

COMMUNITY DEVELOPMENT REPORT

Prepared by: Sarah Richer, Community Development Administrator

Prepared for: April 16, 2024, Council Meeting

Prepared on: April 9, 2024

EVENTS

- **Easter Egg Hunt:** The Easter Egg Hunt was to start at 1:30pm. We had people showing up as early as 12:40pm. We held off those who showed up early with a couple games, however the hunt started closer to 1:20pm. To avoid this in the future, I would like to have everyone meet at the geo-trail, then walk over to McRae Park together like we did in 2023.
- **Rural Economic Summit:** As you know, I participated in the Rural Economic Summit on February 29. Over the next two years, I would like to focus on our geographical strengths as a main stopping point between the Nation's Capital and Algonquin Park. I would also like to investigate the possibility of a career expo or workshops. This would incorporate hands on demonstrations, as well as provide youth (and those looking to venture into a different path) career and education advice.

COMMUNICATIONS

- **BV Newsletter:** The May/June Newsletter information call went out on April 9th.
- **Tag Line:** The call has gone out to the public for a committee meeting for discussions on the tag line of Bonnechere Valley. We will aim to have two meetings and bring comments/suggestions back to council on May 21st.
- **Branding:** In compliance with the Bonnechere Valley strategic plan, I have started to work on a Bonnechere Valley branding guide which I have attached to this report. The purpose of the brand guide is to provide consistency throughout public documents, notices, social media posts, websites, advertisements, etc. For the purpose of the branding guide sample, I have provided a tag line example. The Tag Line committee discussions will determine the tag line that will be used in the final draft of the brand guide.

GROUPS & PROGRAMING

- **Eganville & Area Community Development Group Meeting:** EACDG met on April 3.

- The Beer and Wine Festival will take place on June 1st. There are five vendors confirmed and we have received the special occasions permit.
- EACDG will continue using the #DiscoverEganville branding, as the group is created of members from Bonnechere Valley and North Algona Wilberforce.

GRANTS

- **Applications Pending:**

- **Resilient Communities Fund – due October 25, 2023**
Submitted application to enhance our CIP on September 27, 2023.
- **Celebrate Canada Fund – due November 21, 2023**
Submitted application for Canada Day celebrations on November 15, 2023.
- **Canada Summer Jobs – due January 10, 2024**
- **EV ChargeON Program– due January 31, 2024**
Submitted application on January 30, 2024
- **Tourism Growth Program – due February 29, 2024**
Submitted application on February 6, 2024
- **Energizing Communities Program – due January 31, 2024**
Submitted application on January 25, 2024
- **Rural Transit Solutions Fund** - submitted September 12, 2023 for EVs, Charging Stations and on-demand software in partnership with North Algona Wilberforce and Whitewater Region.

BRANDING GUIDE DRAFT



TOWNSHIP OF BONNECHERE VALLEY
BRAND STYLE GUIDE
March 2024 DRAFT



TABLE OF CONTENTS

About the Township of Bonnechere Valley 3

- Mission
- Vision
- Objectives

Purpose 4

Tagline & Messaging 5

Logo 6

- Logo Rationale
- Logo Guidelines

Typeface 8

Colour Palette 9

Photography 10

Graphics 12

Eganville Branding 13

- Logo
- Tagline
- Colour Palette

ABOUT THE TOWNSHIP OF BONNECHERE VALLEY

MISSION

To make our community an affordable, efficient place where people choose to live, work, visit and participate in a culture that fosters communication, rural lifestyle, personal growth, and healthy commerce.

VISION

- Stronger Community engagement and communication
- Move forward with infrastructure and asset management planning
- Responsible new development growth
- Preserve rural heritage and character
- Modernize service delivery for efficiency and stabilized taxes
- Support thriving business community

OBJECTIVES

- Provincial advocacy and grant opportunities
- Maintain and modernize service levels
- Staffing and shared services
- Smart infrastructure
- Enhance the BVT brand

PURPOSE

The purpose of this guide is to direct how the Township of Bonnechere Valley brand is displayed to the public. This will allow consistency throughout Township of Bonnechere Valley brand within public documents, notices, websites, social media posts, advertisements, etc.

TAG LINE & MESSAGING

Township of Bonnechere Valley Tag Line

**BEAUTIFUL. BOUNTIFUL.
BONNECHERE VALLEY.**

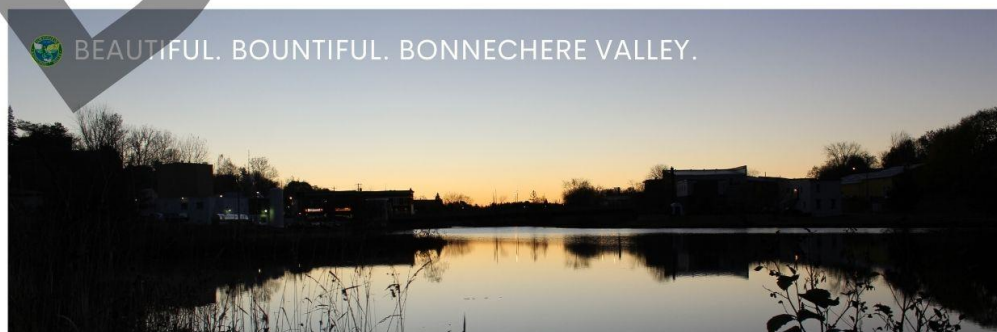
The Township of Bonnechere Valley tagline summarizes all that makes Bonnechere Valley an amazing place to live, work, and play.

Beautiful

The rolling hills, dazzling waters, and abundance of wildlife are sure to make you fall in love with the area.

Bountiful

With a thriving entrepreneurial spirit, Bonnechere Valley is home to many businesses, large and small.



LOGO

Township of Bonnechere Valley Logo

Colour



Greyscale



The Township of Bonnechere Valley logo displays the beauty of the area as a whole. The logo shows green trees to represent our rich logging history as well as the famous Bonnechere River flowing directly through the logo, reflecting how it flows through Eganville. The hills draw attention to the many hills and mountains that fabricate Bonnechere Valley, including the hamlet of Foymount. Foymount is the highest inhabited point in Ontario. The buildings seen on the logo represent the historic buildings within the township.

Logo Guidelines



Leave space around the logo to amplify the logo. Don't crowd the logo with busy elements, or place elements on top of the logo.



Place the logo in a plain area of an image, not in a busy area.



If a photo does not have a plain area, place the logo in a corner on background that is either dark green, light green, or blue.

TYPEFACE

Title Text

NASHVILLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sub-Title Text

CEREBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body Text

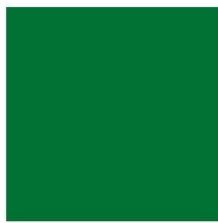
QUINCY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

COLOUR PALETTE

COLOUR TRANSPARENCY: 100%



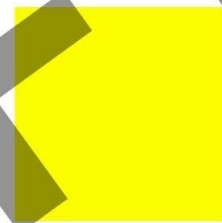
#027234
Dark Green



#016AC5
Blue



#63C684
Light Green



#FDFD02
Yellow

COLOUR TRANSPARENCY: 65%



#027234



#016AC5

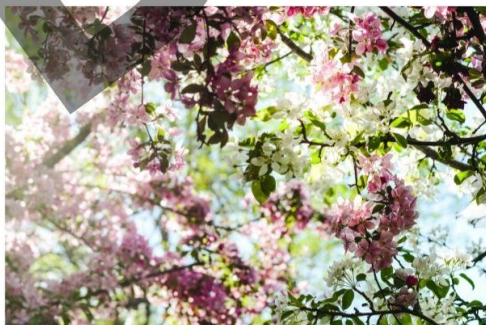
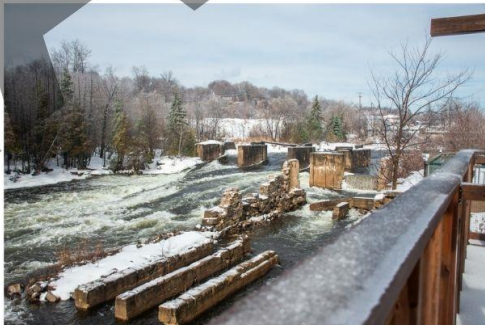


#63C684



#FDFD02

PHOTOGRAPHY





GRAPHICS



EGANVILLE BRANDING

The Eganville Area Community Development Group had many discussions around the groups branding. Discover Eganville encompasses both Bonnechere Valley and North Algona Wilberforce. This branding has been used across their platforms.

Logo

Colour

#DiscoverEganville

Greyscale

#DiscoverEganville

Tag Line

#DiscoverEganville

Colour Palette



#0C4576



#FFCC33



#016AC5