



DATE: November 9, 2016  
TO: Members of Council  
Mayor Tom Kneeland  
FROM: David Kusz, Director of Marketing & Communications  
SUBJECT: Council Report for Monday, November 14, 2016

**Discussion Item:**

**Strategic Result: 4.4 Brand Launch**

**Strategic Priority:** Character of the City

**Strategic Result:** By mid-year 2017, the City will launch a new brand that expresses the character of our community.



The GoForward Gahanna strategic plan includes item 4.4 Brand Launch. This communication, along with a short Powerpoint presentation, serves as an update on this strategic result.

The branding project represents an exciting set of opportunities for Gahanna: 1) to shape perceptions and make Gahanna a community of choice in Central Ohio for residents and businesses, 2) to differentiate Gahanna from other municipalities for a real competitive advantage and, 3) to generate synergies with community stakeholder organizations. Many of these stakeholder organizations have ambitions similar to the city – to make Gahanna a great place to live, work and play. If we can develop an umbrella brand that many of these organizations can embrace, we can collectively stretch our marketing dollar and achieve more together and quicker than each respective organization could achieve on its own.

Several pieces of legwork have been completed. Formal project kickoffs took place last week – with both our internal project team as well as with our advisory committee comprised of Gahanna stakeholders (City, Council, CIC, CVB, Chamber, Schools, Gahanna business community and Columbus 2020.) Also, leading up to the kickoffs, benchmarking took place with organizations that recently underwent similar branding projects including TourismOhio, Dublin CVB, Colorado Springs, Columbus, etc.

Next steps are to continue to engage the two primary project groups to finalize an RFP and to better understand how a branding may help stakeholder groups in Gahanna.