



Justin and I are passionate business owners. We operate Cat Around Films, a video production house located in Complexe Dompark. We aim to tell honest stories about a variety of subjects, as well as matters of education and empowerment of special needs and niche groups. We have worked in the past as educators, branding and marketing consultants, IT business developers, and have acted as investors in start-ups. Supporting the growth of others is hard-wired into the DNA of Cat Around Films.

We feel that now is the right time to get involved and suggest certain strategies that we feel could pave the path for municipal recognition and also potentially national and international awareness of its ability to foster and harness community, progress, and change.

There is a pressing need for our area to bear a fresh, representative identity and name that would inspire. For this to occur, we recommend undergoing a rebranding. We suggest bringing together a carefully chosen panel that could brainstorm and advise on potential new names that could best describe the aspirational ambition of this evolving neighborhood.

We feel that the identity of this diverse community of business owners, tech start-ups, families, and developers deserves to be represented by a brand that speaks not only for them and the contributions they bring to the community, but also the eagerness for what the future will bring. We look to communities such as Silicon Valley that have been named by their peers for what they represent or identify with.

Justin and I feel inspired to suggest that this area should look to do something similar. We know it would require a focused and devoted effort to brand it properly. In addition to the tall task of rebranding, we would also like to put our film and IT backgrounds into practice in order to bring that brand, and the community it represents to life, via high-exposure online platforms such as social media, live streaming technologies, and other wide-reach means.

A living and breathing community, whether built on business, family, or a combination of the two, shows signs of life by virtue of the action it takes every day to educate, grow, and maintain its resources. Cat Around Films is in the business of producing targeted, branded video content for entities ranging from Tedx McGill to Le Salon 1861, BREEM, and beyond. We feel that it could be highly beneficial over both the short and long term to grow the new brand into a website, events calendar, and ongoing video series profiling the diverse nature of the community's advocates and occupants. These videos could profile innovative start-ups striving for change, community support groups, municipal initiatives, and any other relevant effort being made to improve upon this area.

We feel such an initiative has the potential to entice transformation. It would not only bring to light the difference being made by such a broad spectrum of individuals and values, but also enable both this community and others across the city and country to see the efforts we are



making to better this city and breathe new life into it with every new resident, business owner, worker, and community group. This could, in turn, cascade into attracting a growing stream of new like-minded residents, investment, community group development, and business ownership.

While we hope for the above to continue happening on its own regardless, we feel the rebranding, along with the development of digital action-oriented educational and communication platforms, would enhance and rapidly expedite the process if undertaken sooner rather than later.