



# STAFF REPORT

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<b>MEETING DATE:</b>	March 4, 2024
<b>MEETING TYPE:</b>	City Council
<b>SUBMITTED BY:</b>	Katherine Lindsey
<b>AGENDA CAPTION:</b>	Conduct an interview with North Star Place Branding + Marketing in relation to choosing a firm to conduct the Rebranding Initiative. Presented by: Katherine Lindsey, Assistant to the City Administrator

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## **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.

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