



## Corporation of the Township of Brock

### Staff Report to the Mayor and Members of Council

**From:** Alicia Bagshaw

**Position:** Recreation and Leisure Coordinator

**Title / Subject:** Smallmouth Bass Capital of Canada

**Date of Report:** June 5, 2023

**Date of Meeting:** June 12, 2023

**Report No:** 2023-TED-003

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#### 1.0 Issue / Origin

The Township of Brock is working to secure the designation of "Smallmouth Bass Capital of Canada" as per the recommendation of the Tourism Advisory Committee. Staff and committee members have been working with a graphic designer to develop a suitable logo for this designation.

#### 2.0 Background

In September of 2022 staff presented Council with several logo designs. Council narrowed the selection down to 4 design concepts and we shared those designs out with the community in a resident survey. Unfortunately the results of the survey pretty well had split results amongst the 4 designs and there was no clear favourite. At this point, the decision from Council was they would like to see additional design options.

Council directed staff to host a logo design contest, challenging residents to create their own logo design that could be selected as the final logo for the Smallmouth Bass Capital of Canada. Before the contest was posted to the public, the Region of Durham reached out with some concerns of hosting a logo contest. Staff and Council met with the region to discuss their concerns for hosting a logo contest. One of the main concerns with allowing residents to design the logo was copyright infringement. There was no way for the Township to monitor if the designs were original, or if a component of them were copyrighted. An additional concern brought forward by the Region of Durham was that a logo contest would not provide us with a certified/licensed graphic designer, which in turn would not provide the best quality logo design. Depending on the format the design was provided, the Township may then have to hire a graphic designer to put the logo into a format that would be useful to the Township, so there was no real cost savings by doing a contest instead of hiring a graphic designer.

### **3.0 Analysis**

Earlier in 2023 a committee was formed to work with a graphic designer to develop a suitable logo for the Smallmouth Bass Capital of Canada. The committee included Township and Regional Staff, a Council representative as well as 2 members from the previous Tourism Advisory Committee. The committee met to discuss their expectations for the logo, as well as any creative ideas they had to be incorporated. This information was passed along to a graphic designer who worked with the committees input to draft a final logo version.

### **4.0 Related Policies / Procedures**

N/A

### **5.0 Financial / Budget Assessment**

Funds for this project will be covered by the allocated Tourism Budget.

### **6.0 Climate Change Impacts**

N/A

### **7.0 Communications**

None.

### **8.0 Conclusion**

The members of the committee are excited with the new logo design and are looking forward to seeing the logo displayed within the community.

### **9.0 Recommendation**

BE IT RESOLVED THAT Council accept the final logo design for the Smallmouth Bass Capital of Canada.