



## CITY OF MARSHALL AGENDA ITEM REPORT

<b>Meeting Date:</b>	Tuesday, August 27, 2019
<b>Category:</b>	INFORMATION ONLY
<b>Type:</b>	INFO
<b>Subject:</b>	North Star Brand Research and Strategy Presentation
<b>Background Information:</b>	<p>North Star, the City's hired branding firm, has completed the research collection and data review and will soon begin the next step in the process which is creation of the brand and development of action plan to implement the brand. A local committee will guide North Star and provide input.</p> <p>To gather research for the brand development, North Star conducted on and off-site one-on-one interviews with the community, toured the community, a competitive review, conducted surveys with community leaders and stakeholders and did a community-wide survey. The research data collected will support the brand that will eventually be developed.</p> <p>At this meeting, Ed Barlow, North Star Senior Vice President/Director of Strategic Planning will present the research data and early conceptions of brand development.</p>
<b>Fiscal Impact:</b>	NA
<b>Alternative/ Variations:</b>	NA
<b>Recommendations:</b>	NA