

# Department Business Plan Update

“Mythical” Fashion and Design  
Department

# Department overview

- The Fashion and Design department 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.

# Core business functions

- Brand
- Merchandising
- Socks

# Progress on core function forecast

- An area of focus in our 2019-2022 Business Plan is the “best dressed” program.
- Garments are professional, fun and aspirational
  - Reducing complexity
  - Increasing functionality
- Challenges include varying opinions on what is ‘fashionable’
- Successes have been achieved in the 0-16 and 25-35 age range

# Progress continued

- Another area of focus is the *Made in Strathcona* program.
- Provides advertising incentives to local manufacturers whose line of apparel uses blue and green
- Challenges include varying shades and complexity of patterns
- Successes have been achieved in haberdashery due to the simplicity of the shirt and tie concept

# Initiatives

- Retailing
  - Residents can purchase County-branded garments
- Red Carpet
  - Residents use *County Connect* to log opinions of County-branded apparel and forward suggestions for improvements to employee outfits

# Initiative Name - Retailing

## Overall Initiative Status



Initiative status	Current status	Previous status
Time	G	G
Scope	Y	G
Budget	G	G

## Alignment to Strategic Goals

- Goal 1: Build strong communities to support the diverse needs of residents
- Result: Opportunities for meaningful connections within communities

## Key Deliverables

- Residents purchase County-branded garments
- Sale of elevated and exclusive products augments merchandise assortment
- Re-brands community in affordable luxury

## Opportunities/Challenges

- County-branded items are so popular that demand is outreaching supply
- Similar apparel results in staff and residents being indistinguishable

## Risks

Scope is beginning to vary from original project plan in that demand for apparel is exceeding available supply.

## Mitigation

Additional suppliers are being vetted for quality assurance.

# Initiative Name – Red Carpet

Overall Initiative Status



Initiative status	Current status	Previous status
Time	Y	G
Scope	G	G
Budget	G	G

Alignment to Strategic Goals
<ul style="list-style-type: none"> <li>Goal 1:Build strong communities to support the diverse needs of residents</li> <li>Result: Opportunities for meaningful connections within communities</li> </ul>

Key Deliverables
<ul style="list-style-type: none"> <li>Leverage County Connect to log resident reactions and opinions to staff apparel</li> <li>Provide summarized comments and suggestions to departments to improve image awareness</li> <li>Provide suggestions for improvements to staff “style”</li> </ul>

Opportunities/Challenges
<ul style="list-style-type: none"> <li>Volume of suggestions and opinions received is higher than expected</li> </ul>

Risks	Mitigation
Strathcona County staff become the ‘best dressed’ in the region invoking unnecessary jealousy from other municipalities.	Include style agreements in pending ICFs.



# Questions?

