


Yes, a branding committee was created several months ago and consists of several members of boards and commissions and various residents of the city. They are a very thoughtful and committed group and are working to create the foundational branding work before bringing in a consultant who specializes in this type of municipal marketing.

It is not uncommon for institutions, organizations, and cities to periodically update their branding and messaging in order to accurately portray themselves. This is how we put ourselves out into the world, and effective marketing can be very positive for communities, attracting businesses, visitors, and new residents.

Many of those on the branding committee have extensive and impressive experience in marketing. They are volunteering countless hours on this committee and will have already completed some of the work for the consultant we will hire. We have a limited budget for this consultant, so what these volunteers are doing to get some important groundwork done is cost-saving and very appreciated.

\$60,000.

And yes, cities hire consultants all the time for all sorts of projects. Cities do not have on staff people who always do these very specialized jobs, such as developing a branding strategy. The city staff we have are very skilled and professional and also already have a ton of work on their plates to complete to keep our city running on a daily basis. Consultants are common, and their expertise and focus are key to providing cities with insight, information, and direction.


(She/Her)