

# HALIFAX

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**Item No.**  
**Community Planning & Economic  
Development Standing Committee**  
**Sept. 17, 2015**

**TO:** Chair and Members of Community Planning & Economic Development Standing Committee

Original Signed by

**SUBMITTED BY:**

Richard Butts, Chief Administrative Officer

**DATE:** July 20, 2015

**SUBJECT:** Halifax Explosion 100<sup>th</sup> Anniversary Emblem Proposal

## **ORIGIN**

Motion from the February 12, 2015 meeting of the Community Planning & Economic Development Standing Committee: *MOVED by Deputy Mayor Nicoll, seconded by Councillor Craig that the Community Planning and Economic Development Standing Committee request a staff report to investigate the design, licensing, and usage of a Halifax Explosion 100th Anniversary Emblem. MOTION PUT AND PASSED.*

## **LEGISLATIVE AUTHORITY**

*Halifax Regional Municipality Charter, Sec. 76: Regional Council may adopt a symbol for the Municipality, which may be registered pursuant to an Act of Parliament in order to prevent its unauthorized use; that is, the symbol may be registered as a trademark. Irrespective of whether the symbol is registered in this manner, under Section 76(3) no person, other than the Municipality, shall use the symbol unless specifically authorized by Regional Council and upon payment of any fee charged by the Municipality for the use.*

*Administrative Order 19, Respecting the Corporate Coat of Arms and HALIFAX brand, Sec. 3(6): the official HALIFAX brand shall be used by the Chief Administrative Officer, business units and employees on stationery, notices, buildings, signage, vehicle markings, badges, uniforms and other similar uses for the purpose of indicating the authority, property or officials of the Municipality.*

## **RECOMMENDATION**

It is recommended that the Community Planning and Economic Development recommend that Regional Council approve the approach proposed in this report to develop and implement a Halifax Explosion 100th Anniversary emblem.

## BACKGROUND

The Halifax Explosion 100<sup>th</sup> Anniversary Special Advisory Committee requested that the Community Planning and Economic Development Standing Committee direct staff to investigate and report on the feasibility of designing, licensing and using a Halifax Explosion 100<sup>th</sup> Anniversary Emblem, which has been undertaken by Corporate Communications.

## DISCUSSION

While the new HALIFAX master brand platform discourages any unique visual identity for a Municipal department, service or program, Regional Council's recognition that "*the Halifax Explosion, which occurred on December 6, 1917, was a historically significant event that had an immense impact on Halifax, Dartmouth, and the surrounding communities*" allows the Municipality to give special consideration to a distinct commemorative identity that would reflect the significance of the disaster and its 100<sup>th</sup> anniversary. Any such distinct identity must still be rooted in the fundamental context of the master brand identity.

The Municipality's approach to developing the HALIFAX "brand promise" and master brand platform recognized that place branding, whether it is a small village or a whole country, is probably the most complicated form of branding due to the fact that it is neither owned nor controlled by a single entity. As such, everyone who lives and works in the region is responsible for developing and supporting a successful and sustainable brand for the region that resonates with local communities and target audiences around the globe.

Given the diverse personal, national and international stories associated with the disaster and the diversity of the people and communities affected by its legacy, the same inclusive approach (albeit on a reduced scale) should be applied to developing a distinct visual identity for the 100<sup>th</sup> anniversary of the Halifax Explosion. Corporate Communications staff will develop and implement a community and stakeholder engagement program to collect and distill the many perspectives of the Halifax Explosion's history and context as a defining moment of the city's character.

The engagement program would incorporate existing Municipal tools, targeted meetings with key audiences (relatives of survivors, African NS and Mi'kmaq communities, military leaders), and third-party research opportunities to create an inventory of feedback. This information, the Halifax Explosion 100<sup>th</sup> Anniversary Commemorative Program Guiding Principles and the HALIFAX brand guidelines will be included in a creative brief to the individuals or organization eventually selected to design the commemorative emblem.

The HALIFAX brand has been adopted by policy (Administrative Order 19) as a symbol of the Municipality; pursuant to Section 76(3) of the *HRM Charter*, no person other than the Municipality can use this or any other symbol of the Municipality adopted by policy without first receiving Council approval. In respect of the final design of the commemorative emblem, its use would be subject to the same legislative protection granted to the HALIFAX brand and wordmark if it were to be adopted by policy as a symbol of the Municipality. This would require an amendment of Administrative Order 19.

Further to the authority delegated from Regional Council to the CAO under Administrative Order 19, Schedule A, Section 4(b), Corporate Communications and HRM Legal Services are advancing a Brand Partner Agreement to formalize the use of the HALIFAX brand and wordmark with third party entities such as Halifax Partnership and Destination Halifax. Should Regional Council amend Administrative Order 19 in order to adopt the final design of the commemorative emblem as a symbol of the Municipality, a form of agreement similar to Brand Partner Agreement could be used by the CAO to grant permission to any third party seeking to use the official Halifax Explosion 100<sup>th</sup> Anniversary Commemorative emblem.

### **FINANCIAL IMPLICATIONS**

It is expected that the expenditures associated with the community engagement and design of a Halifax Explosion 100<sup>th</sup> Anniversary Commemorative emblem can be accommodated in the existing 2015-16 operating budget. Production costs associated with any use of the final emblem will need to be considered and accounted for within the budget for the broader Municipal Commemorative Program.

### **COMMUNITY ENGAGEMENT**

Comprehensive citizen, community and stakeholder engagement and feedback should play a central role in shaping any commemorative emblem for a traumatic event that left a permanent impression on the municipality and its residents. To that end, Corporate Communications will create a program that employs broad and extensive public engagement, stakeholder/community consultation and survey activities to ensure all citizens have an opportunity to be heard through the process of developing a visual identity for the Halifax Explosion 100<sup>th</sup> anniversary.

### **ENVIRONMENTAL IMPLICATIONS**

There are no environmental implications associated with this report.

### **ALTERNATIVES**

Apart from the option that Regional Council could choose not to proceed with developing a visual identity for the Halifax Explosion 100<sup>th</sup> anniversary, there are no alternatives included with this report.

### **ATTACHMENTS**

There are no attachments associated with this report.

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A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.php> [or other appropriate Committee link] then choose the appropriate [Community Council/Board] and meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

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