

Roger Brooks – Branding, Development & Marketing Action Plan - \$52,500

Project Scope

Brand Creation – 25 steps to developing a brand. This portion includes public outreach, running the various ideas through a feasibility test and coming up with the final brand. Interviews, review of existing plans and efforts, competitive analysis. This will identify where the community wants to go, based on feasibility not just sentiment.

Development Plan – Gives the community what they need to build in terms of infrastructure and other product development initiatives that will reinforce the brand. Includes public and privately developed projects for the community as a whole and for the downtown.

Marketing Plan – Provides how to tell the world about the brand. Details steps in getting other organizations to partner with the community.

The Gateway, Wayfinding and Signage Development Plan is not part of this effort; rather it will need to be a stand-alone project that must be developed once a brand for the community and downtown brand has been solidified. The signage will need to reflect the overall brand.

Funding Package

Business Improvement District Funds	\$25,000
Reallocation of Main Street Funds*	\$17,725
Private Donations	\$ 9,775
<hr/> Total	<hr/> \$52,500