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To: Council
Subject: Economic Development Place Brand and Marketing Plan, Staff Report No. ADM-24-073

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Dear Mayor and Council,

Thank you for dedicating time and effort to developing a Place Branding and Marketing Plan for Esquimalt. We are a vibrant and engaged community that is truly “the place to be” — now and into the future. This initiative is an excellent step forward in strengthening our identity and creating tools that will benefit our business community.

The development of this plan will provide a valuable playbook for local businesses to engage with, fostering a sense of cohesiveness that will further position Esquimalt as not just a great place to live but also a prime destination for doing business.

I appreciate how the proposed logo, font, and colours complement existing branding, such as that used for the recreation centre. This continuity is a smart and effective way to reinforce Esquimalt’s identity across different areas.

I look forward to attending the upcoming council meeting to hear the staff report and listen to the thoughts and feedback from others in the community.

Thank you once again for your hard work on this important initiative.

Best regards,

Kristina Egyed

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