



Town of Upper Marlboro

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MEMORANDUM

To: Board of Town Commissioners
From: Sarah Franklin, President
Date: Tuesday, July 5, 2022
Re: Branding & Horse Shows

The Town was approached last month by M-NCPPC and Prince George's County regarding re-branding the Town and Greater Upper Marlboro area as the equestrian/agricultural/outdoors center of the County. We are interested in pursuing this opportunity because it will better reflect the Town and its residents.

The current Town branding is the tobacco leaf. The Town's main industry during colonial times was tobacco production. It is important to be mindful that tobacco production was an activity that required large quantities of enslaved labor. The tobacco leaf branding communicates this fact. While we reconcile with the Town's past and honor those who were hurt by it, continuing to use the tobacco leaf in branding continues to perpetuate that hurt. Horse shows, the great outdoors, and agriculture are all activities that present-day residents can enjoy together. The goal of rebranding the Town is to connect our history to the present-day in a celebratory, not painful, way.

On June 29th there was a second branding meeting regarding the Town, County, and Equestrian Center's coordinated Re-Branding efforts. At that time, the branding experts from Explore Prince George's Recommended that we approach the re-branding at three levels:

1. Re-branding of the Town
2. Re-branding of the Greater Upper Marlboro Area
3. Re-branding to Welcome horse show visitors

They recommended this would allow the Town and the County to slow down their process and ensure that we can capture all elements of the Town and Greater Upper Marlboro in branding. It was therefore determined that branding to welcome the horse show will move forward with coordination between the Town, County, and Equestrian Center in the short term.

The Town will continue its re-branding process and coordinate with the County so that the Greater Upper Marlboro and Upper Marlboro Branding is distinct but cohesive. To this end, it was recommended that we put out a full RFP for a re-branding firm in coordination with our chosen Economic Development firm. In the meantime, we will continue to reach out to residents and visitors for their input and ideas.