



Legislation Text

File #: 22-0416, Version: 1

ITEM TITLE:

Branding update

SUBMITTED BY: Martha Barberio, Economic Development Director

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

Receive & File

SUMMARY STATEMENT:

Launch

1. Update Valdez assets: Department Websites, Facebook page, etc., working with Communications Director, IT, and other individual departments as appropriate.

Thompson & Co is working with the Communications Director to update Valdez assets, such as Department Websites, Facebook page, etc. Individual departments will have the opportunity to utilize updated social media assets.

2. Create and deliver Valdez brand toolkits/goodie bags to Valdez businesses.

Plastic water bottles, blankets, coffee sleeves, stickers and branding flash drives are being delivered to local businesses.

3. Design services offered up to 20 Valdez businesses and other organizations. Spawn will assist businesses/organizations with graphic design recommendations for rack cards, website home pages, Facebook page mastheads-featuring new brand.

To date, Spawn has engaged with businesses and is under contract to assist 20 local businesses with these services. Rogues Garden, Valdez Stay & Play, the Museum, and VCVB have connected with Spawn for these services.

KEY DELIVERABLES: IMPLEMENTATION/ADOPTION

- Brand guidelines - Completed and adopted

- Branded ad templates for print and digital.
- Lunch n' Learn presentations including Canva "how to"
 - Completed first lunch & learn in May 2022. The next lunch & learn is slated for fall.
- Graphic design service to assist up to 20 businesses/organizations.
 - This service is in progress.
- Branded wearables and other merchandise for business goodie bags and 4th of July Celebration.
 - Branded items were not delivered by the 4th of July celebration.
 - Flash Drives - Flash Drives have been received and are at the City Hall front counter for pick by businesses. They have also been given to the VCVB to pass out to their members. Economic Development has provided links via e-mail that provide branding instructions to all local businesses if a flash drive is not an option.
 - Coffee sleeves - Economic Development distributed the coffee sleeves with the brand to various coffee shops.
 - Water bottles - The water bottles are made of green plastic. They are being handed out to local businesses for distribution.
 - Stickers - There are three options for stickers that include the brand and colors. All three options have been given to local business.
 - Blankets - Providing to local businesses for distribution
 - Small shopping bags - Providing to local businesses for distribution.
 - Metal water bottles - Providing to local businesses for distribution.