



"...meeting community needs...enhancing quality of life."

OFFICE OF THE MAYOR

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M E M O R A N D U M

TO: Finance Committee

FROM: Mayor Jacob A. Woodford

DATE: September 29, 2020

RE: Resolution #8-R-20 (City of Appleton Brand Study)

Resolution #8-R-20 regarding conducting a brand study for the City of Appleton was submitted on April 22, 2020 and referred to the Finance Committee. The Finance Committee referred the resolution to staff, in this case, the Mayor's Office. Due to a vacancy in the communications role within the Mayor's Office, review of the item was delayed until September 2020.

This is a timely and important resolution. The City of Appleton has not engaged in a comprehensive review or updating of its branding for at least 25 years. As the resolution states: "Appleton's quality of life, vibrancy, and values could be better conveyed by an updated logo, slogan, and messaging."

Branding is a comprehensive and likely costly exercise, touching every aspect of the City of Appleton's services and reaching beyond the work of the municipal government. Branding must represent the broader community we serve. To be successful, the process will require the engagement of a wide range of stakeholders, including the public, advocacy organizations, businesses, and not-for-profit entities, among others. We will also need to plan for implementation of a new brand strategy following completion of the study – this, too, will require resources to carry out.

In order to adequately budget for such a study, which is the primary focus of the resolution, we must first identify the appropriate scope of the project through research, discussion with firms specializing in this work, and communication with municipalities that have conducted their own brand studies. This will require additional time to appropriately prepare and draft a Request for Proposals (RFP) before we can appropriately recommend a funding level to the Finance Committee. As such, staff recommends the following:

That the Office of the Mayor be allowed to further research and prepare for a brand study, including gathering input from internal (employee) stakeholders, alderpersons, community partners, and members of the public to appropriately establish the scope and objectives of the project prior to drafting an RFP.

Once the RFP draft is ready, no later than February 1, 2021, that the Finance Committee *then* “evaluate all financing options to appropriate the necessary funds,” per the resolution, to initiate the project.

As soon as such funds are appropriated, that the RFP be issued, and the brand study initiated at that point.

The Office of the Mayor is committed to carrying out this brand study project in the thoughtful and strategic manner it demands, and this process will ensure that it is carried out accordingly.