario
L9V 0G8

Attention: Roseann Knechtel, Treasury and Payroll Clerk

Re: **RFP for Municipal Branding for Signage and Online Materials**

Dear Ms. Knechtel, and Members of the Selection Committee:

Thank you for the opportunity to respond to your RFP regarding Municipal Branding for Signage and Online Materials. Mulmur boasts some of the most beautiful landscapes in Southern Ontario, with it's rolling hills and robust farmlands. Being a premier destination within Dufferin County will allow us to showcase it's beauty through a new, complimentary signage campaign with which I look forward to assisting the Township in their promotional efforts.

With nearly 30 years of experience in all aspects of logo creation and brand campaigns, this proposal is just a small sample of pieces that are relevant to this project. My skills touch on all levels of production to creative direction and are showcased in my portfolio of branding, logo design, web concept creative, packaging, interior/retail landscapes, 3D modelling design, promotional, business collateral, and illustration. You can view my past works through my portfolio at **www.brilliant-creative.com**.

Enclosed you will find samples of logo/branding design; branding concepts showing various versions of the presented logo design; municipal branding concepts showing various versions of promotional materials; communications guide and graphic standards (Simcoe County); and event signage (Taste of Toronto).

The County of Simcoe brand style guide is an example of a collaboration of efforts between myself and other designers to demonstrate the understanding of regional brand design and strategy. Style guides are an important part of the branding process, as it sets the standard for the overall look and feel of a campaign. It ensures that all materials will be cohesive and complimentary.

I will work closely with your committee to produce the look and feel for the "Welcome to Mulmur" signage, as well as municipal parks/buildings signage, and hamlet signage. I will also provide concepts for on-line materials through web and social media.

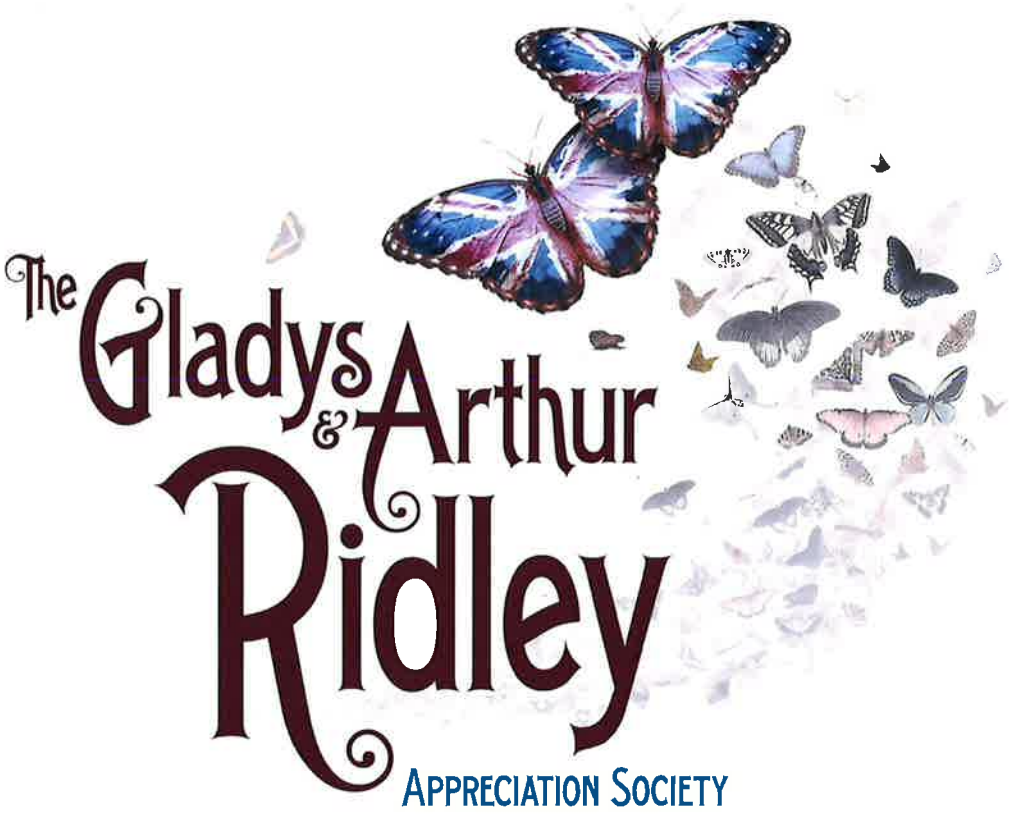
Please take a moment to peruse my proposal, and do not hesitate to contact me with any questions or comments.

I look forward to having the opportunity to work with you on this exciting project.

Thank you,

Christian J. Beausoleil
Encl.

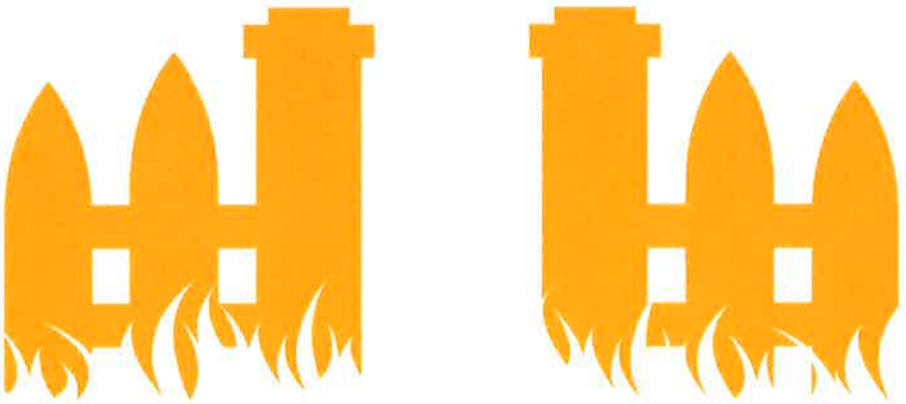
LOGO / BRANDING



THE GLADYS & ARTHUR RIDLEY
Appreciation Society

The Gladys and Arthur Ridley
Appreciation Society

BRANDING CONCEPTS



JAMES BOND

Real Estate Agent and Contractor

Adding more value to your home

CHRISTIAN BEAUSOLEIL

MUNICIPAL BRANDING
FOR SIGNAGE AND
ONLINE MATERIALS

PROPOSAL

MAY 9 2018 | chrisb@brilliant-creative.com | brilliant-creative.com | 416 820 9288

MUNICIPAL BRANDING CONCEPTS

CHRISTIAN BEAUSOLEIL

MUNICIPAL BRANDING
FOR SIGNAGE AND
ONLINE MATERIALS

PROPOSAL

MUNICIPAL BRANDING CONCEPTS

CHRISTIAN BEAUSOLEIL

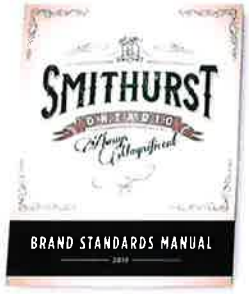
MUNICIPAL BRANDING
FOR SIGNAGE AND
ONLINE MATERIALS

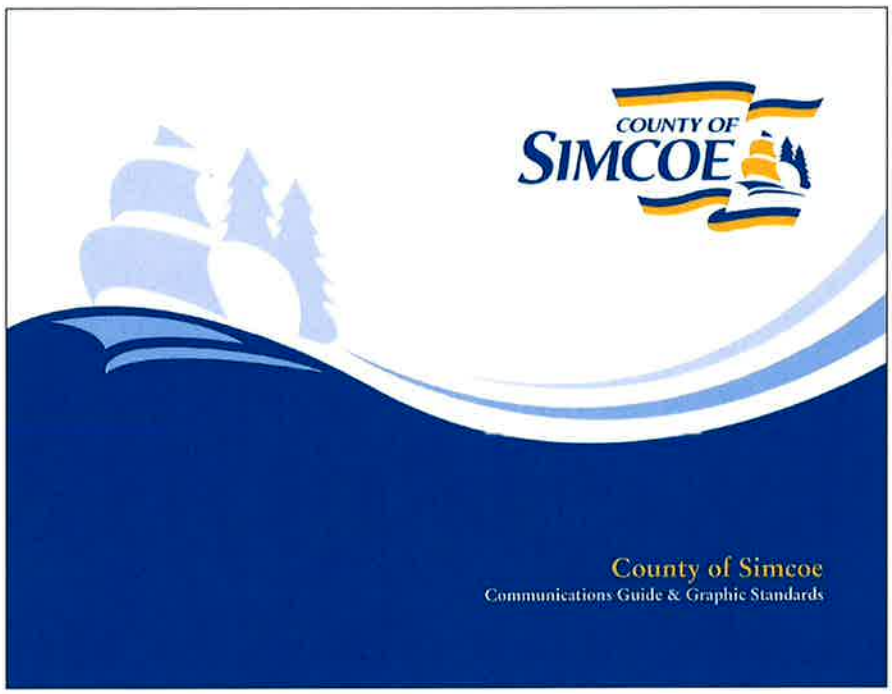
PROPOSAL

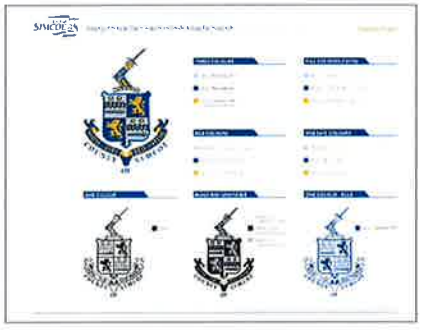
MAY 9 2018 | chrisb@brilliant-creative.com | brilliant-creative.com | 416 820 9288

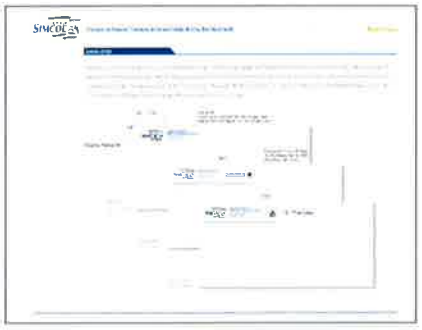
MUNICIPAL BRANDING CONCEPTS

SMITHURST
1936

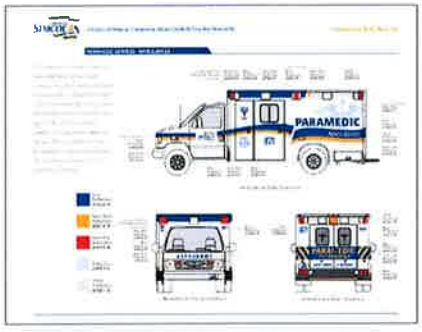


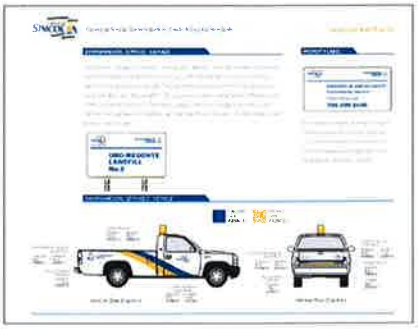

COUNTY OF
SIMCOE
County of Simcoe
Communications Guide & Graphic Standards

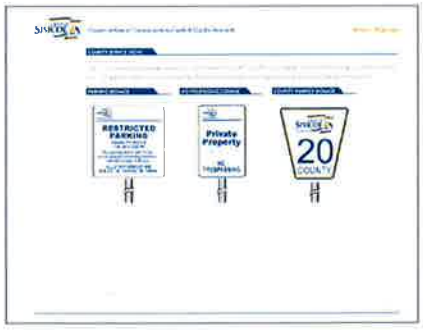




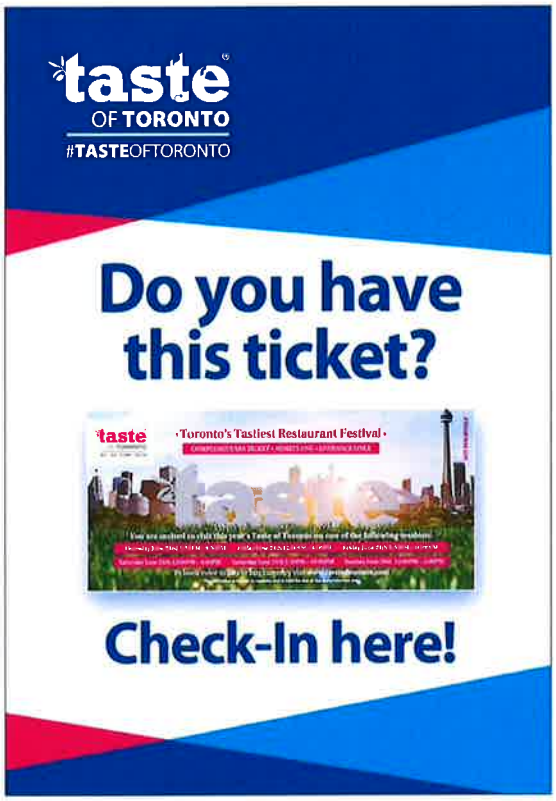
GRAPHICS STANDARDS







WELCOME
taste
OF TORONTO
#TASTEOFTORONTO


taste
OF TORONTO
#TASTEOFTORONTO
Do you have this ticket?
Toronto's Tastiest Restaurant Festival
Check-In here!

taste
OF TORONTO
#TASTEOFTORONTO
Box Office
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VIP Lounge
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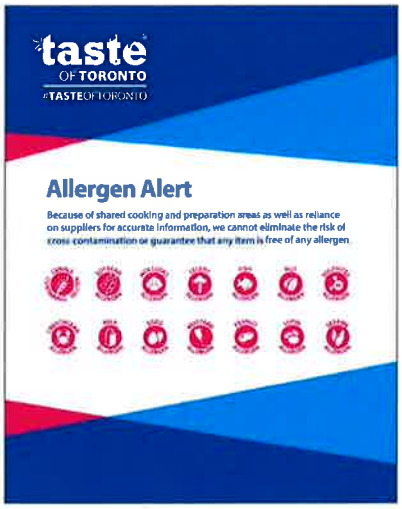
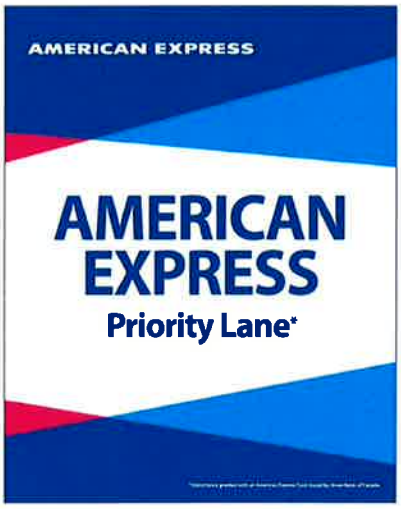
#TASTEOFTORONTO

EVENT SIGNAGE





CHRISTIAN BEAUSOLEIL

SCHEDULE B
QUOTATION SHEET

ACTIVITY	# OF HOURS	$ PER HOUR	TOTAL COST
Briefing	2.00 hrs	$50/hr	$100.00
Research	12.00 hrs	$50/hr	$600.00
Brainstorming	28.00 hrs	$55/hr	$1,540.00
Concept Development	36.00 hrs	$65/hr	$2,340.00
Creative Design (3 concepts)	37.00 hrs	$75/hr	$2,775.00
Concept Presentation	3.00 hrs	$50/hr	$150.00
Minimum of Two Rounds of Revisions	3 rounds of minor revisions 10.00 hrs	$50/hr	$500.00
Final Art Files	15.00 hrs	$55/hr	$825.00
Other: 1. Professional and/or stock photography 2. Typeface Purchases	TBD	TBD	TBD

GRAND TOTAL: $8,830.00

I, **Christian Beausoleil** have read and agree to the above terms and conditions.

Signature: _____ Date: MAY 9 2018

Address: 1088 Schooling Drive, Oshawa ON L1K 0S2 Phone: 416 820 9288

REFERENCES

Jeanette McFarlane
Owner
Dufferin County Goods Co.

Jeff Scale
Creative Director
Commersive Solutions

Sunny McGaw
VP Marketing
Premier Marine Canada

James Baader
President
Vitto Brand Foods Ltd.

Thank you.

BRAND BUILDER

DAVID YOUNG™

These trademark ®™ logo concepts, apparel designs, advertising, presentation & marketing materials are registered and owned by the specific company as indicated. All designs attached have been conceptualized, designed by David A.Young specifically for indicated companies. Commercial use of the attached trademarks, concepts, apparel designs, advertising, presentational & marketing materials is strictly prohibited. All designs throughout presentation have been utilized strictly for presentation purposes.

MUNICIPAL BRANDING
FOR SIGNAGE & ONLINE MATERIALS

DAVID YOUNG
758021 2nd LINE EAST
MULMUR, ON. CANADA L9V0G8

DAVID YOUNG™

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RELEVANT BRANDING EXPERIENCE

PLEASE SEE ATTACHED DOCUMENT OF CAREER HIGHLIGHTS

CANADIAN OLYMPIC TEAM BRANDING
PYEONGCHANG WINTER OLYMPICS
HUDSONS BAY CO.

40TH ANNIVERSARY BRANDING
ALL COMMUNICATIONS ONLINE / PRODUCT
ROOTS CANADA INC.

MENS ATHLETICS BRANDING
SECONDARY BRAND ELEMENTS
LULULEMON INC.

DAVID YOUNG

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REQUESTED REFERENCES

ADRIAN AITCHESON 416 671 7167
NELLA WALKER 416 878 7124
DANE MEIKLE 416 571 9575

DAVID YOUNG™

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RFQ-2018-05

SCHEDULE B – QUOTATION SHEET

QUOTATION SHEET

ACTIVITY	NUMBER OF HOURS	COST PER HOUR	TOTAL COST
Briefing	3 HOURS	250 Per Hr.	750.00
Research	3 HOURS	250 Per Hr.	750.00
Brainstorming	3 HOURS	250 Per Hr.	750.00
Concept Development	6 HOURS	250 Per Hr.	1500.00
Creative Design (3 concepts)	12 HOURS	250 Per Hr.	3000.00
Concept Presentation	2 HOURS	250 Per Hr.	500.00
Minimum of Two Rounds of Revisions	# of Revisions: 8 HOURS	250 Per Hr.	2000.00
Supply of all Vector Art Files	3 HOURS INCLUSIVE OF BRANDING MANUAL	250 Per Hr.	750.00
Other: CREATIVE SERVICES	CONTINUAL	NEGOTIABLE	

GRAND TOTAL: 10,000.00

I/We ..... DAVID YOUNG ..... have read and agree to the above terms and conditions.

Signature:

Date: MAY 5, 2018

Address: 758021 2nd Line East

(Terra Nova) Mulmur ON, Canada

L9V0G8

Phone # 416 807 0338

IMG. TEAM CANADA / 2018 WINTER OLYMPIC GAMES / PYEONCHANG, KOREA

HUDSON'S BAY - Brampton Canada - Creative Director - Design & Development, Olympics - APRIL 14 / Current

Please reference below legend for responsibilities on the following projects

SS15 PAN AM GAMES - CANADIAN OLYMPIC & PARALYMPIC TEAM & SUPPORT APPAREL
SS15 HUDSON'S BAY SPORT - RETAIL ATHLETIC PROGRAM
FW15 CANADIAN OLYMPIC TEAM - RETAIL PROGRAM
SS16 RIO OLYMPIC GAMES - CANADIAN OLYMPIC & PARALYMPIC TEAM & SUPPORT APPAREL
SS16 CANADIAN OLYMPIC TEAM - RETAIL PROGRAM
FW16 CANADIAN OLYMPIC TEAM - RETAIL PROGRAM
SS17 CANADIAN OLYMPIC TEAM - RETAIL PROGRAM
FW17 GRAND PORTAGE GRAPHIC & BRANDING DESIGN
FW17 PEYONGCHANG OLYMPIC GAMES - CANADIAN OLYMPIC & PARALYMPIC TEAM & SUPPORT APPAREL
SS18 CANADIAN OLYMPIC TEAM - RETAIL PROGRAM

- [ ] CONCEPTUAL CREATIVE DIRECTION
- [ ] ACCESSORY APPAREL DESIGN
- [x] WOMENS APPAREL DESIGN
- [ ] MENS APPAREL DESIGN
- [x] KIDS APPAREL DESIGN
- [ ] MERCHANDISING DIRECTION
- [ ] PHOTOSHOOT DIRECTION
- [ ] ALL BRANDING DESIGN
- [ ] ALL GRAPHIC DESIGN
- [ ] STORE DESIGN

DAVID YOUNG™

IMG. TEAM USA / 2006 WINTER OLYMPIC GAMES / TORINO, ITALIA

ROOTS CANADA - Toronto Canada - Design Consultant - Special Projects / JAN 12 / APRIL 14

Please reference below legend for responsibilities on the following projects (Canadian & Asia Market)

FW02 CANADIAN OLYMPIC TEAM 2002 SALT LAKE CITY OLYMPIC GAMES
FW06 TORONTO MAPLE LEAFS FALL SEASON COLLECTION
FW06 AMERICAN OLYMPIC TEAM APPAREL & RETAIL PROGRAM
SS06 JAMAICAN BOBSLED FEDERATION TEAM APPAREL & RETAIL APPAREL
SS06 WAYNE GRETZKY / TEAM CANADA HOCKEY CLUB COLLECTION
FW12 APPLE LEATHER GOODS COLLAB W/ APPLE

- [x] CONCEPTUAL CREATIVE DIRECTION
- [x] ACCESSORY APPAREL DESIGN
- [x] WOMENS APPAREL DESIGN
- [x] MENS APPAREL DESIGN
- [x] KIDS APPAREL DESIGN
- [x] MERCHANDISING DIRECTION
- [x] PHOTOSHOOT DIRECTION
- [x] ALL BRANDING DESIGN
- [x] ALL GRAPHIC DESIGN
- [ ] STORE DESIGN

DAVID YOUNG℠

IMG. CSKA MOSCOW TEAM KIT

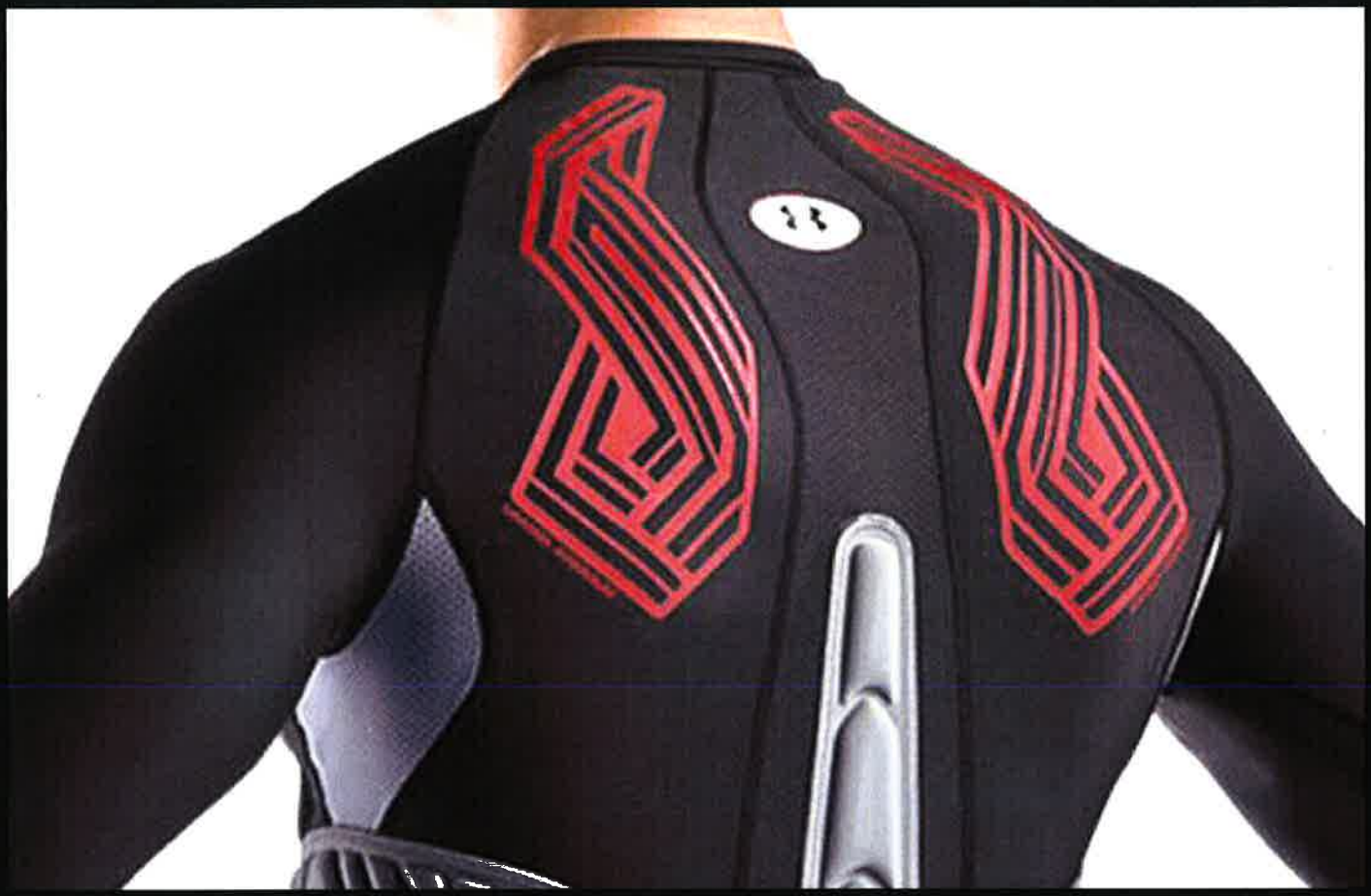
REEBOK - Boston USA - Senior Apparel Designer - JAN 09 / JAN 12

Please reference below legend for responsibilities on the following projects (Europe & Asia SMU Market)

SS11 REEBOK / ADIDAS GLOBAL FOOTBALL TEAM KIT & TRAINING APPAREL (CSKA, BOLTON, FC KOLN)
FW11 REEBOK MENS TENNIS & TRAINING APPAREL
FW12 REEBOK CLASSICS MENS LIFESTYLE ATHLETIC APPAREL
SS13 REEBOK CLASSICS MENS LIFESTYLE ATHLETIC APPAREL

- [x] CONCEPTUAL CREATIVE DIRECTION
- [ ] ACCESSORY APPAREL DESIGN
- [ ] WOMENS APPAREL DESIGN
- [x] MENS APPAREL DESIGN
- [ ] KIDS APPAREL DESIGN
- [ ] MERCHANDISING DIRECTION
- [ ] PHOTOSHOOT DIRECTION
- [ ] ALL BRANDING DESIGN
- [ ] ALL GRAPHIC DESIGN
- [ ] STORE DESIGN

DAVID YOUNG™



IMG, HOCKEY BASE LAYER RETAIL COLLECTION

CREATIVE CONSULTANT - Toronto Canada / Baltimore USA - JAN 04 / JAN 10

Please reference below legend for responsibilities on the following projects

NIKE

FW06 TEAM CANADA / NIKE HOCKEY FALL - IIHF RETAIL COLLECTION OLYMPIC GAMES - TORINO, ITALIA

FW10 NIKE SPORTSWEAR - GRAPHIC DESIGN, INTERIOR MARKETING INITIATIVES - SMU CANADA

FW10 TEAM CANADA / HOCKEY JERSEY DESIGN – 2010 WINTER OLYMPIC GAMES – VANCOUVER, CANADA

UNDER ARMOUR

FW10 UNDER ARMOUR HOCKEY BASE LAYER & TRAINING APPAREL

BAUER HOCKEY

SS06 BAUER HOCKEY RETAIL / WHOLESALE APPAREL COLLECTION

- [x] CONCEPTUAL CREATIVE DIRECTION
- [ ] ACCESSORY APPAREL DESIGN
- [x] WOMENS APPAREL DESIGN
- [x] MENS APPAREL DESIGN
- [ ] KIDS APPAREL DESIGN
- [ ] MERCHANDISING DIRECTION
- [ ] PHOTOSHOOT DIRECTION
- [x] ALL BRANDING DESIGN
- [x] ALL GRAPHIC DESIGN
- [ ] STORE DESIGN

DAVID YOUNG™

IMG. TEAM CANADA UNIFORMS

NIKE TEAM SPORTS - Senior Graphic Designer - Portland USA - SEPT 02 / JAN 04

Please reference below legend for responsibilities on the following projects

SS04 NIKE TEAM SPORTS MAJOR LEAGUE BASEBALL COOPERSTOWN COLLECTION
SS04 ATHENS OLYMPICS NIKE BASKETBALL
FW04 NIKE TEAM SPORTS NATIONAL HOCKEY LEAGUE WHOLESALE COLLECTION
FW05 NIKE TEAM SPORTS NCAA COLLEGE FOOTBALL

CAMPUS CREW UNIVERSITY OUTFITTERS - Graphic Designer - Brantford Canada - JUNE 94 / JUNE 99
BROOKS SIGNS COMPANY - Graphic Designer - Brantford Canada - NOV 90 / JUNE 94
SAXON ATHLETICS - Graphic Designer - Brantford Canada - MAY 89 / OCT 90

- [x] CONCEPTUAL CREATIVE DIRECTION
- [ ] ACCESSORY APPAREL DESIGN
- [ ] WOMENS APPAREL DESIGN
- [ ] MENS APPAREL DESIGN
- [ ] KIDS APPAREL DESIGN
- [ ] MERCHANDISING DIRECTION
- [ ] PHOTOSHOOT DIRECTION
- [x] ALL BRANDING DESIGN
- [x] ALL GRAPHIC DESIGN
- [ ] STORE DESIGN

DAVID YOUNG™

retrofuturism

unique design
embrace simplicity
tradition heritage passion
performance and technology

previous necklines, lace up necklines
tie down strap, and name bar requirements addressed
gold trim, utilize canada text, focus on horizontal stripes
possibly introduce new colour. no gimmicks.

embrace nike swift technology
visual meaasge of speed
graphic flexibility
venting and cooling

respect the heritage and emotion of canadian hockey
move the game forward
clean, simple and embrace speed
try a new appropriate approach

retrofuturism

twenty-first century technology and design meet the DNA that created the emotional vision
the result - something familiar, approachable, understandable, and new.
celebrate success & heritage, while implementing a modern innovative approach

we owe the consumer continued tradition and an emotional story
we dont have the luxury of throwing away the visual identity and DNA
inturn we act as the curator in order to preserve, while at the same time continue to move forward -

technology
design DNA
emotional
vision
familiar

approachable
understandable
success
heritage
innovative

consumer
tradition
identity
curator
forward

IMG. TEAM CANADA UNIFORMS / CREATIVE DIRECTION

DAVID YOUNG™

green monkey creative

STRATEGIC CREATIVE SOLUTIONS.

The Corporation of the Township of Mulmur RFQ-2018-05

Municipal Branding for Signage and Online Materials

May 10th, 2018

Dear Roseann Knechtel,

Please accept our proposal in response to the Municipal Branding for Signage and Online Materials RFQ-2018-05. After a thorough review by our team, we have put together our response, plan and pricing. Green Monkey Creative works very hard to bring branding solutions to all our clients, whether it is for a brand new company or an existing company looking for a refresh.

We approach each client and each project with a plan and a well thought out solution. We are always listening to our clients to ensure that we are addressing the needs and wants on an ongoing basis with every project. Our strong design and project management team put us in a great position to provide you with a "headache-free" project.

We trust the following meets your approval and we look forward to hearing from you and working with the Town of Mulmur.

Yours truly,

Julie Thurgood

Managing Director, Partner

Green Monkey Creative

About Us

Green Monkey Creative is a full-service strategic marketing company specializing in social media, websites, graphic design and branding.

Great design & marketing has a real business impact. We form a partnership with you, which enables us to become an extension of your team and work for you by working with you.

Our goal is to make it easy to help YOU achieve your goal.

Let us help you build your brand!

Your Team

Julie Thurgood

Managing Director, Partner

Julie is a creative thinker and a resourceful marketing consultant. Her background lies in brand and innovation marketing and research, as well as strategy development, social media development, marketing strategy and development.

Jess White, RGD

Creative Director, Partner

As a Registered Graphic Designer (RGD) with the Association of Registered Graphic Designers, Jess is a strong advocate of good design. Jess brings over a decade of professional knowledge in a variety of brand avenues, including; web design, corporate identity development, print, social and digital marketing design as well as motion graphic experience.

RGD Registered Graphic Designer

Creative Brief

Project Overview:

The Township of Mulmur is in the process of creating a new design and branding of Municipal signage and online materials. This will include, but is not limited to:

- Creating a visual identity or branding elements for the township of Mulmur to help the enhance area awareness.
- Design local signage at municipal parks and buildings as well as online and other relevant marketing requirements (digital and print).
- Elements to act similar to a BIA for Mulmur.

Deliverables:

We will design a logo that can be used across many different platforms and areas. Including the following:

- Welcome To Mulmur Signs
  - Locations may include but are not limited to: Primrose - Prince of Wales Road, Airport Road North & South, County Rd 17/Sideroad 10 East & West, County Road 21 East & West
- Municipal Parks and Buildings signage
- Hamlet signage (Terra Nova, Honeywood, Mansfield, Violet Hill, Rosemont, Primrose)
  - May consider way-finding finger boards
- On-line designs: website, social media

Our goal will be to build a branding package that encompasses all the key objectives outlined in the creative brief.

When considering the design of this project, we will ensure that they are complementary to the already existing signage in each community, including colours and different key aspects of the design.

The main aspect of this design will be ensuring that all the hamlets and communities are involved from the get-go and that the mutual experience from the start of the project to the completion is as easy as possible. That is our job. The other aspect of our job is to take all those ideas and provide a finalized brand package.

We will provide 3 to 5 concepts for consideration and review. We will present these concepts and from there will work together with the team to narrow down the choices and discover the elements that are working and not working. From that point, we will provide a "Semi-final" concept with 2 to 4 revisions.

Once approved, we will provide the final art files in print and web-ready formats.

Marketing Objectives/Communications Objectives:

The main objective of this project is to unite Mulmur's "community of communities". Mulmur is made up of many little communities and hamlets that the branding would unite or have a central focus of belonging. Some of the other objectives include, but are not limited to, are:

- Improve the Mulmur connection
- Increase awareness
- Generate local pride
- Highlight the community and landscape strengths
- Define Mulmur to residents, guests, weekenders and passers-by

Target Audience:

There are two target audiences for this project: those that live in the communities and tourists. By creating this cohesive brand, both will feel part of something bigger and increase the overall awareness of everything that Mulmur offers.

**Those that value a quieter, rural lifestyle and embrace the outdoors*

- Common values of respect for the environment, heritage, and culture (large community of artists)
- "We are residents of a very nice and quiet township who want to keep it that way. We deeply care about the NATURAL beauty of where we live."
- Local Residents:
  - 1. Old timers, original farm families, members of our agricultural community
  - 2. Retired people looking for a healthier lifestyle and quieter rural lifestyle
  - 3. Professionals that commute: Outdoor enthusiasts, artists, environmental consciousness
  - 4. Small business owners
- Weekenders/Visitors:
  - 1. Active outdoor life, escaping the city
  - 2. Agro-Tourists, hobby farms

Current Beliefs, Attitudes or Behaviours

We want to ensure that Mulmur is represented in the overall design. The logo will consist of text and visual imagery that will serve two purposes. It will tell people where they are and will create a visual symbol that represents the Township of Mulmur. It should invoke a sense of emotion, as well as include:

- Mulmur is a small slice of heaven
- Blessed with outstanding beauty, rolling hills, pristine water and great people
- A peaceful escape;
- An opportunity to step into and experience the outdoors
- Our roots are in agriculture, now the land is used more for personal recreation
- A rural "community"

Desired Beliefs, Attitudes, or Behaviours:

Logos and branding should invoke a feeling of emotion and make a lasting impression. Logos should be unique, memorable and stand the test of time. We want to design a logo that identifies Mulmur as a brand and make it stand out. A logo is the fastest communication known to man. It rises above the clutter of everything that people are surrounded with. It unlocks associations with your brand on sight, so it is imperative to incorporate the following:

- Bring the community of communities together to celebrate being Mulmur (old and new)
- Stewardship of the environment, green initiatives, locally grown food, health, wellness, year round outdoor activities
- A place to raise families
- Respect: for our natural landscape, wildlife, community and neighbours
- Our values: Kindness, welcoming, sharing
- You know your neighbours by name
- Maintain and protect Picturesque scenery – hills valleys, streams, forests and wildlife
- A slower pace – hamlets, small towns, friendly people, Appreciation for a quieter life
- Rural – farms, agriculture, local markets and businesses
- Outdoor recreation – hiking, skiing, cycling, Bruce Trail
- Green and Sustainability

Creative Strategy:

When people look at the Township of Mulmur's logo, they should immediately get a feel for your brand personality and your distinctive point of view. This should incorporate Mulmur's unique selling proposition and what all the unique things about Mulmur. We have to ensure that the branding includes some of Mulmur's amazing features and promises:

- Rolling Hills Rivers & Streams, The Hills Of Mulmur and The Great Outdoors
- Enjoy and Preserve Our Natural Beauty, Green Sensibilities (Environmentally Friendly)

Brand Positioning:

Along with the logo design, we feel that a brand positioning statement would strongly align with your overall brand strategy, and we should ensure that both align and include:

- Natural, Crisp air
- Positive, Friendly, Caring
- Mindful of/compliments Mulmur's two existing brands (Municipal and Better in Mulmur logos).

Colour Palette:

- Vibrant
- Positive
- Clean

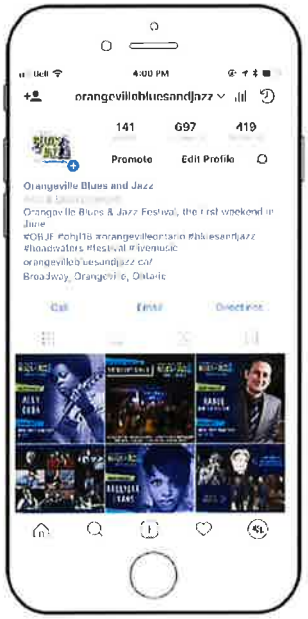
Key Messages & Tone:

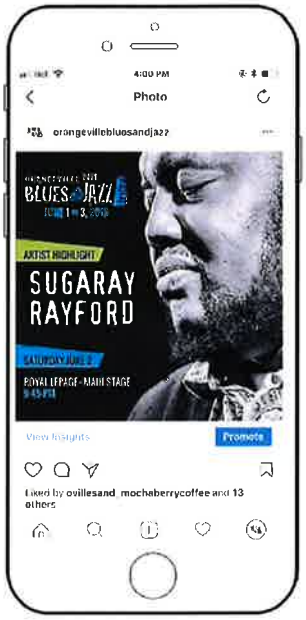
- Natural beauty, simple, classic
- Inclusive – we all belong (old-timers, weekenders, farmers, skiers, hikers)
- Friendly, neighbourly, kind, caring

Portfolio

Orangeville Blues and Jazz Festival

Social Media • Email Newsletters • Print Material





"We were very pleased with the expertise and creativity that Green Monkey Creative provided in the design and implementation of our social media campaign for the 2017 Festival. The 2017 Festival represented a year of change with the introduction of a paid admission policy, expanded licensed facilities and an enhanced staging and performer schedule. A greater social media presence as provided by Green Monkey Creative played a meaningful role in communicating and promoting these important changes."

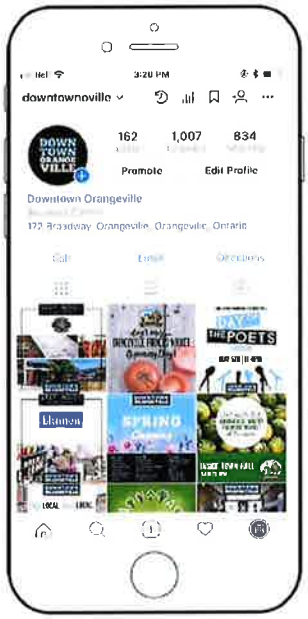
Peter Ross, Director of Development & Marketing - Orangeville Blues and Jazz Festival

Brews and Entertainment

Logo • Print Material • Event Branding & Promotion • Website • Social Media

Downtown Orangeville

Business Cards • Print & Newspaper Advertisements • Social Media



"Julie and her team are really easy to work with, full of great ideas and the flexibility, experience and professionalism to pull everything together."

Alison Scheel, OBIA General Manager - Downtown Orangeville

Shelburne Wood

Logo • Stationery • Signage

SHELBURNEWOOD
PROTECTION LTD

Mill Creek Pub & Restaurant

Print Material • Newspaper Advertisements • Menu Design • Social Media

RESTAURANT
Mill Creek
PUB
ORANGEVILLE

"If you want a social media company that takes over and manages all your social media. Green Monkey Creative is it. I never have to worry about when things will be posted or if our events are on social media. It just gets done!"

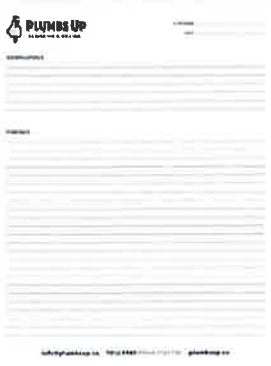
Mike Beattie – Mill Creek Pub and Restaurant

Trattoria Semplice

Logo • Menu Design • Stationery • Signage • Website

Plumbs Up

Stationery • Print Material



Shelburne Golf

Menu Design • Print Material • Website • Social Media

"Green Monkey Creative is great! We have seen an increase in traffic from our Facebook and Instagram posts from several hundred to several thousand in a matter of months. We have also seen this increase in traffic translate into increased ticket sales to events and special promotions on course.
I highly recommend Julie and her team!"

Megan Young General Manager - Shelburne Golf & Country Club

Quotation

Activity	# of Hours	Cost/Hour	Total Cost
Briefing Meeting	2	$75	$150
Research	8	$75	$600
Brainstorm Meeting	2	$75	$150
Concept Development and Creative Design	10	$75	$750
Concept Presentation	2	$75	$150
Revisions	2 Rounds / 3 hours	$75	$225
Grand Total	**27 hours**	**$75**	**$2025**

** Final logo files will be provided in EPS, AI, JPEG, PNG and PDF.*
** Price is subject to HST*

Timelines

Please find below our proposed timelines from approval date:

Briefing: 1 day
Research: 1 week
Brainstorming: 1 day
Concept development: 1 to 2 weeks
Concept Presentation: 1 day
Revisions: 1 week per revision if required
Final Art files: 1 week

References

Plumb's Up
Keith Hunt
416.678.2731 · keith@plumbsup.ca

Shelburne Golf and Country Club
Megan Young
519.939.1304 · info@shelburnegolf.ca

Orangeville Blues and Jazz Festival
Peter Ross
647.525.8494 · peterwross@sympatico.ca

Downtown Orangeville/Orangeville BIA/Orangeville Farmer's Market
Alison Scheel
519.942.5288 · info@downtownorangeville.ca

Mill Creek Pub and Restaurant
Mike Beattie
519.940.1360 · mike@millcreekpub.ca

Trattoria Semplice
TJ Zurwoski
519.942.6446 · info@trattoriasemplice.com

Ron Krochuk
TruBlueWood/Shelburne Wood Protection Ltd.
519.925.5915 ext 221 · rkrochuk@shelburnewood.com

Kyle Brown
Shelburne Wood Protection Ltd.
519.925.5915 ext 224 · kbrown@shelburnewood.com

The Corporation of the Township of Mulmur

Mulmur Branding Strategy

MAY 2018

NAVIGATE GROUP
267 NIAGARA ST-SUITE 201 P: +1 647 952-1511
TORONTO ON M67 2L7 F: +1 647 724-3486

NAVIGATE GROUP

TABLE *OF* CONTENTS.

01 EXECUTIVE SUMMARY

02 ABOUT US

03 METHODOLOGY, APPROACH & QUALITY

04 PROJECT TEAM

05 PORTFOLIO - RELEVANT BRANDING EXPERIENCE

06 REFERENCES

07 TIMELINE AND MILESTONES

08 PROFESSIONAL FEES

Executive Summary.

The Township of Mulmur is a community of communities with common interests, without a unifying visual identity. They require creative services to visually define Mulmur, enhance area awareness, and produce elements to act as a Business Improvement Area. The end product will be a Logo/Hero design concept for signage and online materials.

This work must:

- Target those who value a quieter, rural lifestyle (local residents & weekenders/passers-by)
- Reflect the deep care for the natural beauty of Mulmur and environmental stewardship
- Celebrate Mulmur, old and new, and take into account current & desired beliefs, attitudes, and behaviors during concept development
- Visually communicate the features and promise of Mulmur
- Embrace core brand pillars: positive, friendly, caring, natural, simple etc.

WE
CHART
THE
COURSE
FOR
BRILLIANT BRANDS.

What we do.

DESIGN

From stunning websites to logos that leave a mark, the Navigate design team aligns every facet of a project to express the soul of a brand. With premium hospitality, retail, and digital projects throughout North America and the Middle East, the team brings extensive experience on a global scale.

DIGITAL

Powered by some of Canada's leading digital experts, our digital team delivers insight-driven SEO, advertising, and analytics strategies that return impressive results.

MARKETING

Working with brands at every stage of development, we craft comprehensive marketing strategies that include everything from market analysis to ad campaigns.

Why Our Clients Hire Us.

UNIQUE AGENCY MODEL

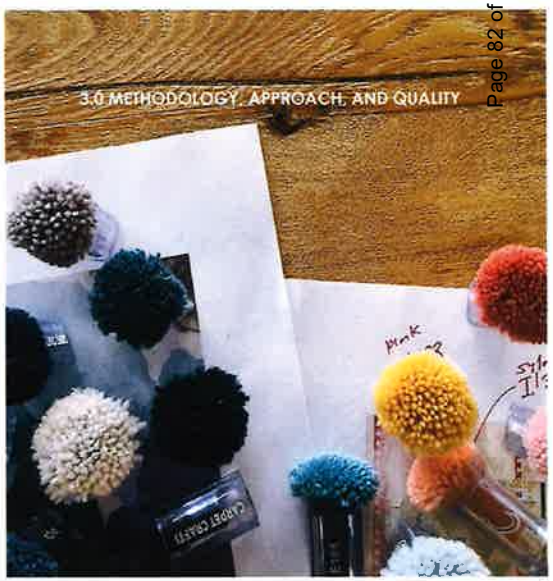
As an integrated full-service marketing, design, and digital agency, we work as a team to create strong, consistent brands across all platforms.

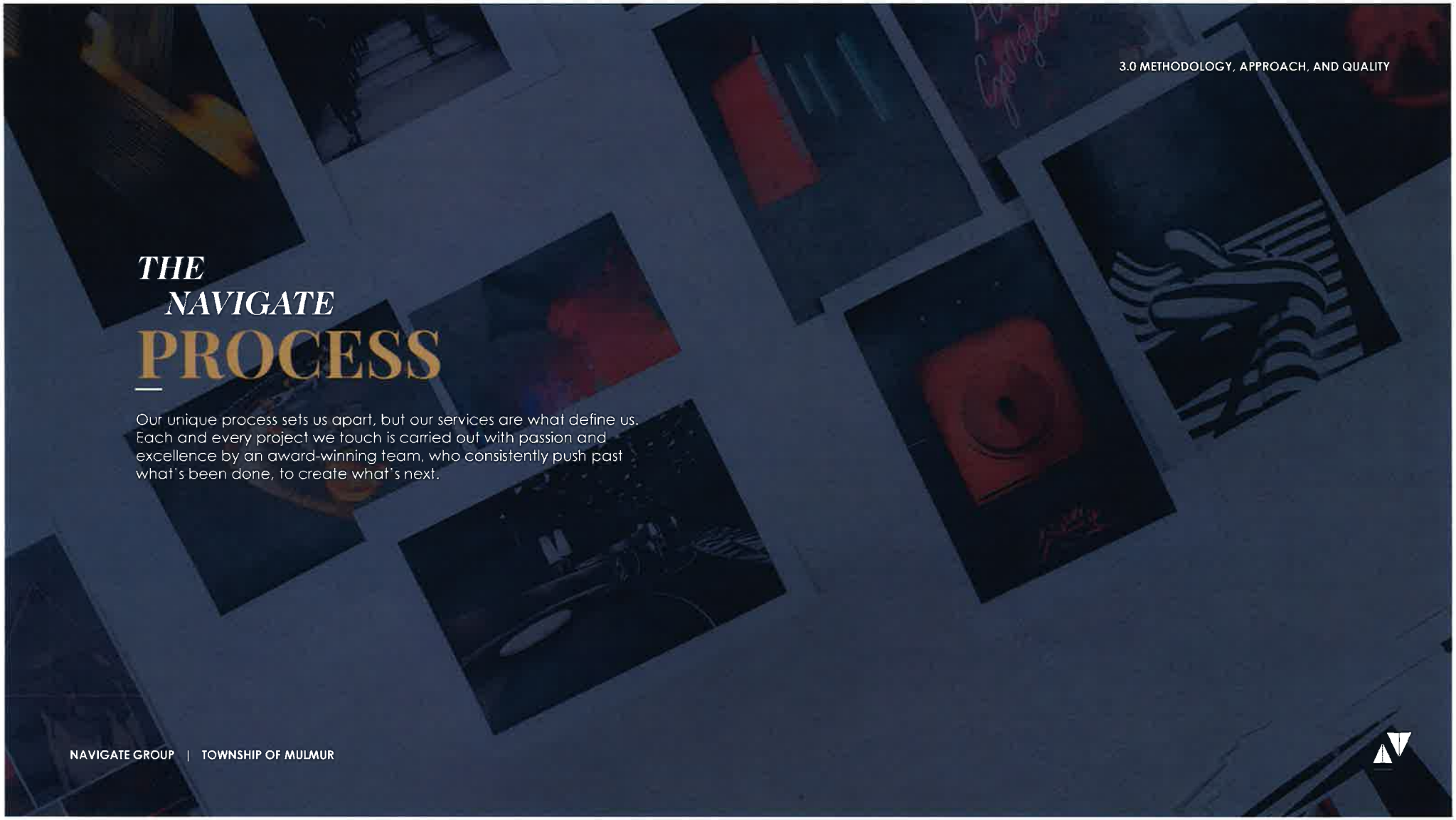
STREAMLINE PROCESSES

By eliminating the need to manage multiple agencies, we streamline processes and help your brands reach new heights sooner.

LEADERSHIP TEAM

Our leadership team and project teams have extensive experience on a global scale. This diversity manifests itself on our creative insights and inclusive approach to branding.





THE NAVIGATE PROCESS

Our unique process sets us apart, but our services are what define us. Each and every project we touch is carried out with passion and excellence by an award-winning team, who consistently push past what's been done, to create what's next.

Project Workflow Overview.

PROJECT BRIEF

- Discuss and define the overall objectives.
- Outline and confirm project milestones and deliverables.

DISCOVERY & INSIGHTS

- Client/Agency Discovery session to review and align on business and marketing objectives, brand identity.
- Internal, Market/ Competition, and Brand Audit compiled into a comprehensive research paper.
- Stakeholder interviews to establish priorities, insights, and considerations.

BRAND DEVELOPMENT, VALIDATION & COMMUNICATION STRATEGY

- We develop a brand communication strategy that outlines: positioning, targeting, messaging, and channel.
- We will provide a Brand Identity Manual.
- 1 peer reviewed focus group will be conducted as well as a client stakeholder review for feedback.

GRAPHIC DESIGN & CREATIVE SERVICES

- Develop brand look and feel that reflects client's mission and vision.
- Creation of three Logo/Hero concepts, colour palettes, and brand guidelines.

FINAL BRAND IDENTITY & APPLICATION ROLL-OUT

- Concepts developed for various signage and online materials
- We present the final brand identity and include the JPEG and vector format files for each application

Scope of Services

PROJECT BRIEF

The first phase in our process will be to discuss and define the project and client's overall objectives and priorities.

INITIAL PROJECT BRIEF & ONBOARDING

This will clarify our understanding on:

- The parameters and scope of the project including final applications required for branded elements.
- The client roles and expectations.
- Outline the Agency process for managing scope change or additional requests.
- Review high level workback schedule and align on key meeting and presentation dates.
- Identify key stakeholders and points of contact.

In this phase, we will collaborate to outline and confirm the project milestones and any of the associated deliverables. This phase will be essential in keeping the deliverables clear and focused throughout the whole process.

Scope of Services

DISCOVERY AND INSIGHTS

Getting the BIG picture.

The most important part of developing brand strategy is robust insights and information gathering up front to establish background and context, brand personality, and the "why" for the objectives intended to form the foundation for successful brand communication.

We kick off this part of the process with a half day meeting/workshop with the client where we assess the following:

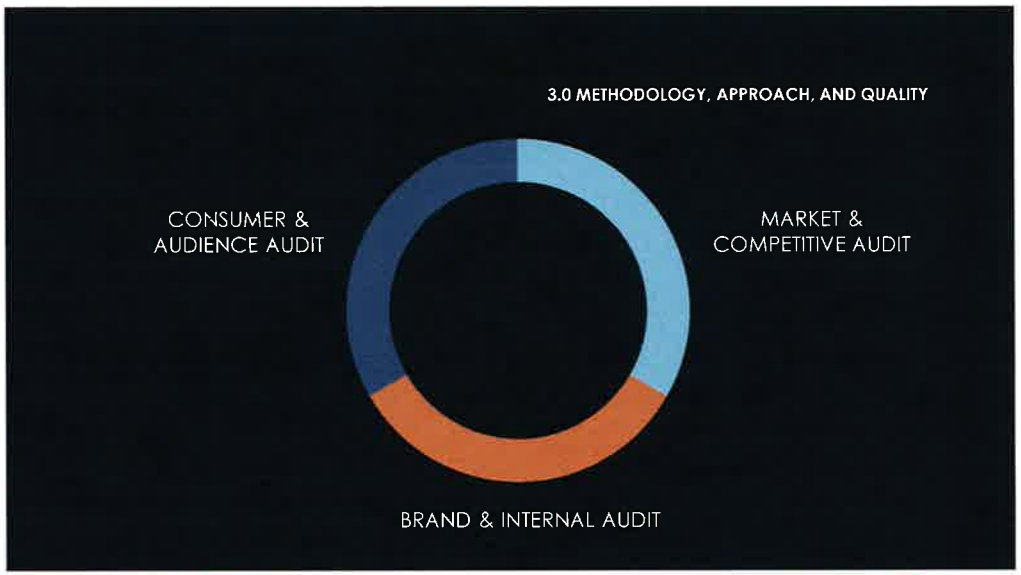
PHASE 1

The gathering of detailed data: background information on the Township of Mulmur; stakeholders and key audiences; category and community insights; recent growth, changes, and future opportunities; and any other information that can be provided or gleaned from a discussion.

PHASE 2

We complete a consumer and audience audit, including key stakeholder interviews, a review of existing research, as well as a digital scan for competitive insights and a review of existing brand properties and assets.

OUTPUT: Internal, Audience, and Competitive Audits compiled into a comprehensive research paper.



Scope of Services

BRAND DEVELOPMENT & COMMUNICATION STRATEGY

The next phase of work is developing the brand communications strategy. The key findings from the discovery and insights gathering report will form basis of a comprehensive brand communication strategy that outlines the following: positioning, targeting, messaging, and channel.

OUTPUT

We identify and provide tactics that effectively position brands and provide the right messaging to engage the target audience across all touch points. Our messaging shares brand personality, value proposition, and brand promise in a way that will resonate.

It is in this phase, the brand story, identity, and promise will be clearly defined, which will begin to frame the overall look and feel of the client's brand. Our focus will be in capturing awareness, building demand, conversion, and finally sustaining the conversion to increase a visitor's average length of stay, spend and probability for a repeat visit.

We will also develop a Brand Identity Manual (Visual Identity Standards) to go along with the communication plan.

NAVIGATE GROUP | TOWNSHIP OF MULMUR

POSITIONING

- We look at two maps – audience and competition.
- We plot out where the current brand sits within the market landscape (competition) and where it sits within the current market audience base.
- We identify the white space/opportunity and where we can realistically position ourselves.

TARGETING

- Identify key personas.
- Identify tactics/messages that align to each persona.
- Identify channels, types of content, types of message that align to each persona.

MESSAGING

- Identify gaps in current messaging based on research, personas, and social listening.
- Identify which types of content are required based on 3 messaging priorities – inspire (awareness), educate (inform) and convert (unity & volume of visitors).

CHANNEL

- Identify priority channels, supporting channels and type of messages that align to each.

Scope of Services

GRAPHIC DESIGN & CREATIVE SERVICES

The design team will distill the findings from the Discovery Phase and Brand Development/ Strategy Phase to create logo concepts, taglines, and colour palettes in the creative direction and vision of the brand.

- We present 3 logo concepts in black and white, along with thought starters for colour palettes.
- The client provides feedback so the direction of the logos can be refined. (revision round one)
- We then present 1-2 selected logo directions in full colour.
- Lastly, any creative revisions are made to produce the final logo design. (revision round two)

Scope of Services

FINAL BRAND IDENTITY & APPLICATION ROLL-OUT

In this phase, brand visuals/images that support the brand strategy will be created.

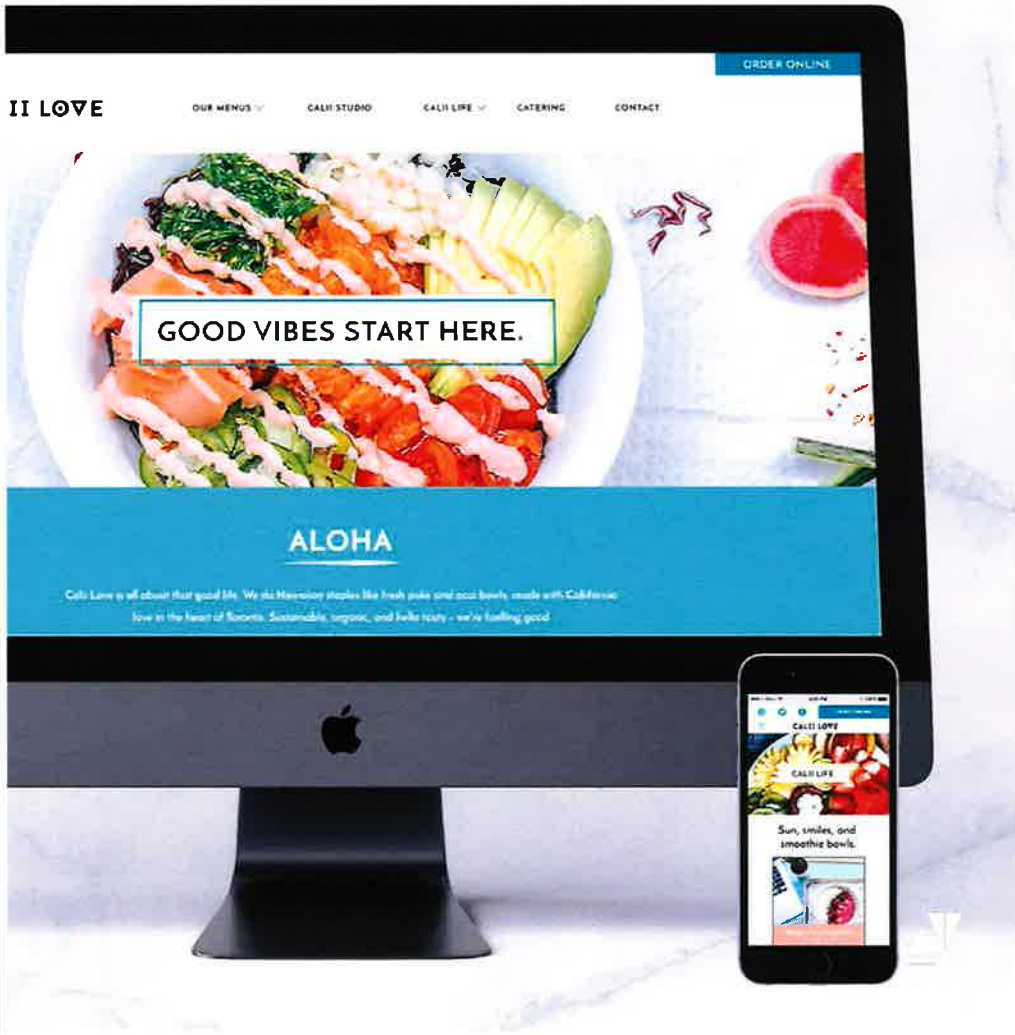
Brand visuals would appear in a variety of applications such as, but not limited to:

- Welcome to Mulmur signage
- Municipal Parks & Buildings signage
- Hamlet signage
- On-line designs: website & social media

Final list of applications and branded elements required will be confirmed in the Project Briefing.

The Navigate team is focused on bringing our client's brands to life. To ensure a successful in-market launch, we present the final concepts in the context of their application. This allows the client to select the visual identity that best communicates their core values all of the time.

The final JPEG and vector format files are provided to the client.



PETER PALARCHIO

PARTNER | MARKETING DIRECTOR - STRATEGIC LEAD AND OVERSIGHT

Peter is a highly regarded brand specialist with over 10 years of experience in marketing management and unforgettable live experiences.

His career has spanned two respected agencies, television, broadcast and global hospitality companies - creating flagship destinations and events frequented by the city's most respected and famous guests.

Peter's hospitality accomplishments include the creation and evolution of blue chip brands that have expanded globally to Miami and Dubai, as well as creative and strategic direction for a number of growing hospitality brands. During his agency career, he lead major North American accounts including MolsonCoors, The Keg, Moxies, President's Choice Financial, and Tourism Toronto.

Peter's capacity to distill the true essence of a brand - and his ability roadmap offline programs into the digital world - makes him an invaluable part of Navigate's 360-degree approach to brand building through inspired design.

NOTABLE PROJECTS:

WET DUBAI - BEST NEW RESTAURANT - TIME OUT AWARDS
BYBLOS TORONTO - #8 BEST NEW RESTAURANT - TORONTOLIFE
FRESCO TORONTO - #8 BEST NEW RESTAURANT - TORONTOLIFE
BYBLOS MIAMI - TOP 10 BEST NEW RESTAURANTS - MIAMI NEW TIMES & FAIRCHILD - BEST CROSS PLATFORM NON-FICTION - CANADIAN SCREEN AWARDS DECONSTRUCTING DINNER - BEST OF CANADA - TASTE AWARDS HOLLYWOOD

EMMA GRAVELLE

ENGAGEMENT MANAGER- ACCOUNT LEAD AND ONGOING PROJECT OVERSIGHT

An integrated Marketing Specialist with nearly a decade of experience, Emma's strategic leadership, critical thinking and project management skills have produced award winning work for some of Canada's leading brands. Emma's career has taken her from executing large scale retail programs to planning and development of CRM strategies, to Brand Building and Brand Positioning strategies for some of Canada's biggest brands, including Weston Bakeries, CIBC, Tim Hortons, Fairmont Resorts and Hotels and Hyundai. A strong communicator and collaborator, Emma is able to oversee cross functional teams, lead the strategic planning process and deliver campaigns and projects with strong business results efficiently and effectively.

NOTABLE PROJECTS:

GOLD ADRIAN AWARD FOR FAIRMONT ESCAPES CAMPAIGN (X3) CMA
FOR PAN AM GAMES FACEBOOK CAMPAIGN
RELAUNCHED TIM HORTONS DOUBLE DOUBLE VISA CARD AND INCREASED ACQUISITION AND ACTIVATION RATES BY 10+%
PROMO AWARD BEST INTEGRATED CAMPAIGN FOR WONDERBREAD OLYMPICS ACTIVATION

CASSIE SCOWCROFT

CREATIVE DIRECTOR - CREATIVE LEAD AND GRAPHIC DESIGN SERVICES MANAGEMENT

An award winning graphic designer with an eclectic background working for organizations based in Canada and internationally, Cassie has the ability to generate compelling work in a variety of formats including print and web media. Cassie's work has a vibrant modernity that is inspired by classic influence. Her skills in creating custom design ally with a proven background in corporate brand identity projects, forwarding dynamic and vibrant work that has excellent marketability and cohesion. She enjoys creating extensive theoretical and practical branding across multiple formats including logos, stationery, packaging and web design. Cassie has worked for both boutique and multinational agencies. A few of the brands she has designed for are MasterCard, Cadillac, Red Bull, Absolut and Ford.

NOTABLE PROJECTS:

APPLIED ARTS MAGAZINE ADVERTISING ANNUAL
CANADIAN FILM CENTRE
CADILLAC ATS APP
REDBULL SOUND SELECT ROLL OUT - CANADA
INDIE 88 RADIO STATION
MASTERCARD STYLICITY CAMPAIGN
WIND MOBILE REBRAND

AWARDS:

GOLD - GRAPHIS AWARDS,
APPLIED ARTS MAGAZINE DESIGN
GOLD - APPLIED ARTS DESIGN AWARD 2013
GOLD - PROMO AWARDS, BEST SHOPPER MARKETING, MASTERCARD STYLICITY
GOLD - SHOPPER INNOVATION AWARDS, MASTERCARD STYLICITY

*Physical location of all team member is 267 Niagara St. Toronto, ON

Our Brand Team's Past Rebrand/Repositioning Clients.

Tim Hortons.

HYUNDAI

town shoes
for the love of shoes

GENERAL MOTORS

WIND

CIBC

THEMUSEUM

BATCH

THE STORYS BUILDING

PROJECT Deliverables.

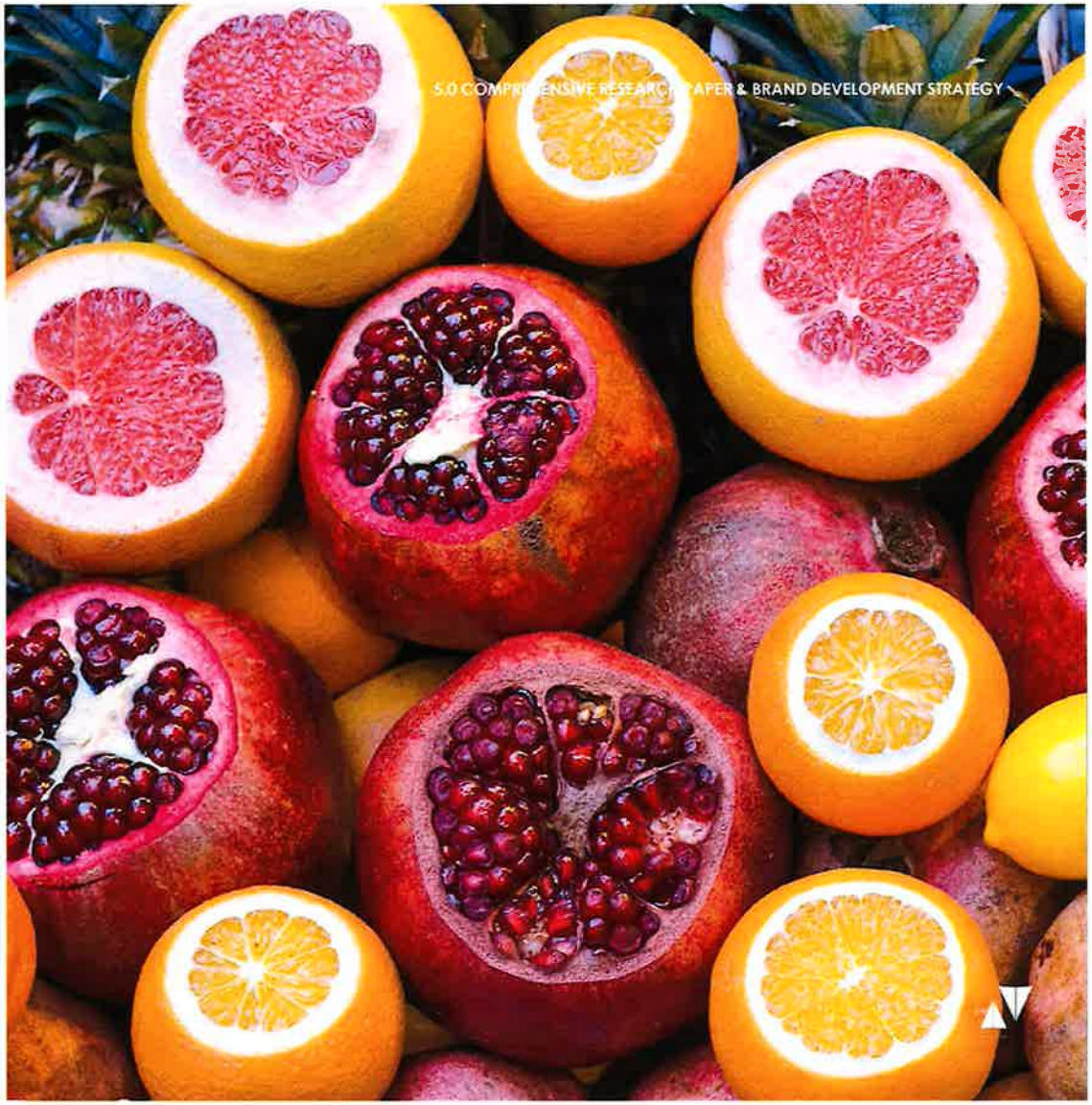
COMPREHENSIVE RESEARCH PAPER & BRAND DEVELOPMENT STRATEGY

NAVIGATE GROUP | TOWNSHIP OF MULMUR

Fresh Restaurants

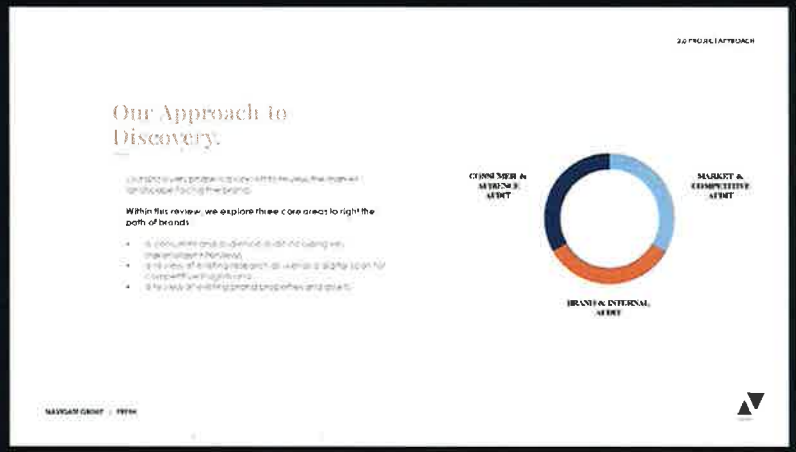
COMPREHENSIVE RESEARCH PAPER

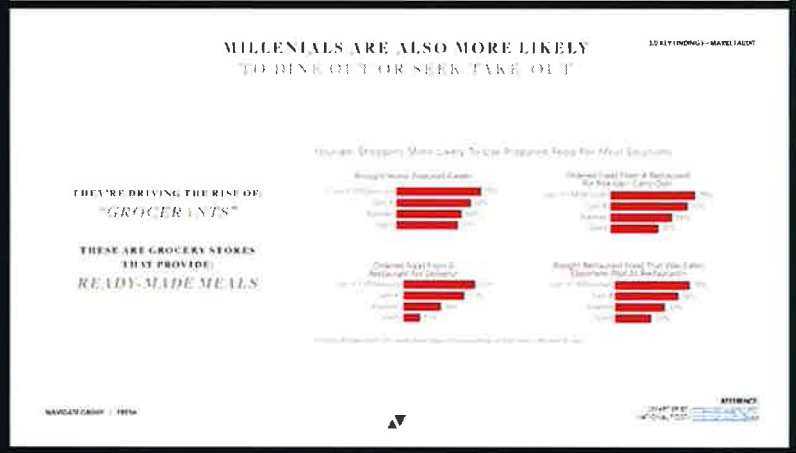
- BRAND AUDIT + DISCOVERY
- STAFF & STAKEHOLDER QUESTIONNAIRE
- CONSUMER SURVEY
- NEIGHBOURHOOD + DEMOGRAPHIC RESEARCH
- PERSONA DEVELOPMENT
- MESSAGING & CHANNEL RECOMMENDATIONS

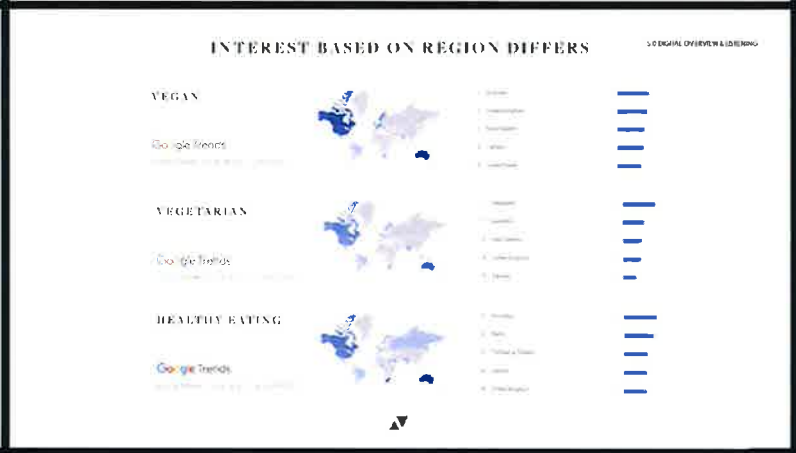


PHASE 1:

DISCOVERY, MARKET, CONSUMER & STAKEHOLDER RESEARCH







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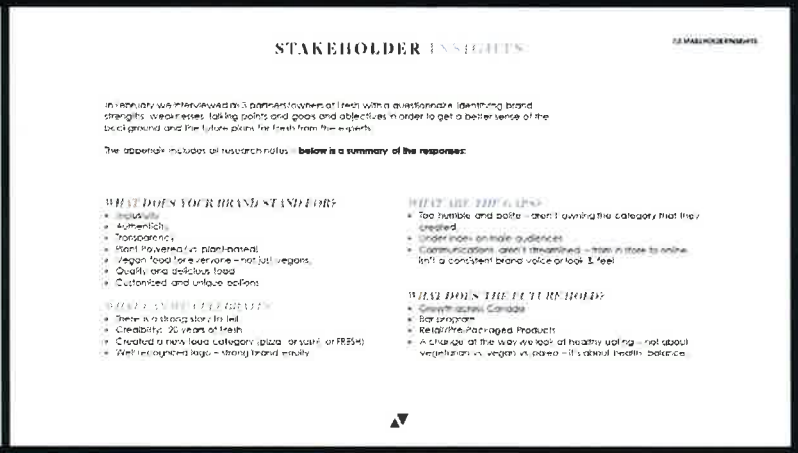
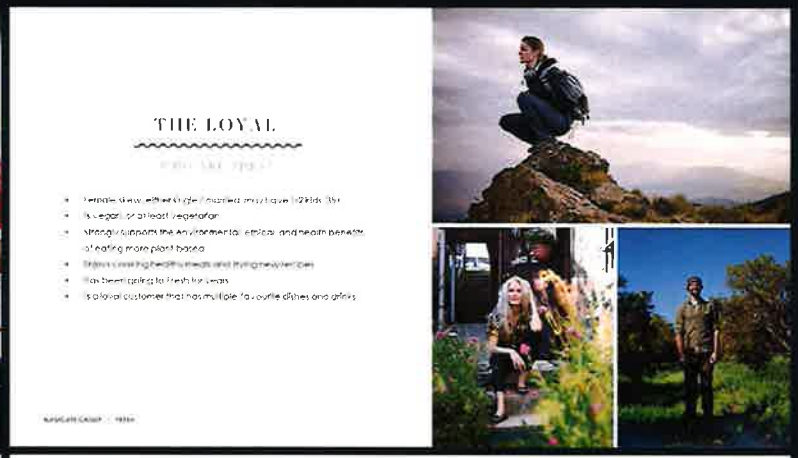
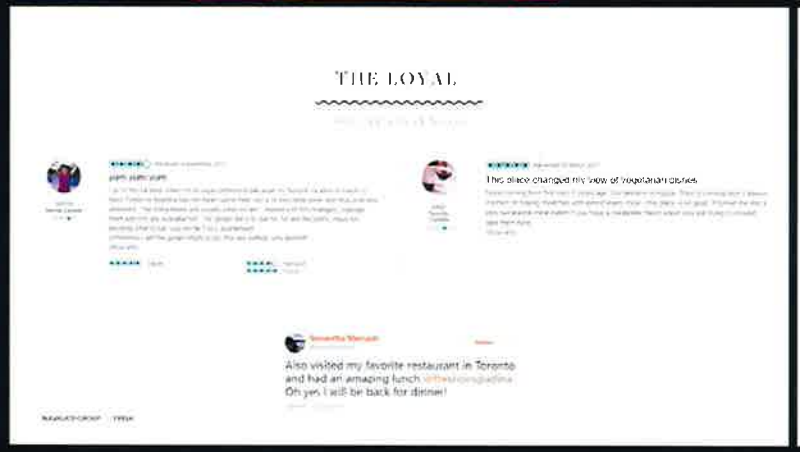
DISCOVERY, MARKET, CONSUMER & STAKEHOLDER RESEARCH

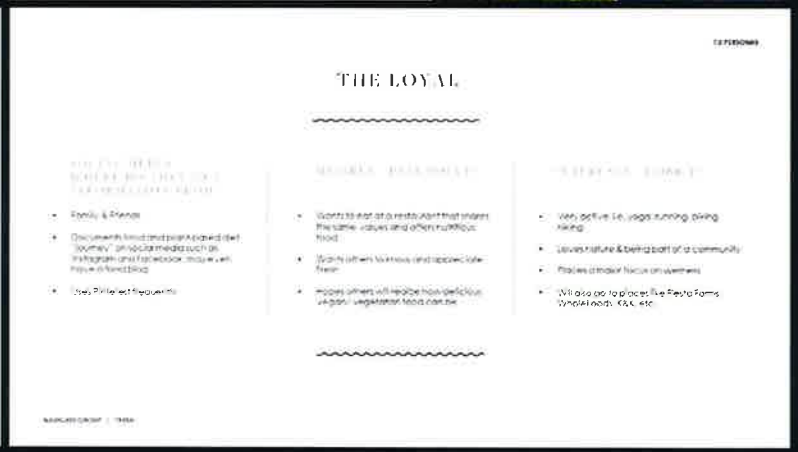


PHASE 2:

PERSONA DEVELOPMENT & SOCIAL LISTENING







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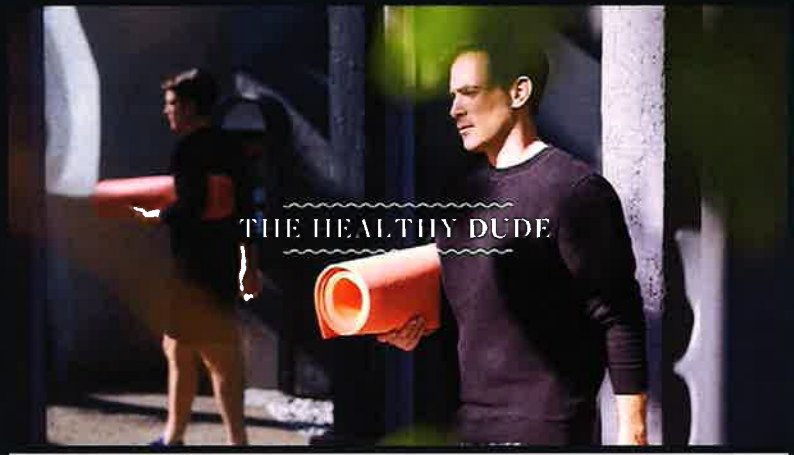
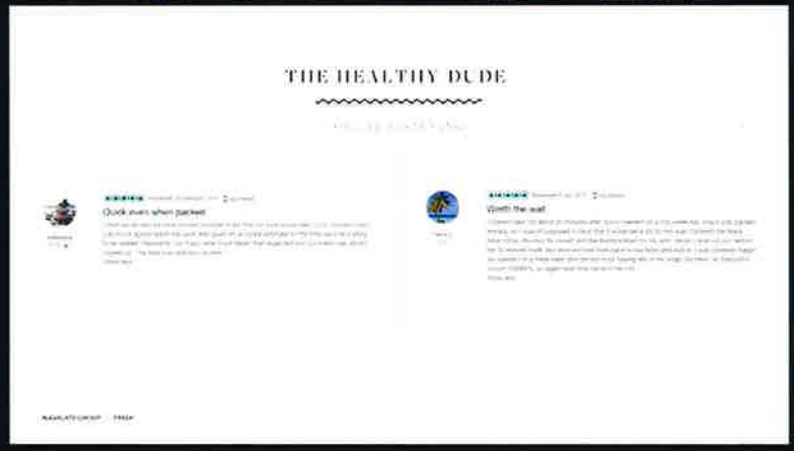




PHASE 3:

PERSONA SENTIMENTS, INSIGHTS BUILDING UNIVERSAL TRUTHS TO CRAFT STRATEGY

BRAND

VISUAL IMAGE CREATION.

VoX International

BRANDING

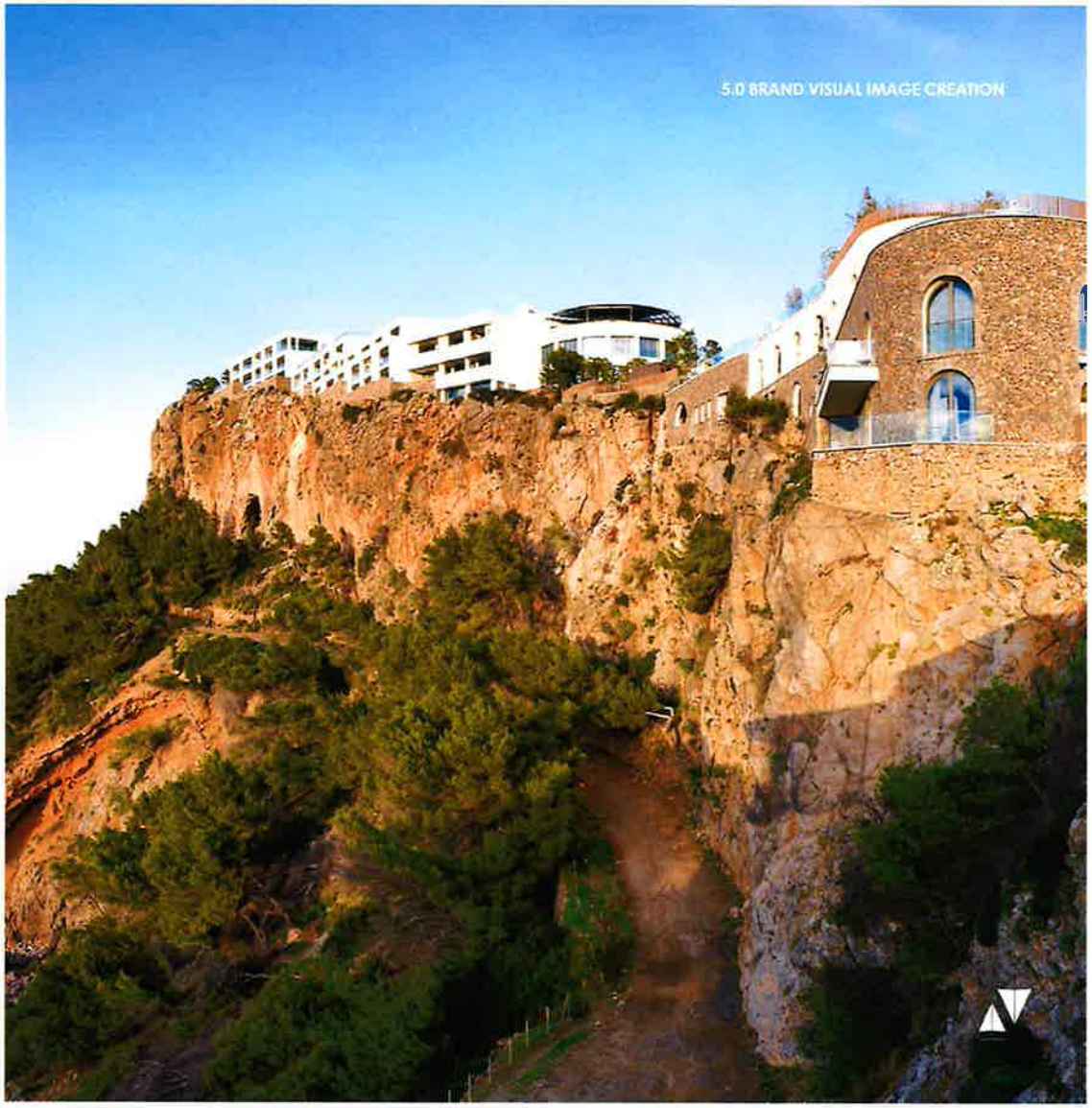
- BRAND AUDIT
- ANALYSIS + POSITIONING
- STORY + MESSAGING
- STYLE GUIDE

CREATIVE

- LOGO DESIGN + IDEATION
- CONTENT CREATION + COPYWRITING
- PROMOTIONAL MATERIALS

INTERACTIVE

- WEBSITE DESIGN + DEVELOPMENT
- USER INTERFACE DESIGN + ANALYSIS
- USER EXPERIENCE DESIGN
- CONTENT MANAGEMENT SYSTEM



EXISTING LOGO

VOX
VOICE of EXPERIENCE

VOX
VOICE OF EXPERIENCE

BLACK

VOX
VOICE OF EXPERIENCE

COLOURED

VOX
VOICE OF EXPERIENCE

COLOUR SWATCH

VOX NAVY | VOX TEAL | VOX WHITE

VOX
VOICE OF EXPERIENCE
A Global Leader in Travel & Tourism Marketing
WWW.VOXINTERNATIONAL.COM
VOX
VOICE OF EXPERIENCE
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VOICE OF EXPERIENCE
A Global Leader in Travel & Tourism Marketing
WWW.VOXINTERNATIONAL.COM
NAVIGATE GROUP | TOWNSHIP OF MUSKOKA

VoX
VoX IS COMMITTED TO PROVIDING ITS CLIENTS WITH PERSONAL, INNOVATIVE AND RESULTS-DRIVEN SOLUTIONS IN A TIMELY AND COST-EFFICIENT MANNER
It has been said that "the trouble with experience is that it teaches you the lesson only after you've achieved the result." As a team of travel specialists, we have prided ourselves on our extensive experience and our ability to

VoX
A Global Leader in
Travel & Tourism Marketing

HHG

BRAND IDENTITY MANUAL

- STORY + MESSAGING
- LOGOS + SYMBOLS
- TYPOGRAPHY
- COLOUR PALETTE
- BRAND IMAGERY STANDARDS
- SUGGESTED USE OF IMAGERY
- APPLICATION RECOMMENDATIONS
- UI ELEMENTS
  - CTA STANDARDS
  - BUTTON STATES
  - PADDING SPECS
  - ICONOGRAPHY

We make investing in hospitality a business and a pleasure.

The proof is our people.

Colour Palette

Ad Examples
Investing Made Breezy.
LEARN MORE
Examples of horizontal and vertical ad layouts
Logo should always be visible, meet minimum size requirements, and when possible be placed in the top left corner
Text should always be clear and legible. If necessary place text in solid box with secondary brand background color
Ad creative may vary based on campaign
Investing Made Breezy.
LEARN MORE

HHG Website

CREATIVE

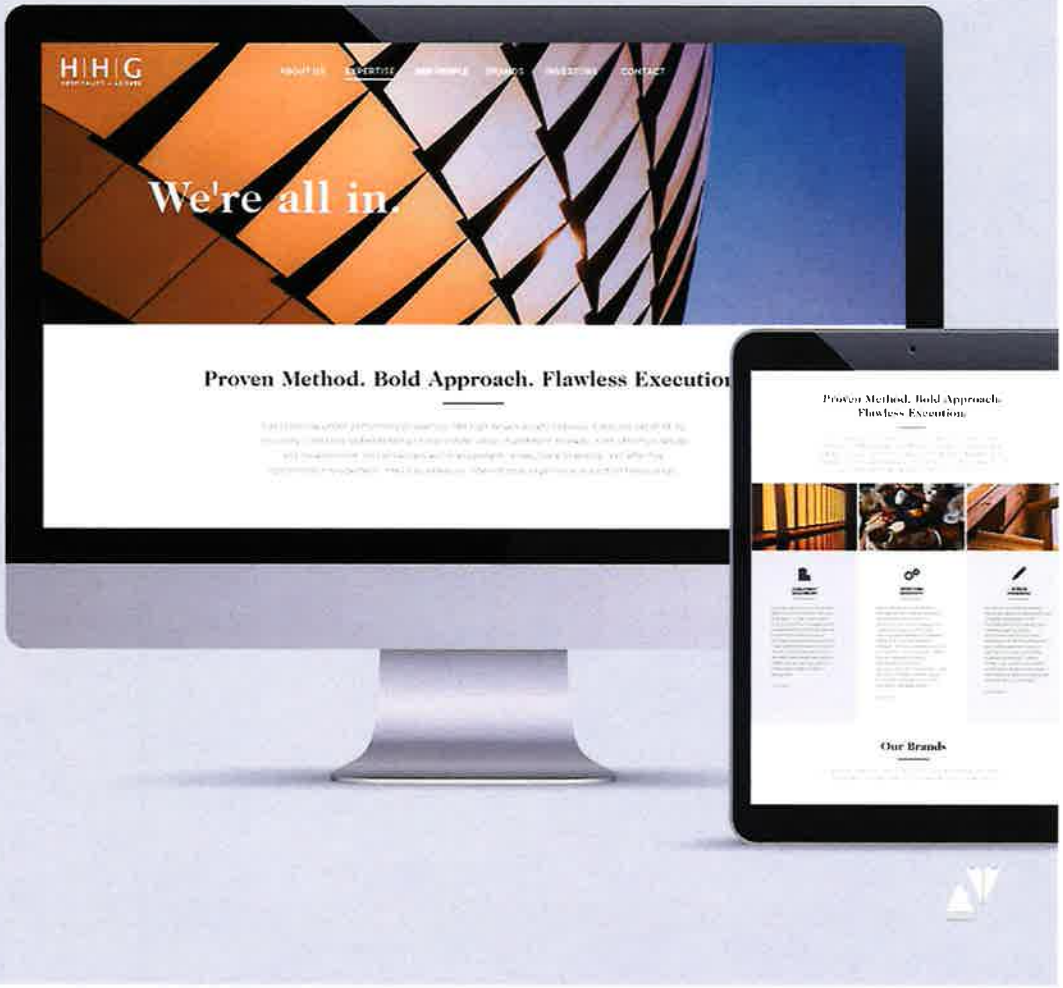
- CONCEPTUALIZATION
- ART DIRECTION
- CONTENT CREATION
- COPYWRITING

STRATEGY

- PROJECT MANAGEMENT

INTERACTIVE

- WEBSITE DESIGN + DEVELOPMENT
- USER EXPERIENCE DESIGN
- CONTENT MANAGEMENT SYSTEMS
- SEARCH ENGINE OPTIMIZATION
- GOOGLE ANALYTICS
- QUALITY ASSURANCE + TESTING



H|H|G
ABOUT US
EXPERTISE
OUR PEOPLE
BRANDS
INVESTORS
CONTACT
RESTAURANT
Spread
Small Plates And Great Sips

H|H|G
Before you invest,
we do.
Being Selective Has Many Rewards.
HHG Project Criteria

Kananaskis

Naming **Graphic Design**
Branding **Art Program**

The Navigate team worked with the Delta Hotels by Marriott Kananaskis Lodge on three of their new F&B brand venues; Forte, The Cedar Room, and The Market Café.

FORTE

Forte is a modern mountain eatery, inspired by classic Italian dishes for every meal period. It has a desirable menu with broad appeal, and a casual yet refined approach to service. By providing all-day dining, Forte has been able to set itself apart from its competitors and create a welcoming atmosphere that appeals to their target market.

THE CEDAR ROOM

The Cedar Room is a restaurant with two distinct operating components – the lobby bar and a dining area with a private dining room. The bar has been the central component of the lobby space, whilst the dining area offers upscale, classic dishes.

THE MARKET CAFÉ

The Market Café has a storefront retail shop feel, evoking a traditional general store look that Marriott Kananaskis Lodge aimed to be the primary take-away for their repositioned hotel. It offers a range of food and beverage items in a market-style café, with a mix of grab and go self-serve items, retail display and flexible seating.

LOGO

MENU DESIGN

5.0 BRAND VISUAL IMAGE CREATI

Salads and Starters

IETTA $12.95
rry tomatoes, basil, sed olive oil, roasted ic crostini

1 BOARD $14.95
e size $21.95
cheeses, marinated use pickles, mustard

ACCIO $14.95
e size $21.95
berta beef, arugula, balsamic of Modena, cked black pepper

RADICCHIO $12.95
Watercress, endive, shaved parmesan, crunchy walnuts, roasted apple vina grette

BURRATA $14.95
Roasted tomato, frisee, watercress, balsamic of Modena

BEETS 3 WAYS $14.95
Salt baked, roasted, pickled, goat cheese, charred squash, house smoked almonds

CALAMARI $14.95
Char grilled, lemon, olives, water cress, frisee

SEARED TUNA $16.95
Crisp greens, hardboiled egg, yellow and green beans, olives, citrus vinaigrette

CAULIFLOWER FRITTI $13.95
Lemon creme fraiche, parmesan, micro sprouts and herbs

CAESAR $12.95
Baby romaine, double smoked bacon, warm croutons, parmesan

MEATBALL $12.95
Beef, veal, shaved parmesan, kalo, tomatoes

Pizza

Made in our wood-fired oven

MARGHERITA $16.95
nerry tomatoes, mozzarella, basil

PEPPERONI $19.95
Pepperoni, tomato, mozzarella

GIARDINO $18.95
broccoli, red pepper, zucchini, green olive, mozzarella, feta

QUATTRO FORMAGGI $17.95
ozzarella, aged provolone, pecorino romano, migiano reggiano, fresh honey comb

SPEZIATO SALSICCIA $19.95
age, tomato, red pepper, red onion, provolone

SHRIMP PESTO $19.95
pesto, shrimp, cherry tomato, red onion, goat cheese

Pizzia

GRILLED EGGPLANT $18.95
Grilled pepper, zucchini, eggplant, portabella, goat cheese, arugula pesto

CHICKEN $19.95
Pancetta, lime aioli, avocado, yellow tomato

SOPPRESSATA $18.95
Grilled pepper, sundried tomato tapenade, watercress, parmesan, pickled onion

MEATBALL $19.95
Provolone, tomato, cracked pepper, roasted garlic aioli

Forte

inaskis | 403 591-6272

Mains

WILD SOCKEYE SALMON
Market Price
Polenta, fig beurre blanc, spinach, roasted finger carrot, roasted asparagus

SCALLOPS $31.95
Kale risotto, preserved tomato, taggiasche olives

WOOD ROASTED SEA BASS
Market Price
Fennel, celenac, lemon, tarragon, fresh herb salad

STRIPLOIN $32.95
12oz bone in, gorgonzola ravioli, red wine reduction

HANGER STEAK $35.95
Local 8oz, handmade salmoniglio, red wine jus

HALF CHICKEN $26.95
Crispy herb roasted, rosemary, spinach, sundried tomato cream

VEAL $32.95
12oz bone in chop, mushroom leek ragout, garlic mash

LAMB RACK $39.95
Farmed locally, artichoke puree, mint balsamic reduction

FILET MIGNON $29.95
6oz, wood roasted, sweet potato hay, natural pan jus

House Made Pasta

LODGE LASAGNE $19.95
Veal, beef, tomato, mozzarella, ricotta, cured bacon, wilted spinach

TORTELLINI $21.95
Kale, ricotta, puttanesca, pressed olive oil, fresh oregano

PENNE $19.95
Ricotta, basil pesto, preserved tomato, arugula, crunchy toasted pine nuts

LINGUINI $29.95
Clams, mussels, calamari, shrimps, lobster, spinach, garlic, olive oil, vino

PAPPARDELLE $23.95
Wild mushrooms, braised short ribs, caramelized onion, garlic cream, truffle oil

SPAGHETTI $22.95
Meatballs, tomato sauce, parmesan, grilled portabello, pesto

Sides

BRUSSELS SPROUTS $7.95
Crispy pancetta, maple

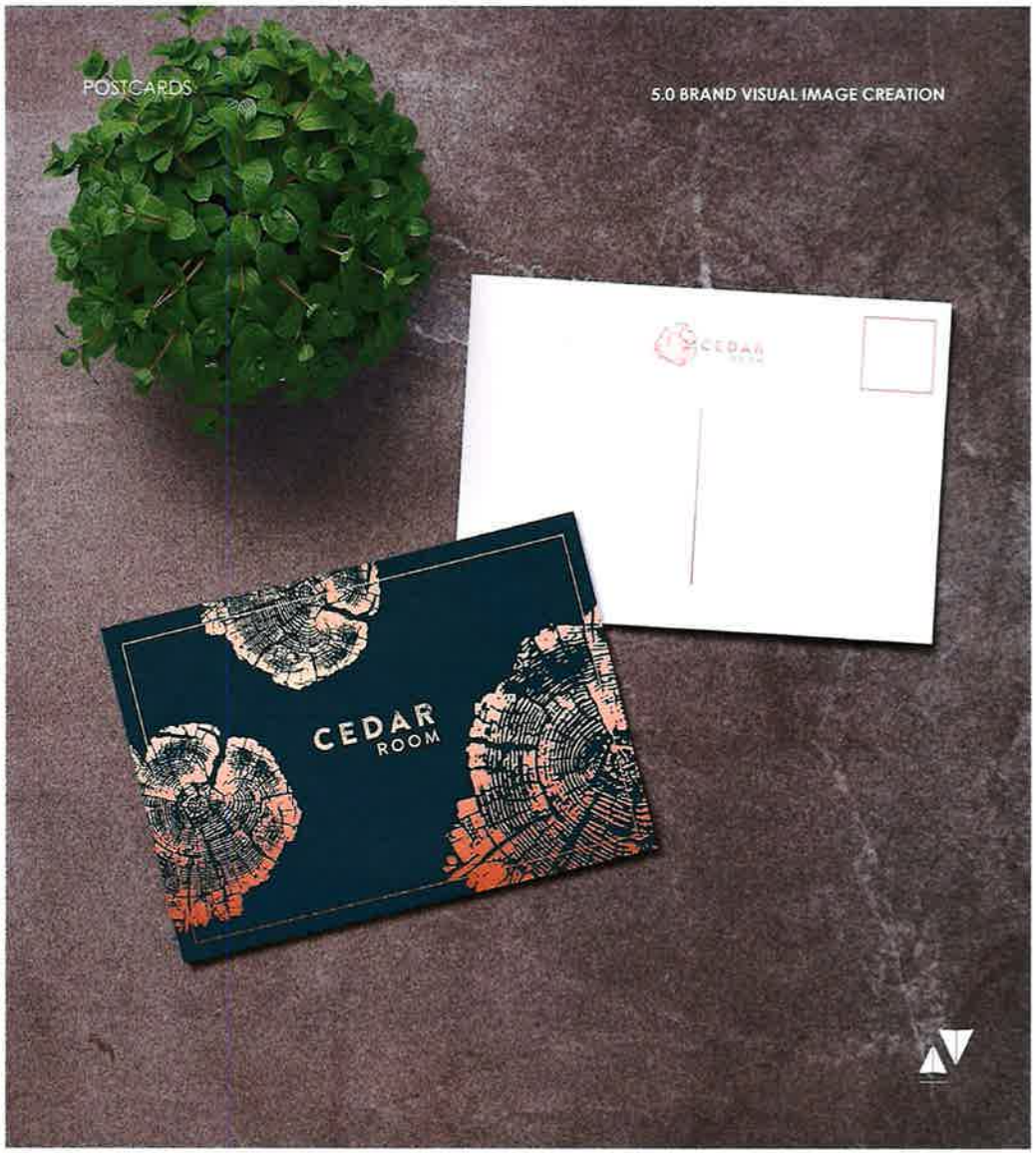
KALE $7.95
White balsamic, crispy garlic

BROCCOLINI $7.95
Lemon, chili

CARROTS $7
Rosemary, p

Forte

MENU DESIGN
MENU


POSTCARDS
5.0 BRAND VISUAL IMAGE CREATION
CEDAR
ROOM

BRANDED COLL
NAVIGATE GROUP | TOWNSHIP OF

THE
MARKET
CAFE
BOOK A TABLE

THE
MARKET
CAFE

THE
MARKET
CAFE
THE
MARKET
CAFE
DARK CHOCOLATE ALMONDS

36 Knots

Naming & Branding
Interior Design
Graphic Design
Website Design
Product Development
Project Management

36 Knots was created in collaboration between interior and graphic designers and weavers in India. Inspired by the Pazyryk carpet, which is considered the oldest known carpet to the world and made up of 36 symmetrical knots per cm², 36 Knot's offers a range of rugs that pay respect to a long line of tradition and aims to push boundaries with truly art-inspired area rugs.

Navigate wove the notion of heritage and tradition into every element of the 36 Knots brand, from the name and brand story, through to the design of each and every rug. The Navigate team even traveled to India to meet with weavers and learn the process first hand. From there, competitor research, concept development, intense colour studies and design began.

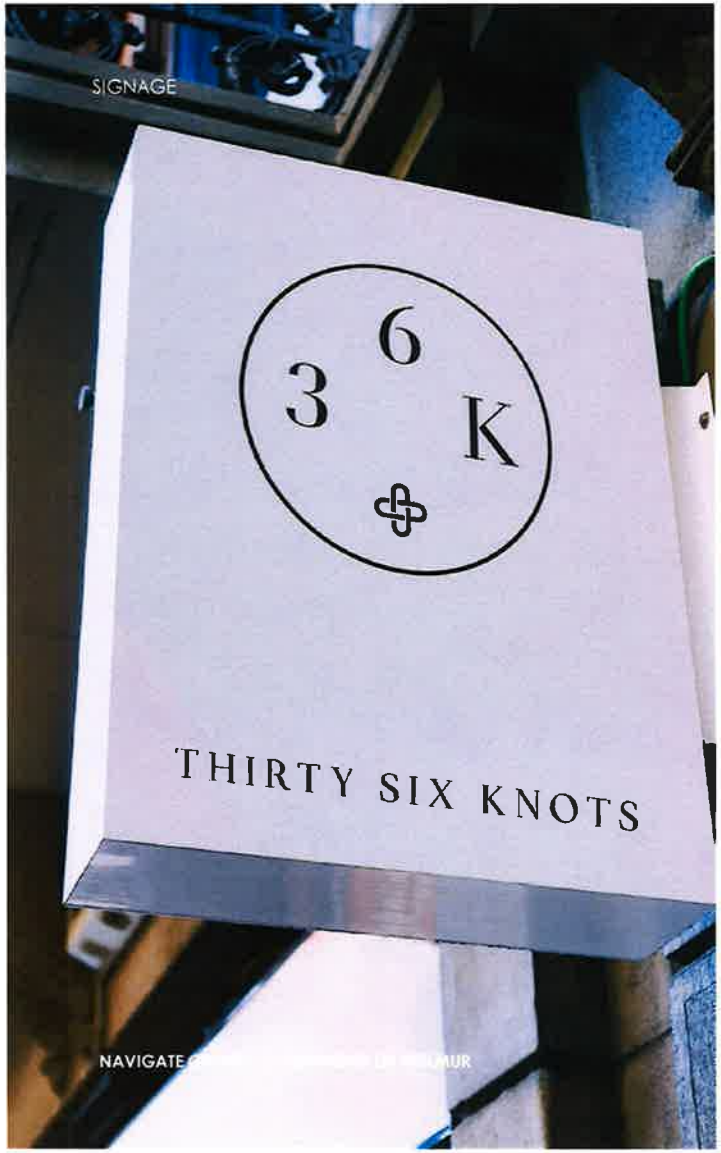
In an industry saturated with competition, the Navigate team has successfully built 36 Knot's brand identity, value proposition, and product designs from the ground up, creating a brand story and voice that resonates with audiences.

NAVIGATE GROUP | TOWNSHIP OF MULMUR

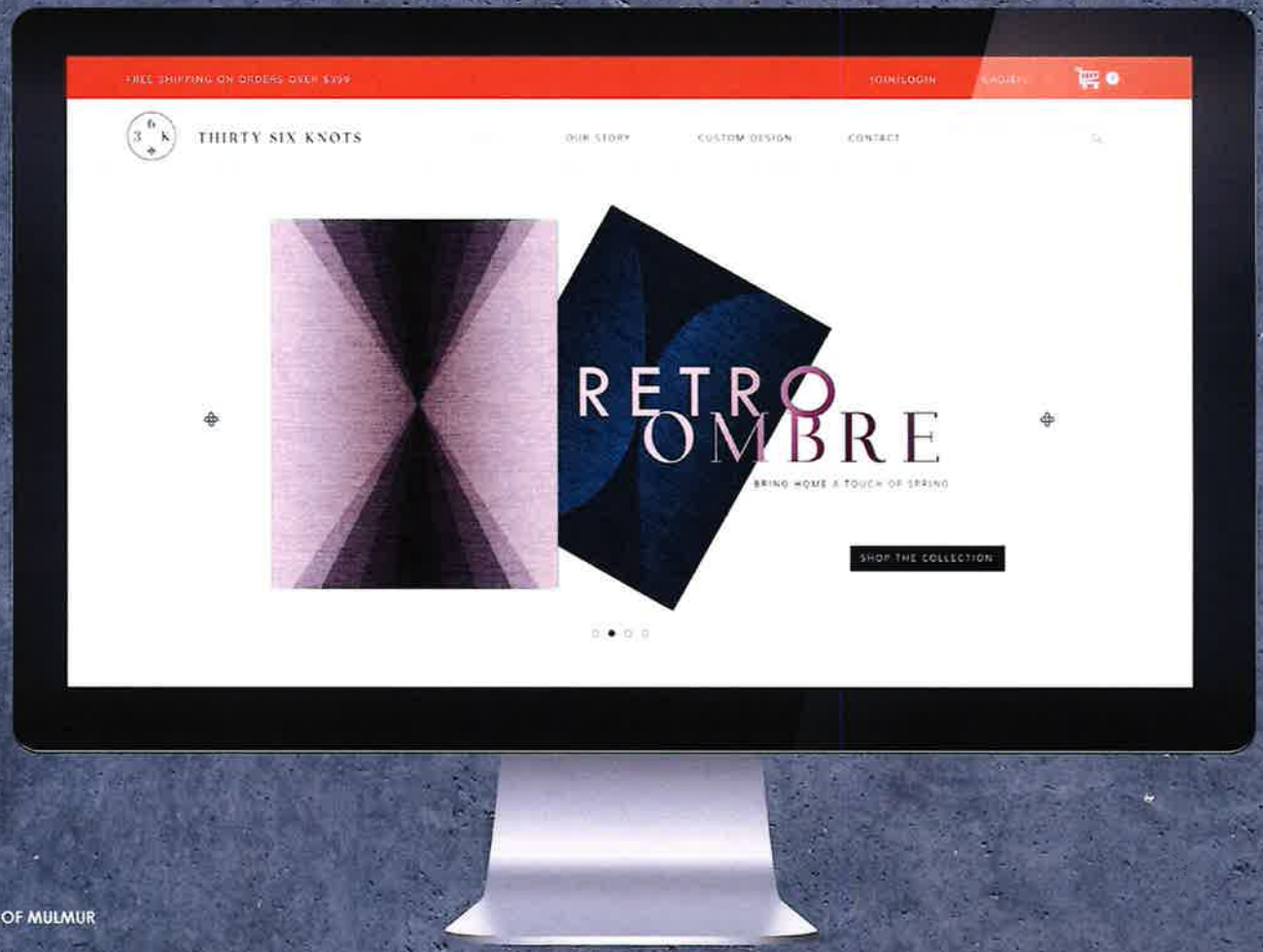
CATALOGUE

BRANDED COLLATERAL

SIGNAGE



STATIONARY


FREE SHIPPING ON ORDERS OVER $499
THIRTY SIX KNOTS
OUR STORY
CUSTOM DESIGN
CONTACT
RETRO OMBRE
BRING HOME A TOUCH OF SPRING
SHOP THE COLLECTION

Noteworthy Projects.

MORAH

estia

celino SOUTH BEACH

SWEET SALVATION

the fox & fiddle

forte

TURTLE JACK'S MUSKOKA GRILL

album hair

ALLY

THIRTY SIX KNOTS

HHG HOSPITALITY + LEISURE

APEX & ANCHOR

MIRA

STUART CAMERON

CEDAR ROOM

HOMEMADE MAN Frat's ON SEMPRE DELIZIOSA

NAV 43

VUJADAY MUSIC FESTIVAL

MESLODGE

BYBLOS

ICONINK

References.

RKET GROUP

CONTACT: Ryan Kruger

EMAIL: ryan@rketgroup.com

CONTACT PHONE NUMBER: 647-748-7538

DATES OF WORK: May 2017-Present

DESCRIPTION OF WORK: Branding, Website Design and Development, Digital Strategy and Marketing

HOWARD HOSPITALITY GROUP

CONTACT: Michael Wilkings

EMAIL: Michael@howardhg.com

CONTACT PHONE NUMBER: +1 345-525-7878

DATES OF WORK: 2016-2017

DESCRIPTION OF WORK: Branding Identity and brand guidelines, Website Design and Development, Graphic Design and Marketing Collateral Development

VOX INTERNATIONAL INC.

CONTACT: Susan Webb

EMAIL: susan@voxtm.ca

CONTACT PHONE NUMBER: 416-935-1896

DATES OF WORK: August 2017-Present

DESCRIPTION OF WORK: Brand Refresh and Website Design and Development

Timeline.

The proposed schedule is based on our previous experience with similar projects. It is also our experience that many times delays are compounded if content is not provided or if adequate attention is not given to establishing a clear and well thought-out direction. The initial phases and planning of this project are key to ensuring a timely delivery.

PHASE 1 KICK OFF/DISCOVERY:

3 WEEKS

PHASE 2 BRANDING STRATEGY:

4 WEEKS

PHASE 3 BRAND & VISUAL IDENTITY:

4 WEEKS

PHASE 4 FINALIZATION & APPLICATION CONCEPT ROLL-OUT:

3 WEEKS

TOTAL: **14 WEEKS**

Professional Fees

QUOTATION SHEET

ACTIVITY	NUMBER OF HOURS	COST PER HOUR	TOTAL COST
Briefing	5	150	$750
Research	10	100	$1,000
Brainstorming	3	150	$450
Concept Development	15	125	$1,875
Creative Design (3 concepts)	15	125	$1,875
Concept Presentation	2	150	$300
Minimum of Two Rounds of Revisions	# of Revisions: 2		
Supply of all Vector Art Files	5	100	$500
Other: N/A			
		GRAND TOTAL:	$6,750

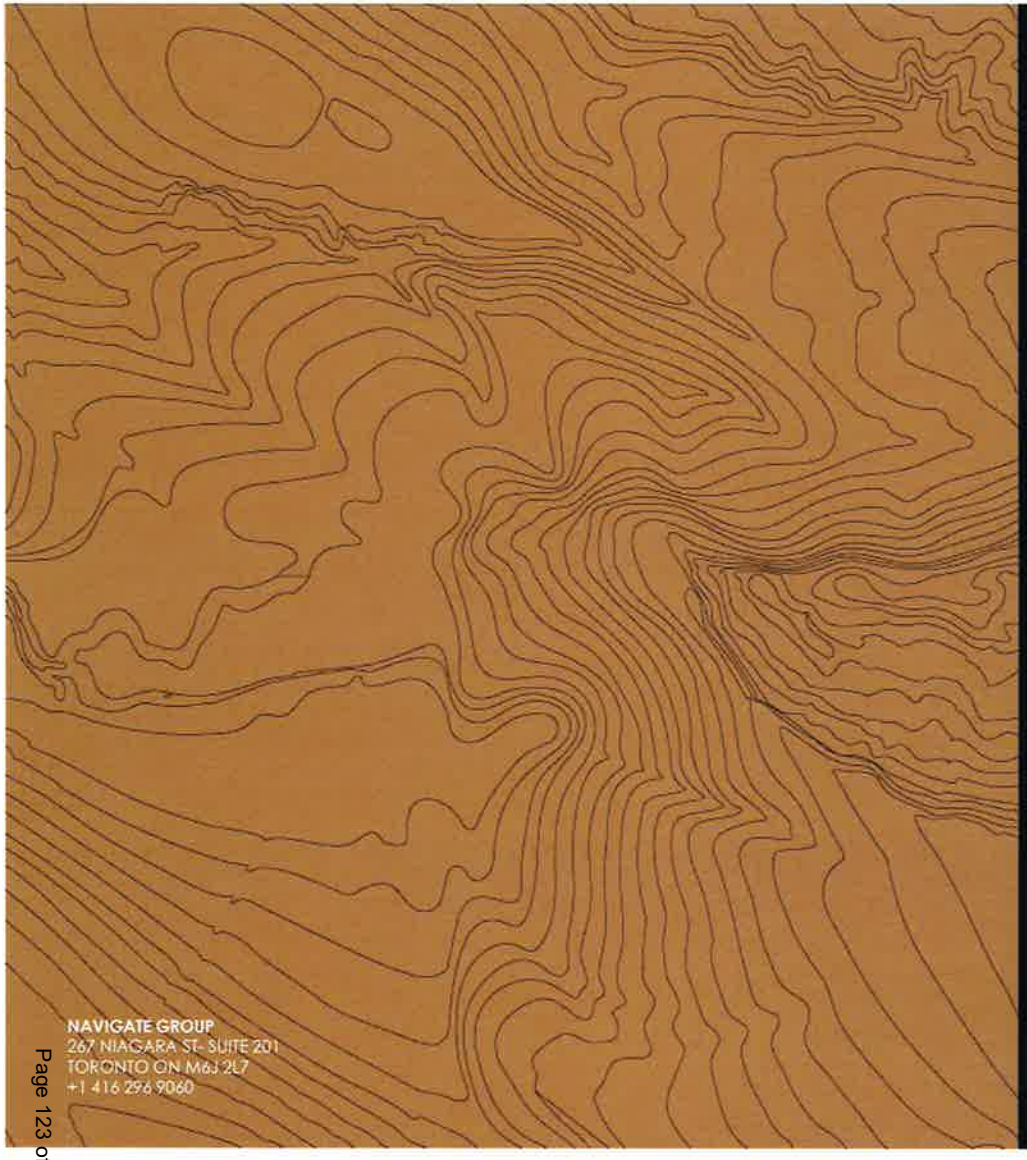
NAVIGATE GROUP | TOWNSHIP OF MULMUR

I/We Navigate Group have read and agree to the above terms and conditions.

Signature: [signature] Date: May 9, 2018

Address: 267 Niagara St, Suite 201
Toronto, ON, M6J 2L7

Phone # (647) 281-4044



NAVIGATE GROUP
267 NIAGARA ST- SUITE 201
TORONTO ON M6J 2L7
+1 416 296 9060

Peter Palarchio

DIRECTOR OF MARKETING | PARTNER

+1 416 296 9060 X 515
PETERP@NAVIGATEGROUP.COM

Emma Gravelle

ENGAGEMENT MANAGER

+1 416 200 6773
EMMAG@NAVIGATEGROUP.COM

Roseann Knechtel

From: Jennifer Stewart
Sent: Thursday, May 10, 2018
To: Roseann Knechtel
Cc: Kerline Hall
Subject: Response to Request for Proposal: Municipal Branding for Signage and Online Materials
Attachments: Mulmur-Proposal-_MAY 10 2018[1].pdf

Good morning Roseann,

I hope that this email finds you well.

Please find attached our Response to the Request for Proposal for Municipal Branding for Signage and Online Materials.

We look forward to the opportunity to work with The Township of Mulmur.

Have a fantastic day and do not hesitate to reach out should you have any questions or comments.

All the best,

Jen

Jennifer Stewart

President and CEO

Syntax Strategic

www.syntaxstrategic.ca

SYNTAX®
STRATEGIC

MUNICIPAL BRANDING FOR SIGNAGE & ONLINE MATERIAL PROPOSAL

TOWNSHIP OF MULMUR TREASURY

613-470-8555
PO Box 438 Carp PO., Carp, ON K0A 1L0
admin@syntaxstrategic.ca
www.syntaxstrategic.ca

TABLE OF CONTENTS

INTRODUCTION.....1

OUT TEAM.....2

APPENDIX A | SAMPLE WORK.....5

WHITEWATER REGION.....6

CIPMA.....7

OTTAWA VALLEY GRAIN PRODUCTS.....9

SMART FUELLING.....10

AIR CANADA.....11

EY CENTRE.....12

CAA.....13

SMALL BUSINESS MATTERS.....14

ALGONQUINS OF ONTARIO.....15

INTRODUCTION

Roseann Knechtel
Treasury & Payroll Clerk
758070 2nd Line E
Mulmur, ON., L9V0G8
Attn: Township of Mulmur Treasury

May 10TH 2018

Dear Ms. Roseann Knechtel,
RE: Municipal Branding for Signage and Online Material Proposal

Pursuant to the request for proposal RFQ-2018-05 outlining the requirements for municipal branding for signage and online materials, we are pleased to submit our proposal to the Township of Mulmur. We would be honoured to have the opportunity to help you unite your 'community of communities' through visual signage that captures the beauty of living in a region blessed with rolling hills, pristine water and great neighbours.

We believe our firm is well-positioned to create a logo identity that incorporates the careful consideration you have given your brand and will act as an anchor point for all local signage within Mulmur, providing a sense of continuity across your online, digital and social channels. Our capabilities in graphic design, communications and digital strategy enable us to tell compelling stories and create visuals that reinforce the natural beauty of your township.

Through our work with the Township of Whitewater Region, we successfully applied Whitewater Region's love of the outdoors to their logo, website and the directional signs that now connect their community of small hamlets. In our work with Smart Fueling we distilled complex concepts down to simple visuals that have motivated Canadians to adopt these habits in their daily lives. We are confident in our ability to create a new brand identity for your township that reveals it to be the innovative, family-friendly and adventurous region it is.

If given the opportunity to work with you, we will help you bring the clear vision you have for your township to life and build on the brands you've established so that the neighbourly and kind community you've cultivated remains the quiet township you value and take so much pride in.

We look forward to hearing from you and we thank you in advance for your consideration.

Sincerely,

Jennifer Stewart
President & CEO
Syntax Strategic

OUR TEAM

SYNTAX STRATEGIC

- Founder and President of Syntax Strategic
- Former national journalist
- Experience in high-level roles in marketing and communications, government relations and public relations for global agencies
- Sector expertise includes the food industry, travel & tourism, not-for-profit, member associations, aboriginal affairs, healthcare, information technology, military & defence
- Named 'Top 25 People in Ottawa' by Ottawa Life Magazine in 2016
- Featured in Women of Influence, Powerful Women and Distinctive Women Magazine
- Honours B.A. in Journalism from Carleton University, Ottawa, ON

Jennifer Stewart
President and CEO

- Director of Media Relations and Public Affairs at Syntax Strategic
- Since joining Syntax Strategic, Jennifer has helped manage media outreach for several key clients
- Former Executive Producer for The West Block with Tom Clark
- Former national affairs reporter and videographer
- Extensive experience with online writing, marketing and social media strategy
- Combined Honours B.A. in Journalism and Sociology from Carleton University, Ottawa, ON

Jennifer Madigan
Senior Director of Media Relations and Public Affairs

- Director of Communicatons and Strategy at Syntax Strategic
- 15 years of senior-level experience in brand strategy, stratgic and crisis communications, go-to-market strategy, content development, sponsorships and events, creative development, digital and social strategy
- Sector expertise includes customer loyalty, financial services, telecommunications, retail, consumer goods, automotive, software, not-for-profit and member associations
- Former Global Brand, Content and Sponsorships Director for Aimia and Account Director, Digital Integration for Flieshman Hillard
- On-Air expert on social media and experienced conference presenter on Brand, Communications and Marketing strategy
- B.A. in Communications from University of Ottawa, Ottawa, ON

Shawna Newbery
Director of Communications & Strategy

Kerline Usher
Communications Strategist

- Communications Strategist at Syntax Strategic
- Kerline is the project manager for the Food Processing HR Council, leading desktop publishing and design for a series of organizational programs and events
- Kerline is also a project associate for Export Development Canada, and the Federation of Canadian Municipalities, lending strategic communications, writing, and social media expertise to the organizations external communications department
- As project manager for Ontario 211 Services, Kerline facilitated a province-wide community consultation, including the development of branded marketing materials, presentations, and a final report
- Kerline has seven years of business development and communications experience working with government, not-for-profit, healthcare, real estate, education, and high-tech sectors
- B.A. in Business Communications from Brock University, St. Catharines, ON
- M.D.P. in Community Development from the University of Queensland, Brisbane, QLD

Kayla Bryant
Digital Media Strategist, Graphic Designer

- Experienced graphic designer and digital media expert with seven years' experience completing numerous digital strategies and multimedia projects for hundreds of clients in a wide range of industries
- Led numerous projects on behalf of clients, involving: website design, corporate branding (logo development, typography, colour palette and brand elements), marketing collateral development, photography, internal employee handbook development, and more
- Sector expertise includes the food industry, travel & tourism, not-for-profit, member associations, aboriginal affairs, healthcare, information technology, military & defence, oil & gas

APPENDIX A

SAMPLE WORK

Syntax continues to work with the Region of Whitewater to develop and refine it's branding and creative assets. Prior work has included working with the Region CAO and council members to develop various concepts for a new logo, conducting a region-wide survey, the design of the local Community Improvement Plan, the development of an interactive map, and designing various signs.

CIPMA

Syntax is the agency of record for the Canadian Independent Petroleum Marketers Association, and led the development of the association's new website, communication materials and brochures.

CIPMA

CIPMA

Did You Know?

- CIPMA members have contributed to cutting emissions by LED lighting retrofits, using primarily Green Seal products and retrofitting waste management tools.
- In 2016, Canada was on track to cut emissions by 17% below the recorded 2005 levels.

CIPMA

Did You Know?

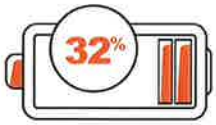
- CIPMA members collectively employ 11,100 Canadians directly and another 16,300 indirectly through dealers and agents.

CIPMA

Did You Know?

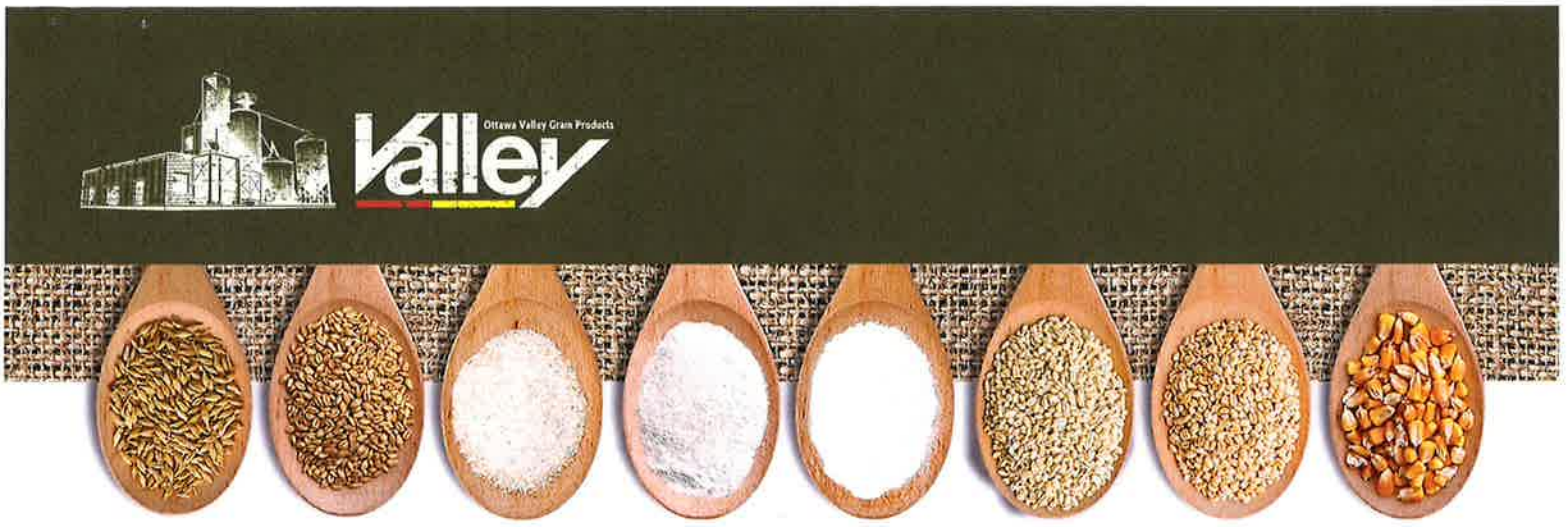
- While the oil and gas sector directly and indirectly employs about 710,000 people, it also contributes nearly 8% of Canada's GDP.

CIPMA



Did You Know?

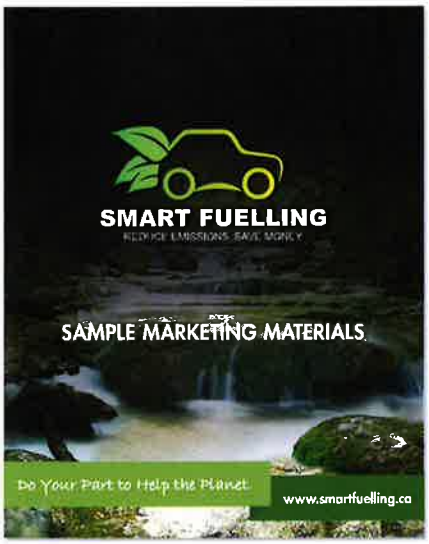
- The International Energy Agency projects that, by 2040, the world will need 32% more energy than is being produced today.



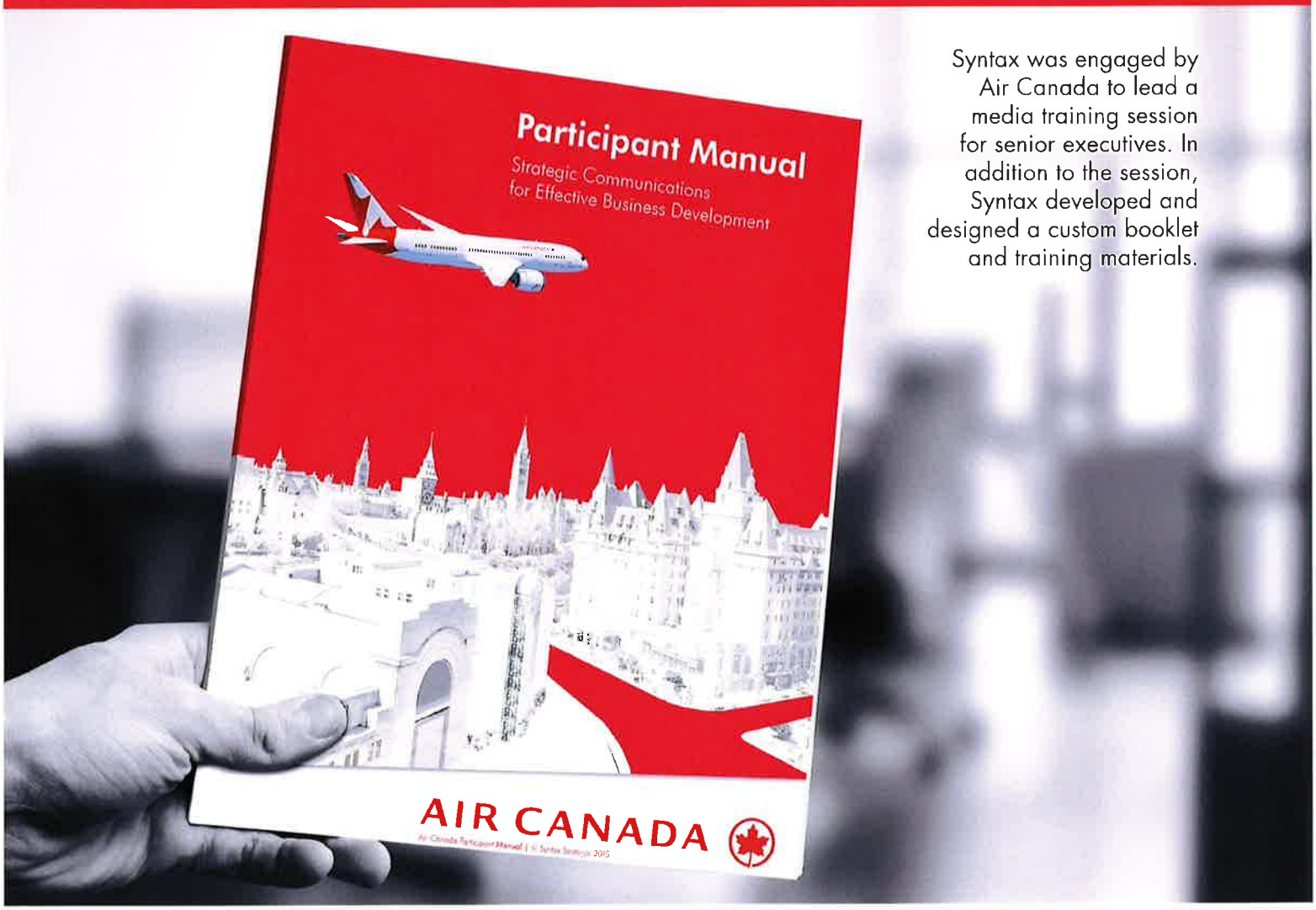
Syntax continues to work with Ottawa Valley Grain Products, a nearly century-old business to redefine its marketing and brand, while remaining true to its local roots and agricultural connections. Deliverables to-date include the design of a new website, custom photography, the design and commissioning of apparel and ongoing product brands and client outreach materials.

SMART FUELLING

Syntax led the development of the Smart Fuelling program, including developing the look and feel of the program, its logo, web design and supporting materials. The program has been adopted by several cities, including the City of North Vancouver.



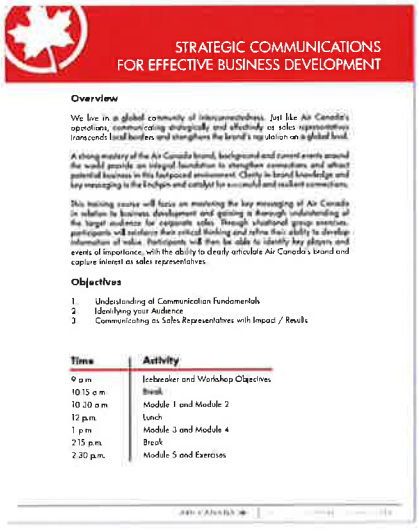
AIR CANADA



Syntax was engaged by Air Canada to lead a media training session for senior executives. In addition to the session, Syntax developed and designed a custom booklet and training materials.

TABLE OF CONTENTS

Overview 1
Objectives 1
Module 1: Introductions / Ice Breaker 2
Module 2: What is Communications? 3
Understanding External Influences and their Impact on Communications 3
Sender/ Receiver and Filters 3
Breaking Down Filters 3
Module 3: Understanding your Customer 4
Defining B2B and B2C Exchanges 4
Module 4: Reaching the B2B Audience 5
Defining SMES vs. Large Businesses 5
The Value of Knowing your Audience 5
About Event Attendance 6
Preparing for an Event 7-8
Leveraging Event Attendance 8-9
General Event Guidelines 9-10
Following Up with Meaning 11
Generating Leads on Social Media 11
Customized Company Outreach Checklist 12
Module 5: Key Messages and Applications 13
The Value of Having Targeted Key Messages 13
Overview of Air Canada Features and Service Offerings 13
Air Canada's Value Proposition 14
Explaining Corporate Personas 15-19
Application of Key Messages 20
Executing a Comprehensive Plan 21
Summary 24



STRATEGIC COMMUNICATIONS
FOR EFFECTIVE BUSINESS DEVELOPMENT

Overview

We live in a global community of interconnectedness. Just like Air Canada's operations, communicating strategically and effectively as sales representatives transcends local borders and strengthens the brand's reputation on a global level.

A strong mastery of the Air Canada brand, background and current events around the world provide an integral foundation to strengthen connections and attract potential business in this fast-paced environment. Clarity in brand knowledge and key messaging is the linchpin and catalyst for successful and resilient connections.

This training course will focus on mastering the key messaging of Air Canada in relation to business development and gaining a thorough understanding of the target audience for corporate sales. Through situational group exercises, participants will reinforce their critical thinking and refine their ability to develop information of value. Participants will then be able to identify key players and events of importance, with the ability to clearly articulate Air Canada's brand and capture interest as sales representatives.

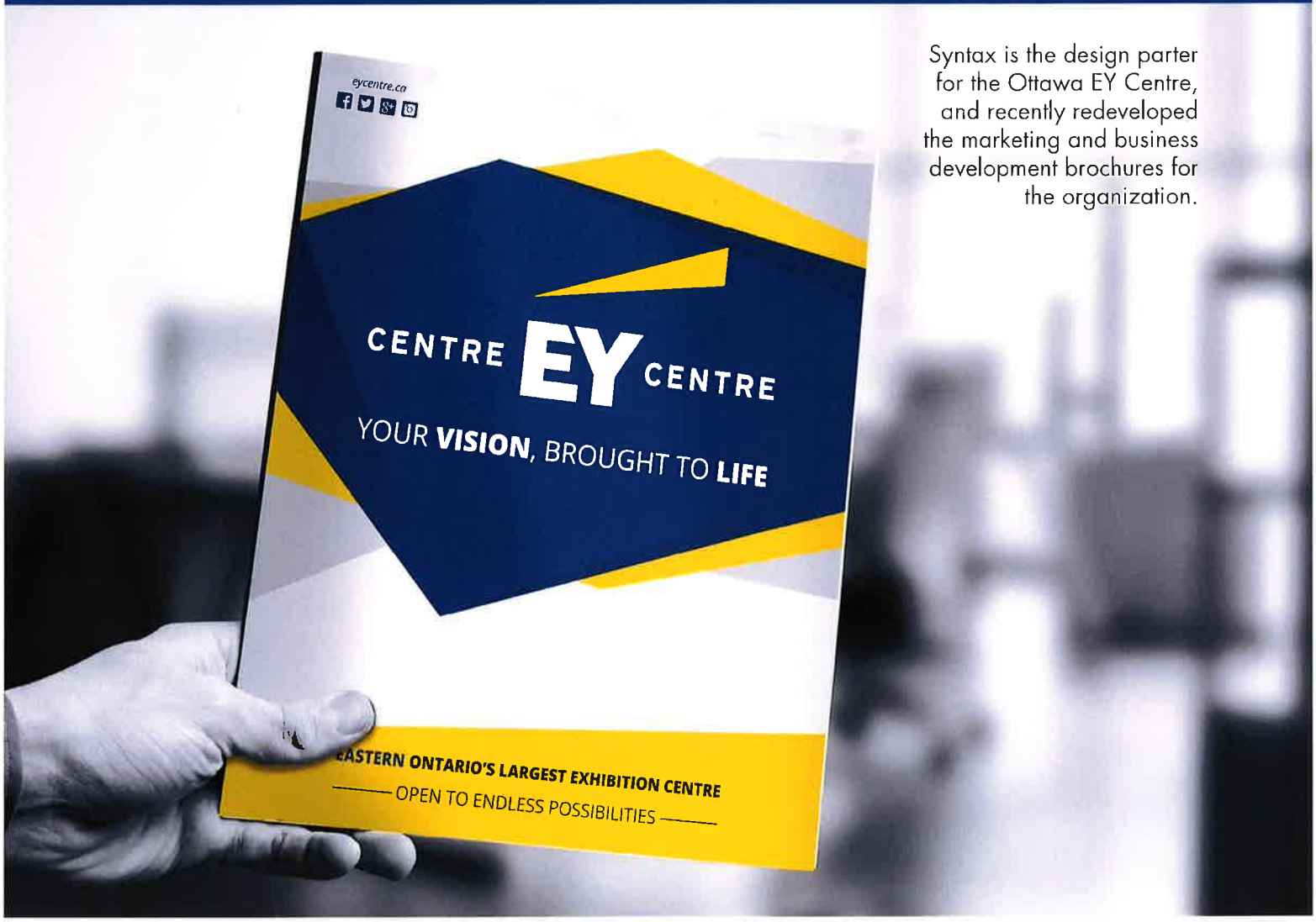
Objectives

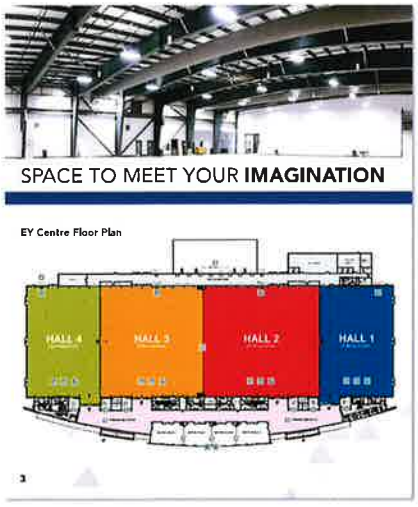
1. Understanding of Communication Fundamentals
2. Identifying your Audience
3. Communicating as Sales Representatives with Impact / Results

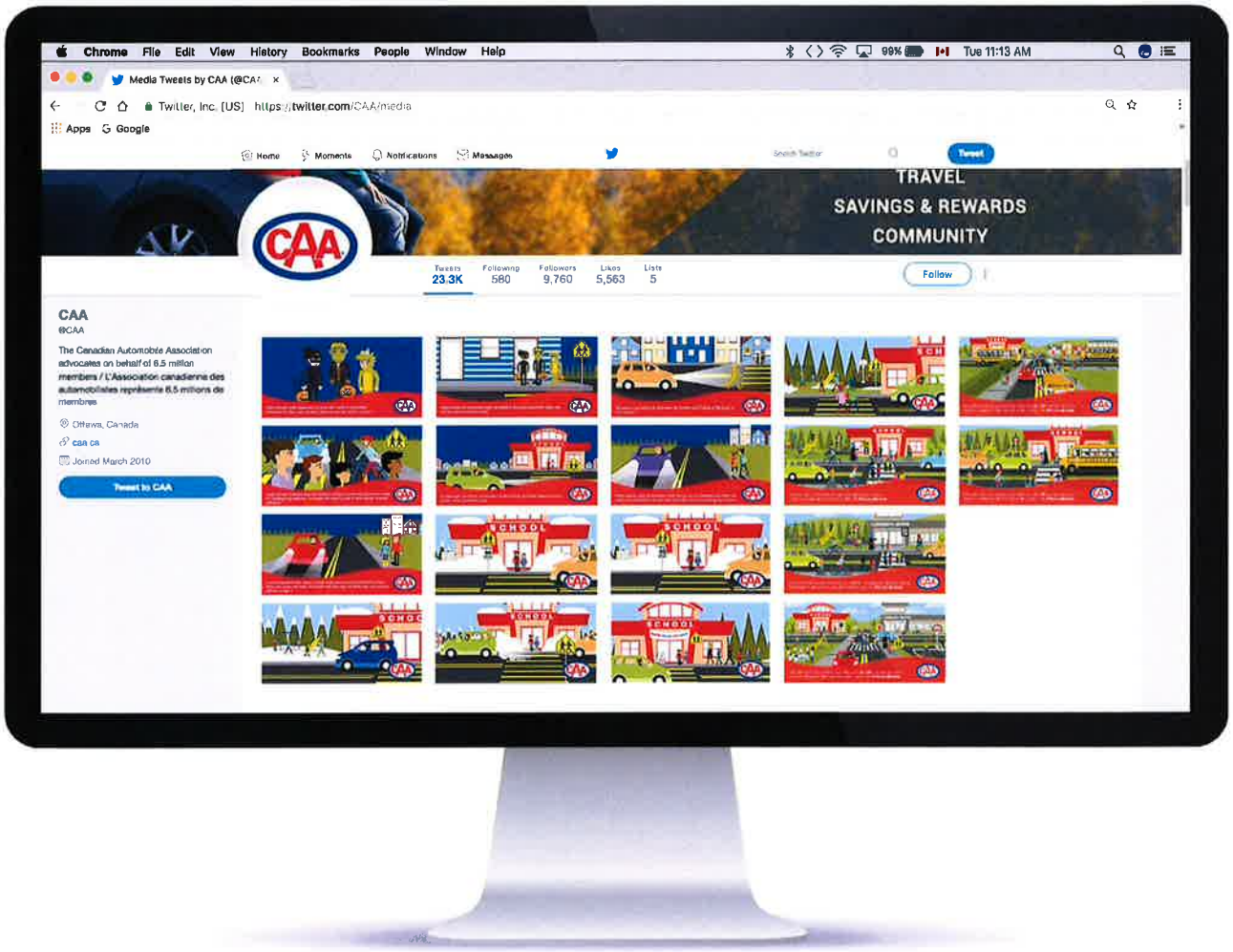
Time	Activity
9 a.m.	Icebreaker and Workshop Objectives
10:15 a.m.	Break
10:30 a.m.	Module 1 and Module 2
12 p.m.	Lunch
1 p.m.	Module 3 and Module 4
2:15 p.m.	Break
2:30 p.m.	Module 5 and Exercises

CENTRE EY CENTRE

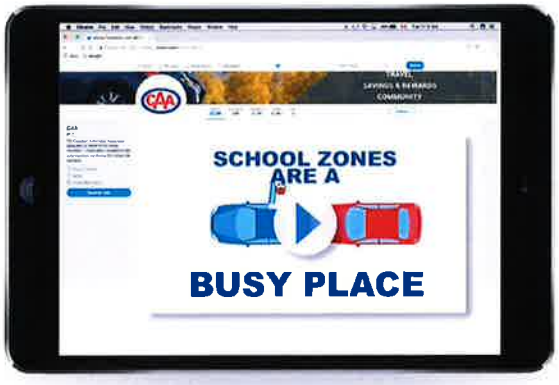
Syntax is the design parter for the Ottawa EY Centre, and recently redeveloped the marketing and business development brochures for the organization.







Syntax continues to work with CAA to design various assets for its digital platforms, including the development of videos to educate Canadians on safe school zone practices. These videos are shared with all regional CAA clubs, and have been broadly distributed across Canada.



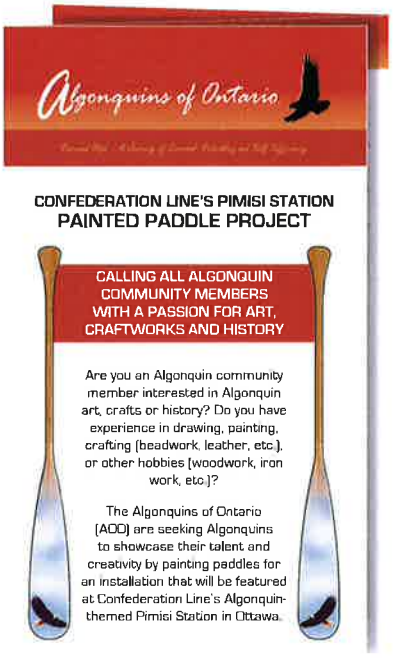
SBM
Small Business Matters

A coalition representing the interests of small businesses across Canada

Syntax led the development of the logo design for the Small Business Matters Coalition; a group of more than 25 business associations. Additional materials to support advocacy efforts were also developed, including an advertisement (below) for The Hill Times.

Algonquins of Ontario

Syntax continues to work with the Algonquins of Ontario (AOO) as they navigate the historic federal and provincial land claim. Syntax has led the design development of the AOO's 20-page newsletter, outreach materials, and consultation signage.



SCHEDULE B – QUOTATION SHEET

QUOTATION SHEET

ACTIVITY	NUMBER OF HOURS	COST PER HOUR	TOTAL COST
Briefing	5	$100	$500
Research	5	$100	$500
Brainstorming	5	$100	$500
Concept Development	20	$100	$2000
Creative Design (3 concepts)	20	$100	$2000
Concept Presentation	5	$100	$500
Minimum of Two Rounds of Revisions	# of Revisions: 3	$100	$2000
Supply of all Vector Art Files	No charge		
Other:_____			

GRAND TOTAL: $8500 plus HST

I/We Jennifer Stewart ..... have read and agree to the above terms and conditions.

Signature: _____ Date: May 10TH, 2018

Address: 3773 Carp Rd Unit 2, Carp Ontario Phone # (613) 470-8555

KOA 1L0

MULMUR'S ECONOMIC DEVELOPMENT E-NEWSLETTER

MULMUR Matters

SUMMER 2018

Welcome to Mulmur's Economic Development Committee's Quarterly E-Newsletter. Each newsletter will feature a local business, list upcoming events and highlight economic initiatives in Mulmur. It is our hope that this newsletter will bring wider awareness to, and promote economic development in Mulmur. If you would like to feature your event or business in our next newsletter contact info@mulmur.ca

DUFFERIN COUNTY FOREST - LOOPS & LATTES

July 29, 2018 | 11 am
Main Tract, 937513 Airport Road (east side, about 10 km north of Highway 89)

Stroll along the new 2km interpretive trail at the Main Tract of the Dufferin County Forest with author Nicola Ross and County Forest Manager Caroline Mach. Join us afterwards at the Dufferin County Museum & Archives for coffee and treats and an opportunity to purchase a signed copy of Nicola's most recent book, Dufferin Hikes, part of her Loops & Lattes series of hiking guides. While you're at the Museum, plan to take in the onsite Mulmur Farmers' Market.

To register, contact Caroline Mach at:
forestmanager@dufferinmuseum.com | 519-941-1114 ext. 4011

SWIFT

Internet Update

Better in Mulmur Farmers' Market

Located at the Dufferin County Museum
(Highway 89 & Airport Road)

Open Sunday Afternoons from 1-4 p.m.
until October 7, 2018.

SMALL BUSINESS ENTERPRISE CENTRE

The Orangeville & Area Small Business Enterprise Centre (SBEC) provides guidance and support to start-up and existing small businesses during their initial years of operation. Whether starting a business, developing a business plan, or undergoing growth/change in an established business, the SBEC offers **FREE** support services to assist in business decisions, including:

- One-to-one consultations to help start and grow your business
- On-site business registration assistance and help developing a business plan
- Access to a business resource library, computers and Internet
- Information on financing options, permits, licences, importing, exporting, and government support
- Information and access to youth entrepreneurship programs
- Business seminars, mentoring and networking opportunities

Visit https://orangevillebusiness.ca/ for more information.

GEMINI POOLS & LANDSCAPES

ADDRESS
HOURS
CONTACT INFO

HISTORY
SERVICES
WHY MULMUR

HILL N' DALE LANDSCAPING

ADDRESS
HOURS
CONTACT INFO

HISTORY
SERVICES
WHY MULMUR

Roseann Knechtel

From: SWIFT <info=swiftnetwork.ca@mail49.sea61.rsgsv.net> on behalf of SWIFT <info@swiftnetwork.ca>
Sent: Friday, April 27, 2018 1:02 PM
To: Info
Subject: SWIFT Quarterly News Update - April 2018

View this email in your browser

A Message from the CEO

I am delighted to introduce this first edition of the SWIFT newsletter. We intend to make it a regular publication so as to keep our readers up-to-date on all things SWIFT. We chose a quarterly schedule to ensure that our correspondence is never overwhelming and that the content being delivered is relevant. In this and future editions, we hope to give readers inside access into what we have been researching, building and thinking. I hope this will be a welcome addition to your inbox and encourage you to provide feedback and comments on this first edition by emailing us at: communications@swiftnetwork.ca.

I am also pleased to announce the appointment of Barry Field to the position of Chief Operating Officer (COO). In this role, Barry will be dedicated to the implementation and delivery of the SWIFT Network, including project management and financial oversight. Barry brings a history of entrepreneurial experience to the role, with an extensive background in project management for the telecommunications industry. Most recently, he has managed projects for the Telecommunication Services of Trinidad and Tobago (TSTT), The Bahamas Telecommunications Company (BTC), American Samoa Telecommunications Authority (ASTCA) and Cox Communications. I am confident that Barry brings the right mix of experience and skill to translate SWIFT's vision into action. He will play a pivotal role in helping us to empower communities to access global opportunities through local, ultra-high-speed connections.

Finally, I would like to thank our members, partners, and supporters for their ongoing encouragement and dedication to the SWIFT initiative. We look forward to continuing to

work together to "Build Broadband for Everyone."

Sincerely,

Geoff Hogan,
Chief Executive Officer

Project Update

On January 3rd, SWIFT launched its first in a series of upcoming Request for Proposals (RFPs) that outlined a complete list of deliverables and requirements for the design, construction, operation and maintenance of the ultra-high speed, open access, fibre optic backbone network for Southwestern Ontario, Caledon and the Niagara Region. The RFP is based on the information that we have collected from telecom service providers, municipalities and community members from across the region. During this phase of the project, our 28 pre-qualified telecom service providers will be able to submit a proposal in response to the RFP for the first phase of network construction. Their responses to the RFP will determine exactly where and when the fibre will be built. SWIFT anticipates selecting the Preferred Proponent(s) in the spring of 2018, with construction of the network commencing mid to late 2018.

Data Collection Update

To connect everyone as efficiently as possible, we're collecting information about how residents, farms, and businesses currently use the Internet. This 15-minute survey will help us to determine where we will invest our funding and support us in achieving our goal of building "broadband for everyone." To complete the survey, please visit our Survey webpage. If you are interested in promoting the SWIFT survey in your community, please visit our Resources webpage (under survey marketing materials) for a sample email, poster, and social media post to share with your networks.

Membership Update

SWIFT now represents the purchasing interests of more than 2,000 member locations including municipalities, First Nations communities, hospitals, schools, school boards, and other large public and private enterprises across the region. SWIFT membership is open to any community or organization that needs connectivity to any of its locations. Regardless of the size of your community, where you're located, or what sector you represent, our membership rates are based of the principal of equal access. Annual

Advocacy Update

On March 28, SWIFT published a position paper that gave prominence to Ontario's increasing digital divide and provided an evidence-based case for continued investment in equitable access to high-speed broadband networks. To read the full position paper, please visit our Resources webpage.

News Update

membership rates range from $250 to $2500 depending on the number of locations you commit to the network. If you are interested in becoming a member, please contact Adriana Dekker, Stakeholder Relations Manager
at adriana.dekker@swiftnetwork.ca.

SWIFT was recently featured in:
- CBC News - Windsor
- CTV News - Kitchener
- CTV News - Windsor
- How to be Smart(er) in Mid-Sized Cities report
- Municipal Interface Magazine
- The Municipal Information Network

Questions about SWIFT? We have answers.
We're working hard to fund the construction of broadband for everyone. We know you have questions about how we're going to accomplish our goals and invest our funding and we want to make sure that you have the information that you need. To find the answers to your questions, please visit our website for an updated list of Frequently Asked Questions or contact us at info@swiftnetwork.ca.

Connect with SWIFT and follow along as we build #broadbandforeveryone. Use the links below to visit our website and find us on Facebook and Twitter.

Facebook Twitter Website

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Our mailing address is:
Southwestern Integrated Fibre Technology Inc.
789 Broadway Street
Wyoming, Ontario N0N 1T0
Canada

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Want to change how you receive these emails?
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Roseann Knechtel

From: SWIFT <info=swiftnetwork.ca@mail65.atl111.rsgsv.net> on behalf of SWIFT <info@swiftnetwork.ca>
Sent: Thursday, May 10, 2018 10:29 AM
To: Info
Subject: SWIFT is Hiring a Communications Manager

SWIFT is Hiring a Communications Manager... View this email in your browser

SWIFT

SouthWestern Integrated Fibre Technology

Share Tweet Forward

SWIFT is Hiring a Communications Manager

Southwestern Integrated Fibre Technology Inc. (SWIFT) is recruiting for a permanent full time **Communications Manager**. If you care about your community and want to make a difference in the lives of the people living in Southwestern Ontario, Caledon and the Niagara region, come work for SWIFT and help deliver #broadbandforeveryone.

Are you a motivated self-starter who is tired of the commute, comfortable working at a home office, and is passionate about communications and #broadbandforeveryone? SWIFT is looking for you. In addition to normal communications work this role is also responsible for working with the Stakeholder Relations Manager in engaging the 14 First Nation communities and Metis in the project area. The position reports to the CEO. The current CEO is located in a rural area near Thornbury in Grey County. At this time there is no intent to have a bricks and mortar office, we operate virtually using Office 365. Staff will be expected to work from home with only (ironically) a reliable internet connection and good cell phone reception as prerequisites.

Communications Manager (Salary range $65,000 - $75,000 / year)

Please see job description attached.

To apply for this position please email your resume to employment@swiftnetwork.ca with Communications Manager in the title of the email. This position is full time. A competitive benefits package is included in this position and SWIFT is an OMERS employer.

Please submit your cover letter and resume no later than **4:00 pm on Monday, May 28th, 2018**.

We would like to take this opportunity to thank all applicants. Only those to be interviewed will be contacted.

About the SWIFT Initiative

SouthWestern Integrated Fibre Technology Inc. (SWIFT) is a not-for-profit, collective broadband initiative that is funding the construction of an affordable, open-access, ultra high-speed fibre-optic regional broadband network for everyone in Southwestern Ontario, Caledon and the Niagara Region. To overcome our region's broadband infrastructure gaps, SWIFT has developed a long-term plan to help more than 3.5 million Ontarians to connect and keep pace in a changing digital world. SWIFT membership is open to any community or organization in southwestern Ontario that needs connectivity to any of its locations. Members benefit from SWIFT's significant procurement expertise, including aggregated demand, negotiated rates, and support in preparing RFPs for broadband services. As a buying group, SWIFT also ensures greater competition between telecom service providers which will lead to better services at lower prices in member communities.

Click here to complete our survey and help build #broadbandforeveryone!

To learn more, please visit our website:

www.swiftnetwork.ca/survey

Connect with SWIFT and follow along as we build #broadbandforeveryone. Use the links below to visit our website and find us on Facebook and Twitter.

Facebook **Twitter** **Website**

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Our mailing address is:
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789 Broadway Street
Wyoming, Ontario N0N 1T0
Canada

Add us to your address book

Want to change how you receive these emails?
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DUFFERIN COUNTY

PRESS RELEASE

County of Dufferin
55 Zina Street
Orangeville, ON L9W 1E5

For Immediate Release: Date

Help Us Bring Broadband to Everyone

Dufferin County – Residents of Dufferin County, farmers and business owners are encouraged to participate in a brief web survey to help build "broadband for everyone" in Southwestern Ontario, Caledon, Dufferin and the Niagara Region.

When it comes to broadband Internet, there are considerable disparities in access and capacity between our rural and urban communities. The social and economic value of high-speed connectivity is set to explode over the next ten years, and unless we act now, those disparities will only grow wider and more serious in their implications. For this reason, The County of Dufferin, has partnered with SouthWestern Integrated Fibre Technology Inc. (SWIFT) to collect information about how residents, farms and businesses currently use the Internet. Your participation in this 15-minute survey is completely voluntary and you may opt out of any question in the survey. All of your responses will be kept confidential. They will only be used for statistical purposes and will be reported only in aggregated form. Participants should have their Telecom Service Provider name and contract information at hand.
To complete the survey, please visit www.swiftnetwork.ca/survey.

About the SWIFT Initiative

SouthWestern Integrated Fibre Technology Inc. (SWIFT) is a not-for-profit, collective broadband initiative that is funding the construction of an affordable, open-access, ultra-high-speed fibre-optic regional broadband network for everyone in Southwestern Ontario, Caledon and the Niagara Region. To overcome our region's broadband infrastructure gaps, SWIFT has developed a long-term plan to help more than 3.5 million Ontarians, or 25% of Ontario's population, to connect and keep pace in a changing digital world. The project is leveraging $180 million in combined investments by the federal and provincial governments and over $17 million in investments by municipalities across the region. SWIFT membership is open to any community or organization that needs connectivity to any of its locations. Members benefit from SWIFT's significant procurement expertise, including aggregated demand, negotiated rates, and support in preparing RFPs for broadband services. As a buying group, SWIFT also ensures greater competition between telecom service providers which will lead to better services at lower prices in member communities.

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For more information, please contact:

Sonya Pritchard, CAO
spritchard@dufferincounty.ca
519.941.2816 ext. 2502

Rogers announces multi-year 5G plan, including partnership with Ericsson: The carrier will be trialing 5G technology in Toronto and Ottawa over the course of the next year

By Sameer Chhabra

Apr 16, 2018 9:20 AM EDT

National carrier Rogers has announced that it's now one step closer towards achieving 5G network operability.

At an event at Toronto's Rogers Centre, the carrier announced a multi-year 5G plan, including a partnership with Swedish network hardware manufacturer Ericsson.

Rogers said that it will continue to roll out its gigabit LTE network, as well as test 5G in both Toronto and Ottawa — as well as other select cities — over the course of the next year.

"Similar to how 4G powered the proliferation of the smartphone and on demand economy, 5G will make the mass communication of IoT a reality, changing how we live and work,"said Jorge Fernandes, CTO of Rogers, in an April 12th, 2018 media release. "We're setting the table to lead on 5G with the right infrastructure, spectrum, partners and investments, so we're ready when the ecosystem is ready."

"Ericsson has helped pioneer the 5G infrastructure across North America, so we couldn't think of a better economy to support the reliable and consistent network that our customers will use today and in the future with the performance and consistency they expect from us."

Canada's largest wireless service provider, in terms of subscriber-share, used today's event to showcase a number of different ways that 5G will improve current wireless demands, including through virtual reality, e-commerce, as well as remotely controlled hardware.

Rogers also demonstrated quad-band license assisted access (LAA) on its LTE network.

Average speeds on Rogers' existing network without LAA reached approximately 42Mbps. Speeds topped 161Mbps on Rogers' network with LAA with six devices running at the same time .

"The future of our businesses, our industries and our daily lives will be impacted by 5G, led by innovative service providers like Rogers," said Niklas Heuveldop, head of market area North America at Ericsson, in the same April release.

Heuveldop also said that he anticipates one billion 5G subscriptions worldwide by the end of 2023.

Rogers is Ericsson's 40th partner worldwide.

Other partners and future plans

As of right now, Rogers has deployed "hundreds" of 5G small cells across the entirety of the Rogers Centre, according to Fernandes.

"Eventually we will be expanding it," Fernandes told reporters today.

However, Fernandes didn't expand on a specific timeframe.

"As the ecosystem becomes more available and as we have new use cases to test, then we will start expanding those use cases," said Fernandes.

On the subject of its partnership with Ericsson, Fernandes said that the equipment manufacturer was "our first choice of partnership to develop the technology."

"It's important to work with one where we can focus our efforts and our energy," said Fernandes.

"Ericsson has been with us for a long time, we have a well established and a very good relationship and that was the choice that we made."

Asked about potentially working with Huawei to implement and deploy 5G technology — similar to Telus's efforts in British Columbia — Fernandes said that "it's not currently something that I'm thinking about."

"We have to focus on one partnership to develop the technology, we're working with Ericsson, it doesn't mean to say we won't have other partners further down the line."

Rogers also hopes to deploy a gigabit LTE network by late 2018 or early 2019, according to Fernandes.

Update 16/04/2018 10:51am ET: Story updated with additional reporting.

Roseann Knechtel

Subject: FW: Why Qualcomm Ventures Sees Farm Connectivity Challenges as Opportunity - AgFunderNews

From: Michael Winters
Sent: Friday, April 20, 2018 9:41 PM
To: David Spencer
Cc: Jeanette McFarlane; Janet Horner; Angela McMonagle; Roseann Knechtel; John Thomson
Subject: Re: Why Qualcomm Ventures Sees Farm Connectivity Challenges as Opportunity - AgFunderNews

Yes, I agree.

On Fri, Apr 20, 2018 at 8:22 PM David Spencer wrote:

I like the approach. It supports their initiative (IoT) and our initiative (High Speed 5G Internet). If we recommend several oppts it will help speed things along.

David

On Apr 20, 2018, at 8:14 PM, Jeanette McFarlane wrote:

> So here is an idea...
>
> Based on David's comment at the meeting regarding the LinkenIn article whereas a Bell Executive made claims to have technology solutions beneficial to farmers...I propose a "put your money where your mouth is" strategy. We provide him with an agricultural operation to put his product to action and test.
>
> Ideally technology/wifi would be relevant to a dairy parlour, and since we don't have any in Mulmur...perhaps we provide an innovative approach to technology and traditional farming...
>
> Heritage Bee Co. are farmers...they have an FBRN. There is also a need for 'bed keeping' sensors in bee keeping. This is a scale/sensor that goes underneath a hive to monitor weight (amount of nectar), temperature, location of cluster and external metrics. As a test region...their operation could monitor several hives across the township, thus providing a network a dead zones that require Wifi solutions. Instead of testing on one farm (dairy operation), our test farm is a bee operation with multiple locations. A central hub with satellite pods. This could offer a 'farming challenge' to the Bell executive to champion with their new product technology, thus giving Mulmur an internet solution.
>
> Just an idea...
> JMc
>
> On Fri, Apr 20, 2018 at 3:54 PM, Michael Winters wrote:

Thans Janet.

Michael Winters

On Apr 20, 2018, at 12:35 PM, Janet Horner wrote:

https://agfundernews.com/qualcomm-ventures.html?utm_source=AgFunder+Updates&utm_campaign=cb11893bf1-Apr19_2017&utm_medium=email&utm_term=0_7b0bb00edf-cb11893bf1-97863021&mc_cid=cb11893bf1&mc_eid=b4145b66ae

Why Qualcomm Ventures Sees Farm Connectivity Challenges as Opportunity

April 16, 2018 Emma Cosgrove

Qualcomm Ventures (QV) has been the official venture arm of the global wireless tech player for roughly 15 years. In that time, the company has made a handful of varied, global agtech investments including in Strider, a Brazilian farm management software platform which was acquired by Syngenta earlier this year in the fourth exit for a QV portfolio company this year.

Qualcomm Ventures' other agtech investments include Israeli end-to-end internet of things platform for indoor and outdoor farms Prospera, Indian agribusiness marketplace Ninjacart, and

Chinese farm data platform Farm Easy. QV is also an LP in the BR Startup Fund, a Brazilian early-stage technology fund backed by Monsanto, Microsoft, and other strategic corporate players. The fund made its first investment in Brazilian automated inspection technology platform with agriculture applications Tbit last year.

We caught up with Carlos Kokron, vice president and managing director at QV to find out how the corporate VC manages such an international portfolio of investments and where it's looking next for growth.

How did Qualcomm get started in agtech investing?

As the mobile world has grown significantly and the cost of sensors and controllers has dropped significantly, we see IoT coming on in a big way. Our current focus on a global basis is IoT, automotive, data center, digital health, and of course, we're seeing a lot coming about with more powerful computing processes and AI. All of these are converging and we're starting to see implications for many industries.

One of the industries we thought was very interesting and ripe for getting connected is agriculture. Brazil is an agricultural powerhouse both in terms of production and exports, so as we were developing our investment strategy for Brazil and as we were thinking about IoT as the next frontier for growth, we started to map what industries would be good candidates and agriculture came about.

That was the genesis for our eventual investment in Strider. We were really excited to be able to

do that because there were a number of fronts that we could collaborate with them on and help improve their existing solutions. They were building a proprietary communications box for connecting devices on farms and we said 'Why don't we look at standards-based solutions and solutions where you don't need to spend money reinventing the wheel?' We worked with them on that front. We worked with them on bringing them closer to carriers and trying out different carriers to see what the opportunity was to connect farms.

Your agtech investments are very spread out geographically in Brazil, India, Israel, and China. How do you find these deals?

The beauty of our platform is that we are global. I have colleagues in Israel, India, and China so we have boots on the ground talking to entrepreneurs. We developed investment strategies that are in line with our corporate objectives as well as with regional opportunities and challenges.

We'd love to continue to explore these themes — we're somewhat at the beginning. There's a whole lot more to come as we continue to see the convergence of technology making these platforms more powerful and less costly. In the case of Prospera for example, Prospera is using artificial intelligence, or computer vision if you will, to be able to reduce the cost of analyzing the crops and make better decisions.

Do you see these companies as future customers or acquisitions?

Qualcomm Ventures rarely invests to acquire — but it can happen, we've done it in the past. We

want entrepreneurs bringing new technologies to market to grow independent and to grow large. That's when we see the impact of our solutions in the marketplace. It could end up that we acquire them, but that's not the number one factor — in fact, if you look historically, its a very, very small percentage that we've acquired. We invest to grow the markets. We like to say we invest to bring the future forward and with that, we think that the markets for our platforms will grow faster and through new use cases we'll see new users and that will have a strong strategic impact. And hopefully, as these companies grow and develop a solid financial model, it will also lead to significant financial returns.

How do view connectivity as a barrier to agtech adoption?

We see it as a huge opportunity. We love it. There's really no technology barrier to connect farms — it's more about whether the business model holds or not. Traditionally, people build networks where you're going to have more demand, which lowers your cost of acquisition. But we're seeing technologies improve. We're seeing some variants of 4G like narrow-band IoT — some of which will have significantly lower costs to deploy. They all point in the right direction to be able to connect farms. Qualcomm, for example, is piloting using small cells to light the farms with a couple of carriers in Brazil. Pretty much all farms today are connected already, just not really through cellular technology. Sometimes it's point-to-point radio technology, but once you have internet access you can use a small cell or a picocell and light the farms. And from that point on you can use cellular technology, which is

much lower cost than doing something proprietary. It's more about economics than technology — the technology is there.

Could you go through the nuts and bolts of Qualcomm Ventures? At what stage do you like to invest, what check size, etc?

We've been formalized for 15 years or so. We have boots on the ground in the key markets where technologies and platforms are deployed. We typically prefer to invest in Series A and Series B. We actually have very exciting early-stage program that allows us to invest pre-Series A. It's the same rigor, but a faster track process since clearly, pre-Series A you don't have all the answers, so we have the ability to place bets quickly on things that we think could be very significant.

Typical checks for us are in the $1 – 10 million range. For our seed program, they range from $500k-$2 million. And obviously, we're always a minority shareholder. We can lead transactions or not lead. We have a portfolio of over 140 companies. We've had a number of $1 billion-plus exits — the mythical unicorn. In the last six or seven years, we had seven or eight billion-dollar exits.

We invest to grow markets. We invest to develop insights and we invest for financial returns. We invest along the lines of markets that are related to our product lines today or future product lines that we expect to have.

You're also invested in the BR Startup Fund. Do you think that the ramping up of VC activity in Brazil, evidenced by the

country's first $1 billion exit earlier this year, is going to spread into agriculture?

We invested in that fund several years ago. We've seen a tremendous development of the VC entrepreneurial ecosystem over the years in Brazil. At the time that we invested, we thought that there was a gap in funding for pre-VC dollars. You'd have angel investors and VCs, but somewhere in between, there was a gap. And that fund is aimed at addressing that gap, writing checks larger than the typical angels in Brazil, but smaller than the typical VCs in Brazil would write. It's really a technology-based platform and they've brought in a number of LPs from different industries.

We were actually seed investors in that unicorn (99) so we're extremely excited by the outcome. In Brazil, we've seen a lot of development in terms of how seasoned the entrepreneurs are, how seasoned the investors are, etc. But everybody kept asking 'where are the big exits?' There were exits, but they tended to be smaller exits and I think this one finally opened the floodgates and said that it can happen. With that and the maturing that happened along the way, that stigma is gone. It was long overdue and I'm very happy to see it.

I think we should have seen other big exits a few years prior, but the macro-economic environment precluded that from happening and I'm glad it happened. I definitely think we'll see many more. I wouldn't call it a boom. There was a lot of pent-up demand and we're starting to see people a little less nervous and seeing the opportunity for what it is.