
For Immediate Release

Cambridge - What's Your Take? Public Input Key to Branding Project

Cambridge, Ontario. April 30, 2010... Getting on the national, international and global radar for business and community development takes the creation of a strong brand. The City of Cambridge is in the process of identifying and developing a "brand" that captures the essence of the city.

As part of the overall Corporation Communications Strategy development, Cambridge City Council gave direction to undertake a branding exercise to better define and position the community for growth. In March 2010, eSolutionsGroup was awarded the contract to coordinate the project and work with the City's Corporate Communications and Marketing division.

"Cambridge vies for attention in a competitive landscape against every other city in Canada," says Gord Hobbs, Chair of the Cambridge's Economic Development Advisory Committee (EDAC). This business development-focused group supports the need for corporate branding and sees the significant benefits to refreshing Cambridge's brand.

A strong brand is critical to cutting through the clutter and promoting the advantages of Cambridge to a target audience. At the same time, the brand must instill pride within the distinct communities.

"One of the most important elements in any process of this nature is to hear from our citizens, business leaders and overall community," says Cambridge Mayor Doug Craig. "That's why the City is calling on you to give your insights. The people who understand us are those best suited to help build the brand and promote it with a unified voice."

The new survey "Cambridge - What's Your Take" launches today to provide a forum for feedback. Online, it can be found easily from the front page of www.cambridge.ca or by visiting <http://cambridge.esolutionsgroup.ca>. The City is also making the questionnaire available in hard copy at public facilities for those citizens who wish to fill out a form and send in their ideas.

"A strong brand must be inclusive, and both unique and relevant to be convincing," says Saj Jamal, the project lead from eSolutionsGroup.

The City recently completed a communications preference survey which also aligned with the branding initiative and supported the overall corporate strategy development. The branding process is expected to wrap up in July.

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About Cambridge

The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2009, the population reached over 126,000 people. With a multicultural mix and a strong foundation of support services, Cambridge has a diverse economic base with leading industries in advanced manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a progressive work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement.

About the Corporation of the City of Cambridge

The Corporation of the City of Cambridge is a dynamic organization filled with dedicated people who deliver vital municipal services to you. Services that residents, businesses, visitors and people like your family and friends enjoy. We're a comprehensive team of professionals: engineers, financial specialists, skilled trades, administrative experts, customer service, communications - and the list goes on.

We're proud to be part of the systems that bring you the array of services that citizens in Cambridge need:

- Parks and recreation
- Activities and programs like pools, seniors' centres, community centres, arenas and other facilities
- Sports programs and all the needs related to playing fields, like indoor soccer, baseball diamonds and other amenities
- Events
- Farmers' Market
- Cemetery services
- Road programs
- Leaf pick up services
- Winter maintenance services
- Water and sewer services
- Fire, emergency and related services
- By-laws and enforcement
- Tax administration
- Licensing for businesses, lotteries, marriage, dogs, and other services like applications for birth, death and marriage certificates, notarizing or commissioning of documents
- Archival research
- Economic Development and business support programs
- Tourism support to share opportunities to showcase the festivals and help bring visitors in to support retail and other elements of the economy
- Administration of committees, steering groups and advisory groups
- Planning and development services
- Traffic and parking services
- Ensuring the best security, police, transit, garbage, water processing service, utilities, animal control are in place.
- Libraries and galleries

- Centre for the arts
- Accessibility matters
- Council services including things like supporting the up coming needs of our residents for the Oct 2010 municipal elections

It's a multitude of services and we continue to refine and review them to ensure we deliver the services in the most effective, efficient, and proactive ways.

In 2010 we are undergoing a corporate service review. This is a further check and balance system to seeking improvements - like better technologies to simplify processes or realigning how we operate. The comprehensive review is happening this year with a view to providing a report to Council for consideration. The report will be available by year end and will be addressed by the newly elected council for the 2011 budget.

For more information on the area or the corporation visit www.cambridge.ca

The City of Cambridge press room is located at

http://www.cambridge.ca/the_office_of_the_chief_administrative_officer/corporate_communications_marketing

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