



Report to: Development Services

Meeting Date: May 13, 2019

SUBJECT: Flato Markham Theatre Brand Strategy – A New and Fresh Identity
PREPARED BY: Eric Lariviere, x7546

RECOMMENDATION:

1. THAT the report “Flato Markham Theatre Brand Strategy – A New and Fresh Identity” be received;
2. THAT Council approve the new logo and brand strategy; and,
3. THAT staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The new Flato Markham Theatre (FMT) brand strategy supports the Destination Markham strategy in reaching new audiences to showcase a vibrant community with globally competitive companies, new infrastructure, attractive amenities, convenient transportation links, a growing population, a highly educated workforce, and attractive shopping and entertainment districts.

A new brand identity and strategy will:

- ✓ Strengthen FMT’s marketing position,
- ✓ Align with FMT’s strategic plan “Leader in Diversity and Innovation”,
- ✓ Align with the City “Destination Markham” strategy,
- ✓ Improve marketing channels and database,
- ✓ Implement a coordinated and seamless marketing approach for both the print elements and the digital presence.

BACKGROUND:

Markham Theatre first opened its doors in the 1984 when Markham’s population was 60,000. At that time, the Markham Theatre was state-of-the-art and an important investment in building a cultural and creative sector in York Region. It was one of the first municipally owned and operated performing arts centres in the Greater Toronto Area (GTA) and its interconnectivity to a municipal and educational infrastructure was unparalleled.

Today, Markham has evolved into a dynamic and leading city in the GTA with over 354,000 residents and a truly cosmopolitan make-up with a wide variety of cultures.

With the continuing sponsorship and commitment of Flato Developments and the change of its name from Markham Theatre to Flato Markham Theatre, the time has come to launch a new identity to brand the theatre as the premier performing arts destination for

visitors to be inspired and entertained by world-class performers in a professional-calibre and intimate setting.

The Flato Markham Theatre brand is well established in Markham, in the immediate surrounding area, and increasingly in the GTA as an admired cultural destination. The reach of the theatre is constantly being expanded and enhanced through ongoing marketing efforts to reach all the diverse community groups inside and outside of Markham, York Region and the GTA.

The new logo and branding were selected and approved by the Theatre Advisory Board and endorsed by the theatre's sponsor Flato Developments. The adoption of a fresh new brand and logo is a statement of how the theatre has continued to evolve and build on its reputation and ability to attract new and diverse audiences year in and year out. The new brand identity is to reflect what the theatre, as the leading performing arts centre in York Region, is today, and strengthen its position as a "leader in diversity and innovation".

This new brand identity will assist with promoting greater awareness of the Flato Markham Theatre. The new brand identity will not only refresh its current audiences but will also attract new audiences and generate excitement for upcoming seasons and community engagement.

OPTIONS/ DISCUSSION:

The new logo and branding is a product of the recommendations made in the Flato Markham Theatre's 2016-2020 Strategic Plan adopted by Council in 2018. It enhances Flato Markham Theatre's reputation for relevant contemporary programming, while building new audiences inside and outside of the City of Markham. As well, the new logo and brand identity acknowledges and celebrates the continued financial support of Flato Developments for the Theatre. It meets the sponsor's request to incorporate the main colour of their corporate branding into the Flato Markham Theatre's identity.

To capture FMT's connection to the arts sector and to demonstrate progress and leadership, the logo depicts an offset square that points upwards. The text moving towards the border of the square emphasizes a connection to the entire community and demonstrates that the theatre is moving beyond the box.

The refreshed logo and brand strategy will help the theatre stay current and stand out from the cluttered performing arts centre market that exists within the theatre's catchment area. Once approved, staff will take the necessary legal steps to protect the intellectual property of the theatre's new logo and brand by registering the required trademarks and/or copyrights.

The recommended new brand identity and logo are presented below:



where art comes alive.



A presentation of the logo and brand identity in use on stationery, on brochures and as signage is presented in Appendix A to this report.

FINANCIAL CONSIDERATIONS

No new costs are anticipated. The new logo and branding will be introduced as and when the theatre produces materials for the new season and installs Council-approved signage.

HUMAN RESOURCES CONSIDERATIONS

N/A

ALIGNMENT WITH STRATEGIC PRIORITIES:

Flato Markham Theatre Strategic Plan

Culture Plan

Integrated Leisure Master Plan

BUSINESS UNITS CONSULTED AND AFFECTED:

N/A

RECOMMENDED BY:

Stephen Chait
Economic Growth, Culture &
Entrepreneurship

Arvin Prasad, Commissioner
Development Services

ATTACHMENTS:

- A. Examples of Flato Markham Theatre Logo in use
- B. Flato Markham Theatre Strategic Plan