

ALBANY'S COMMUNITY BRANDING PROJECT

May 2-4, 2011

- ◆ What is Community Branding? A “Community Brand” is a promise that a place makes with people. A successful brand will communicate that promise and deliver a positive image for residents, businesses, investors, and visitors. A successful marketing and branding effort involves the stakeholders and citizens of a city, community, or region. Community branding is much more than a tagline, a logo, or an image. It is a system that can be employed, a toolbox that can be used, and an exercise that community goes through to explore what makes it truly unique and marketable throughout the community.

- ◆ What is the main objective of Albany's branding project? The City of Albany has hired Arnett Muldrow & Associates to conduct a branding and marketing resource visit. We encourage you to visit their website at www.arnettmuldrow.com. We hope to create a consistent image package to build local pride, recruit investment to the community, and market Albany to visitors. Some examples are Gateway signs, commercial signage, ads used to promote business recruitment and retention, and materials that attract visitors to the city for recreation, shopping and services.

- ◆ What about our past and existing images? The branding project will not take the place of any branding that a particular group or organization wants to keep. The efforts build on the various projects Albany has conducted over the past several years, including Voices to Vision, community surveys, and the City's internal mission and goal development. The project will not impose something artificial on the community, but uses the input provided by the community to forge an authentic way of conveying a community's assets.

- ◆ How can the branding project help Albany? A branding effort can build market base by providing retailers and those marketing the community a consistent and positive image that can be used to promote both their own interests and those of the community. More practically, a proactive branding initiative saves time, effort, and funds by creating a palette of logos, tag line options, design templates, and marketing pieces for a variety of stakeholders in the community.

- ◆ In these difficult times, why spend money on this effort? This project does not use the City's general funds, but relies on the use of redevelopment funds available in this current fiscal year. Any efforts that will assist in recruiting additional businesses to our community and maintain Albany's desirability for residents will enhance the future health of city revenues, protect property values, and help Albany retain its unique identity.

HOW CAN I OR MY ORGANIZATION PARTICIPATE? Please hold the date and participate in the public roundtable meetings listed on the back of this sheet.

To RSVP and for further information: Angelina Harrison at 528-5766;
aharrison@albanyca.org

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COMMUNITY ROUNDTABLE MEETINGS

- ❖ MONDAY, MAY 2 AT 6:00 PM Commissioners/Appointees/General Public
- ❖ MONDAY, MAY 2 COUNCIL MEETING AT 7:30 PM (Overview and presentation)
 - City Hall Council Chambers

- ❖ TUESDAY, MAY 3 AT 10AM, Community Groups/Public
 - City Hall Council Chambers

- ❖ TUESDAY, MAY 3 AT 2:30 PM (merchants, realtors, property owners)
 - Chamber offices, 1108 Solano Avenue

- ❖ WEDNESDAY, MAY 4, 8 AM (merchants, realtors, property owners and other early birds!)
 - Chamber offices, 1108 Solano Avenue

Marketing “reveal” and presentation!

Wednesday, May 4: 1-3 PM
City Council Chambers, 1000 San Pablo Avenue