



Town of Upper Marlboro

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MEMORANDUM

To: Board of Town Commissioners
From: Kyle Snyder, Town Administrator
Date: Tuesday May 31st, 2022
Re: Town Rebranding Initiative

Commissioners,

As you are aware the Town is looking to partner with the Maryland-National Capitol Park & Planning Commission and Experience Prince George's to "rebrand" the Upper Marlboro area, including the Town, with an equestrian theme in anticipation for the Washington International Horse Show being held at the Show Place Arena October 25th- 30th, 2022. The Town and County are working on establishing a kick-off meeting, and below is a tentative timeline for the selection of a new logo:

Tentative Timeline:

June 7th Special Town Meeting- Board Authorizes staff to move forward with soliciting branding companies, preferably a local company.

June 28th Regular Town Meeting- Board reviews and discusses proposals. Potential selection of firm

July 12th Worksession- Firm meets with Board, discusses concepts to be put out for a public vote.

July 26th Regular Town Meeting- Board announces outcome of public vote, approves new logo.

After a new logo is selected, Town staff will work to update the website, social media, and signage around Town in preparation for the October "kick-off" of the rebranding.