



## Legislation Details (With Text)

<b>File #:</b>	RFD 21-053	<b>Version:</b>	1	<b>Name:</b>	10:30 am Appt - Conway Global
<b>Type:</b>	Request For Decision	<b>Status:</b>	Archived		
<b>File created:</b>	3/29/2021	<b>In control:</b>	Committee of the Whole		
<b>On agenda:</b>	4/6/2021	<b>Final action:</b>	4/6/2021		
<b>Title:</b>	10:30 a.m. Appointment - Conway Global Branding and Marketing Strategy Final Report (Guillermo Mazier, Conway Global)				

### Proposed Motion

That the Conway Global Branding and Marketing Strategy Final Report be received for information, as presented.

### Indexes:

### Code sections:

**Attachments:** 1. 1. Parkland Final Board Report April 2021

Date	Ver.	Action By	Action	Result
4/6/2021	1	Committee of the Whole	accepted for information	

10:30 a.m. Appointment - Conway Global Branding and Marketing Strategy Final Report  
(Guillermo Mazier, Conway Global)

### Proposed Motion

That the Conway Global Branding and Marketing Strategy Final Report be received for information, as presented.

### Administration Recommendation

Administration supports the proposed motion.

### Purpose

To present to Committee of the Whole the consultant's final report on results, outcomes and achievements.

### Summary

The consultant was selected in January 2020 to develop a comprehensive marketing plan including research of competitive positioning of the County, development of a strategy to fit the competitive positioning and develop and implement a marketing plan accordingly. The contract was funded through a coal transition fund from the Province and directly supported by the Economic Diversification team.

### Strategic Plan/Policy/Legal/Staff Implications:

Pillar 2: Strategic Economic Diversification

### Financial Impact:

Cost: N/A

Source of Funding: Existing Budget