



RISING TIDE

Project Proposal

*"There is no power for change greater than a
community discovering what it cares about."*

– Margaret J. Wheatley

The Rising Tide Project

Overview

A hands-on 12 month project to promote and brand the Municipality of Argyle as well as other key stakeholders.

History/Considerations

Municipalities have evolved. New demands of promotion are arising. Promoting/marketing online proves as a huge opportunity with great return on investment. It also poses a great challenge for most municipalities.

Many questions arise:

- *Who can do this for us?*
- *How do we do this?*
- *Are we confident we are doing it right?*
- *Is it necessary?*
- *We have too much on our plate as it is, why add more?*

In most municipalities/towns in Nova Scotia, nobody is assigned the specific role of promotion/branding. Efforts of self promotion/branding are diluted, sporadic and unfocused. With everything quickly moving online, the tide is changing.

In order to stay competitive, it is imperative that we present ourselves in the best possible light. That means formulating the brand, which can be seen as a “product” and marketing it appropriately.

The Vision

Delivering Real Value

Rising tide is not an expensive consulting project. We are focused on delivering real value, with high leverage activities, such as, storytelling through video, brand building, logo's, professional design, website optimization, unique selling propositions, social media strategies.

Take Action

The project will be geared towards action and will deliver lifelong value to the municipality. We aim to tell your unique story and develop the brand.

Foster a Competitive Community

Ultimately, we want to raise the competitiveness of the Municipality of Argyle. This can be done by focusing our efforts on our competitive advantages. Those advantages are found in abundance in Argyle but have not been expressed to their full potential. The municipality of Argyle has many unique distinctive resources, some of them impossible for other places to imitate. We have a story. Let's share that story.

The Team

Miguel D'Eon

Is an energetic entrepreneur who thrives at building brands. He pours his heart and soul into his work, and dives in with passion and drive. He loves to think big and inspire the team around him to do their best work. Miguel is the founder of Saltwreck who he and his team have grown to a nationally recognized brand. He is also founder of a newer venture, Boucanier Barbecue Pits, who produce handcrafted wood fired Barbecues.

Jeff Clairmont

Is a sought-after freelance graphic and website designer. Jeff has worked on hundreds of projects for customers across Canada and beyond. One of his proudest recent work can be seen with Saltwreck. Jeff has been the sole designer for Saltwreck and has been instrumental in its growth. Jeff recently made the leap to being a full time freelance designer. Prior to this, he worked in a management position with Web.com, in Yarmouth, where he managed a team of web designers.

Mike Smith

Mike has been making waves in our community with his passion for filmmaking. He is the owner, cinematographer, and drone pilot for Aerial Ridge Marketing and Film. Born and raised in Yarmouth, that's where he found his passion for filmmaking. In 2014, he studied Digital Film at Davinci College. He's worked on numerous short films, documentaries, promo videos. Some of his most recent work is impressive and can be seen in videos featuring the "Town of Yarmouth".

Project Details

Project Start Date:

On approval by council, as early as January 2nd, 2020.

Financial investment:

The investment from the Municipality will be \$7,000 monthly for 12 months. Total investment: \$84,000. Council can cancel project with 1 month notice to the team. No other costs are expected to be incurred, ex: mileage, equipment, etc.

Distribution:

The project will be pioneered and led by Miguel, who will leverage his experience entrepreneurial experience. Miguel will lead the team and input the most time and energy in this project.

- **Miguel D'Eon:** \$5,000, 37.5 hours per week (average)
- **Jeff Clairmont:** \$1000, 20 hours per month (average)
- **Mike Smith:** \$1000, 20 hours per month (average)

Key Parts

Part 1:

Marketing, promotion, place branding of the Municipality of Argyle.

Part 2:

Work with 6 local businesses/organizations/stakeholders. These can be tourism, or non tourism sectors. The team will work with one stakeholder/business every second month. Goal of this is to allow other municipal businesses/stakeholders to benefit from the team at Rising tide.

The team will be hands on in helping them market and brand themselves. To be fair, each local business interested will be added to a draw, in which they will be picked at random for a chance to get the teams professional services. There will be no cost to them. Each selected winner will get a max of 100 hours of the teams group effort allocated to them, valued at over \$5,000.

The Process

Step 1 : Initial Consultation

Discovery and consultation with Municipality of Argyle, key stakeholders.

***What is our brand? | What is our motto? | What is our unique value?
What is our story? | What should be focus on first?***

Place Brand the Municipality. By working directly with stakeholders, community members, we will come up with a strong vision/motto for the Municipality.

Example: Kentville, "A Breath of Fresh Air".

Step 2: Team begins to act

What are the lowest lying fruit (biggest opportunities)? What are the biggest pain points?

Work to commence on:

- Our motto, Unique value proposition, Logo, Social media banners, Profile pictures, Website cleanup, General design and branding opportunities throughout municipality.
- In depth insights/opportunities to market online. Hands on application of those insights and maximizing outcomes using the pareto principle(80/20 rule) as our guiding light.
- Engagement of other authorities, social media influencers, travel bloggers, journalist/news reporters. Anything to add leverage and fuel to the fire.

Deliverables

For the municipality:

- An updated logo
- A new motto for the brand (if agreed upon)
- Website analysis and optimization
- Social media strategies
- Email strategies, implementation of email list
- One Introductory video to “Rising Tide Project” : 2-3 mins
- One Municipality promo video, 60 seconds
- Six special feature videos based on telling the story of our key competitive advantages:
 - A. The story of us (culture, history, the people)
 - B. Industry (Lobster, Fisheries, Innovation, etc)
 - C. Nature (Our natural beauty)
 - D. What to do in Argyle (Experiences, trails, sights, etc)
 - E. What is unique to us Argyle?
 - F. Living in Argyle

For businesses/stakeholders:

- A one-on-one day with Miguel
- A detailed overview/report crafted just for them
- A website analysis and optimization
- A new logo
- A stronger story, branding
- General strategies that will help them long term

Final Thoughts

We must act now. We must invest in ourselves. No other time in the municipalities history has things been so right. The stars have aligned, here are a few reasons below:

1. Our finances have never been better.
2. We have a flourishing business sector, with our lobster industry at all time highs.
3. Soon we will be hosting a huge event, in 2024, le Congres Mondial Acadiens.
4. The new municipal office in the spotlight. A new era is here.
5. We are blessed with great administrative staff, guided by a forward thinking and respected CAO.
6. All this, backed by a strong council, with their heart in the right place.

***There's no excuses. It is time. Let's tell our story and celebrate us.
Together, let's rise the tide and lift all ships.***