



P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 11.4.1
Halifax Regional Council
October 6, 2015

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original Signed

Councillor Wayne Mason, Chair
Community Planning & Economic Development Standing Committee

DATE: September 22, 2015

SUBJECT: Halifax Explosion 100th Anniversary Emblem Proposal

ORIGIN

Motion passed by the Community Planning & Economic Development Standing Committee at its September 17, 2015 meeting.

LEGISLATIVE AUTHORITY

Section 6b(vi) of the Committee's Terms of Reference – 'The Community Planning and Economic Development Standing Committee shall have an active interest in the agencies and initiatives that support Community and economic development throughout HRM by engaging, at a governance level, the agencies, boards and committee funded by HRM and under the mandate of the Standing Committee to ensure they meet community needs and expectations including others as identified by the Committee and approved by Council or others as identified by the Council.'

RECOMMENDATION

Community Planning and Economic Development Standing Committee recommend Halifax Regional Council approve the approach proposed as outlined in the July 20, 2015 staff report, to develop and implement a Halifax Explosion 100th Anniversary emblem.

BACKGROUND/ DISCUSSION

The Community Planning and Economic Development Standing Committee considered a staff recommendation report in regard to a proposed approach to develop and implement an emblem for the 100th Anniversary of the Halifax Explosion, and approved the staff recommendation as noted above.

FINANCIAL IMPLICATIONS

Financial implications are as set out in the July 20, 2015 staff report included as Attachment A to this report.

COMMUNITY ENGAGEMENT

The Community Planning and Economic Development Standing Committee is a Committee of Regional Council comprised of six Councillors. The meetings are open to the public and the Committee's agendas, minutes, and reports can be viewed at Halifax.ca.

ENVIRONMENTAL IMPLICATIONS

None.

ALTERNATIVES

The Community Planning and Economic Development Standing Committee did not provide alternatives.

ATTACHMENTS

Attachment 'A': Staff report dated July 20, 2015

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.php> 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: Sheilagh Edmonds, Legislative Assistant

P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

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

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

Original Signed

SUBMITTED BY:

Richard Butts, Chief Administrative Officer

DATE: July 20, 2015

SUBJECT: Halifax Explosion 100th 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 100th 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 100th 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 100th 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 100th 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 100th 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 100th Anniversary Commemorative emblem.

FINANCIAL IMPLICATIONS

It is expected that the expenditures associated with the community engagement and design of a Halifax Explosion 100th 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 100th 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 100th anniversary, there are no alternatives included with this report.

ATTACHMENTS

There are no attachments associated with this report.

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.

Report Prepared by: Bruce DeBaie, Managing Director, Corporate Communications, 902.490.2348

Report Approved by: Elizabeth Taylor, Manager, Culture and Events, 902.490.4387

Report Approved by: Richard Butts, Chief Administrative Officer, 902.490.6430