

SPECIAL STUDY SESSION AGENDA

CITY COUNCIL
CITY OF WHEAT RIDGE, COLORADO

7500 W. 29th Ave.
Wheat Ridge CO

January 23, 2017


Upon adjournment of Regular City Council Meeting

Individuals with disabilities are encouraged to participate in all public meetings sponsored by the City of Wheat Ridge. Call Sara Spalding, Public Information Officer at 303-235-2877 at least one week in advance of a meeting if you are interested in participating and need inclusion assistance.

1. Investing for the Future – 2E Marketing/Branding Presentation

ADJOURNMENT

Memorandum

TO: Patrick Goff, City Manager 

THROUGH: Heather Geyer, Administrative Services Director

FROM: Sara Spaulding, PIO/Communications Manager

DATE: January 17, 2017

SUBJECT: Brandmark for 2E Sales Tax Increase (for Study Session 1/23/17)

ISSUE:

In order to keep the community informed and engaged in the progress of the four projects funded by the voter-approved 2E sales tax initiative, a visual brand has been developed for use in the City's communication efforts. Staff researched branding efforts by other communities that have successfully implemented sales tax initiatives. For example, Commerce City developed a brand and tagline for their initiative "5 Projects 5 Years." Our brandmark and the tagline "**Investing 4 The Future: Roads, Transit, Parks, Vitality**" will help identify the overall focus of 2E funding. The general terms can be switched out for the names of individual projects offering an easily identifiable icon and brandmark for use with each project. The new brandmark was created using the same colors as our City of Wheat Ridge logo, and this visual reminder of progress being made on 2E-funded projects would be used in conjunction with our City logo.

Figure 1



Figure 2



See attached

A comprehensive communications plan and timeline has been developed to include the following:

- New quarterly e-newsletter
- Dedicated web page for 2E with individual pages for each project
- Detailed signage for Recreation Center, City Hall, Active Adult Center and Localworks buildings
- Signage at project locations clearly recognizable from the roadway
- Ongoing updates on social media
- Quarterly *Connections* print newsletter

- Mayor's Matters and Economic Development e-newsletters
- Calendar updates for ribbon cuttings/ground breakings, community meetings
- Community presentations
- Videos for Top of the Hour
- Media outreach including releases, columns, articles (e.g. *Denver Business Journal*, *Gazette*, *Transcript*, *Colorado Real Estate Journal* and local broadcast TV/radio stations)

If you have any questions, please email sspaulding@ci.wheatridge.co.us or call 303-235-2877.

ATTACHMENTS:

1. Brandmark Signage Samples



INVESTING 4 THE FUTURE



CLEAR CREEK CROSSING

Roads • Transit • Parks • Vitality



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