Legislation Details (With Text)

File #:	050849.	**Version:** 2	**Name:**	Status of the Market Gainesville Partnership efforts to develop a Gainesville Community BrandprintTM (B)
Type:	Discussion Item		**Status:**	Passed
File created:	12/11/2006		**In control:**	City Manager
On agenda:			**Final action:**	12/11/2006

Title: Status of the Market Gainesville Partnership Gainesville Community BrandPrint (B)

This item is a report on the results of the Market Gainesville Partnership (MGP) effort to develop and implement a community-wide brand and marketing strategy for the Gainesville community.

Sponsors:

Indexes:

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Attachments: 1. 050849_200601231300.pdf, 2. 050849_200609251300.pdf, 3. 050849_200612111300.pdf, 4. 050849-1770_001.pdf

Date	Ver.	Action By	Action	Result
12/11/2006	2	City Commission	Approved as Recommended	Pass
9/25/2006	1	City Commission	Approved as Recommended	Pass
1/23/2006	0	City Commission	Approved as Recommended	Pass

Status of the Market Gainesville Partnership Gainesville Community BrandPrint (B)

This item is a report on the results of the Market Gainesville Partnership (MGP) effort to develop and implement a community-wide brand and marketing strategy for the Gainesville community.

The City Commission joined with other community partners in forming the Market Gainesville Partnership (MGP) and allocated a $20,000 contribution toward the development of a community-wide brand and marketing strategy for Gainesville. North Star Destination Strategies, Inc. was hired to assist with the development of the brand and strategy. On November 29, 2006, MGP held its "Unveiling the Brand" meeting. At this meeting, Don McEachern, CEO of North Star, conducted a final presentation of the brand development process, including the completed brand and marketing strategy.

At the conclusion of the final presentation, MGP membership discussed the brand recommendation and accepted the final report and presentation. MGP membership indicated approval of the Gainesville Community BrandPrint, as recommended, by signing an enlarged symbolic copy of the Greater Gainesville Brand Charter. The Charter is designed to formalize the involvement of public and private sector organizations in the Brand initiative as "Brand Ambassadors." As a signatory, each organization agrees to foster the development of the Brand through the development of policies, programs and organizational governance. The City Manager represented the City Commission as a signatory to this symbolic document.

At its next scheduled meeting on January 10, 2007 at 8:30 a.m., MGP will develop next steps in the Gainesville community branding process, including ways to use brand materials, programs, events and initiatives. The City's Communications and Marketing Department and the Gainesville Chamber of Commerce are developing web pages on the City's official website to make Gainesville Community BrandPrint brand and marketing tools available to community partners. An implementation strategy for City of Gainesville internal use of the brand will be developed by City staff early next year based both on MGP input and staff input. The strategy will focus on a phased approach that identifies opportunities to incorporate the new brand logo at no or minimal cost as new supply or replacement orders are placed and during scheduled equipment maintenance or repair.

Funds for the initial contribution of $20,000 to the Market Gainesville Partnership were budgeted in the FY 06

Communications and Marketing operating budget, and approved during the January 23, 2006 City Commission meeting. MGP recommendations requiring additional funding may be brought back to the City Commission for consideration.

The City Commission receive and approve the MGP report and direct the City Manager to: a) work with each charter office to develop an organization-wide brand implementation plan that is consistent with the goals of the Gainesville Community BrandPrint strategy and; b) continue to work with MGP to provide staff support and to implement the Gainesville Community BrandPrint.