



STAFF REPORT

MEETING DATE:	March 4, 2024
MEETING TYPE:	City Council
SUBMITTED BY:	Katherine Lindsey
AGENDA CAPTION:	Conduct an interview with BrandEra Inc. in relation to choosing a firm to conduct the Rebranding Initiative. Presented by: Katherine Lindsey, Assistant to the City Administrator and BrandEra Inc..

Background Information

On October 2, 2023, the City began advertising Bid No. 2023-10 Professional Marketing Services – Rebranding Initiative. The two primary goals of the project are as follows:

1. Generate strategy to drive resident and business appeal, as well as regional retail and restaurant traffic, with consistent branding within the organization that portrays the City as a desirable place to live and work.
2. Lay the foundation for future strategic planning and everyday decision making by way of identifying and articulating the City's purpose, desires, and values in the form of official mission, vision, and value statements.

The exact type of deliverables will remain at the City Council's discretion and will be included in the contract.

The chosen firm will help lead the project by way of conducting market research, focus groups, and presenting drafts of the deliverables to the City Council.

BrandEra Inc. is one of the three top ranked firms to be interviewed. The other two are North Star Place Branding + Marketing and Pavlik and Associates, LP.

Budget Implications

The project was included in this year's budget. The cap is \$75,000 and includes replacement costs of stationery, vehicle decals, uniform shirts, and similar products. If a firm is not able to provide printing and production costs themselves, then \$20,000 of the total should be reserved for this purpose.

Operational Impact

The rebranding project will allow the City to be more fully prepared for strategic planning, and better portray itself to new residents, businesses, and external stakeholders in reflection of the new website, new City Hall building, residential developments, and other initiatives.

Legal Review

NA

Staff Recommendation

NA

Supporting Documentation and Attachments

NA