



BRECKENRIDGE CITY COMMISSION AGENDA SUMMARY FORM

Subject: Discussion and any necessary action regarding branding and logo development

Department: Administration

Staff Contact: Cynthia Northrop

Title: City Manager

BACKGROUND INFORMATION:

The City of Breckenridge kicked off a Strategic Planning Initiative in September of 2022, including multiple workshops with staff, elected officials, community leaders and Open House for the general public in the Spring of 2023. To further refine and develop branding collateral including an updated logo, the City contracted with local business owner, Katherine Parker Designs and partner, Express My Brand, to develop appropriate messaging and an updated logo. The city then took those logos to the staff and public to vote with a survey monkey survey on the City's Facebook page.

Now it is up to the Mayor/Commission to select the final option.

FINANCIAL IMPACT:

\$8,000

STAFF RECOMMENDATION:

Consider and approve the updated logo.