

**CITY OF LA VISTA  
MAYOR AND CITY COUNCIL REPORT  
FEBRUARY 19, 2019 AGENDA**

<b>Subject:</b>	<b>Type:</b>	<b>Submitted By:</b>
AWARD CONTRACT — BRANDING & MARKETING SERVICES	◆ RESOLUTION ORDINANCE RECEIVE/FILE	BRENDA S. GUNN CITY ADMINISTRATOR

**SYNOPSIS**

A resolution has been prepared to award a contract to The Burdette Agency, Inc. d/b/a North Star Destination Strategies for professional services associated with branding and marketing in an amount not to exceed \$82,000.

**FISCAL IMPACT**

The FY19/20 Biennial Budget provides funding for the recommended professional services.

**RECOMMENDATION**

Approval.

**BACKGROUND**

On November 20, 2018 the City Council authorized a request for proposals for professional services to assist the City in developing a brand and to provide brand execution and ongoing marketing and public relations services. A total of thirty-one (31) RFP's were distributed and nine (9) responses were received.

After the review and evaluation of the proposals, North Star Destination Strategies, Chandler Thinks and OBI Creative were invited for interviews.

	<u>Fee Proposal</u>
North Star Destination Strategies	\$ 82,000
Chandler Thinks	\$ 73,000
OBI Creative	\$120,000

Following the interviews and subsequent due diligence, it has been determined that North Star submitted the most responsive proposal and has the expertise and experience most suitable to meet the needs and expectations of the City.

Copies of their proposal and interview presentation are included in this packet. Copies of all the proposals are on file in the City Clerk's office.



**RESOLUTION NO. \_\_\_\_**

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA AUTHORIZING THE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT WITH NORTH STAR DESTINATION STRATEGIES FOR BRANDING AND MARKETING SERVICES IN AN AMOUNT NOT TO EXCEED \$82,000.00

WHEREAS, the Mayor and City Council have determined that branding and marketing services are necessary; and

WHEREAS, proposals were solicited; nine proposals were received, and three firms were interviewed; and

WHEREAS, it has been determined that North Star Destination Strategies submitted the most responsive proposal and has the expertise most suitable to meet the needs and expectations of the City; and

WHEREAS, the professional services agreement has a not-to-exceed amount of \$82,000; and

WHEREAS, the FY19/20 Biennial Budget includes funding for the proposed services;

NOW, THEREFORE BE IT RESOLVED, by the Mayor and City Council of La Vista, Nebraska, that a professional services agreement, in a form satisfactory to the City Administrator and City Attorney, be authorized with North Star Destination Strategies for public education and outreach in an amount not to exceed \$82,000.00.

PASSED AND APPROVED THIS 19TH DAY OF FEBRUARY, 2019.

CITY OF LA VISTA

ATTEST:

\_\_\_\_\_  
Douglas Kindig, Mayor

\_\_\_\_\_  
Pamela A. Buethe, CMC  
City Clerk





**Proposal to the City of La Vista for  
Marketing & Branding Services**  
December 21, 2018

[WWW.NORTHSTARIDEAS.COM](http://WWW.NORTHSTARIDEAS.COM)



## TABLE OF CONTENTS

<b>COVER LETTER</b>	<b>2</b>
<b>EXECUTIVE SUMMARY</b>	<b>3</b>
<b>EXPERIENCE &amp; QUALIFICATIONS</b>	<b>5</b>
<b>MARKETING &amp; BRANDING SERVICES</b>	<b>13</b>
• Phase I: Brand Platform Development	13
• Phase II: Brand Implementation & Marketing Strategy Services	17
<b>PROJECT SCHEDULE</b>	<b>21</b>
<b>FEE PROPOSAL</b>	<b>22</b>
<b>ADDITIONS, DELETIONS AND/OR EXCEPTIONS</b>	<b>23</b>



## COVER LETTER

December 21, 2018

Ms. Pamela A. Buethe  
City Clerk  
La Vista City Hall  
8116 Park View Blvd.  
La Vista, NE 68128

Ms. Buethe,

Thank you for the opportunity to respond to your RFP for the City of La Vista. We would consider it an honor to work with you.

After learning more about your situation, we believe North Star is the ideal partner to help La Vista achieve its branding and marketing goals. As a leader in place branding, all of our work is focused on helping communities identify their competitive strengths and leverage those strengths strategically, creatively, and tactically for the purposes of increasing resident recruitment, community pride, visitation, and economic viability. Our philosophy is simple: ***Your brand should connect the soul of your community to the heart of your consumers.*** The BrandPrint process we use to realize that philosophy is much more complex, as it has been refined and perfected over the past 18 years through partnerships with over 250 communities in 44 states.

The North Star team, led by project supervisor **Ed Barlow, Senior Vice President & Director of Strategic Planning** (ed@northstarideas.com • C: 615.564.0256), will be able to discover La Vista's optimum positioning, the best use of resources to leverage your equity in the brand, and the ideal creative messages to positively influence residents, visitors, and businesses. In addition, we will provide guidance for you to coordinate and deploy the brand across city departments and among your key partners.

I would love to talk more with you regarding how North Star can help La Vista leaders as they shape the city's identity. Please let me know if you have any questions regarding this proposal. Thank you once again, and I look forward to hearing your thoughts.

Only the best,

Will Ketchum | President  
O: 904.645.3160 x114 • F: 904.645.6080 • C: 904.304.8742  
will@northstarideas.com

North Star Destination Strategies  
1023 Kings Ave.  
Jacksonville, FL 32207

EXECUTIVE SUMMARY



## THE LA VISTA SITUATION

Located on the outskirts of the Omaha metropolitan area, the City of La Vista has nevertheless experienced the same prosperity as the metro region in the past two decades. One of the fastest-growing communities in Nebraska, La Vista extends a friendly welcome to newcomers and old-timers alike. As the charm of this small, midwestern city has attracted many families and businesses, they stayed because the city had the foresight to greet new residents and tenants while maintaining excellent services and a lively atmosphere for those already there. This has meant fostering great schools, parks, and neighborhoods while planning a dynamic and bustling core as the goal of the “Corridor 84” project. It has meant offering partnership to employers, like PayPal and Securities America, as well as their employees. Both of whom benefit from La Vista’s amenities and quality of life. And it has meant remaining an accessible and affordable access point to the many opportunities presented by the adjacent metropolitan area.

As La Vista leaders consider branding and marketing their city, they have a wealth of existing ideas and ideals that will help shape the initiative and its outcomes. The brand, therefore, will not impose a new character on the city, but rather bring its family-friendly, convivial nature to the surface. Like before, La Vista will be defined by panoramic scenes—of community, commerce, and accomplishment—that are readily apparent to the naked eye.

## EXPERIENCE: THE ADVANTAGE OF A SPECIALIST

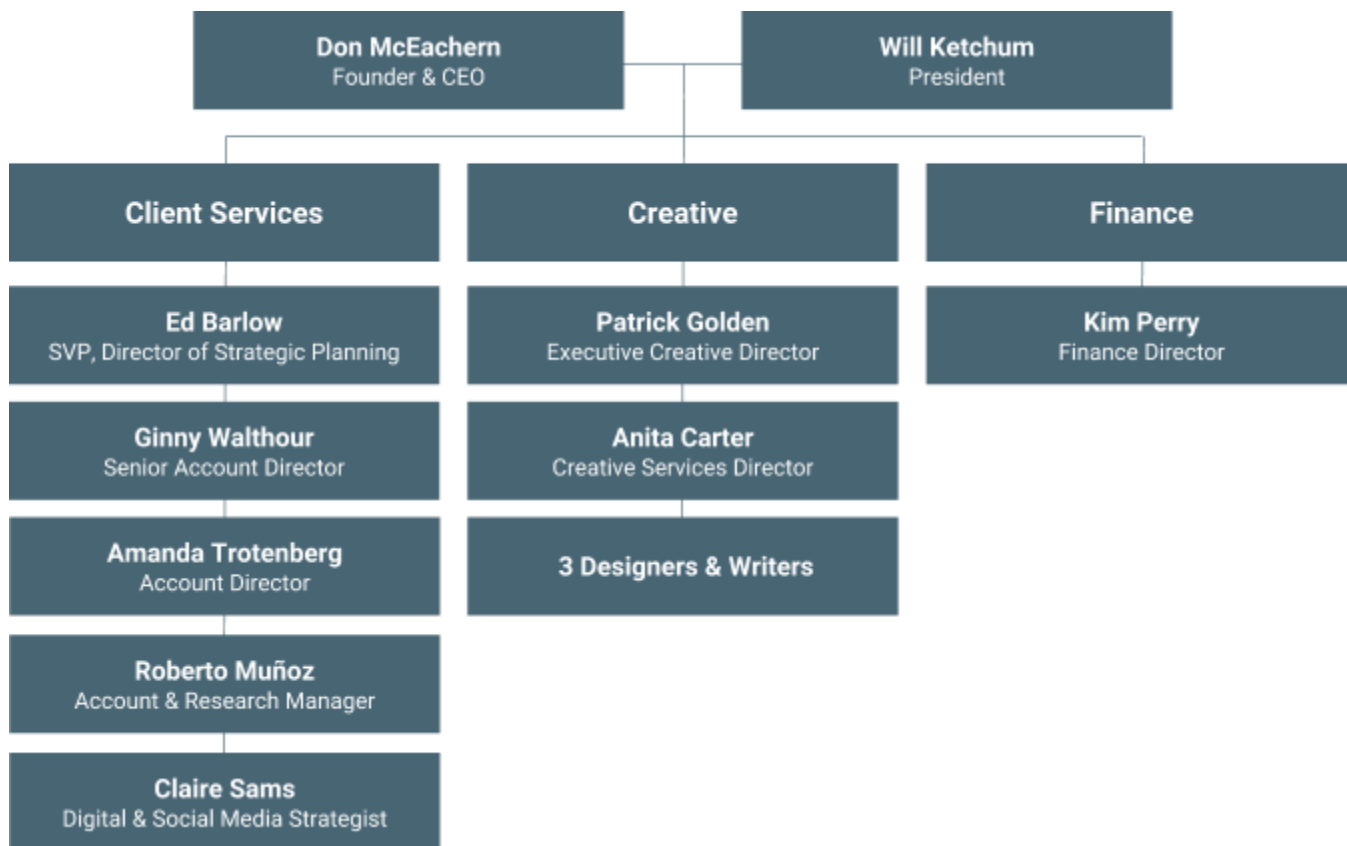
Over the last two decades, North Star Destination Strategies has partnered with over 250 communities coast to coast, helping them become more competitive. Bottom line... communities are our passion, and we’ve got the success stories to prove that passion. Nationally, North Star has collaborated on high-level initiatives with the states of Florida and Mississippi, with well-known cities such as Providence, Rhode Island and Jacksonville, Florida, and with smaller communities like Dandridge, Tennessee and Petersburg, Alaska. All that varied expertise is important for La Vista because you want a firm with the chops, credentials and gravitas to manage your project.

Our portfolio of work and record of problem-solving prove that we do not offer a stock solution. Beyond a deep understanding of the tourism, economic development, and relocation/workforce attraction markets, the advantage of our specialization is that our process—which a generalist agency cannot replicate—helps us obtain precisely the right insights to develop the unique community brand you need to influence your audiences.

## OUR FIRM

Approximately a dozen North Star team members will play a role in crafting the community BrandPrint for La Vista. Based out of offices in Jacksonville, FL and Nashville, TN, our team is knowledgeable and diverse. Though team members may specialize in research, strategy, marketing or design, all have the place-branding expertise to contribute to any survey, strategic platform or creative execution developed as part of this project. Your project supervisor, **Ed Barlow, Senior Vice President & Director of Strategic Planning**, will be your day-to-day contact for the duration of our engagement and will be tasked with directing the team’s collective efforts on your behalf.





## RESOURCES

North Star will not use any outside resources (subcontractors) for the La Vista project.

## CREDENTIALS, CERTIFICATIONS & LICENSES

North Star is a proud member of 3CMA, a city-county communications and marketing association. Our clients have won 3CMA's *Community Brand of the Year* award multiple times in the past five years for both branding and graphic design.

## PROXIMITY

Flights to La Vista through Omaha Eppley Airfield are easily accessible from both our Nashville and Jacksonville offices.



## EXPERIENCE & QUALIFICATIONS

### PROCESS: HOW STRATEGY UNITES YOUR COMMITTEE & COMMUNITY

Our process combines a proven approach with customized creativity and out-of-the-box thinking specific to your situation. It begins with detailed research and expert-driven strategy development. Then it builds vivid brands in the real world through award-winning visual identity design and an action plan implementable by your team (or with our assistance as needed) within your budget and timeline.

With the array of interests represented in the City of La Vista, this approach will prove especially advantageous. Research and strategy will be paramount to reaching consensus concerning the direction of the brands well before any decisions about creative elements are made. We find that the strongest connections between a community and its brand are made when everyone understands and supports the ideas that underlie the eventual logo and strapline. Thus, **our process and guidance is centered first on creating understanding and buy-in to a DNA and strategic platform.** This critical, foundational asset will outlive any campaign because it is the underlying truth and driving force of your community. With consensus on it, the creative decisions that follow will be relatively simple for your committee. Time and time again, we have learned that strategy unites and inspires partner compliance and ultimately changes behavior.

### RELEVANT CASE STUDIES

The following are short summaries of work with past clients who welcomed us into their communities:

- **Gallatin, Tennessee**

Gallatin is that rare town that's perfectly comfortable with its own place in the world. While the town has lots going for it (history, location, nature, opportunity), most of its attitude comes from the people who choose to live there. Strong character and strong opinions mean they do things their own way, with an eye toward what works instead of what's trending. And they're refreshingly unconcerned about trying to impress people – which is what impresses so many people who go there. In the short time since North Star's work in Gallatin, major publications like *Reader's Digest* and *American City & County* have taken notice of the city's "True Grit. Amazing Grace." brand. The city's compelling story of determination and confidence going back several generations sets a worthy example for others to follow. Through it all, *Reader's Digest* "Nicest Place in America" in 2017 remains as inviting and humble as ever.





- **Broken Bow, Nebraska**

Broken Bow is not a place where whiners or fiscal irresponsibility are welcome. This small town has a proud agricultural heritage that keeps the community grounded. Strong planning and a get-it-done attitude have given the town wings to soar (even as other cities are failing). The challenge was determining how much emphasis to place on the town's prominent agricultural past in order to attract and retain the young folks who are the lifeblood of growing communities. Add to that a really distinct name that doesn't really relate to its storied past. How best to blend these assets for a perfectly balanced brand? Through an in-depth research process, we learned Broken Bow's young people are just as proud of the town's past as the old timers who have lived there all their lives. Attributes like volunteerism, being debt free, connecting with the earth, higher education and cutting-edge healthcare have huge appeal for younger generations who want to live in a place where they can both succeed and be an integral part of a community. The line "Rooted. But Not Standing Still" perfectly balances the town's grounded past and forward thinking present and future. It is combined with a logo that also emphasizes that balance. The shape of the logo is reminiscent of authentic signage one might see on a shop or farm. A simple stylized arrowhead does double duty, it gives a subtle nod to the community name without being too expected and also represents the progressive mindset that defines the community.



- **Goshen County, Wyoming**

In tourism, visitor perception is everything. Lots of travelers pass by and through Goshen County. The region is vast and most visitors are unaware of all it offers except perhaps the gas they can see right off the main interstate. Historically, Goshen County's Fort Laramie was the waystation for travelers heading west on the Oregon Trail. In today's modern world, that waystation reputation needed to be revised to include, not just refueling, but also exploring the adventures of the area. The vastness of the region was intimidating to visitors who were headed elsewhere and didn't understand the unique experiences that a little bit of exploration would reveal. Goshen County needed an identity that showcased the remarkable contrasts of the region's vast and beautiful landscape with the delightful treasures hidden throughout it. The line "Big Land. Small Pleasures." sets up the contrast of wide-open and intimate that defines the Goshen County experience. The logo uses illustrated typography to present a western feel in a clean classic way. It is a strong tie to the region's history and the prevalent ranching culture that still exists today, feeling almost like a cattle brand.





- **Dublin, California**

Situated 20 miles southeast of Oakland, Dublin is a city named for its Irish immigrant community. Dublin's distinct name and shamrock logo were working together to position the community as Irish, which entirely missed the point in terms of elevating Dublin's unique point of difference. North Star worked through how best to showcase Dublin's many assets and attributes without abandoning their existing logo. At the same time, the brand needed to look and feel entirely different relative to San Francisco, Oakland and the Silicon Valley. Straight from its strategic brand platform, the line "New American Backyard" celebrates and supports everything from Dublin's location in the Bay's backyard to the way the American dream is still alive and thriving. It also highlights the community's vast system of parks and open spaces that serve as kind of figurative "backyard" and gathering spot for this connected community. The line also gives the community a platform for promoting all the activities, assets and advancements happening right in their backyard. The decision was made to update the shamrock logo and add additional graphics, messaging, photography and design elements that elevate and evolve the graphic identity. Now, people are really taking notice. Dublin was named the Best Place to Live in California by *TIME Magazine* in 2018!



## PERSONNEL

### Ed Barlow

#### Project Supervisor

Ed loves a good riddle. Ever since being the fastest to find the toaster in the tree in his pediatric dentist's waiting room, he has been solving marketing and operational challenges with creative and strategic instincts.

Most recently, Ed gained valuable experience on both the client and agency sides of the branding relationship as an ADDY-award-winning Director of Marketing and Communications for the parent corporation to a group of national facility services companies serving transportation, travel, aviation, retail, healthcare, and hospitality industries. He has also worked as Senior Copywriter and Marketing Strategist for a branding design firm in Nashville specializing in persuasive content for Music Row, corporate, and nonprofit clients.

Ed caters to North Star clients with creativity, effective communication and customer service. He has led successful community place branding initiatives for Iowa's Creative Corridor; Lima/Allen County, Ohio; Brookings, South Dakota; Helena- West Helena, Arkansas; State of Mississippi; State of Florida; Goshen, Indiana; Tehachapi, California, and many more.

**Education:** Florida State University | MA, Southern Methodist University



**Ginny Walthour****Project Manager**

The love of travel and experiencing different cultures and places are some of Ginny's core passions. From studying in Spain and surviving the Running of the Bulls in Pamplona to working for *USA Today* International in London, she thrives on understanding and learning about new people and places. Ginny is an economic development specialist for North Star.

Relating to different types of clients and cultures is her strength. Her easy-going nature and expert listening skills allows clients to feel at ease. Having worked in both the private and public sectors, she understands the different ways in which organizations operate and can navigate through any challenge. As a mother of two, her globe-trotting ways have decreased some, and you will now likely find her cheering on her girls at their soccer games or out on the boat on Jacksonville's St. Johns River. And she would not have it any other way.

**Education:** University of Georgia | MBA, Georgia State University

**AMANDA TROTENBERG****Project and Research Manager**

Attending Tulane University in the wake of Hurricane Katrina ignited Amanda's passion for community development. From backpacking the Middle East to studying with James Carville, Amanda has immersed herself in learning and discovering new communities and identifying ways to help them grow and be successful. A true people person, Amanda loves entering a room full of strangers and learning their stories. That curiosity, coupled with comprehensive know-how and an entrepreneurial spirit, allowed her to create and implement successful marketing programs for a variety of New Orleans clients. From farmers markets to fine dining restaurants, school board to a mayoral candidates, Amanda made her mark as a strategist who listens to her clients, understands their needs and delivers results. Here at North Star, Amanda manages projects and helps bring the creative vision to life. When she's not reading up on current events and worldwide issues, Amanda can be found checking out the community's local craft brew scene, soaking up a live music show or on her yoga mat.

**Education:** Tulane University

**ROBERTO MUÑOZ****Project Research Manager**

Writing, marketing, research—all done with careful accuracy and quick wit: Roberto is a five-tool player for the placemaking game thanks to his endless energy and versatile skill set. After a stint at a downtown Nashville marketing agency, Roberto joined North Star as a supportive teammate with a penchant for finding the right words—and numbers—to tell a community's story in vivid detail. Whether working on business development or a research presentation, he always looks to learn about unique towns and cities nationwide and about the character and voice that sets them apart.

After college, Roberto returned to the Music City to spend time with family and begin a career in advertising. If he's not poring over commas and decimal points, he's likely catching a minor



league ballgame in Nashville's Germantown or making a seasonal pilgrimage to Wrigley Field in Chicago.

**Education:** The University of Chicago

## **CLAIRE SAMS**

Project Social Media Strategist

A native of Pittsburgh and a die-hard Steelers fan, Claire made her way down to the sunny coast of Florida where she now spends her days learning, sharing and connecting on all things digital and social media related. With her background in art consulting, Claire uses her eye for design to show audiences all the unique aspects of people, places, and communities. When Claire isn't developing social media strategies or test-driving the latest and greatest digital media tool, she's listening to podcasts, reading books, or spending time with her family. She loves exploring new places and finding new ways to communicate and showcase a brand or place through all social platforms. Talk to Claire about Whitney Houston, True Crime, or trivia and you'll be impressed.

**Education:** University of North Florida

## **Patrick Golden**

Project Creative Director

With his background in history, passion for architecture, and love of a good story, Patrick loves learning about the place he hasn't been, a town off the beaten path, or the true heart of a city.

Combine these qualities with his love of strategy and design, and he is ready to distill all of this into design mark, logos, straplines and narratives that are as authentic as the places they represent. And he's got the awards to show it - dozens of Addys and an Effie for marketing effectiveness. Patrick has even painted the art on our walls and designed our offices spaces. He's a true Renaissance creative man.

Being mistaken for a local is the greatest compliment you can pay Patrick. He always has a bag packed, a camera in his hand and a sketchbook in his backpack, ready to rack-up as many miles and experiences as possible.

**Education:** Flagler College

## **Anita Carter**

Project Creative Services Manager

Driven by avid curiosity—be it learning the origin of a word or phrase or everything there is to know about a place, Anita is an explorer at heart. The need to know how things work and what "makes people tick" led her to a Psychology degree with a focus in marketing. From being on the team that developed some big consumer brands like the Cadillac Escalade to overseeing an international spa skincare brand and developing place brands in her home state of Florida, the desire to know what is going on "behind the curtain" has proven a truly valuable asset. At North Star, Anita gets involved at every level digging into research to help develop sound strategic



foundations and bringing those ideas to life through big ideas, expressive writing and creative expressions. When she's not busy figuring things out, Anita is exploring the world with many of her adventures taking her to wine growing regions, a passion she shares with her husband. And she is a trained massage therapist too but she only pulls that trick out of the bag in emergencies.

**Education:** Florida State University

## Don McEachern

### Founder • Leadership & Strategic Oversight

Don McEachern has been growing research based brands for more than 20 years. His experience includes working for multinational advertising agencies as well as nationally recognized creative boutiques. During his time in the ad world, Don put his stamp on some of the world's most famous brands including Goldkist, Hawaiian Tropic, Suntory Bottled Water Group, Trump Plaza, Panasonic and Lanier Worldwide. For his efforts he received numerous awards, including a prestigious national Effie for marketing effectiveness and a Clio for excellent creativity.

18 years ago, Don struck out on his own. With a dream and a dollar, he launched North Star Destination Strategies, specializing in brand marketing and research for places. More than 250 nationwide communities later, Don has become the recognized expert in the exploding field of place branding and destination research. Don is also a sought-after speaker on the topic of research and place branding. He has spoken at national, regional and local conferences; served as keynote speaker, panel moderator, session leader and break-out facilitator. He has helped CVBs, mayors, city councils, governors, city managers, economic development organizations and chambers.

**Education:** The University of Tennessee

## Will Ketchum

### President • Leadership & Strategic Oversight

Communities are *everything* – spirit, pride, livelihoods, ambitions, friendships, recreation, and most of all, home. With that point of view, Will is as passionate about community and place branding as they come.

From our Jacksonville office, he manages North Star operations and is always close to clients and our work. He's advised *Fortune* 1000 companies, major metros and rural counties on marketing and brand strategy over his 30 years in the agency business and has a particular focus in community economic development. He has led a community-wide visioning process to create a competitive global identity for Jacksonville which involved a wide array of city leaders, stakeholder groups and sponsors.

Will's never seen a trail he didn't want to take – whether its traveling to solve branding challenges in amazing client communities, or traveling for fun with his family.

**Education:** Vanderbilt University | MBA, University of North Carolina



## MANAGEMENT OVERVIEW, PHILOSOPHY & APPROACH

North Star will not “create” the La Vista brand. It already exists in the very DNA of your community. Rather, we will uncover your brand and bring it to life in ways that have meaning for your investors, businesses, retailers, young professionals, visitors and residents.

Uncovering La Vista’s unique DNA is essential to the success of the marketing and community-building efforts that follow. Just as an individual’s DNA determines everything from how that person looks to how that person acts (as well as their health and vibrancy), your DNA should be the foundational touchstone for everything in your city from marketing to infrastructure to policy. As such, the heart of any truly impactful brand is a research-driven and authentic DNA Definition.



Once identified, this DNA Definition can drive consistent and powerful communications, focus brand development, shape experiences, impact your environment, and more. Because this DNA is central to the La Vista area, it has the capacity to drive the brands for all your partner agencies, initiatives, and campaigns.

Think of it this way: All the players in the branding initiative are like the sections in an orchestra – different instruments, different sounds, even different sheet music. The La Vista DNA is the score that brings the diverse contributions of all these sections together into something harmonious and meaningful.



## REFERENCES

The following are past clients within the last five years that have firsthand experience with our BrandPrint. View testimonial videos and council responses to our work here:

[http://northstarideas.com/testimonials\\_branding](http://northstarideas.com/testimonials_branding)

### ***Tempe, AZ***

Ms. Nikki Ripley  
Communications & Media Relations Manager  
City of Tempe  
31 E. 5th St.  
Tempe, AZ 85281  
480.350.8846  
nikki\_ripley@tempe.gov

### ***Dublin, California***

Mr. Chris Foss  
City Manager  
City of Dublin  
100 Civic Plaza  
Dublin, CA 94568  
925.833.6650  
chris.foss@dublin.ca.gov

### ***Quincy, Illinois***

Mr. Marcel Wagner  
President  
Great River Economic Dev. Foundation  
300 Civic Center Plaza, Suite 256  
Quincy, IL 62301  
217.223.4313  
wagnerm@gredf.org

### ***Gallatin, Tennessee***

Mr. James Fenton  
Executive Director  
Gallatin Economic Dev. Agency  
132 West Main Street  
Gallatin, TN 37066  
615.451.5940  
james.fenton@gallatin-tn.gov

### ***Frankfort, Kentucky***

Ms. Carmen Inman  
President & CEO  
Frankfort Chamber of Commerce  
100 Capital Ave, 2nd Floor  
Frankfort, KY 40601  
502.223.8261  
chamber@frankfortky.info

## BUSINESS INFORMATION

The Burdette Agency, Inc. d/b/a North Star Destination Strategies is incorporated in the state of Florida. North Star Destination Strategies has been in business since the year 2000.



## MARKETING & BRANDING SERVICES

### PHASE I: DISCOVERY & ASSESSMENT

#### 1. Research

North Star has identified the following research studies to help achieve La Vista's branding and marketing goals. This compiled body of data points us in the direction we need to craft your story. You will notice both qualitative and quantitative studies included in this recommended matrix. North Star strongly advocates a mixed method approach to research because it will tell you not just "How, When, What, and Where," but also "Why". Only through mixed methodology can your community obtain a true picture of where your brand is now, why, where it should be and how your preferred identity can best be accomplished.

**Situation Analysis:** This establishes the current lay of the land from the perspective of your critical partners. We administer an online questionnaire to each of your internal groups or organizations. We then meet with each group during the in-market visit to more fully understand your primary objectives, general history, political landscape, resources, competitors, etc.

**Research, Planning, Communications and Media Audit:** We conduct a review of any relevant research and planning documents. This includes community outreach and planning meetings, surveys, intercept surveys and district-to-district and committee volunteer discussions. In addition, we review and analyze marketing materials, branding, logos and messaging from public and private sector partners to recent press related to La Vista.

**Familiarization Tour:** A tour of La Vista commercial sites, businesses, housing developments, community center(s), retailers, restaurants, parks, arts centers, etc. would be conducted. We determine the tour itinerary with the help of La Vista project leadership.

**Key Stakeholder Interviews and Focus Groups:** Some of our most valuable pieces of insight for the purposes of defining your DNA and crafting your creative work come from these intensive one-on-one interviews and focus groups. With the assistance of project leaders, we want to identify and speak to key stakeholders about La Vista (including city staff, real estate developers, board members, business community members, property owners, nonprofit and civic organizations, tour operators, etc.). We also want to talk to articulate individuals who are passionate about the city (artists, historians, professors, coaches, ministers, matriarchs, patriarchs and more). We know you want us to talk to everyone, so we continue the conversations via phone once we get back to the office. Because we can react to the information they give us with original questions, these interviews often lead us down exciting discovery paths not revealed by quantitative surveys.

**Vision Survey:** This open-ended, right-brained survey challenges stakeholders to provide deeper comments and opinions. We administer the survey digitally to a list you provide, guaranteeing all your valuable stakeholders are able to participate. This tool dovetails beautifully with the qualitative interviews because it extends your participant universe and allows you to layer trending opinions with in-depth perspectives.



**Online Community Survey & Brand Barometer:** Giving residents a forum for sharing is important. We use some of the themes identified in the Vision Survey to craft a quantitative survey posted online for community-wide participation. The brand barometer, conducted as a part of the community survey, measures the strength of La Vista's resident advocacy relative to the rest of the United States as a place to live, work and play. In other words, how likely your residents are to recommend the city for starting a business or planning a visit. We promote this survey using traditional and social media. Fascinating similarities and differences between leadership perspectives and resident perspectives are often revealed.

**Influencer Perception Study:** North Star conducts qualitative, in-depth phone interviews with professionals outside La Vista to uncover contextual perspectives. In collaboration with the City, we compile a list of 20 identified potential interviewees from a target pool of elected officials, site selectors, business executives, tour operators, regional and state level executives in economic development and tourism and other external influencers you identify.

**Quantitative Perception Study:** This survey is conducted using a statistically significant random sampling of consumers and non-consumers in outside markets using research panels. Data will be cross-tabulated in a number of ways to reveal the most insightful patterns between consumer and non-consumer groups. For instance, perceptions and attitudes for those who have visited La Vista will be compared and contrasted to those who have not visited and are reporting perceptions purely on reputation. This study measures:

- Overall awareness and perceptions of La Vista
- Overall awareness and perceptions of competitor cities
- Measurements of La Vista's delivery of quality of life indicators
- Consumer experiences in La Vista
- Attitudes regarding La Vista's strengths and weaknesses
- Consumer opinions regarding what needs to be added or taken away
- Changes in consumer perceptions of La Vista after visiting
- Patterns of visitation activities associated with consumers' primary purpose of visitation

**Competitive Positioning Review:** We provide a brand messaging and marketing strategy analysis to evaluate La Vista's position relative to the competition in the region.

## 2. Insights & Strategy

Our insights come from asking a number of thought-provoking questions: What brand "story" does the research tell? What emotional attachments can the brand hold? What are La Vista's core values? How does the brand fit into the consumer's lifestyle? How can the brand best be used to elicit La Vista's desired emotional/behavioral responses? How does La Vista stand apart from competitors?

These insight questions are compiled in a succinct storyline that leads directly to the La Vista strategic brand platform (DNA Definition). This platform is the **critical touch point for all branded activity moving forward**. For maximum brand impact, all efforts, thoughts, communications, and actions should literally and symbolically support its essence.



**Situation Brief & Insight Development:** We get our sharpest minds together at one time to review all of the research findings. Data on its face has limited value, but the connections between data points open up understanding and opportunity. The entire North Star team weaves together these connections into a compelling set of insights that start to tell the La Vista story.

**DNA Definition (Brand Positioning Statement):** Based on those insights, a guiding statement for the management and development of your brand is created. This definition should serve as the touch point for all La Vista activity moving forward. Many of our communities reference their DNA Definition when making decisions about everything from policy to infrastructure improvement to promotions. The DNA Definition process will also guide us to uncover the La Vista Brand Essence. Included in your DNA Definition is:

<i>Target audience:</i>	<i>For whom La Vista has the most appeal</i>
<i>Frame of reference:</i>	<i>Geographic context of La Vista</i>
<i>Point of difference:</i>	<i>What makes La Vista special</i>
<i>Benefit:</i>	<i>Why it should matter to the consumer</i>

Here is an actual example of how this construct guided our client Fargo, North Dakota and led to their “North of Normal” brand positioning:

<i>Target audience:</i>	<i>For cool hunters everywhere, Fargo-Moorhead,</i>
<i>Frame of reference:</i>	<i>an emerging epicenter and powerhouse of young, highly-educated talent,</i>
<i>Point of difference:</i>	<i>Is a gust of fresh air across the Great Plains</i>
<i>Benefit:</i>	<i>Creating a dynamic energy and crafting a connection with each guest.</i>

**“Research and Strategy” Presentation & Report (Research Summary):** This represents a critical juncture in the project. We prepare a comprehensive review of all relevant research, insights and recommended DNA Definition. A preview of this presentation is shared with key branding committee members for editing and fine-tuning. The collaboratively perfected presentation is made in person at larger stakeholder meetings, and the accompanying report is shared digitally along with raw data files. DNA Definition approval is required before proceeding.

### 3. Creativity

In this stage, the insights and strategy are transformed into tangible creative products that embody La Vista. An in-depth Creative Brief and Creative Workshop guide this process. Straplines, logos, color, and messaging (with graphic standards) are created. Additional deliverables will be developed to express the new brand identity in the context of its future use.

**Creative Workshop:** A collaborative, interactive meeting between the North Star team and



the La Vista creative team will explore the roles of different creative elements and identify creative preferences. Our goal is to most effectively hone in on the type of work you want without limiting the creative thinking of our writers, graphic designers and art directors. This meeting is always a lot of fun for everyone involved.

**Straplines & Rationale (5):** A strapline is not the be-all and end-all for your brand. But it is the start of the story. Depending on how safe or edgy you want to be, the La Vista strapline can capture people's attention immediately and pique their curiosity or it can serve as a solid, hard-working tool that starts the job of positioning La Vista in the minds of consumers. North Star will provide a minimum of five different straplines for the City, along with rationales for the strengths of each line. We also conduct trademark and Google searches to ensure the availability of each line. This is a critical step and one often overlooked by many professionals. There is nothing more frustrating than getting to the end of the project with a strapline that is not available to you.

**Logos (5):** We will present a minimum of five logo options for the La Vista community that represent a variety of concepts, including an evolution of your current logo. We will provide a round of revisions to your selected logo. We further design this logo with and without the state name and with and without the strapline in vertical and horizontal lockups, representing all the different ways you could use it.

**Color Palettes (2):** We start by developing logos in black and white to reduce color bias. But once your logo decision is made, we open up the possibilities visually by allowing you to select between two very different palettes. This is a key decision in how your visual brand identity will "feel" since color evokes emotion.

**Looks (2):** We craft two entirely different visual looks that allow you to choose how your brand messaging will be conveyed in terms of headlines, photography style, special graphic elements, detailing, and copy points. We will also provide a round of revisions for the look of your choice to ensure it reflects your exacting standards. The creative committee will select one look, and it will be applied to all subsequent deliverables.

**Brand Narrative:** Your DNA Definition is the core of what makes La Vista special. The narrative takes that core and describes it in artistic and compelling language for connecting emotionally with your different consumers. The narrative defines your personality and the La Vista tone of voice. It can be woven into advertisement copy, placed on websites, integrated into speeches or even distributed to businesses to use in their own communications about the place they call home. The more it is used, the more widely your message is dispersed.

**Graphic Standards Guide:** This guide contains all the necessary information for using your logo, color palette, typefaces, language, narrative, and other key elements to ensure consistency across all mediums from any organization. We provide digital and printed versions of this guide as well as InDesign files so you can edit as necessary.

**Custom Deliverables (10-12):** To assist in the communication of the final brand concept, we will work with you to identify a list of 10-12 custom deliverables that target your specific goals. This is a powerful addition as it brings the logo and design to life through elements in



the real world. The production of associated materials remains outside of this scope. Examples include:

*Website and Social Media Branding • Templates (Presentations, Stationery, Email)  
Business Cards • Letterhead • Envelopes • Brochures • Interior and Exterior Signage  
Economic Development Marketing • Print and Electronic Advertising • Event Promotion  
Materials • Co-branding • Merchandise (Apparel, Promotions) • Vehicle Wraps  
Environmental Applications*

**Internal Activation & Employee Engagement:** Using the custom deliverable designs, we will illustrate tactics to introduce the brand internally—to La Vista employees and your valued partners—to jumpstart adoption and advocacy among these key groups. These tactics will involve setting up the organization and cooperation that will propel your brand forward:

*Employee Workshops • Public & Partner Education Campaigns • Department Initiatives  
Internal Communications Guide • Brand Management • Brand Ambassador Program*

## PHASE II: BRAND IMPLEMENTATION & MARKETING STRATEGY SERVICES

### 4. Action

Following your brand's development, North Star has the ability to implement a strategic action and communications plan to begin the work of repositioning La Vista in the marketplace. We will proceed by performing fundamental action steps that ensure the brand gains traction and maintains momentum. Our goal, and yours, is to make sure that the La Vista brand is the guiding principle for your future, not just a logo and line on your letterhead.

**Communication & Delivery:** With an eye to the City's goals and target audiences, we will consider how available marketing tactics and tools fit the desired effect and breadth of the brand rollout and subsequently provide recommendations for incorporating the new brand into your stakeholders' communications efforts.

**Brand Action Ideas:** These high-impact, custom ideas are designed to raise the profile of the new La Vista brand and bring it to life in every corner of your community. Composed of both short- and long-term solutions, some ideas will rely on traditional print and digital advertising strategies, while others will serve as inspiration for brand adoption in creative and unique ways. Custom ideas can fall into the following categories:

- **Policy** (laws or measures that support the brand strategy)
- **SEO** (strategies to increase the visibility of your brand's digital elements via best practices online)
- **Economic Development** (marketing, communications, training, outreach, resources, etc...all specifically related to economic development)
- **Tourism** (marketing, communications, training, products, packaging, merchandise, etc...all specifically related to tourism)
- **Private Sector** (ideas and tools to engage businesses and private sector)



organizations)

- **Sports** (tournaments, events, youth sports, etc.)
- **Events** (any organized activity that ties back to the brand ranging in scope from festivals to health fairs to career counseling to community clean-up days)
- **Festivals** (repackage existing events/festivals or develop new ones that connect to your brand)
- **Arts** (public art campaigns, partnerships, contests, artists-in-residence programs)
- **Environmental Applications** (look at your community as if it were a canvas)
- **Awards** (civic awards, organizational awards, etc.)
- **Education** (programs in schools, small business/entrepreneur mentoring, education for front-line hospitality staff, etc.)
- **Health** (community health programs, school-based health initiatives, business-based health initiatives, hospital and health care agency partnerships)
- **Master Planning** (design and development of infrastructure and support systems consistent with the brand strategy)

**Collateral & Advertising Development:** Guided by the foundational creative work, North Star can assist La Vista with the desired production of on-brand print collateral, print and broadcast advertising, public meeting presentation materials, trade show materials, and video productions.

**Final Presentation and Report:** At the completion of the initiative, we compile your brand into a final presentation that summarizes the research, takes viewers through the foundational creative development (line, narrative, logo, look, and color palette), and through the steps of the action plan. Each step is illustrated using the custom deliverable designs. We always leave time for discussion to ensure understanding, buy-in and a clean beginning to the ongoing implementation of your brand. Your final report will show the research, strategy, creative work, and action plan in their entirety and will be shared digitally along with raw data files, native design files, and your graphic standards guide.



The following are examples of deliverables North Star has developed for past clients. The cost to creatively develop the example deliverables on a conceptual level is included in the scope of work proposed. Production costs (i.e. manufacturing and printing) depend on specifications and quantities.

Economic Development Collateral Kit for Johnson City, TN



Entryway Monument Sign for Sammamish, WA

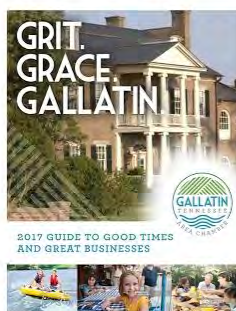


Branded Bike Rack for Columbus, IN



Wayfinding Signage System for Downtown York, PA

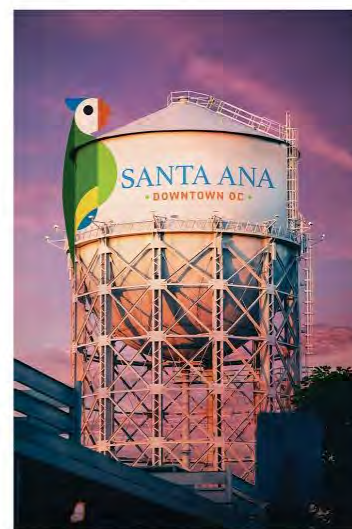
Chamber Business & Activity Guide for Gallatin, TN



Branded Selfie Wall for Quincy, IL



Branded Pole Banners for Sierra Vista, AZ



Branded City Water Tower for Santa Ana, CA



## 5. Evaluation & Results Tracking

Evaluation yields new information, which may lead to the beginning of a new planning cycle. Information can be gathered from concept pre-testing, campaign impact in the marketplace and tracking studies to measure a brand's performance over time.

Ideally, evaluation answers two basic questions: have responses to the brand among target audiences changed in the way the BrandPrint intended? And have these changes resulted in action that will achieve the desired objectives of the brand?

The research studies in this plan are designed to produce benchmarks and results that can be used for comparison with future studies. Additionally, our almost 20 years of branding experience have shown that true success can be seen in the spread of excitement, inspiration, and innovation surrounding your brand. We are always available to answer questions and help with later branding riddles. We have maintained an ongoing personal and business relationship with many of our clients, some for more than a decade.

We use the following tools to measure tactical effectiveness:

**Broadcast & Print Buying/Negotiation:** eTelmar, Nielsen (reach & frequency analysis)

**Online Media Buying:** Comscore and vendor server analytics

**Print:** We often negotiate participation in reader recall studies and of course include in all ads a measureable call to action (site visits, calls, social likes, e-mail, etc.).

**Social Media:** We perform social listening audits for our clients and measure not only likes, shares, and friends but also qualitative factors such as sentiment.

**12-Month Follow Up:** We follow up after a year of your brand implementation to discuss the successes you have enjoyed and hurdles that you are working to overcome. We provide suggestions and direction for next steps in your continual brand integration.

**Brand Awareness Post-Study:** Our process calls for pre-brand perception studies. With the benchmark included in your brand study, the Brand Barometer becomes a simple and inexpensive way to track your results and validate your success in word of mouth advertising and resident advocacy. We strongly recommend a Brand Barometer measurement every year to track the progress of the community. North Star keeps a running annual average, allowing you to compare your community to the nation over time. This current national sampling mitigates swings in the economy and gives you the truest look at advocacy for La Vista.

**Quantitative Perception Post-Study:** Through the initial quantitative perception study, you will have gained an in-depth understanding of the brand perceptions of the community among consumers. You will also have an excellent benchmark. By repeating the study, you will be able to easily assess the changes in your reputation in the minds of outsiders, visitors, and potential visitors. This will be one of the most effective quantifiable measures of the impact of your branding efforts.



## PROJECT SCHEDULE

Getting started call

Week 1

### **Phase I**

#### **Research**

Situation analysis

Weeks 1 - 2

Research and planning audit

Weeks 1 - 2

Communication and media audit

Weeks 1 - 2

In-market (fam tour, focus groups, presentations, interviews)

TBD

Digital brand audit

Weeks 4 - 8

Vision survey

Weeks 4 - 8

Online community survey & brand barometer

Weeks 4 - 8

Qualitative (influencer) perception survey

Weeks 6 - 10

Quantitative perception survey

Weeks 6 - 10

Competitive positioning review

Weeks 8 - 10

#### **Insights & Strategy**

Situation brief & insight development

Week 11

DNA Definition development

Weeks 11 - 13

Research & strategy presentation

Week 14

#### **Creativity**

Creative Brief development (internal)

Week 15

Creative Workshop

Week 15

Foundational creative development

Weeks 16 - 21

Custom deliverable development

Weeks 22 - 24

Internal activation plan

Weeks 22 - 24

#### **Proposed Phase I Timeline**

**24 Weeks**

### **Phase II**

#### **Action**

Brand Action Ideas

Weeks 25 - 32

Final Presentation

Weeks 26 - 28

Final Brand Report development

Weeks 30 - 33

Collateral & advertising development

Weeks 25 - 33

#### **Evaluation & Results Tracking (optional)**

12-month follow up

1 year after implementation

Brand barometer

TBD

Quantitative perception study

TBD

*Timeline is dependent upon an efficient client approval process, which requires that data and feedback from client is received at key milestones. If the client approval and consensus process takes longer than 24 weeks (6 months) for Phase I, North Star will invoice any remaining contracted amount at that time and reserves the right to propose project extension fees at a blended hourly rate.*



## FEE PROPOSAL

### MARKETING & BRANDING SERVICES

Partnering with the City of La Vista is not a responsibility we take lightly. If it becomes necessary, we are interested in collaborating with organization leaders and stakeholders to create an even more custom scope of work for perfecting this important initiative.

#### PHASE I

Research, Insights & Strategy	\$38,000
-------------------------------	----------

- Includes week-long in-market visit (to conduct tour, focus groups, interviews) and in-person Research & Strategy presentation

Creativity	\$32,000
------------	----------

- Includes virtual (online) presentations at each creative milestone (creative workshop, strapline, logo, looks & color)

#### PHASE II

Action	\$8,000
--------	---------

- Includes virtual (online) final presentation. In-person final presentation incurs additional travel cost.
- Collateral & Advertising Development to be priced separately

Travel & Expenses	\$4,000
-------------------	---------

---

<b>PROJECT TOTAL</b>	<b>\$82,000</b>
----------------------	-----------------

*This cost proposal has been calculated with consideration to third party costs associated with the research (we subscribe to a research tool) and North Star's blended hourly rate of \$175/hr.*



## ADDITIONS, DELETION AND/OR EXCEPTIONS

No exceptions are taken to the contractual terms and/or RFP requirements.





NORTH  STAR & La Vista, NE



NORTH  STAR





Branding has a branding problem.





Remember the 4p's from marketing class?





Politics  
Politics  
Politics  
Politics



# Bottling up PASSION





# The North Star-La Vista Team



**Don McEachern**  
Founder & CEO  
Lead Strategic Advisor



**Will Ketchum**  
President  
Project Leader & Strategist



**Ed Barlow**  
SVP, Brand Strategist,  
Research & Planning



**Patrick Golden**  
Executive Creative  
Director



**Anita Carter**  
VP, Creative Director



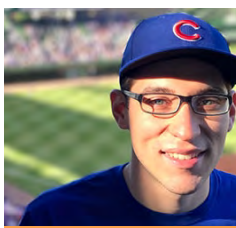
**Ginny Walthour**  
VP, PR Director



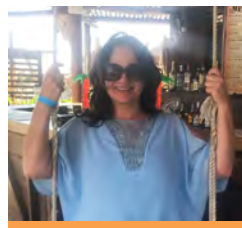
**Amanda Trotenberg**  
Senior Account Executive



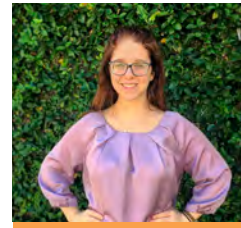
**Andy Gosendi**  
Associate Creative  
Director/Art Director



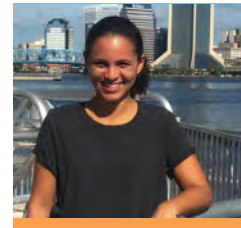
**Roberto Munoz**  
Research Manager



**Heather Kingry**  
Copywriter



**Claire Samms**  
Digital/Social Media  
Strategist



**Becky Swann**  
Art Director



# 18 years of community branding leadership

**Research/strategy** that uncovers  
your ownable story

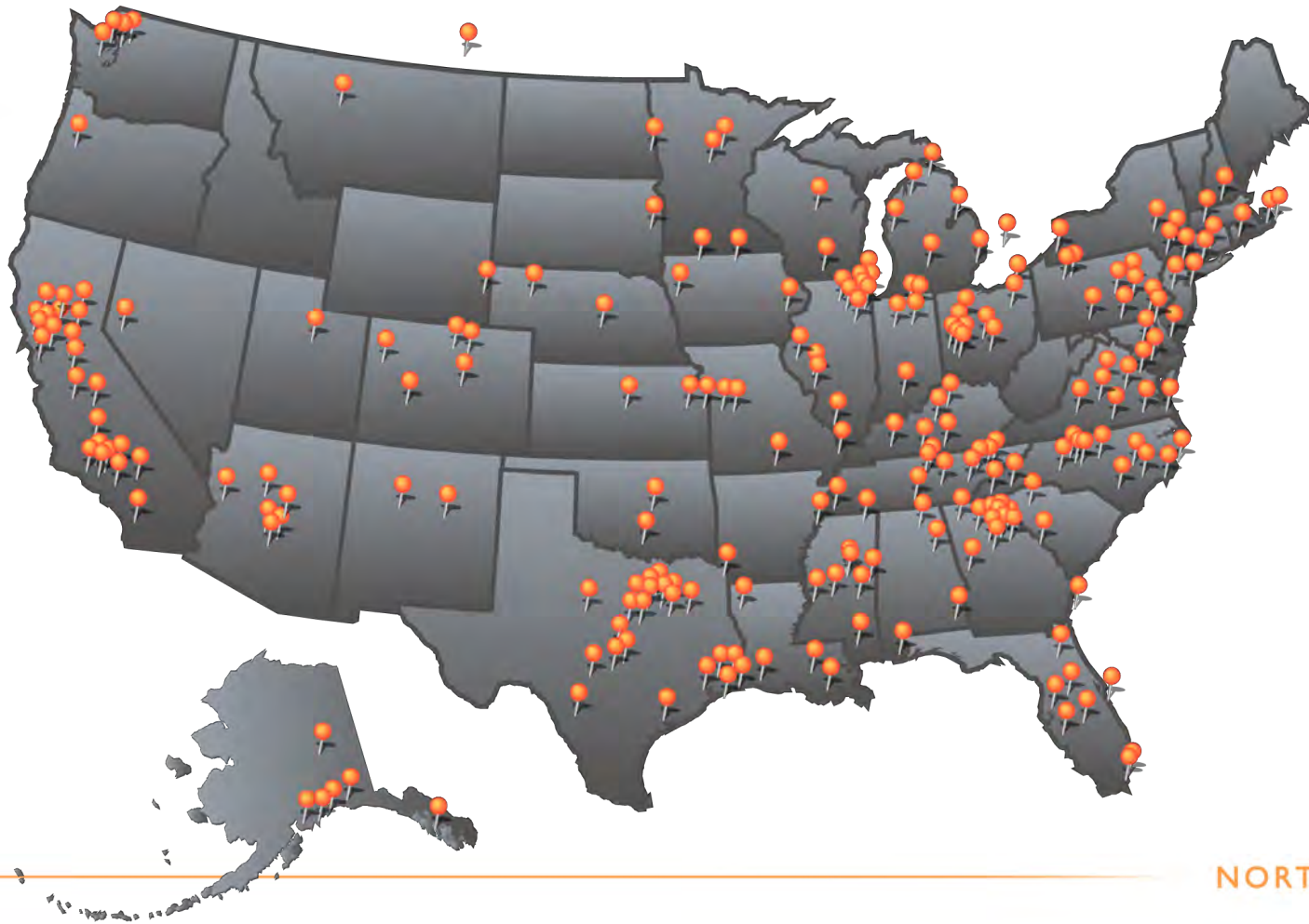
**Proven process** to create  
community consensus

**Enduring creative** that  
reflects the spirit of  
your community

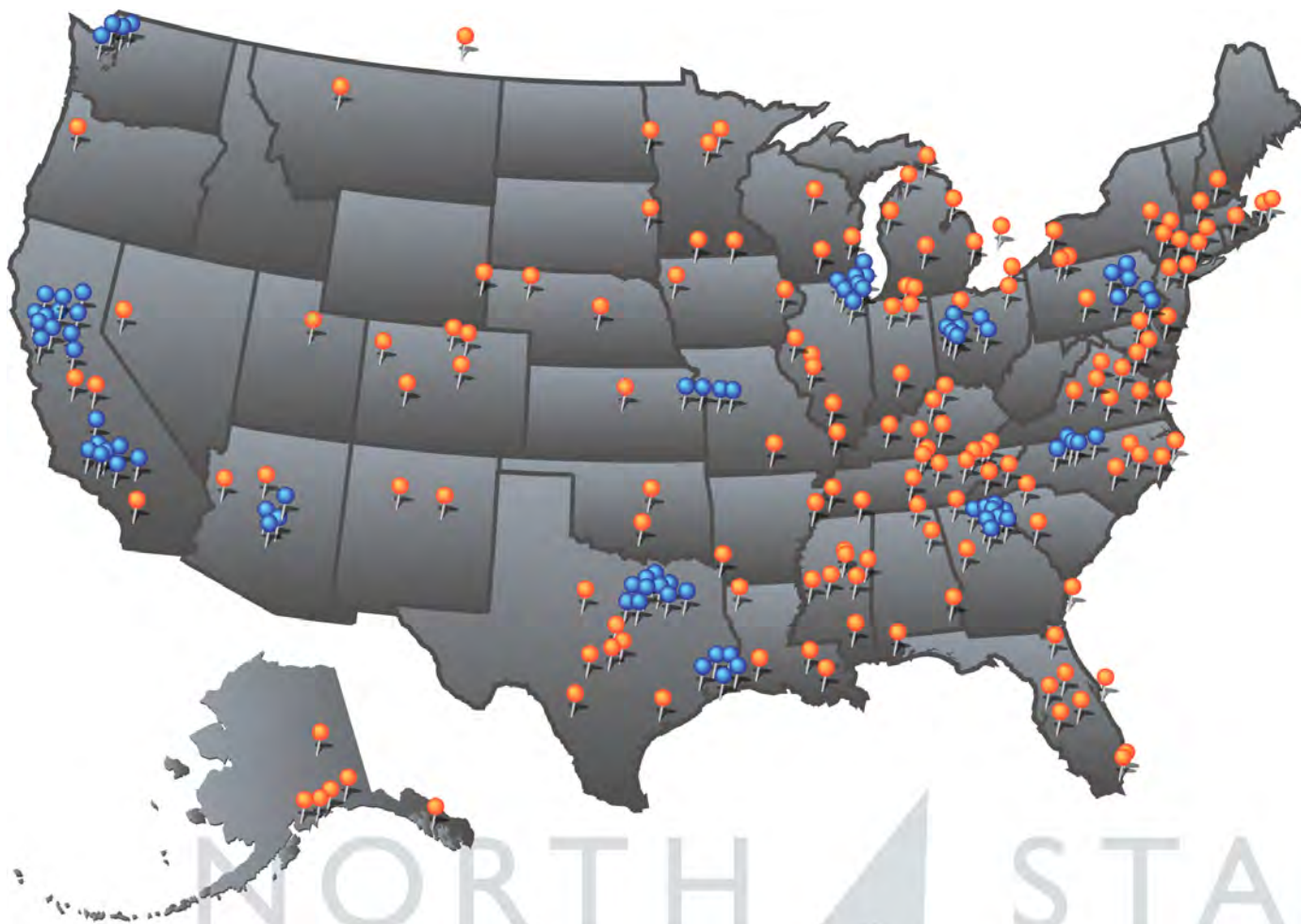
**Action ideas** that bring  
your brand to life











NORTH



STAR



 A Full Service Partner

Community Branding Consultancy AND  
Integrated Marketing Communications Agency





## La Vista Phases of Work



Phase 1

Phase 2



# The La Vista Situation

Growing, high quality community, while within Omaha metro, has emerged as a city in its own right – and has its own story to tell

*Look Out La Vista Comprehensive Plan, Corridor 84 and 2018-2020 Strategic Plan* establish a vision for place & character and new city center

Opportunities for investors, business expansion, retail, new young residents and visitors demand a clear and compelling brand



# The Questions North Star Can Answer

Who are we and what is our story to the world?

How do we describe our one-of-a-kind value to ourselves – and to potential investors and residents?

How can La Vista's story and ideal market position align your citizens, property owners and business community?





La Vista City Centre

Family-friendly

Nebraska Brewing Company

HP Computers

Streck Laboratories

Pay Pal

Rotella's Bakery

Papillion-La Vista Senior High School

Patriarch Distillers

Creation Station

Infinite Loop VR

El Vallarta

Safe

Alamo Drafthouse Cinema

Corridor 84

Tight knit community

Kros Strain Brewing

Lucky Bucket Brewing Company





# La Vista Steps & Deliverables

## Phase 1

### COMMUNITY EDUCATION:

Stakeholder Presentation  
PowerPoint and community info/input website

### RESEARCH:

Situation Analysis  
Research, Planning, Communications, Media Audits  
Familiarization Tour  
Stakeholder Interviews & Focus Groups  
Community Survey  
Brand Barometer  
Influencer Perception Study  
Quantitative Perception Study (CAP)  
Competitive Positioning Review

### INSIGHTS & STRATEGY:

Insight Development  
DNA Definition Development  
Research & Strategy Presentation

### CREATIVITY:

Creative Workshop  
Straplines & Rationale  
Brand Narrative & Key Messaging  
City Logo/Visual Identity  
Color Palette  
Department Logo Family  
Looks & Custom Deliverables  
Brand & Graphic Standards Guide

### ROLLOUT/ACTION:

Brand Workshop & Training  
Brand Action Ideas  
Implementation

## Phase 1

## Phase 2











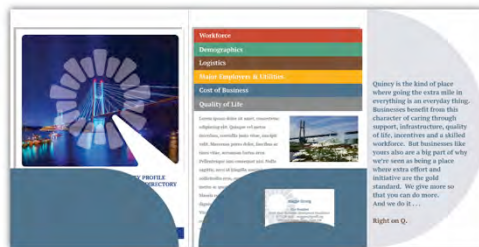
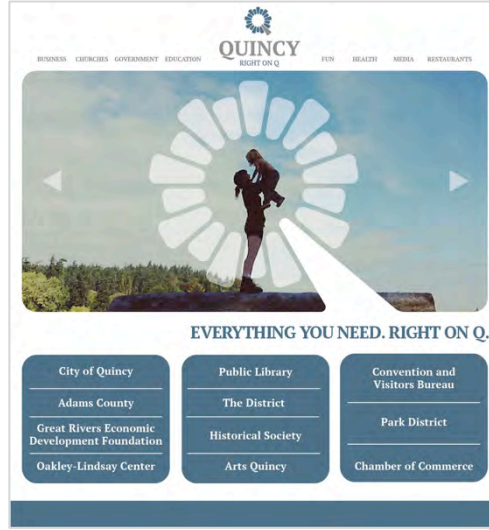


# QUINCY

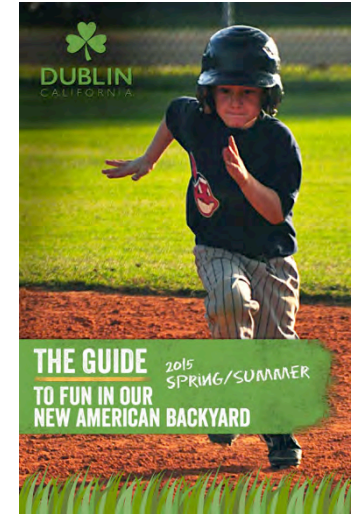
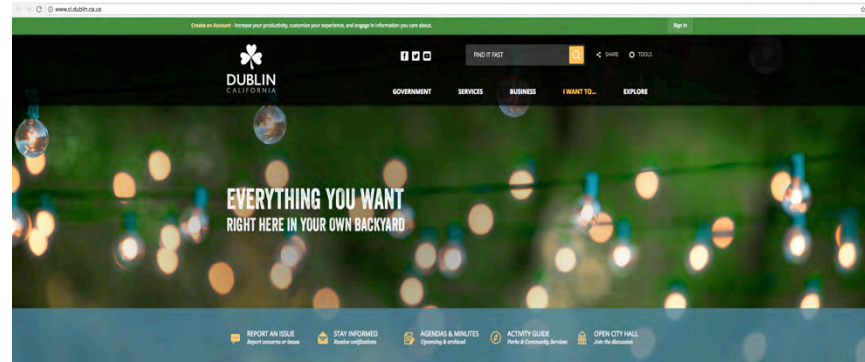
WWW.WEBSITE.COM

## DAD'S HOME, RIGHT ON Q.

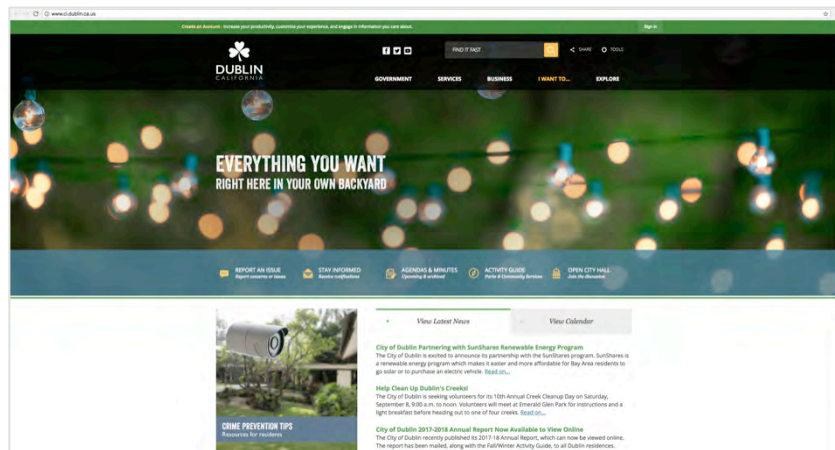
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maurs eusmod metus libero, et vulputate lacus fregat et. Sed eusmod lacus fringilla dolor hendrerit, a sit viverra ex rutrum. Pellentesque sed accumsan ex, at convallis ipsum. Aenean fringilla dapibus justo ut tristique. Sed at lacus tempus sem. Aliquam pellentesque libero pellentesque velit non sollicitudin. Sed nullam bibendum diam consequat.













Headquarters to **3 Fortune 500** and 80+ companies.



**JAX**  
JACKSONVILLE & NORTHEAST FLORIDA

Let our ports power your logistics.

[LEARN MORE](#)

**JAX**  
JACKSONVILLE & NORTHEAST FLORIDA

3,000+ vets join our workforce annually.



**JAX**  
JACKSONVILLE & NORTHEAST FLORIDA

Home to 3 naval bases and 6,000 aviation workers.



**JAX**  
JACKSONVILLE & NORTHEAST FLORIDA

Same day access to 61 million consumers by land.



**JAX**  
JACKSONVILLE & NORTHEAST FLORIDA

Expand where the water inspires your workplace.

[LEARN MORE](#)

**JAX**  
JACKSONVILLE & NORTHEAST FLORIDA

SmartBrief on Entrepreneurs

**JAXUSA**  
PARTNERSHIP

**ABOUT JAXUSA**

JAXUSA is a 501(c)(3) non-profit organization that serves as the official economic development and marketing arm for the Jacksonville, Florida metropolitan area. We are committed to providing the highest quality of service to our members and the community at large.

**MEMBERSHIP**

Our members include businesses, organizations, and individuals who are interested in the Jacksonville area. We offer a variety of membership options to suit your needs.

**CONTACT US**

For more information, please contact us at (904) 255-1234 or visit our website at [www.jaxusa.com](#).

**JAXUSA**  
PARTNERSHIP

THE REGION INDUSTRIES WHY JAX? NEWS TOOLS & RESOURCES INVESTORS

# JAX: Bold by Nature

Like the currents and tides that flow throughout our region, JAX is unstoppable. Here, unlimited opportunities await companies and individuals. We are a forward-thinking community focused on development, continuing to attract top talent and companies from around the world. Let our team guide you through your next relocation or expansion project. Come be unstoppable in JAX.

[WHY JAX?](#)

Explore the counties: Baker Clay Duval Flagler Nassau Putnam St. Johns

February 8, 2017

## Airlines for America SmartBrief

News for the professionals

**COMPANY WATCH**

**JAXUSA**  
PARTNERSHIP

**ANALYSIS** Competitors could heat up over Alaska Airlines' air travel...  
**COMPANY WATCH** Alaska Airlines has been looking for a new home...  
**COMPANY WATCH** Alaska Airlines has been looking for a new home...  
**COMPANY WATCH** Alaska Airlines has been looking for a new home...

**Other News**

Public address given on expanded presence at WFTS Middle East Conference

**REGULATORY UPDATE**

The Airlines Industry Association (ATA) has announced that it will be launching a new initiative to help airlines and airports improve their operations. This initiative will focus on reducing delays and improving the overall travel experience for passengers.

**ASSOCIATION NEWS**

ATA is pleased to be a part of the 10th Annual Aviation Summit. The summit will bring together industry leaders from around the world to discuss the latest trends and challenges in the aviation industry. ATA will be hosting a panel discussion on the future of aviation, featuring experts from the industry and academia.

**FIND YOUR JAX**

# WELCOME TO JAX!

While a change in perspective can be hard, Jacksonville is the best place to start. Whether you're building a career, raising a family or looking for new opportunities, when you arrive in JAX, you'll find a place you'll want to call home.

## Learn From a Local

There are many diverse, welcoming and innovative people who have found themselves in JAX. Discover more from our featured local ambassadors to understand the amazing job growth potential, culture and all-around livability here. JAX is all about the wonderful resources people with a strong work ethic, ingenuity, hardiness and community pride.

**MEET OUR LOCALS**

Meet our local ambassadors who share their love for Jacksonville and the opportunities it offers. From business leaders to families, they represent the diverse and vibrant community of Jacksonville.

**JAXUSA**  
PARTNERSHIP





# Columbus, Indiana

How to stand out among 42 other cities in America named Columbus?

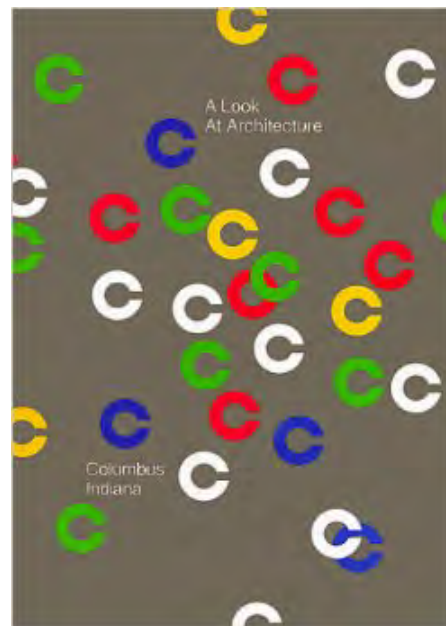
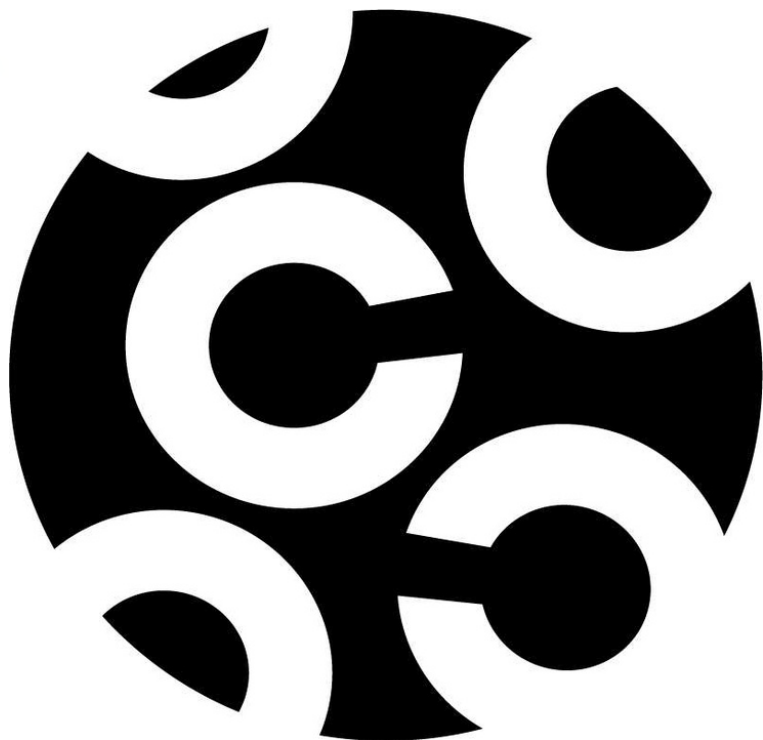
*Target Audience:* For people seeking a small and innovative Midwestern community

*Frame-of-Reference:* Columbus is an architecturally significant community within the Indianapolis, Louisville, and Cincinnati triangle

*Point-of-Difference:* where an environment of excellence creates an uncommon atmosphere

*Benefits:* that inspires you to shape your world.













**columbusindiana**  
unexpected.unforgettable.

[City Hall](#)

[Departments](#)

[Services](#)

[Careers](#)

[News](#)

[Calendar](#)

[Contact](#)



**Great Columbus Campout**

September 8-9 • Mill Race Park

## News

[City of Columbus 2019  
Proposed Budget](#)

[City Hall Closed August 17  
from 11:00 am – 1:00 pm](#)

[Area Students Return to  
Class August 8](#)

[City Offices Regular Hours  
Resume August 13](#)



[2018 City Overlay Program –  
Phase 1](#)


[More News...](#)

## Meetings / Events










 [Art/Architecture](#) [See/Do](#) [Find it](#) [Eat/Drink](#) [Lodging](#) [Blog](#) [Calendar](#) [Planners](#) 



Bank by architect Harry Weese, photo by Thomas R. Schiff

 **THE COLUMBUS, INDIANA ARCHITECTURE HIGHLIGHTS BUS TOUR** [Flavors](#) 



**ABOUT THE TOUR**

Discover how a small Midwestern city became a modern architecture “mecca,” boasting structures by big names like Eero Saarinen, Harry Weese, Kevin Roche, and I.M. Pei. This tour drives by more than forty significant structures and works of art and provides the opportunity to see the interiors of two buildings (depending on availability).

Discover how a city of 46,000 became the home to so much world-class architecture and public art. Find out why the American Institute of Architects ranked Columbus sixth in the nation for innovation and design, right up there with San Francisco and Boston. Discover why National Geographic Traveler put Columbus at the very top of its





[Business Climate](#) [Talented Workforce](#) [Living Here](#) [Site Selection](#) [About](#) [Q](#)

### Top 5 "Leading Location"

Area Development Magazine, 2012-2016  
unexpected. **unforgettable.**





columbus**chamber**



































Workplace Design Supports Collaboration    Location Decisions and Right-to-Work    Mobility Technologies & Location Strategy

# AREA DEVELOPMENT

SITE AND FACILITY PLANNING

www.areadevelopment.com  
www.facilitylocations.com

EXECUTIVE SURVEY ISSUE    SUMMER 2012

**SPECIAL REPORT**  
**2012 SHOVEL AWARD WINNERS**  
**CREATING NEW JOBS & SECURING INVESTMENTS**

## 100 LEADING LOCATIONS for 2012

Which MSAs Rank Highest for Economic & Job Growth?

Advanced Manufacturing to Drive U.S. Economic Engine



Ranked Overall #1


### LEADING LOCATIONS for 2012


AREA DEVELOPMENT

## Why Columbus, Indiana is the #1 Leading Location in the U.S.

- More mechanical engineers per capita and three times the national average for engineering employment.
- Home to three separate national R&D / Tech Centers and one Fortune 200 Global Headquarters.
- Project based STEM education programming offered in local schools from Grades K-16.

Surprised that Columbus, Indiana is #1? Now is a great time to take a closer look at the unexpected wealth of opportunities this unforgettable community has to offer.



 **columbusindiana**  
unexpected.unforgettable.  
columbusIN.org | 812-378-7300





## Crafting the La Vista story



## La Vista Vision Statement

La Vista's vision is to be a place where community isn't just a word, but a **way of life**; where strong leadership and a diverse economic base have built a great city; where passion and pride will ensure a bright future. The vision for La Vista is based on **how we experience the City every day**; a place where it is possible to Live Long, Work Hard, Shop Local, Have Fun, Move About and Prosper.





The greater Sacramento region offers a vibrant, farm- fresh, inclusive lifestyle to people of all ages; home to the world's best food and wine, education, innovation, policy advocacy, recreation, and the arts. The greater Sacramento region is a wonderful place to visit, with plenty to see and do. It is an excellent place to learn, to start or grow a career, to raise a family, to experience new adventures, to make a difference, or to settle in for an enjoyable retirement.





Sacramento is shaping the world's relationship with food.





How the La Vista brand will come to life



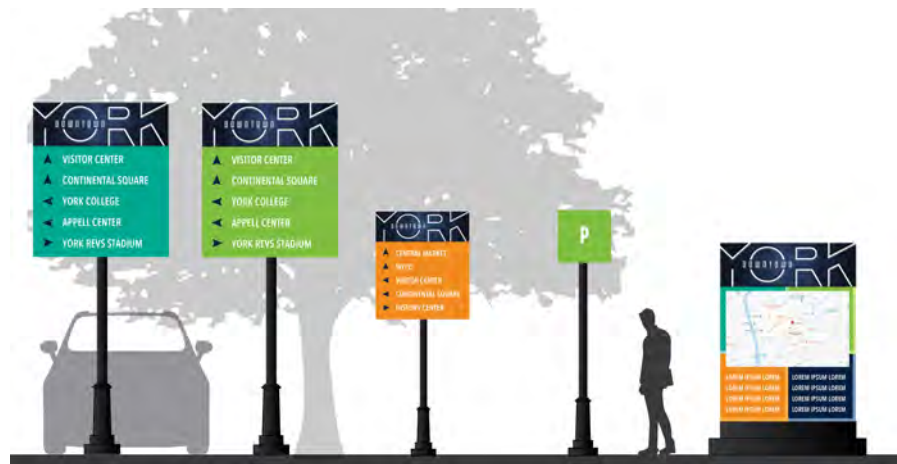


NORTH  STAR



NORTH  STAR












# GRIT. GRACE. GALLATIN.



2017 GUIDE TO GOOD TIMES  
AND GREAT BUSINESSES















A Strong Kenai Brand Making Other Brands Stronger







- Services
- Government
- Residents
- Business
- Visitors
- How Do I
- Go All Out

72° Partly Sunny



Translate



AA Accessibility

603 E. Main Street Johnson City, Tennessee 37601 (423) 434-6000

# GO ALL OUT

CHAMBER OF COMMERCE  
CITYVIEW PORTAL  
DEVELOPMENT SERVICES  
Building [Codes]  
City Zoning Codes  
City Building Codes  
City Ordinances  
Planning & Zoning

DEMOGRAPHICS  
FILE BUSINESS TAXES  
NORTHEAST TENNESSEE  
REGIONAL PARTNERSHIP  
PERMITS & LICENSES

PURCHASING  
Bids & RFPs/RFQs  
Surplus Property & Auction Sales  
Vendor Registration  
SMALL BUSINESS INFORMATION

SEARCH

- Online Payments
- Departments & Divisions
- Parks & Recreation
- City Commision
- Freedom Hall

News & Announcements

September 13, 2018  
**Changes to our customer portal**

September 18, 2018  
**Portal Training Coming Soon!**

October 23, 2018  
**Fee Schedule**

November 22-23, 2018  
**Offices Closed**

[SEE ALL NEWS](#)

ETSU students **GO ALL OUT** and Up for production of Jack and the Beanstalk featuring aerial dance techniques. Don't miss it. [Continue reading...](#)





Communities

Visitors

Businesses

Government

Services

Economic Development

Connect With Us!



Find the best of Maryland in your corner in Cecil County.

SEARCH...

GO

## The best of Maryland Countryside

From horse racing to rolling hills to charming small towns the perfect corner is waiting for you to explore.



A Glimpse at Our Corner



Latest Tweets



**Cecil County**  
@cecilcountymd

Follow

Have a peachy weekend at @MilburnOrchards Enjoy the Peach Harvest party & yummy Pancake Breakfast! #peaches #yum #harvest #Party  
2:38 PM · 12 Sept 2018

My Corner. My Best. Upload Your Testimonial



Discover the Best of Maryland.

Download the Cecil County Visitor Guide.

[Calendar](#)

[News](#)

[Volunteers](#)

[Recreation](#)

[Maps](#)

[Schools](#)

Contact: (410) 996-5200 | [pio@ccgov.org](mailto:pio@ccgov.org)

cecilcounty.org © 2018





# Client Results

- **84%** increase in total job creation  
State of Florida
- **9.1x** increase in brand advocacy  
Lee's Summit, MO
- Reversed a declining trend in population  
Bay City, MI
- **19.2%** increase in tour sales income  
Columbus, IN
- **23%** increase in web inquiries  
Montrose, CO
- **101%** increase in web traffic  
Brookings, SD
- **23.6%** increase in resident advocacy  
Cape Girardeau, MO
- Over **\$4 billion** in new investment  
Downtown New Orleans, LA
- **3.89%** increase in employment growth  
North Star Study
- **95.6%** familiarity with brand  
Columbus, GA
- Over **\$1 million** increase in tourism funding  
Virginia's Blue Ridge
- **7.95%** increase in restaurant sales  
Cape Girardeau, MO
- **17%** increase in tax revenue  
McKinney, TX





City-County Communications  
& Marketing Association

2016 City Brand of the Year









## Why North Star?

The specialist with full service capabilities

Understanding of La Vista's uniqueness and goals

Passionate about your assets and your opportunity

A clear vision for how we build your brand together

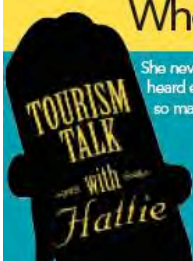


## Dayton, Ohio





# Hattiesburg, Mississippi



## Who's been ON AIR with Hattie

She never actually speaks and is only seen by her straw hat, yet Hattie's spirit can be heard every Friday morning on 98.1 FM as her guests promote the events that bring so many visitors to Hattiesburg. Recent guests have included:

— APRIL —

Gray Swoope & Rick Taylor  
• Tourism Hall of Fame  
Bernice Linton • Historic Downtown's  
Spring Art Walk  
Elsie Cole • Hattiesburg Arts Council

— MAY —

Kristie Fairley • National Tourism Week  
Patrick Bell • Chinese Acrobats  
at the Saenger  
Derrick Ivy • May Fest at the  
Multi Purpose Center  
Betty Chain • 11th Annual Day Lily Show

— JUNE —

Kristie Fairley • Top 10 Summer Fun Ideas  
Bill Powes • The Longleaf Trace  
Shannon Robert • Carey Dinner Theater  
Eddie Loper • Ray Price Concert  
Buddy Nelson • Paul B. Johnson Fireworks

— JULY —

Traci Rouse • Miss Hospitality Program  
Caroline Murphree • Miss Hospitality  
Thomasine Nobles • The Tree House Players  
Trey Aby • The Hattiesburg Black Sox

— AUGUST —


Traci Rouse • Saenger Classic Movies  
Mammy Strickland • Lake Tarraco Update  
Bethany Sharp • Hattiesburg Civic Light Opera  
Derrick Ivy • Great Southern Stampade

— SEPTEMBER —

Jane Bryant • Southam Miss  
Layla Essary • Pick Up the Pine Belt  
Patrick Bell • Second City Comedy Show  
at the Saenger  
Jay Dean • USM Symphony Orchestra  
Bernice Linton • Historic Downtown's Fall Art Walk

— OCTOBER —

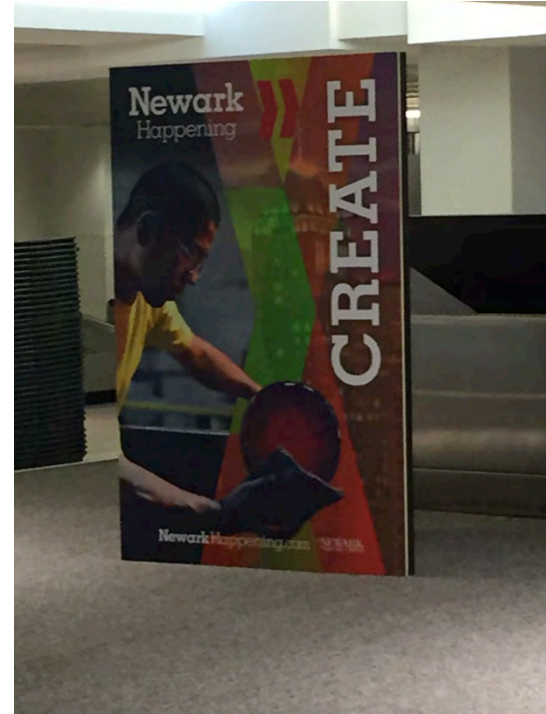
Gloria Green • Pine Belt Quilter's Biennial Show  
Layla Essary • Pick Up the Pine Belt  
Traci Rouse • Rocky Horror Picture Show  
Matt Martin • Zoo Boo

Time in every Friday morning at 7:45 a.m.  
to 98.1 FM for "Tourism Talk with Hattie!" 



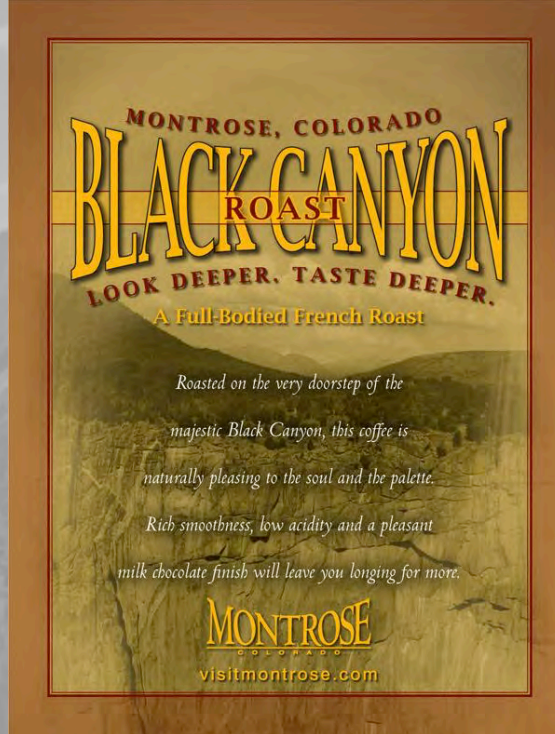


## Newark, New Jersey





## Montrose, Colorado



MONTROSE, COLORADO

# BLACK CANYON

ROAST

LOOK DEEPER. TASTE DEEPER.

A Full-Bodied French Roast

*Roasted on the very doorstep of the  
majestic Black Canyon, this coffee is  
naturally pleasing to the soul and the palette.*

*Rich smoothness, low acidity and a pleasant  
milk chocolate finish will leave you longing for more.*

**MONTROSE**  
COLORADO

[visitmontrose.com](http://visitmontrose.com)





# Providence, Rhode Island



## CREATIVE PROVIDENCE

A CULTURAL PLAN FOR THE CREATIVE SECTOR  
MAYOR DAVID N. CICILLINE



### Get Engaged

Read our [Creative Providence Cultural Assessment Findings Report](#) (PDF document)  
Join in on our [Public Conversation](#)  
Sign up for one of our [Events](#)

### Resources at A Glance

- [Art New England Dec 09 -Jan 10](#)
- [City of Providence Cultural Plan](#)
- [Creative Providence Executive Summary](#)

### Upcoming Events

No events

[Home](#)

[Read the Plan](#)

[News](#)

[Cultural Plan Goals](#)

[Mobilize the Sector](#)

[Build Community](#)

[Educate and Inspire](#)

[Nurture Organizations](#)

[Sustain Creatives](#)

[Raise Awareness](#)

[Building Creative Providence](#)

[Timeline and Participation](#)

[Preliminary Planning](#)

[Cultural Assessment](#)

[Cultural Planning](#)

[Implementation](#)

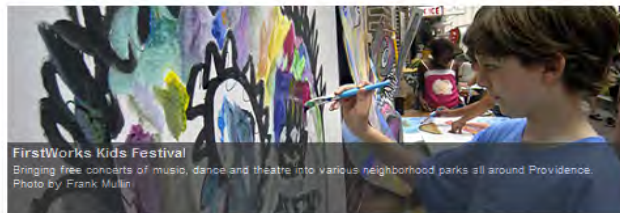
[In the Press](#)

Please excuse our appearance as we update our site.

Mayor David N. Cicilline and the Department of Art, Culture + Tourism launched **Creative Providence** to explore the strengths and weaknesses of the capital city's creative ecosystem. The community-wide cultural plan is designed to better position the city to realize its full potential as a creative center and deliver on its promise of innovation and change. Creative Providence will guide public policy, private initiative, and investment over the next ten years.

Download the [Creative Providence Executive Summary](#)

Download the [City of Providence Cultural Plan](#) (full document).

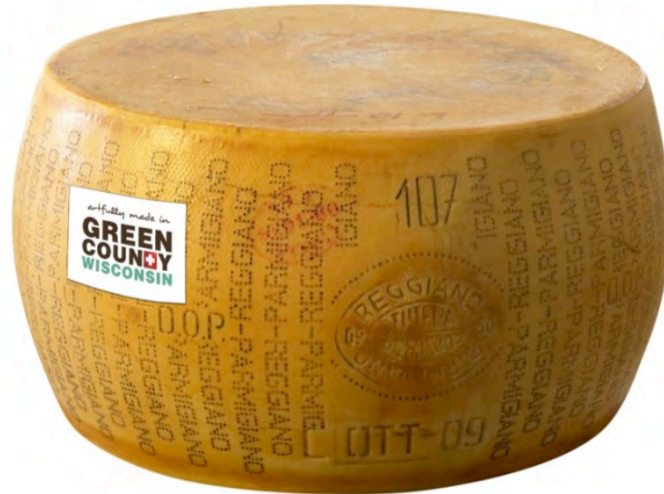


**FirstWorks Kids Festival**

Bringing free concerts of music, dance and theatre into various neighborhood parks all around Providence.  
Photo by Frank Mullen



## Green County, Wisconsin





## 📍 South Main, Tennessee





# Lee's Summit, Missouri

asearcy@aplanforeveryone.com

## *Healthcare Choices...*



We don't think anyone should have to compromise when it comes to their healthcare coverage. We're Healthcare Solutions. We provide a full range of private and affordable quality plans that protect you head to toe wherever you go. We believe you should be in control of your healthcare and we're here to help you make that happen.

Remember, after January 1st you'll have fewer options to choose from. Period.

*Yours Truly,*

**LS LEE'S SUMMIT**  
MISSOURI



Amy Searcy • 816-345-0950 • asearcy@aplanforeveryone.com

## *Celebrate...*



Sarah is 7 years old today. Her favorite color is green. Today, her favorite food just so happens to be birthday cake. She wants to be a doctor when she grows up. And for weeks, Sarah has been looking forward to celebrating her birthday with her family, friends and classmates at Paradise Park.

There are hundreds of family fun experiences awaiting you at Paradise Park, birthday celebrations is just one of them. Visit our website, [paradisepark.com](http://paradisepark.com), and click on "birthdays" to see why birthday memories begin at Paradise Park.

*Yours Truly,*

**LS LEE'S SUMMIT**  
MISSOURI  
[Paradise-Park.com](http://Paradise-Park.com)



## *Opportunity...*



When our first child was born I was a ball of nerves and all thumbs. When we welcomed our second child I felt a lot more in control. Today, I'm a working mom, doing what I love. I have 10 little ones who rely on me. No, not all of them are mine, but I treat them as if they were. I want to give them every opportunity for a successful tomorrow. That's why I made the choice to teach as well as to send my children to Summit Christian Academy. For us, life is all about our family and our faith. That may seem unique in today's world, but it's just the way we like it!

*Yours Truly,*

**LS LEE'S SUMMIT**  
MISSOURI



[Summit-Christian-Academy.org](http://Summit-Christian-Academy.org)



## Gainesville, Florida





## Lima-Allen County, Ohio





# Providence, Rhode Island



PLACEMAKING IN THE

# CREATIVE CAPITAL

Innovating Urban Districts

Places do not grow organically. Every place is socially, economically, and structurally produced and designed by people, and not without equal parts conflict, creativity, and community collaboration.

We welcome you to attend a panel discussion between planners, designers, and scholars from across the US about innovative placemaking practices and paradigms.

Thursday February 26, 6-8pm  
Brown University  
BERT 130  
85 Waterman Street


Cosponsors:  
Brown Black, Urban Studies  
Brown Black@Brown  
Brown C. Landis, Landscape Architecture  
Brown@Brown

FREE AND OPEN TO THE PUBLIC

Providence is a Brown 2020 International Collaborative grant



# Denison, Texas



## Thank you Denison!

Have you heard that the City of Denison has just announced a new brand?

**"Moving Forward. Kicking Back"**


The logo and slogan define what it means to live, work and play in this Lake Texoma community. "A town with a history of ingenuity and a casual lifestyle." Sounds like Caterpillar Denison doesn't it? Ingenuity? Casual? So, in support of our community and our company effective March 9, 2012

### Friday's are deemed Jeans Days!

*Each of us represents Caterpillar and ourselves through our appearance, our behavior and our work. As a result, portraying a consistent professional image is an important part of our job. (Employees are encouraged to use good judgment in their dress when meeting with outside customers, suppliers or when attending meetings in locations that have other dress code policies.) While employees enjoy this well deserved benefit, please observe the guidelines below:*

- Jeans must be in good shape with no holes or frayed edges
- In no case should jeans fit ultra tight or ultra loose
- No T-shirts of any kind, only business casual or collared shirts
- Only Caterpillar logos may be visible on clothing
- No flip flops of any kind

**Moving forward. Kicking back.**







## Grand Rivers, Kentucky





# Anchorage, Alaska







## 10 ways to screw this up

1. Make your brand just about a logo and tagline
2. Proceed without research
3. Ignore your culture and heritage focusing solely on your aspiration
4. Unveil your brand identity and ask for public feedback before you implement
5. Apply strict controls for usage by private sector and other public agencies
6. Think of this as an ad campaign
7. Appoint a large stakeholder group to approve creative development
8. Engage the press for the first time during the unveiling
9. Make a contest of creating your community's slogan
10. Hire a dog and then do your own barking