

Priorities Committee Meeting_Jun18_2019

STRATEGIC INITIATIVE AND UPDATE

Sample Department – “Mythical” Department of Fashion and Design

Report Purpose

By way of example, to demonstrate to Priorities Committee the format that will be used by departments to provide updates on progress to deliver their Department Business Plans. The members of Priorities Committee may recall as part of our evolution toward strategic planned service delivery, departments have been scheduled over the next 18 months to present in a consistent format progress made against their Business Plans. This format will likely evolve over time.

The department fabricated for that purpose:

To provide the Priorities Committee with an update on the progress of the 2019-2022 Department Business Plan for the mythical Fashion and Design department.

Our Prioritized Strategic Goals

Goal 1 - Build strong communities to support the diverse needs of residents

Goal 8 - Foster an environment for safe communities

Goal 7 - Provide opportunities for public engagement and communication

Report

The department of Fashion and Design supports all Strathcona County service endeavours by coordinating existing and future apparel to meet established needs and fill gaps in style to ensure growth, excellence and equity in garments worn in the County. There are three branches within this department: Brand, Merchandising and Socks.

As stated in the 2019-2022 Business Plan, the department is focusing on several programs to encourage both staff and residents to be the “best dressed” in the region. Fashion and design combine the elements necessary to make garments professional, fun and aspirational, while being approachable. By reducing complexity and increasing functionality, this department is innovating apparel for staff and residents of all ages.

The *Made in Strathcona* program provides advertising incentives to any local manufacturers whose line of apparel exclusively uses the colours blue and green. By cladding residents in county colours, they become visible ambassadors of the county within the province, the county and the world.

Within this four-year cycle, the department is implementing the *Retailing* initiative where residents can purchase County-branded garments that embody the County’s history of excellence and innovation. Through elevated and exclusive products, this initiative will augment our merchandise assortment and re-brand our community in affordable luxury.

The department has also embarked upon the *Red Carpet* initiative wherein residents can use County Connect to log their reactions to and opinions of County-branded apparel. All suggestions are cataloged, summarized and sent to the departments, along with our community’s recommendations for improvements to employee outfits. This project is

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currently on scope and on budget; however timelines are slightly delayed due to the unexpected volume of suggestions and opinions being received. Recently identified risks include the likelihood that Strathcona County will become the gold standard for fashion in the country. Fashion and Design department representatives are reaching out to the organizers of Toronto Fashion Week with a proposal to hold one of their bi-annual shows here in the County.

Other Impacts

Policy: N/A

Legislative/Legal: N/A

Interdepartmental: Communications; Economic Development and Tourism; Recreation, Parks and Culture

Master Plan/Framework: N/A

Enclosure(s)

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Department Business Plan Update – Fashion and Design Presentation