



TOWNSHIP OF SOUTH FRONTENAC

CALL FOR VOLUNTEERS



July 24th, 2020

South Frontenac Community Branding Exercise: Recruitment for Steering Group Members

Rich in agricultural heritage, home to the Rideau Canal UNESCO World Heritage Site, the Frontenac Arch Biosphere and over 75 pristine lakes, South Frontenac is a vibrant community positioned to grow.

In recognition of this vibrancy and growth, and as part of Council's 2019 Strategic plan, the Township will be updating the South Frontenac brand to better represent our community and Council's new vision:

Natural, Vibrant and Growing – A Progressive Rural Leader

An updated brand will include fresh new imagery and a message that will reflect what the South Frontenac is about and what it is striving to be, while leveraging the community's natural assets and rural lifestyle.

To aid in the process, the Township is looking for local community members to form a steering group to assist with choosing a consultant for this project, and to provide feedback and insight at various stages throughout the process.

If you can see yourself contributing to the Township's vision for an updated brand, then you should consider applying to be on the Community Branding Steering group! We are looking for residents who have a passion for South Frontenac, with preferred experience in one or more of the following fields:

- Branding
- Marketing
- Graphic Design/Visual Artist
- Economic Development
- Other Creative Fields

Applications are to be submitted to the Office of the CAO no later than **3 p.m. on Monday, August 24th, 2020**. Submissions can be sent via email to admin@southfrontenac.net, in person, or by mail to: 4432 George St., Box 100, Sydenham ON, K0H 2T0.

Council will consider candidate selection in early September with the first meeting of the Steering Group projected to take place in mid-September. Subsequent meetings will be ad-hoc in nature and expected to conclude by the 1st quarter of 2021. Meetings may require electronic participation from group members.

For more information, please review the latest [Branding Report](#) that went to Council on July 21, 2020.

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