



Town of Johnstown

TOWN COUNCIL WORK SESSION COMMUNICATIONS

AGENDA DATE:	June 27, 2022
SUBJECT:	Downtown Johnstown Branding & Wayfinding Project
ACTION PROPOSED:	Provide feedback regarding the project
ATTACHMENTS:	1. Downtown Johnstown Branding & Wayfinding Presentation
PRESENTED BY:	Sarah Crosthwaite, Economic Development Manager Kristin Cypher, Project Manager with Michael Baker International

AGENDA ITEM DESCRIPTION:

Enclosed is the Downtown Johnstown Branding & Wayfinding presentation put together by Kristin Cypher from Michael Baker International. For reference Town Council awarded the contract to Michael Baker International on May 2, 2022 for a total budget amount not to exceed \$113,000. At the end of the project the following outcomes are expected:

- Development of a brand identity for the downtown corridor
- Town wayfinding signage master plan (*only includes identification of signage location and type, no design*)
- Design and implementation plan of wayfinding signage in the downtown corridor (*includes identification of signage location, type, and design*)
- Bid and fabricator support for the downtown wayfinding

Staff had a soft launch regarding this project on June 4, 2022 during the Johnstown BBQ Day and received general positive feedback on the project's goals. Staff also launched the project webpage, community wide-survey, and emailed the downtown businesses notifying them of the project launch and how to get involved. Staff is now working with Kristin to begin putting together a social media campaign, and outreach plan to ensure community-wide awareness, participation and feedback. This project is expected to be completed within 12 months. Below are the links to the webpage and survey:

- Project webpage: <https://johnstown.colorado.gov/DowntownIdentity>
- Community wide-survey: <https://www.surveymonkey.com/r/DowntownIdentity>

The Community That Cares

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Part of this project also includes engagement from the Town Council by gathering your feedback regarding project expectations, downtown identity, and general comments/concerns. Kristin will go over the presentation that is enclosed and we encourage you to ask questions and provide feedback throughout.

Reviewed and Approved for Presentation,

A handwritten signature in blue ink, appearing to be 'WJL', written over a horizontal line.

Town Manager

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