



Legislation Text

File #: RFD 21-053, **Version:** 1

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