

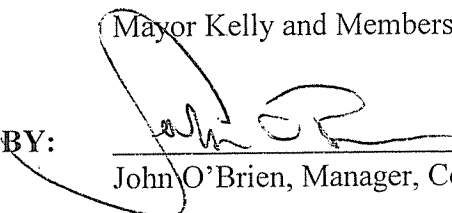


PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Halifax Regional Council
November 20, 2007

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:



John O'Brien, Manager, Corporate Communications

DATE: November 15, 2007

SUBJECT: Financial Impact of a Name Change for HRM

INFORMATION REPORT

ORIGIN

On September 25, 2007, Regional Council deferred the following motion without a vote being taken until a staff report can be provided outlining the potential financial impact of a name change for HRM, i.e., letterhead, business cards, etc.

MOVED by Councillor Harvey, seconded by Councillor Martin, that Regional Council authorize and direct Mayor Kelly to write the Province of Nova Scotia requesting that the Governor In Council change the name of the Halifax Regional Municipality to Halifax.

BACKGROUND

The existing HRM logo includes the words "Halifax Regional Municipality" and the suggested name change would see the retention of the word "Halifax" and elimination of the words "Regional Municipality." As a result, the corporate logo would have to be altered in order to accomplish this action and materials that now have the HRM logo on them would have to be either altered, reproduced, or phased out where possible.

The cost to accommodate the suggested name change would be as much, or as little, as Council decides. To make all necessary changes in a very short time would obviously present the worst case scenario. However, to phase in the name change impact over time-- as funds become available and/or as equipment is replaced, signage erected or replaced, etc.-- would significantly reduce costs. It is important to note that HRM produces most of its own signage, vehicle identification decals, corporate stationery etc. in-house. So external service provider costs would be limited.

To develop a brief snapshot of the potential costs related to a corporate name change only, Corporate Communications requested all business units to submit estimated costs, if any, of achieving this end assuming no phasing in of expenditures as product is replaced in the normal course of business.

Also, it should be noted that a simple name change is a much different process than a re-branding. A brand includes a name, logo, slogan, and/or design scheme associated with a product or service. Brand recognition and other reactions are created by the use of the product or service and through the influence of advertising, design, and media commentary. A brand is a symbolic embodiment of all the information connected to the product and serves to create associations and expectations around it.

As Council is aware, in October, 2005, unanimous support was provided to the Halifax Region Economic Strategy. The Strategy set out 11 priorities, one of which was Quality of Place and the establishment of a Quality of Place Council. The Greater Halifax Partnership's Economic Strategy Committee has assumed the role of the Quality of Place Council. Work has begun to define a place branding process for our region. The Committee has also struck a working group of which HRM has representation.

There is an opportunity, should Council agree, to request input from this working group on the place branding process along with any possible name change

DISCUSSION

The following table summarizes business unit estimated costs for a corporate name change from Halifax Regional Municipality to "Halifax." assuming no phasing in of expenditures as product is replaced in the normal course of business

Item	Cost	Business Unit
Signage for Civic Events van	\$2,000.00	Community Development
Banners	\$3,000.00	Community Development
New signage for 36 fleet cars	\$1,000.00	Community Development
Recreation Centres' signage	slated for replacement in 08/09 budget to incorporate new REC logo	Community Development
Buildings/fields signage	\$50,000.00	TPW
Parks signage	\$100,000.00	TPW
Buses	\$75,000.00	TPW
Vehicles	\$150,000.00 * The estimate was done on all 1,000 fleet vehicles with the only exception being the transit buses	TPW
Community signs & Trunk Route signs & 100 Series Hwy signs	\$218,000.00	TPW
Solid Waste Facilities signage	\$20,000.00	TPW
Signage for Customer Service Centres, Visitor Centres	\$180,000.00	BPIM
Letterhead, business cards, envelopes	\$33,000.00	Corporate Communications
Printed pieces	These are produced as needed so there would be no cost unless we wanted to replace existing pieces.	Corporate Communications
Uniforms/Flashes	\$20,000	Police/Fire
Estimated Total	\$852,000*	*Cost of labour is not included

BUDGET IMPLICATIONS

Funding for this initiative is not included in the 2007/08 Approved Operating Budget. If this project proceeds, estimated costs of \$852,000 will require a re-prioritization of operating initiatives to secure funding. The estimate does not include the cost of labour required..

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

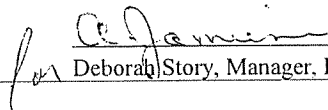
NIL

ATTACHMENTS

NIL

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by :



Deborah Story, Manager, Design and Print Services, 490-6787