



# THE BOWEN BRANDING INITIATIVE

Report to Bowen Island Municipal Council  
December 15, 2015



## Agenda

- Introduction
- Branding for Bowen
- Resident Survey Results
- Work Plan & Timelines
- Questions & Discussion

---

## EDC Committee Members

- Gordon Ganong
- Jacqueline Massey
- Murray Atherton
- Glenn Cormier
- Heidi Kuhrt
- Sheree Johnson
- Edward Wachtman
- Chris Corrigan
- John Parker
- Maureen Nicholson\*
- Michael Kaile\*

## Additional Working Group Members

- Owen Plowman
- Jan Stevens
- David Shadboldt
- Chris Staples

# BRANDING FOR BOWEN

---

## Our brand is our story



...an emotionally compelling story is one that will be repeated over and over again.

Our brand is our story.

Stories are how we convey our deepest emotions and share those things that we value the most. It is in the stories we tell that the fullest array of human emotion is most apparent. Stories “speak” to us at a number of levels.

Emotionally, they bond us to others who share the same story and give us a sense of belonging and community.

We love living on Bowen Island. We cherish this place and hold it deep in our hearts. It is something we all share. Despite our differences. Despite our challenges. And maybe it is time to recognize our connection to this place and to its people through the telling of the Bowen story.

Perhaps we can build a richer, more cohesive society here on the island, if we can recognize, acknowledge and articulate our shared sets of beliefs and values about our home.



---

## Our brand says how we are unique

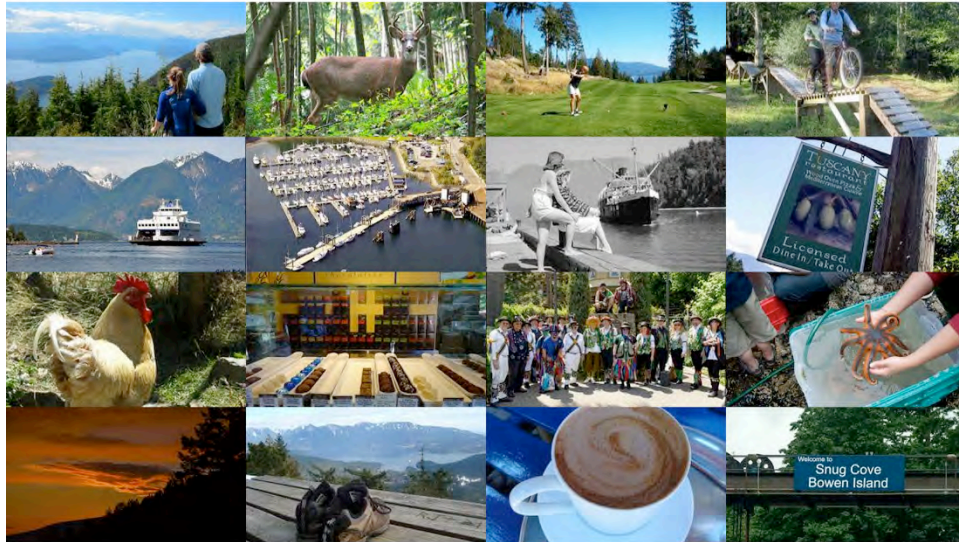


Our brand will state how we are unique.

It will tell the Bowen story; identify who we are, what we believe in, and distinguish why we're unique. It will help solidify our sense of belonging and clarify our community's character, its integrity and aspirations.

This will be helpful to residents, businesses and visitors alike as we are inevitably forced to confront change and outside pressures, as we determine how to act now, and to envision and plan for our future.

## Articulating the one common Bowen story



Other small communities like ours have been able to build a thriving, sustainable economy through cohesive messaging of their unique brand story while at the same time maintaining and enhancing those things that make the community special; building on the heart and soul of the place.

Bowen is not a community that needs to reinvent itself. We want to maintain and enhance those things that make this community the place we want to call home. And we want to build a viable year-round local economy that resonates with our values and beliefs about our social and natural environment.

To be very clear, this is not about marketing or exploiting Bowen in some corporate or inauthentic way. It's simply about celebrating our passion for this place, recognizing that it is something we all wish to preserve and nurture. A place brand, depicted through words, colours and images, will help us sing the song of our island and reinforce the myriad reasons why we embrace living here so fully.

With a branding initiative that articulates the Bowen Story, one that truly reflects who we are and holds out a future of promise for our children, we can invigorate our economy, protect those things we cherish and deepen our passion about this place.



# FINDINGS OF THE BOWEN ISLAND RESIDENT SURVEY

In Search of the Emotional Heart  
of the Resident Experience

---

## Background

- Purpose: To discover residents' feelings about living on Bowen
  - Memorable experiences on Bowen
  - Emotional benefits they receive from living here
- Full-time and part-time residents; 15 years of age and older
- On-line survey; printed copy on request
- Conducted: October 1 – November 2, 2015
- Communications through **Undercurrent** articles and ads, mail-drop, Facebook, Forum banner, personal invitations, ferry line-up
- 339 residents started, 214 provided stories, 197 completed entire survey
- Vast majority of the stories are positive
  - Rich in imagery and emotion

The purpose of the survey was to discover insights about our residents: the most memorable experiences they have had on Bowen, and the emotional benefits they receive from living here. The survey was conducted with full-time and part-time resident, aged 15 years or older through an on-line survey. A printed copy was available upon request for those unable to access the survey on-line. The survey was conducted from October 1-November 2. Communications and awareness of the survey was made through articles and ads in the Undercurrent, social media, personal invitations and canvassing ferry line-ups. 339 residents started the survey, 214 provided useable stories and 197 completed the entire survey including the demographics. The vast majority of the stories where positive and rich in imagery and emotion. They were very insightful.

## Survey questions

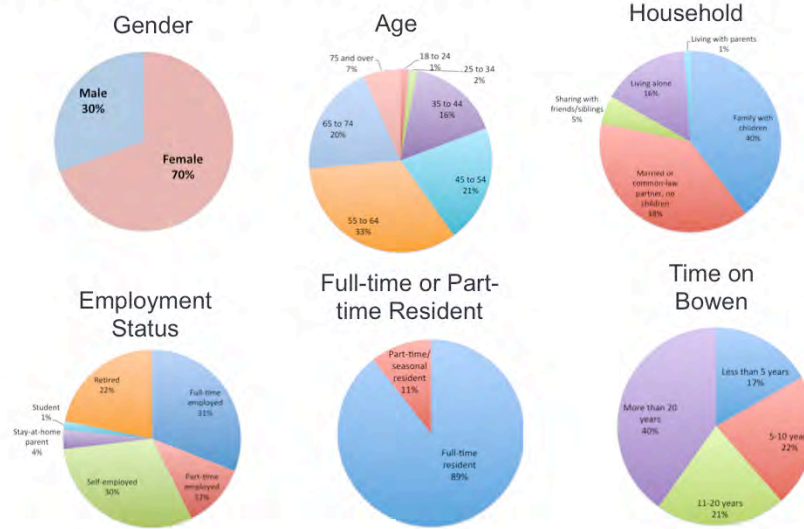
- What three words come to mind when you think of Bowen Island?
- Tell us about your most memorable experience on Bowen?
- How did that memorable experience make you feel?
- Imagine you are writing a personal story about Bowen Island. What would be the title of your story?
- What makes Bowen Island unique and truly sets the island apart from any other place in this area?

The survey consisted of five open-ended questions:

- What three words come to mind when you think of Bowen Island?
- Tell us about your most memorable experience on Bowen?
- How did that experience make you feel?
- Imagine you are writing a personal story about Bowen Island. What would be the title of your story?
- What makes Bowen Island unique; different from any other place in this area and truly sets the island apart?

These questions mirrored the visitor survey from the summer of 2014.

## Respondent Demographics



12

For qualitative research, i.e., open-ended questions, we want to be sure that we have a cross-section of residents who are responding. We captured the demographics of respondents: gender, age, household, employment status, full-time or part-time resident, and time living on Bowen. The only demographic that is not represented is the 15-17 age group. All other demographics are represented.

- Our survey respondents were 70% female and 30% male. This is over-representative of the 2011 census which was 52/48. However, in reading the male vs. female responses we saw no substantial differences and since this is a qualitative survey, representation is more meaningful than statistics.
- We had no responses in the 15-17 age group. 1% from 18-24 year olds. 2% from 25 to 34 year olds. 16% from 35 to 44 year olds. 21% from 45 to 54 year olds. About a third of the responses from the 55-64 year-olds. 20% from 65-74. And 7% from the 75 and over category.
- We have a good representation of various household makeups: families with children, married or common-law with no children at home, living alone, etc.
- As well as from employment status: full-time employed, part-time employed, self-employed, retired, etc.
- 89% of the respondents are full-time Bowen residents and 11% are part-time/seasonal. This was another category where we compared the responses and so no



# ANALYSIS OF RESPONSES

---

This next section provides the true insights we were seeking from this research. In the analysis of the five qualitative questions, we have two layers of analysis. We first looked at simple word counts – the frequency of words used – for each question. Then we went deeper and took a more holistic interpretation of respondent’s full responses and meanings.

Let’s first look at what we can learn from the simple word counts.

What 3 words or phrases come to mind when you think about Bowen Island?



The first question in the survey is “What three words or phrases come to mind when you think about Bowen Island?” By far, the most frequently mentioned word is “community.” Community was mentioned 135 times in responding to this question. And remember that this is the very first question in the survey and is top-of-mind responses. Other dominant words used are “quiet,” “peaceful,” “nature,” “home,” “beautiful,” and “safe,” “rural,” “green,” etc.

community	135
quiet	60
peaceful	55
nature	55
home	49
beautiful	41
safe	36
green	26
rural	24
natural	23
friendly	23
beauty	20
people	16

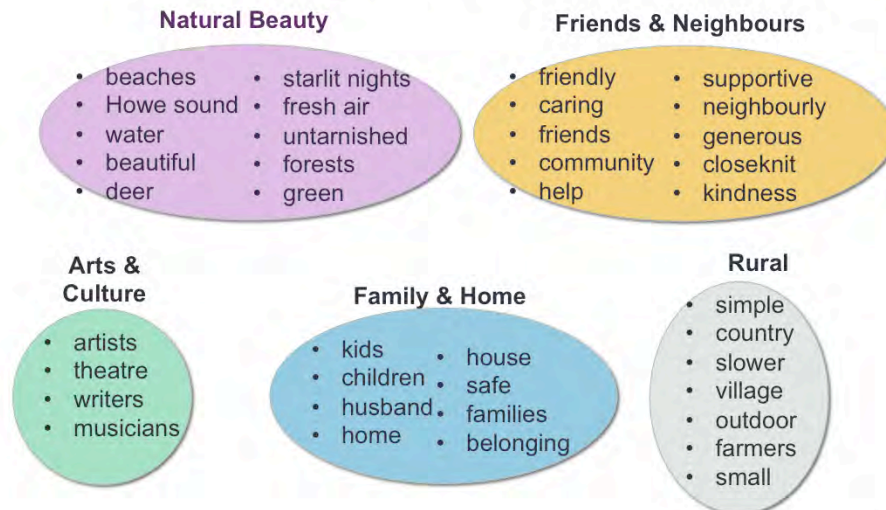
Tell us about your most memorable  
experience on Bowen.



The next question in the survey is “Tell us about your most memorable experience on Bowen.” Edward will get into a much more detailed analysis of this question in a few minutes. The wordcount exercise gives us the words “community,” “first,” “home,” “people,” “friends,” “ferry,” etc.

community	82
first	78
home	73
people	72
years	71
friends	63
house	57
place	55
ferry	54
water	46
family	42
beach	40
beautiful	36
get	36
them	35
summer	35
bay	35
boat	34
love	32
cove	31

## Tell us about your most memorable experience on Bowen.



In addition to the straight word counts from this question, because there are so many more words used in responding to this question (some people wrote paragraphs on their experience), we also find it useful to look at similar words that we might cluster together in categories. For example, we see many words like *beaches*, *Howe Sound*, *deer*, *fresh air*, *green* which we might categorize together as 'Natural Beauty.'

Likewise, we see many words like *artists*, *theatre*, *writers*, *musicians* which we might categorize as 'Arts & Culture.' Etc.



## How did that memorable experience make you feel?



“How did that memorable experience make you feel?” Again, we see the word “community” dominate in the responses to this question. Followed by “happy,” “home,” “place,” “people,” etc.

community	44
happy	28
home	21
place	15
experience	14
people	13
life	12
good	10
sense	10
friends	10
peaceful	9
grateful	9
proud	9

Imagine you are writing a personal story about Bowen Island. What would be the title of your story?



The next question in the survey is “Imagine you are writing a personal story about Bowen Island. What would be the title of your story?” Here we see “home,” “paradise,” “life” and again “community.”

home	25
paradise	17
life	13
place	11
rock	10
community	8

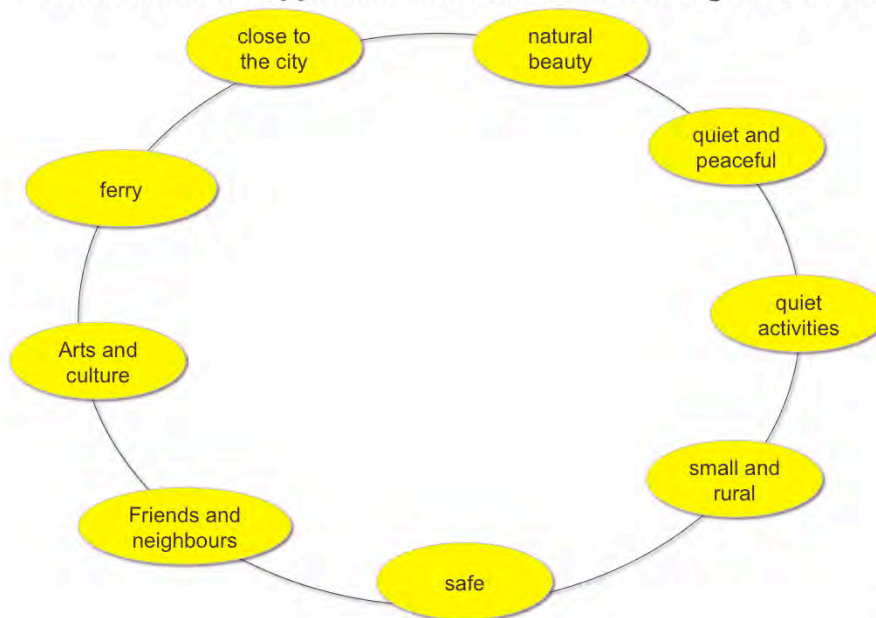
## What makes Bowen Island unique?



And finally, “What makes Bowen Island unique?” Again we see “community” loud and clear. Followed by “people,” “city,” “close,” “island,” “ferry,” “proximity,” “Vancouver,” “rural,” etc.

community	45
people	32
city	26
close	25
island	24
ferry	19
proximity	15
vancouver	13
small	13
mainland	10
sense	10
rural	9

## What residents appreciate and value about living on Bowen



A way to think about and summarize what we've learned from the words mentioned, are as the things that residents appreciate and value about living on Bowen.

- Natural beauty – we value our beaches, forests, views in their natural state
- Quiet and peacefulness – we appreciate the absence of city noise and the peacefulness that comes with being able to hear the birds sing and the seals flap on the water
- Quiet activities – we value our walks and hikes, our swimming and our beach picnics. For some Solitude and contemplation are important reasons for living on Bowen
- Small and rural – we value that Bowen is a small, rural community; one that is simpler and slower than the city. A place to garden and farm and be outdoors
- Safety– we value the safe environment for raising our families and a true place to call home
- Friends and neighbours– we appreciate the friendly, caring, supportive people here on Bowen; we wouldn't be a community without them
- Arts and culture – we appreciate the artists, writers, musicians, actors that have the place and space to be creative here on Bowen
- Ferry – We may have our differences with BC Ferries, but the experience of arriving on Bowen by ferry—for the first or 1000<sup>th</sup> time—can provide a sense of calm, peace, and the feeling of 'coming home.'
- Close to the city – though we value being away from the city, we appreciate the fact that we are so close and can work and play there when we want to

You'll remember that many of these same 'features' we saw in the Visitor Survey as well...natural beauty, quiet activities, safety, people, ferry crossing, arts.

While these words aptly illustrate what 'features' about Bowen we appreciate, let's go deeper

## What is at the emotional core of Bowen?



21

Seven core themes emerged from the stories. We've used the actual words of residents to describe these core themes. They are:

**Magic of everyday:** The simple but incredibly fulfilling pleasures of everyday life on Bowen.

**Island of peace:** In a hectic, busy world, Bowen provides residents with a sense of calm, quiet, and serenity.

**Got your back:** We genuinely care about each other. In times of need we can count on our friends and neighbours to be there for us.

**First times:** First encounters with Bowen Island and our community shape residents' feelings and beliefs about the island.

**Enveloped in the community:** The importance of people and the sense of belonging.

**Connections:** The deep relationship with nature, others, community and self.

**I feel blessed:** The genuine gratitude and good fortune residents feel living on Bowen.

Note, how the bubbles representing each core theme overlap. Core themes are not discrete entities; they tend to bleed into each other, often sharing common characteristics. It is apparent from the clustering of the bubbles that seven core themes are highly interrelated.

When core themes are as interrelated as these, our experience strongly suggests that we have in fact captured the essence of our research. We have discovered what we've set out to find.

## 'Magic of everyday'

*"Xmas Eve at the Little Red Church singing Silent Night under the apple tree in the moonlight with snow on the ground, Community choir concerts, house concerts, Tir-an-nog, live theatre, People plants and Places tour..."*

*"...sit and enjoy my coffee and muffin and watch the sunrise light up the mountains across the water."*

*"...how magical seeing phosphorescence...Bowen is ripe with the magic of everyday."*

*"...just people and friendships and music and dancing and all the foods we brought to share."*



*"Early morning paddle on my new board on my birthday. The water was clear and still. A light misty fog was lifting. And a pod of orcas swam by 30' away. Pure bliss."*

*"It's the little things, and there are so many little things on Bowen to be grateful for."*

*"A simpler way of life."*

- Our needs are simple...for some that's why we're here
- It's the simple things—time with friends, skinny dipping at midnight, watching the sunrise, misty fog, community concerts, etc.—that matter most and give meaning to our lives

22

### Magic of Everyday

*"Bowen is ripe with the magic of everyday". Story after story describes the very simple—but very meaningful—pleasures of living on Bowen: "It's the little things, and there are so many little things on Bowen to be grateful for."*

Our simple pleasures are homegrown, very Bowenesque: *"Xmas Eve at the Little Red Church singing Silent Night under the apple tree in the moonlight with snow on the ground, Community choir concerts, house concerts, Tir-an-nog, live theatre, People plants and Places tour..."*. And, often they are the result of living on an island and the natural beauty of land and water. *"Early morning paddle on my new board on my birthday. The water was clear and still. A light misty fog was lifting. And a pod of orcas swam by 30' away. Pure bliss."*

Most importantly, it is these simple pleasures that give meaning to our collective Bowen experience. *"...just people and friendships and music and dancing and all the foods we brought to share."*

## 'Island of peace'

*"And I love the ferry, leaving the mainland behind and gradually entering this island of peace."*

*"The sounds of Bowen are silence - and bird song and chatter...such sounds of nature are drowned out by the sounds of the city."*

*"It was a starless night and I remember marvelling at how very very dark it was--and how very quiet.... I could almost have believed I was alone in the world."*



*"It was a quiet and peaceful moment of contemplation of my good fortune in living on Bowen and having places like this all to myself, at least for a brief moment."*

*"...all I could see was peace, calm, trees and community. I knew it was where I wanted and needed to be."*

*"At night, it's dark and quiet."*

- 'Peace' is one of the most cited words associated with the Bowen experience
- We value peace and quiet; the difference between Bowen and the mainland
- The peace, calm, quiet are Bowen's antidotes to a more hectic world so close by
  - Mirrors—in some ways—the tone of emotional benefits: 'Haven' and 'Healing' (Visitors' Survey)

23

### Island of peace

'Peace' and its derivatives—tranquil, quiet, etc.—is one of the most cited words associated with the Bowen experience. It is the most cited word in the Visitors' survey. The stories clearly illustrate how we value the natural peace, quiet, calm, etc. of our island. *"...all I could see was peace, calm, trees and community. I knew it was where I wanted and needed to be."*

Bowen's peacefulness, its calm, its quiet serenity are some of the reasons we live here. These are also what make us different and unique from the more hectic mainland. *"...leaving the mainland behind and gradually entering this island of peace."* And, *"The sounds of Bowen are silence - and bird song and chatter...such sounds of nature are drowned out by the sounds of the city."*

In a world where we are almost constantly assaulted with the noise of the modern world. Bowen is a quiet haven—a respite from the worries of the world—a place where one can still sit and for a brief moment feel completely alone and at peace. The stories are evidence that these *"sounds of silence"* are very near and dear to our collective heart.

This soothing, peace and quiet speak to some aspects of the emotional benefits

## 'Got your back'

"It made me feel overwhelmed with gratitude and I cried. ...without that community support we would not have had much of a Christmas."

"...a place where even a stranger has concern for one another, where people go out of their way to make sure you are taken care of..."

"'I seem to be out of gas', I said, hoping for a sympathetic response. 'Oh, no problem, I always have gas with me' was his response."

"I had moved somewhere special, a proper community where people look out for each other and not just for themselves."

"...the 'Bowen Way' in it's finest form. People care about each other here. Actions speak louder than words here. Someone always has someone's back here."

"You get to see the best in people when things are perhaps not going well...we rally to help each other."



"But someone is always willing to step up. I in turn reciprocate in any way I can."

- 'Got your back' is 'the 'Bowen Way'; we genuinely care for one another
  - We can count on each other for help and support
    - Being on Bowen brings out the best in us
      - Adversity brings us closer

### Got your back

On a small island with a smallish population we have to be self-reliant. And that means looking out not only for ourselves but also our neighbours. As one story put it succinctly: *"Someone always has someone's back."* One resident aptly described this as: *"...the Bowen Way...people care about each other."* The 'Bowen Way' is reciprocal: *"...I in turn reciprocate in any way I can."* The Bowen Karmic wheel turns and turns.

As much as we hate it when we lose power or our roads are impassable, these events bring Bowen Islanders closer together. *"You get to see the best in people when things are perhaps not going well...we rally to help each other."*

Note: *"It made me feel overwhelmed with gratitude."* This is an example of how one core theme is closely inter-related with another. In this case the core themes are 'I feel blessed' and this one: 'Got your back.'



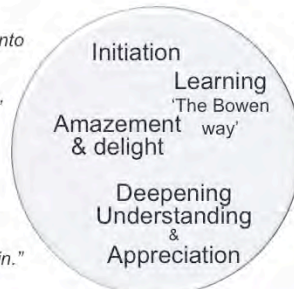
## 'First times'

"This was my introduction to Bowen Time. I'm learning to embrace all that it brings, although the patience it requires is not always easy for this fast-paced urban girl...But I'll get there. On Bowen Time."

"A neighbour bringing us a carafe of hot coffee during our first power outage."

"The first day I arrived off the ferry onto Bowen Island, I knew I had come home...something inside my entire being fell into deep peace and love."

"Whenever missed or overloaded ferries, grey days, or other inconveniences of island life get us down, I think of that first time we arrived, and feel revived all over again."



"We had just moved here...neighbours we just met invited us for an evening swim at Pebbly Beach. They showed us a 'secret pathway'...that late summer evening was a definite turning point in the the transition for us."

"None of us had ever heard a bird's wing in flight before. Such sounds of nature are drowned out by sounds of the city."

- First times are strong imprints and emotionally very powerful
- Amazed and delighted at first, over time, residents 'see' Bowen in a different light; discovering the nuances and subtleties of Bowen Life
  - We learn about Bowen in special 'Bowen ways'...like being initiated
    - Deeper understanding takes time

### My first time

First times are strong imprints and they are emotionally very powerful. We expect to see stories of first times when we conduct StoryTellings™ sessions with our clients. However, we see many more stories about first times days in the Residents' Survey than we see in other StoryTellings™ projects. And in those projects we pose an almost identical query about "your most powerful experience\_\_\_\_\_". The number of residents' stories that begin with their first Bowen experience is way beyond our normal expectation.

Many of these 'first time' stories are about being pleasantly surprised—amazed and delighted—by what residents saw and heard or who they met their first time coming to Bowen: "...first time I arrived off the ferry...something inside my entire being fell into deep peace and love." Something very special, very extraordinary happens when Bowen Island reveals itself for the first time. "None of us had ever heard a bird's wing in flight before. Such sounds of nature are drowned out by sounds of the city."

A number of these first time stories can be seen as a type of 'initiation'; being introduced to the little idiosyncracies of Bowen life, such as 'Bowen time.' Or being initiated to the neighbourly rituals of Bowen behaviour when we collectively face adversity: "A neighbor bringing us a carafe of hot coffee during our first power outage." Or, "They showed us a 'secret pathway'..." This is how we learn the "Bowen Way." It is how we become true Bowen Islanders. "...I'll get there on Bowen Time"

Over time, the first delights of these experiences deepen and our appreciation for our island and our neighbours grows. "Whenever missed or overloaded ferries, grey days, or other inconveniences of island life get us down, I think of that first time we arrived, and feel revived all over again."

# 'Enveloped in community'

"The diversity of people and the acceptance of that diversity and the knowledge that come celebration or tragedy, the island would join together, all differences put aside."

"I felt like I belonged in the community and I felt supported"

"I feel it is a privilege to live in such a remarkable place and to be involved with an amazingly supportive community."

"The choir seemed to represent the tapestry of a vibrant community... who together make the island BOWEN Island! and who together make a beautiful choral sound."

"...immediately welcomed...I instantly felt part of this group...less alone."

"It was that feeling of being enveloped in the community. That all these people, who don't all know each other, would gather and sing. It was uplifting and made me so glad that I was a part of it."

- 'Community'...is the most cited word (three words that come to mind...)
  - Bowen is as much about people as it is about natural beauty
  - Observed in other Bowen research (John Reid, Wolfgang Duntz)
    - A unique blend of individuals in 'one weave'; many 'tribes'= one community
- Community is about accepting, and in return feeling accepted and included, 'part of...'
  - What we do for and with each other
    - Belonging

## Enveloped in community

This should not be a surprise! We learned earlier that 'Community' is the most cited word in the first question of the Residents' Survey: What three words come to mind when you think of Bowen Island?

I like the image "being enveloped in the community..." It portrays a number of feelings: comfort, peace, safety, acceptance, etc.

To reinforce this even more, several other Bowen-focused research projects (one sponsored by Wolfgang Duntz, the other by John Reid) came to the same conclusion. Bowen island is about community; a vibrant community. "The choir seemed to represent the tapestry of a vibrant community...who together make the island BOWEN Island! and who together make a beautiful choral sound." The image of a tapestry--with many different threads woven together to make a wonderful whole—is very appropriate. Our community is a joyous celebration of individuals—characters, even—from different backgrounds and with varying interests who together give Bowen its unique character. When we go to the Dock Dance, Bowfest, the Ball Tournament, an art show opening or choral presentation, a BICs or IPS fundraiser, Remembrance Day, etc. we see these different people

In fact, Bowen is as much about people as it is about the natural beauty we all love and cherish. We want and need both in our lives. "I feel it is a privilege to live in such a remarkable place and to be involved with an amazingly supportive community."

The deepest emotions associated with community are the sense of belonging, being a valued part of a larger group. We are a social species and belonging is part of our nature. And, since we are ill equipped to survive in the world completely on our own, belonging to a community activates very strong emotions. "...immediately welcomed...I instantly felt part of this group...less alone."

At the most primitive level, community and belonging are about being inside the proverbial fire circle where it is safe, warm, and light. Here we are welcomed, recognized accepted and supported. We are 'at home'. Outside is dangerous and dark and we are entirely alone; our survival is in jeopardy.

There is more to belonging than merely survival. There is the joyous dimension to it also. "It was that feeling of being enveloped in the community. That all these people, who don't all know each other, would gather and sing. It was uplifting and made me so glad that I was a part of it."

## 'Connections'

"... Bowen Island provided close connection with nature, scenic beauty, and space for quiet reflection."

"I can have a way of life that really resonates with who I am. One that is right in right relationship to nature, God, my family, and my community."

"I realized that this was the first place I had ever felt truly at home-- and I probably wasn't leaving anytime soon."

"Connection to nature wherever you are on Bowen, to see, hear, smell, taste, experience."

"I felt like I had found my place; I had landed on solid ground. Perhaps a place where I could plant some roots."



"They made me feel that I truly belonged here and found everything that truly matters here."

"A deep calmness over came me. I felt part of the sand and the seaweed. A part of the Owls' song was mine too. This was my Bowen."

"...the ability to be alone and connected all at once."

- About the 'deep' relationships; what matters most
- Aware we are part of something greater than ourselves... transcendence
- Strongly mirrors 'Connected' in Visitors' Survey

27

### 'Connections'

Connections is about our deep relationships. The word 'deep' is critical in understanding this core theme; it is about those things that matter most to us, on a very personal level. What matters most to Bowen Islanders emerges in the stories as a profound appreciation for everything around them. Bowen's natural beauty is more than something to look at, more than a cue to relax, more than the setting for memorable times with family and friends

There is another level, another dimension, where 'connections' has a transcendent quality. It is the awareness somehow and in some way, that we are part of something bigger, broader, more significant than our individual selves. This bigger something can pertain to nature, community, or some spiritual belief. What's important is this awareness does not negate our sense of self; instead it magnifies it and puts it into perspective: *"I felt part of the sand and the seaweed. A part of the Owls' song was mine too. This was my Bowen."* Or, *"I can have a way of life that really resonates with who I am. One that is right in relationship to nature, God, my family, and my community."*

This awareness triggers a sense of deep, purposeful connection to everything around us. It is this connection that provides meaning and fulfillment in our lives. *"They made me feel that I truly belonged here and found everything that truly matters here."* Bowen is the catalyst for these connections.

*"...the first place I had ever felt truly at home."* Home is symbolic of one of our deepest connections. It is where we begin our journey and where we return. Home is family. Home is our roots.

We see similar responses in both tone and content in the stories from our Visitors' Survey. In fact, the structure and tone of the stories from both visitors and residents is almost identical.

## 'I feel blessed'

"I felt awed by life. I felt awed by nature. I felt awed by the fact that this natural beauty, this truly magical island, is where I live. And I felt and feel so much gratitude."

"...truly grateful to live in a place where there is an essence of love almost everywhere"

"I still appreciate, every single day, the serenity Bowen provides at the end of each working day and the feeling of community which surrounds us here."

"IPS Masterworks...what a gift Bowen was to my children."

"I feel blessed every day I wake up here."

"I say a prayer of thanks everyday to be able to live amongst nature's beauty and peace."

"...we felt we were both very fortunate! The smell of the water, the warmth of the sun on the freshly fallen leaves & the pleasantries of the passers-by were all very well received."

"I have felt proud to share and introduce to family and friends. I call it home."



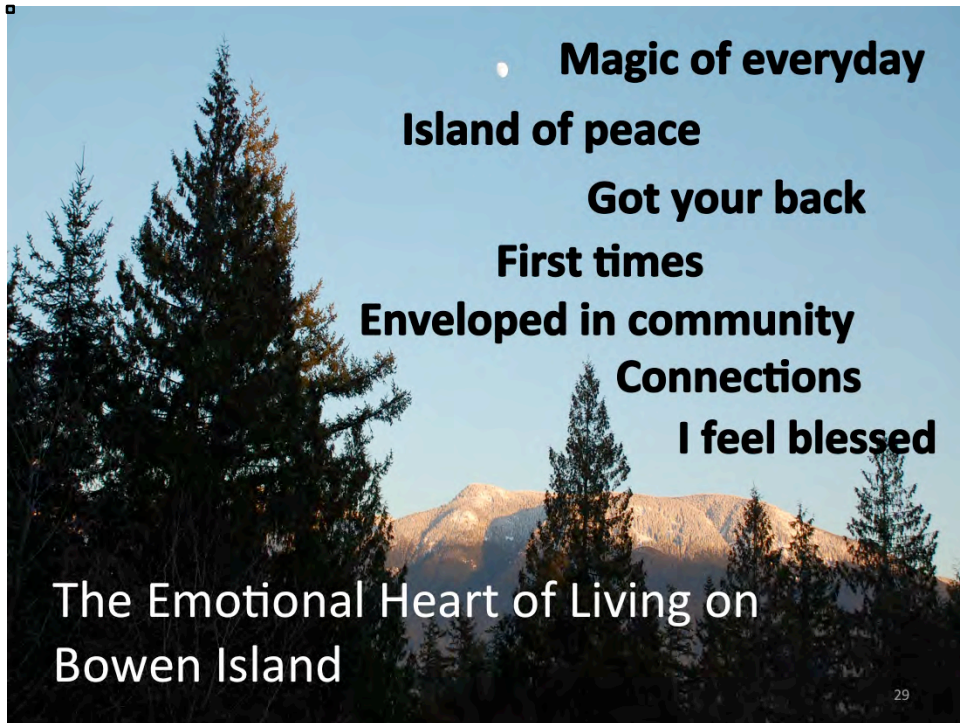
- We know and appreciate how fortunate we are to live here
- We share a sense of pride about our island and our community
- Living on Bowen is a special 'gift', a 'blessing' not found in other locales
  - We do not take this gift for granted

26

### I feel blessed

It is clear from the residents' stories that Bowen Island is very special and we appreciate the good fortune of living here. We are proud of our island; both its natural beauty and our neighbours with whom we share it. As illustrated in a previous slide, 'Island of Peace', we see Bowen's peace and quiet as unique and very different from other places. We are deeply aware that living here is a gift, a privilege, a blessing. We appreciate our good fortune and do not take this 'gift' for granted: "*I feel blessed every day I wake up here.*"

A final note: "*I felt awed by life. I felt awed by nature. I felt awed by the fact that this natural beauty, this truly magical island, is where I live. And I felt and feel so much gratitude.*" This excerpt from one of the stories, is another illustration of how closely related these seven core themes are. These words would be also be an apt example for 'Connections.'



When we pull all of these emotional benefits together or reconstruct them, we discover “the resident story.” This is the emotional heart of living on Bowen Island.

## The Bowen Resident Story: *The real moments in life*

From the very first time we set eyes on the natural beauty of our island, we knew Bowen is where we belong. It is a special place we can truly call home; a place that provides purposeful and meaningful connections to the things that matter most in our lives. The peace and quiet of our island is a valued and soothing respite from the stress and cares of everyday life. Here we can still feel the serenity of being completely alone with our thoughts, amid the joys of the natural world.

We know that choosing to live on a small island can be challenging. But we also know there is a vibrant and caring community willing to pitch in and help if we are ever in need. It is a community that gives us so much: lasting friendships, wonderful festivities, the arts, learning. We are grateful to live in this island paradise so close to a major city and we take our responsibility for its stewardship very seriously.

Bowen Island is where the real moments in life happen.

Here is a reconstructed, common narrative that captures the heart of the resident's Bowen experience

# WORK PLAN & TIMELINES

---

**Brand Creation & Implementation Process - December 2015 to Dec 2017**

**Context:** This project reflects Council's work to foster a robust and resilient local economy that enhances social well-being while respecting local, regional and global environment limits. It includes work to help create and maintain local jobs in sustainable Bowen Island-based activities.

**Purpose:** To develop and employ a meaningful and persuasive Identity

**Project:** To articulate the Bowen brand, develop and use a unique visual identity to help attract and retain businesses, visitors and residents. Ensure all municipality communications, plans and projects are consistent with and support the brand. Encourage the use of the visual identity throughout the community.

**Outcome:** The Bowen brand identity is visible in all Municipality communications and is used by many local businesses, associations and not-for profit organizations. Bowen residents are proud of the brand and the community.

Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2017	Jul 2018
EDC PRESENTATION	<b>DECISION POINT 1</b>	RESEARCH FINISHED	BRAINSTORMING	"SANDBOX"	"ROADMAP"	<b>DECISION POINT 2</b>	PUBLIC SHARING
EDC requests Council to approve the brand creation & implementation process.	Council passes a resolution to approve the brand creation process and the start of implementation planning for when the brand is ready.	EDC finishes its research and presents and explains it to RT. (Research covers all three major stakeholder groups - Residents, Visitors and Businesses).	The EDC and RT meet to share ideas arising from EDC research and RT's own investigations	This is the name given to a special session managed by RT that the EDC will attend. It is part of their "black-box" creative process (which many creative firms have) and the aim is to discuss insights and together narrow down and craft the key messages to convey.	Another RT term - essentially a brief from their strategy people to their creative team explaining all our thinking and the key messages for the visual creative work to begin.	Recommendation of the brand to Council for approval. In essence at this stage we will have the HEADLINE of our story; the story CONCEPT, the VISUAL IDENTITY and the GUIDELINES for communicating our brand going forward.	Once Council has approved the brand there will be public meetings of some sort to share it and discuss ideas on how to use it.

Note: the creative process is a co-operative and iterative one - and there will be many discussions between these main milestones. Question: how would you like us to keep you informed and when would you like us to come back to Council for updates?

Jul 2016 to Dec 2017 (phased implementation of brand)	
1	Establish a digital library in support of the brand and a process for control.
2	Introduce the brand to the community (for example, create a series of brand awareness posters).
3	Transition to the new brand identity including municipal website, letterhead, newsletters, press releases, etc.
4	Review Municipal processes and procedures to support the brand story.
5	Last, but not means least, we have to "live the brand"! We'll need both mundane and creative ways to make the brand come to life - everything from wayfinding systems and Welcome to Bowen signs, to connecting local events to the brand, reaching out to local businesses and supporting Tourism Bowen Island etc.)