



MARSHALL

MEMORANDUM

TO: City Council

FROM: Sharon Hanson, City Administrator

DATE: June 19, 2020

SUBJECT: Update on City Branding-Work Session

The City officially launched the new city brand in early March. Since then there has been work done on promoting the brand.

One new initiative that was implemented in order to support the brand and overall support for City of Marshall communications was the sponsorship of a Marshall branded mobile application.

A June 23, 2020 Council Work Session is scheduled immediately following the Council mtg in order for the Marshall mobile application to be presented by Ninety-17 developer Maxx Raths. Maxx will have the opportunity to review the mobile application and answer any questions.