



Request for Decision

Council Meeting: January 8, 2019

Improvements to Communications: Branding and Website

Request

The County of St. Paul contracted Octopus Creative to complete a brand analysis and marketing roadmap that assessed our brand identity through comparison to other municipalities and made recommendations for improvement. The reports for this work are attached. Based on the reports SWOT Analysis and recommendations, administration is asking Council to consider a brand identity change for the County of St. Paul, ensuring that the County is best visually represented.

Also included in the reports, Octopus Creative completed an audit of the newest version of the website and has made recommendations for improvement. While Hailey Gish has been able to improve the look and feel of the website during her time here, the current website is difficult to work with and administratively time consuming. Additionally, the fees for the current website are more than double of other website hosts. Administration believes that changing from our current website host, TownLife, to Octopus Creative will improve both the internal staff and public's experience of navigating the website and other online services.

The cost for these services from Octopus Creative is a one-time fee of \$24,300 plus an annual fee of \$3,300. Comparably to Townlife's annual fee of \$7,200.

The budget for these costs has been included in the preliminary budget.

Alternatives

1. Approve both the rebranding and website host change for a one-time fee of \$24,300 plus an annual fee of \$3,300.
2. Approve only the rebranding for \$5000.
3. Approve only the website host change for \$19,300 plus an annual fee of \$3,300.
4. Do not approve any of the alternatives.

COUNTY OF ST. PAUL
5015 – 49 Avenue, St. Paul, AB



Recommendation

Administration recommends that Council approves both the rebranding and website host change for a one-time fee of \$24,300 plus an annual fee of \$3,300.

Submitted by: Hailey Gish, Municipal Intern