



Lantzville

Welcome to **Our Brand**

Our Blueprint

This blueprint sets the foundation for the Lantzville place brand. It reflects the position, promise and personality that we aspire to project to people inside and outside our community. It also provides us with the direction and clarity of purpose to help realize our vision and goals for a united, strong community.

Lantzville

Goal

Lantzville, reinvigorated: a prosperous, thriving community that values and protects its unique character and natural environment.

Lantzville

Objectives

To support **sustainable quality of life** through the:

- Attraction and support of businesses that fit our values
- Revitalization and enhancement of our village core
- Support for our unique local entrepreneurs
- Linking of key attractions, amenities and neighborhoods
- Promotion of community events and activities
- Creation of a cohesive community identity

Lantzville

Strengths

- Small town values and rural character
- Safe and welcoming neighborhoods
- Natural surroundings and open spaces
- Easy-going and family-friendly atmosphere
- *A place for living well*

Lantzville

Assets

- Charming village core
- 6kms of beautiful, flat coastline
- Foothill viewscales and forested trails
- Ample nature preserves and public parks
- Working farms and large rural properties

Lantzville

Metrics

- Population: 3,605 (2016)
- Average July high: 22.7° C
- Average January low: 2.2° C
- Average home price: \$535,000
- Number of sunny days: 295

Lantzville

Personality

- Laid-back and unpretentious
- Unspoiled and good-natured
- Independent and determined
- *Never cookie-cutter!*

Lantzville

Target Audiences

Our Economic Development activities will focus on attracting new businesses that gel with our existing economy, new residents who are still actively working and visitors to boost local retail and tourism.

- New businesses
- Active workforce
- Retail and tourism visitors



Meet Lantzville's
ideal demographic:
Josh & Amanda

Strategy

A low-hype revitalization for a charming, semi-rural and under-the-radar residential community that offers an uncomplicated family lifestyle, easy commutes and access to both outdoor and urban recreational opportunities.

Lantzville

Promise

You'll **love life here.**

Lantzville

Our Story

Some people spend half their lives trying to escape a small town and the other half trying to get back to one. Some are attracted to the extra space for their kids and dogs to run around. Some want the chance to take a hike instead of sitting in traffic. Some are ready to step back from the rat race while others are looking for the place where they can take a breath and spread their entrepreneurial wings. They're all ready for a simpler life in a place that's friendly, laid-back and most of all welcoming.

Lantzville is just that place. Tucked away under the radar just north of Nanaimo, our community offers a lifestyle that is easy-going, unpretentious and intentionally “small town” — pristine in nature, business-friendly and above all, cozy and comfortable. If you'd like to explore a beautiful place to live work and play, cozy up to Lantzville. **You'll love life here.**

Lantzville

Sea Glass

Tossed and tumbled in the ocean waves for a very long time, a broken piece of glass becomes a frosty, smooth jewel that awakens our imaginations. Stumbling upon different colours and shapes of weather-worn ‘beach glass’, we wonder about the rich story each piece would like share about its past — and possibly its plans for the future. And we also see it for what it is in this moment: **a naturally beautiful treasure.**

Lantzville



The official identity for use on all marketing and communications



Lantzville

LoveLifeHere








Lantzville
LoveLifeHere

• LOVABLE • LIVABLE •
Lantzville

A more casual identity for use on local, community-oriented material.



LOVABLE. LIVABLE.
Lantzville

farmers MARKET

• CELEBRATING LOCAL TOGETHER •

Sundays
1:30 PM - 4:30 PM

7113 Lantzville Road
St. Phillips Church parking lot

DISTRICT OF LANTZVILLE

You deserve the best in local foods, products and services.
The Lantzville Farmers Market brings you the premier
vendors from Lantzville, Nanaimo and the surrounding area.
Prices are fair, the selection is diverse, the quality is excellent
and the atmosphere is one-of-a-kind.

• LOVABLE • LIVABLE •

Lantzville





Lantzville

LoveLifeHere