

**Resolution #8-R-20**  
**City of Appleton Brand Study**

Submitted By: Former Alderperson Chris Croatt

Date: April 22, 2020

Referred To: Finance Committee

**Whereas**, the City of Appleton has been identified locally, regionally, and nationally as a leader in many aspects and has been recommended as a preferred place to call home, work, and raise a family for a variety of positive reasons.

**And Whereas**, the City of Appleton is getting regional and national attention with positive accolades and endorsements such as a best affordable place to live, a best place for children, low unemployment, fiscal restraint, a community with many parks, trails, and playgrounds, and many more.

**And Whereas**, the City of Appleton, like other entities (public and private) providing a service or product offering, has a brand image.

**And Whereas**, a strong brand image and identity is an important attribute for any entity (public or private sector) looking to attract top talent and new business and foster impactful economic development.

**And Whereas**, a brands strength comes from the following attributes:

1. Motivational vision statement
2. Clearly defined mission
3. Clearly defined values
4. Marketing consistency
5. High brand equity

**And Whereas**, branding is part of a marketing plan/strategy and the strength of a brand is a direct result of supporting marketing-related activities through funding mechanisms and execution plans.

**And Whereas**, Appleton's quality of life, vibrancy, and values could be better conveyed by an updated logo, slogan, and messaging.

**Therefore Be It Resolved...**The City of Appleton should evaluate all financing options to appropriate the necessary funds to launch a brand study in 2020 or include a brand study in the 2021 budget. Such a study should be conducted by a highly qualified firm to be identified through the RFP process. At a minimum, the scope of the brand study should include logo redesign, development of a graphic standards manual for the entire organization, further definition of mission, value proposition, key marketing strategies, and a detailed recommendation of brand-strengthening activities that can be planned and budgeted for.

**And Therefore Be Resolved...**As part of the defined RFP language and study conducted by an outside entity, citizen input through open dialogue sessions be included as part of the overall process as well as options for a phased in implementation plan based on budgetary limitations or other factors.