

**CITY OF ALBANY
CITY COUNCIL AGENDA
STAFF REPORT**

Agenda Date: May 2, 2011

Reviewed by: BP

SUBJECT: Albany's Community Branding Project

REPORT BY: Beth Pollard, City Manager

STAFF RECOMMENDATION

- 1) Attend, participate, and encourage involvement in the Albany Community Roundtable Branding workshop on Monday, **May 2, at 6 p.m.** in the Council Chamber prior to the start of the regular City Council meeting at 7:30 p.m., or another workshop between **May 2 and May 4**, and the Reveal Presentation on Wednesday, **May 4, from 1 to 3 p.m.** in the Council Chamber
- 2) Receive a presentation at the City Council meeting on progress and process of the Branding Project from Aaron Arnett and Ben Muldrow.

BACKGROUND

A recommendation from the City's 2009 Economic Development Strategy and Action Plan was to develop a branding/identity strategy for Albany to expand future commerce. This recommendation was incorporated into the City's work plan for 2010-12. After surveying other cities and potential firms, the City identified Arnett Muldrow & Associates as being very well suited for Albany's hands-on community approach and available resources.

In addition to familiarizing themselves with the community, drawing on prior work the City has performed in developing identity themes, and exploring neighborhoods, business districts, and other areas of Albany, Arnett Muldrow is conducting small group workshops with members of organizations and the community. One of their sessions will be at Albany High School to include young people in creating Albany's identity. The community and business workshops, open to the public, are shown on the attached schedule.

On Wednesday, May 4, from 1 to 3 pm, Arnett Muldrow will reveal and discuss their work product to the community in the Council Chamber.

Attached is a summary of the background and purpose of the branding project, and its use for marketing, signage, and other materials to promote recruit investment to the community, market Albany to visitors, and build local pride for community building.

SUSTAINABILITY IMPACT

A healthy local economy is part of the City's vision for the future. Developing an Albany brand will support efforts to attract and retain local businesses, which in turn promotes bicycle and pedestrian access to goods and services close to the residential community.

FINANCIAL IMPACT

The total cost of the branding project is \$13,550 plus expenses, for a total of up to \$16,000, and is being paid from the Albany Community Reinvestment Agency funds.

Attachment

Branding FAQ's and schedule