Agenda Request Form

Requestor:	Lorenzo Nastasi
Department:	Economic Development & Public Affairs
Date of Meeting:	October 28, 2019
Subject:	City Branding Proposal

Caption:

Consideration and **POSSIBLE ACTION** regarding a City branding proposal from Texas Creative.

Background:

Texas Creative first did work for the City in 2010 when it executed the redesign of the City's Visitor Center Web site, creating the hotel/meeting tag line: ***Close to Everything. Far From Expensive.*** Texas Creative, for several years, has also created web-based banner advertising, and San Antonio Visitor Guide, Texas State Travel Guide print ads. Most recently Texas Creative did the redesign of the City's web site.

A successful branding campaign is crucial to attracting new retail, new restaurants, medical services, and residential growth with a desired demographic. Branding the city will also serve to help increase overall patronage of existing businesses, restaurants, medical services and entertainment venues. Whether it is fair or not, today's public perception of Balcones Heights is primarily focused on traffic safety cameras, a gang-member police officer who was gunned down, and a mall that is no longer actually a mall in the sense of other malls in the region. Branding has been a priority of the City's Strategic Plan since the onset of the City's strategic planning process. A successful branding campaign also will help encourage existing and new local businesses to list their establishments as being in *"Balcones Heights*" instead of as "San Antonio" which is currently the case for many businesses. The branding includes leveraging the success and marquee value of the Balcones Heights Jazz Festival in new ways to expand the franchise and obtain the best and most consistent branding value from event.

Fiscal Impact: A dynamic branding campaign to improve and heighten public perception of Balcones Heights will have a significant and positive impact on the City's hotel and meeting venue businesses, increasing hotel occupancy and meetings booked, and given that this proposal includes the Balcones Heights Jazz Festival and its expansion, a significant portion of the branding cost can be funded with hotel occupancy taxes (HOT FUND).
Cost of discovery process with City Council and Executive staff, logo development, collateral (stationary, business cards, email signatures, etc.) will cost $16,500.

Recommendation:

Approval