

# Elements of Port Moody's Business Brand

## What is a Business Brand?

A city's "business brand" is the general picture that business people have in their minds as to whether and why that city might be a good, bad, or indifferent place to operate a business.

People primarily acquire their ideas about specific business brands through:

1. Their first-hand experiences as business people, customers, and residents.
2. Whatever they may have read or heard about the city or its region from other business people and from the media.
3. Marketing messages from competitive municipalities and businesses who seek to position their city more favorably in comparison.
4. Their own generalizations about what this city is probably like, based on similar cities they know.
5. The city's own idealized vision of its business brand, as expressed through:
  - Branding/marketing efforts
  - How the city itself manages business processes and supports local businesses.

## What is a Business Brand Vision?

The Vision summarizes what the city's leaders would like the Business Brand to represent favorably in the minds of key target audiences. The Vision is aspirational and articulates key positives about doing business in the city that should motivate entrepreneurs to bring their business to town and/or keep it there.

## Port Moody's Business Brand Should Follow the City's General Brand Vision

Port Moody's Business Brand Vision addresses business audiences and describes the City's brand from a business perspective, but that Vision must fit within the larger brand concept that our City's leadership seeks to communicate about Port Moody's broad appeals to residents as a whole. Also, our Business Brand Vision must support the City's established growth targets for population and the local jobs economy.

Port Moody's General Brand Vision today is expressed primarily through its current OCP and Council's Strategic Plan (2018-2022).

- **Overall City Vision:**

***"Port Moody, City of the Arts, is renowned for our amazing quality of life. We are an inclusive, resilient, and economically vibrant seaside city that is rooted in nature and leads in environmental protection, fosters creativity and innovation, and is loved for our community spirit."***

- **Strategic Priority - Economic Prosperity:**

**Strategy:** "To foster an environment where businesses can thrive and good local jobs abound, and to ensure Port Moody's economy and the City's financial position are sustainable."

**Objectives for this Strategy include:**

- “Support the growth of businesses and business neighbourhood development.”
- “Attract well-paying jobs and new businesses in key sectors.”
- “Ensure a sustainable and resilient municipal economy and diversify the City’s revenue sources.”

- **City of Port Moody Growth Targets:**

- By 2041, Port Moody seeks to grow its population by +50%, to 50,000 (OCP Regional Context Statement)
- Seeks to grow new local jobs from the current Regional Growth Strategy target of 11,500 by 2041 to 17,500 by 2041
- Seeks to improve the ratio of local jobs to total working residents from 11.6% to 30%
- Seeks to raise the median income of locally employed residents
- Shift tax burden targets from business sectors

## **Current city attributes that could play a role in the Business Brand Vision**

The City of Port Moody’s early history revolved around the heavy industries of lumber, oil refining, steel, and port services.

While some elements of this early economic activity remain, the city has become known in the region for offering a high quality of life to its relatively well educated residents, and for being committed to environmental stewardship. These ideas can become starting points for spurring economic and environmental renewal through the development and attraction of industries that are clean and sustainable.

Three themes that need further details: amazing quality of life, focus on environmental stewardship, artful/unique approach to living.

Regarding Port Moody’s “amazing quality of life,” the city offers a credible and uniquely strong combination of attributes that, taken as a whole, could serve to distinguish the city as a superior place for business owners and their employees to both live and work.

- Amazing access to Nature
- Easygoing livability
- Lively sense of community
- Passion for the arts
- Orientation to Families

## **Target Audience - Who should our Business Brand Vision speak to?**

We are speaking, above all, to the key decisionmakers of small and mid-sized companies currently located elsewhere in B.C.’s lower mainland that are poised for growth in promising, sustainable industry sectors (see examples below), and who have begun to think seriously about relocation to accommodate their company’s expansion while they retain and build their employee base.

Many business leaders in the fastest-growing sectors are relatively young (M/F 20-40), entrepreneurial, and oriented positively toward change, innovation, and competition: they are always on the hunt for unique opportunities that others may have overlooked. They also are attuned to the buzz about

emerging trends, including which cities are attracting their kinds of people and businesses, and about which cities seem to be “happening” and poised for growth and change...as well as which cities are thought to be irrelevant backwaters for business.

The employee bases of companies in emerging sectors tend to be professionally educated, well paid, and in demand. Such employees enjoy more choice in their work and lifestyle, and their companies generally seek to retain them – and attract others – when they choose to relocate to a new address or town within their region. Promising employees a higher quality of life through relocation can be a key retention strategy.

Because business entrepreneurs and their employees often have young families, they are more attuned to locating their businesses with consideration to family quality of life, which may include convenient access to parks and outdoor recreational activities, ample daycare, good schools, and other social amenities. Their dynamic, engaged natures may also propel their involvement in community affairs: such business leaders often prefer to be more than bystanders in their community – they want to be plugged in.

Many of these business people lead companies that contribute social and environmental capital to the world. Some of them may perceive that they will get more influence to enable positive, transformative change by establishing their business operation in a smaller community – a smaller pond in which they can be a bigger fish.

## **Port Moody’s Business Brand Vision**

### **Port Moody – Because Innovation is an Art**

Port Moody is the gem of Metro Vancouver, a smart lively community in a beautiful spot, poised for innovative growth in emerging sectors, and positioned perfectly to connect Vancouver’s business crossroads with everything your employees could want in an amazing quality of life.

#### ***Business Vision Elements***

The brand statement captures many of the unique features of Port Moody that make it attractive as a place to live and to grow a business:

- Gem
  - Captures Port Moody’s uniqueness and tangible sense of place within the diversity of Metro Vancouver municipalities. Taps the buzz that Port Moody is one of the smaller, undiscovered or ‘hidden gems’ of the region.
- Smart
  - Speaks to the residents’ high level of education and the informed views of progress and change that they hold.
- Lively
  - Refers to the energy of the city - people who value their community, civic discourse, the arts, and community organisations. There are always things to do while the community spirit of a small town is intact.
- Poised for growth in emerging sectors

- Signals that Port Moody is about to evolve and revitalize as a hub for innovative companies; the city is suddenly opening up as an opportunity for companies considering relocation and expansion.
- Connect Vancouver's business crossroads
  - Highlights Port Moody's strategic location that enables quick access to most of Metro Vancouver's major business centres including Vancouver, Surrey, Burnaby, and Langley and its rapid transit and highway networks.
- Beautiful spot, exceptional lifestyle
  - Alludes to the exceptional natural assets (ocean, inlet, forested terrain, diverse urban wildlife) and other amenities that provide residents, employees, and their families with a high quality of life.

## Business Brand Voice

The tone of our messaging should reflect our values, community ethos, and unique attributes and resonate with young, entrepreneurial professionals. Our tone should be:

- Conversational (not a sales pitch)
- Unpretentious and straightforward
- Friendly and welcoming
- Assured, business-savvy, and informed
- Community-minded

## Touchpoints

Clear and consistent branding is critical for efficient communication of key points. Branding touchpoints could include:

- Economic development micro-site
- Social media
- Business cards
- Collateral
- Brochures
- Publication design
- Advertising campaigns
- Posters and banners
- Recruitment efforts
- Interactive community events and functions
- Signage

## Still to be developed

- Logo elements: graphic
- Business Brand: Colour palette, fonts
- Photography and graphic elements
- Competitive positioning statement