

| Agenda Item | cover sheet

for consideration by the Apex Town Council

Item Type: WORK SESSION

Meeting Date: March 4, 2020

Item Details

Presenter(s): Steve Chandler, Chandlerthinks; Stacie Galloway, Communications Manager

Department(s): Administration

Requested Motion

Discussion of community branding study results and recommendations with consultant.

Approval Recommended?

N/A

Item Details

A public contest held in 1970 yielded "The Peak of Good Living" as the Town of Apex's slogan. The phrase was a nod to our quality of life, as well as the play on the town's namesake for being the highest point along a section of the Chatham Railroad. At the time, our population stood at around 2,200.

Nearly 50 years later, having grown to a town of nearly 60,000 residents, Apex is still fondly and firmly known as The Peak of Good Living. As we plan for the next 50 years, staff was interested in understanding how our residents, both long-time and new, identify with this statement, and how we can expand upon this sentiment for our businesses, visitors, and other stakeholders.

After reviewing and scoring fifteen proposals through a formal RFP process, a committee of town staff selected Chandlerthinks as the branding consultant.

Attachments

- None

