



DATE: June 8, 2017
TO: Members of Council
Mayor Tom Kneeland
FROM: David Kusz, Director of Marketing & Communications
SUBJECT: Council Report for Monday, June 12, 2017

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 serves as an update on this strategic result.

The goal of this initiative remains to establish an insights-based umbrella brand for the City of Gahanna and our community stakeholder organizations. This brand will shape perceptions and make Gahanna a community of choice in Central Ohio for residents, businesses and visitors; differentiate Gahanna from other municipalities and provide a *true* competitive advantage; and allow the community to achieve synergies by leveraging a single brand.

Good progress has been made in recent weeks. The RFP received good media coverage beyond our efforts to push it out and resulted in 17 proposals. Through two waves of internal reviews, we screened the proposals and identified the four best and met with each of these prospective agency partners on May 24.

The four prospective agency partners presented to a group of 16 including representation from City and the Advisory Committee comprised of representatives from City Council, CVB, Chamber, CIC, Gahanna schools, Creekside District Alliance, the Gahanna business community and Columbus 2020. Based on the proposals, presentations and qualitative input from the Advisory Committee, we are finalizing a recommendation for an agency partner for the project. Once the recommendation is announced, we will submit an agreement for review by Legal to include a timeline, deliverables and payment schedule. As soon as any needed approvals are obtained and the agency is officially engaged, we will begin work.