



LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: WORK SESSION, MARCH 19, 2025

AGENDA CATEGORY: GENERAL CITY BUSINESS

Item:	City Wayfinding Communications & Marketing Plan
Department:	Communications Department
Date of Meeting:	Wednesday, March 19, 2025
Fiscal Impact:	\$271,400.00
Presented By:	Melissa Hardegree, Chief Communications Officer
Action Requested:	Update Presentation – No Action Required

Summary: A presentation on the communications plan/marketing campaign to support the new Wayfinding Project, which will update current city signage and install new signage to guide residents and visitors through the current downtown Lawrenceville environment by helping them navigate from one location to another with ease and clarity. It also includes the creation of a system of color-coded parking lots throughout the downtown area and associated signage.

Background: Signage project was awarded to Forge Signworks, LLC in December 2024.

Fiscal Impact:

- Amount not to exceed \$271,400.00. This project is funded by the 2017 SPLOST Fund (3246000.541000). Project SP-018. (Awarded 12/2024)
- The creation of marketing and design materials is covered by departmental budgets.

Concurrences:

- Engineering, Purchasing, City Manager

Attachments/Exhibits:

- PowerPoint Presentation