

REQUEST FOR COUNCIL ACTION

Date: Feb. 10, 2014
Item No.: 14.c

Department Approval

City Manager Approval



Item Description: Authorize staff to draft an RFP for council's consideration to hire a marketing and branding agency to lead a citywide branding campaign and to form branding subcommittee to help facilitate and guide the branding process through to completion.

BACKGROUND

For some time now, it has been clear that the City of Roseville website is in need of a complete redesign and upgrade. In order to properly undertake this project it is the recommendation of staff that a comprehensive citywide branding campaign be embarked upon first in order to determine the community's core values and its true and authentic identity, which will then be the foundation for all future marketing efforts, including the website.

To undertake a comprehensive branding campaign, a marketing and branding agency should be hired to guide the city through the process. Through brand research and the development of a full and inclusive community profile, it is expected that the campaign will yield a complete branding plan, including a brand identity, brand promise statement, tagline, creative interpretations for the brand and recommended strategies for implementation.

DISCUSSION

Staff has researched several processes and consultants utilized by other communities to re-brand their image. From research, staff has identified a general scope and approximate timeline for completion of the branding campaign. The scope includes the following items:

- Research, information gathering, and background review of community
 - Including, but not limited to, current and prior plans, strategies, websites, social media outlets, etc.
- Creation of branding subcommittee
 - Develop a communications strategy to update council, commissions, residents, and employees about progress and key milestones of the campaign.
- Public participation, including Roseville businesses, schools and residents, as well as external audiences to gauge and identify the city's perception from afar.
 - Information should be gathered through surveys, interviews, etc.
- Development of community branding and marketing strategy using results of public participation and branding subcommittee
- Presentation of master implementation strategy
- Final presentation, follow-up support

29 **BUDGET IMPLICATIONS**

- 30 • Staff estimates the branding campaign costs to be approximately \$40,000. These funds
31 are available in the city's communications budget.

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34 agency to lead a citywide branding campaign and to form branding subcommittee to help
35 facilitate and guide the branding process through to completion.

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