



## Legislation Text

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**TO:** Mayor and Members of City Council

**THRU:** Douglas J. Hewett, City Manager ICMA-CM

**FROM:** Robert Van Geons, FCEDC President CEcD

**DATE:** August 6, 2018

**RE:**  
Economic Development - Branding Update

**COUNCIL DISTRICT(S):**  
All

**Relationship To Strategic Plan:**

Goal II: Diverse and Viable Economy

**Executive Summary:**

The City Council has made developing a consensus brand for the community a Target For Action in the FY 19 Strategic Plan. This effort is being led by the Fayetteville Cumberland County Economic Development Corporation (FCEDC) with the participation of the City's Corporate Communications Department. Mr. Van Geons will provide and update on the process.

**Background:**

In January, FCEDC and City Staff provided an update regarding a working group that was formed discuss collaborative marketing among several organizations, evolving to become what we call, the Fayetteville - Cumberland Collaborative Branding Committee (FCCBC). Participants include the City of Fayetteville, Cumberland County, the Tourism Development Authority, Crown Complex, Greater Fayetteville Chamber of Commerce, Fayetteville Cumberland County Arts Council, Fayetteville Area Convention & Visitors Bureau, Vision 2026, Cool Spring Downtown District and Fayetteville Cumberland County Economic Development Corporation (FCEDC).

As previously proposed, the group is pursuing the development of a community-wide branding strategy in order to:

- Establish a clear and common brand, that encapsulates and leverages the community's strengths, assets, diversity, vision, and potential;

- Develop a common branding platform that all partners may incorporate and expand upon in their individual promotion, messaging, and marketing strategies.

**The creation of this centralized messaging and brand identity is intended to:**

- Aggressively promote Fayetteville and Cumberland County as a superior destination in which to live, work, visit, explore, create, or grow a business;
- Differentiate our community from others, separating ourselves from others with similar names and demographics;
- Demonstrate the unity and collaboration that exists between our public, private and non-profit partners to the local community and external audiences.

**Request for Proposals**

The Committee developed a Request for Proposals for brand development services and sought solicitations this summer from highly-qualified agencies, with relevant experience, to develop a community-wide branding strategy for the City of Fayetteville, Cumberland County, and community branding partners. This collaborative branding platform will establish a clear and common brand that highlights and leverages the community's strengths, assets, diversity, vision, and potential.

The RFP generated nine proposals from agencies across the nation. The FCCBC is in the process of selecting an agency based on 10 criteria. The firm selected will advise FCCBC during all stages of the project and at a minimum will:

- Review /analyze all data and research that has been previously compiled
- Conduct research among community stakeholders and external audiences to identify existing assets, advantages, perceptions, opportunities, and challenges regarding our area's image
- Create a common brand guide and resource/promotional content library
- Facilitate brand implementation, promotion, and stakeholder engagement
- Recommend long-term implementation and evaluation methods

The Committee is looking for innovative, creative proposals for a brand that all partners may incorporate and expand upon in their individual branding, promotion, messaging, and marketing strategies.

FCEDC staff have facilitated the meetings and the RFP process, which anticipates interviewing finalists later this month.

**Issues/Analysis:**  
Information only

**Budget Impact:**

The proposed budget of the project is \$150,000-\$200,000. Funding for the collaborative community branding project has not been finalized. It is anticipated that the branding partners would participate in the cost-sharing of the project, with two initial partners having committed \$25,000 each.

**Options:**

Information Only

**Recommended Action:**

Information Only

**Attachments:**

None