Town Council Work Session
Agenda Item 2.a.

Agenda Item: **New Town Brand - Concept Recommendation**

Meeting Date: January 21, 2025

Category: Discussion

Prepared by: Anne Papa, Chief Communications Officer

Description:
In alignment with the Strategic Plan, the town has undertaken a comprehensive project to refresh the existing town brand, developed over a decade ago, into a new, dynamic concept that will be used to build community spirit and attract residents, businesses and visitors to Herndon. A new brand concept has been developed as part of the project and is presented for Town Council review and discussion.

Background:
In January 2024, the town issued a Request for Proposal (RFP) and selected a marketing consultant to facilitate a comprehensive, multi-phase process to 1) identify Herndon's unique attributes, also called brand pillars; 2) based on these pillars, create a new brand concept; and 3) develop a marketing plan based on the new concept. Simultaneously, the town manager appointed a brand advisory task force, comprised of town residents and others with both a vested interest in the town as well as marketing expertise, to advise staff throughout the life of the project. The project commenced in June 2024 with extensive research, to include focus groups, one-on-one interviews, community- and outsider-perception surveys, socio-economic data, human movement data and more. From this research, four brand pillars were identified and presented to the Town Council in October 2024: prime location, historic small-town charm, ethnic diversity and welcoming friendly spirit. The town's consultant then developed brand concepts based on these pillars, which were presented to the brand advisory task force in January 2025 for their consideration. The concept recommended to the Town Council is a result of input from the advisory task force.

Timing Impact:
The presentation of the brand concept recommendation is the next-to-final phase of the rebranding project, which began in June 2024. Following Town Council review, consideration and adoption, the town's consultant will deliver a marketing plan with strategies for implementation of the new brand. Execution of the plan, as well as of a correlative communications plan, will commence in late FY 2025/FY 2026.

Related Strategic Plan Goal:
Goal #2: Encourage an engaged and informed community. Strategy 2.1: Develop and implement a rebranding initiative, in the development of a clear brand and message for the Town of Herndon.

Strategic Focus Area:



Thriving Community

Fiscal Impact:
The marketing plan will require funding, to be determined.

Legal Impact:
New graphic elements of the town's brand will be trademarked, to ensure usage is consistent with the brand strategy.

Staff Recommendation/Next Steps:
Following Town Council discussion, staff recommends approval by resolution of the town's new brand concept.

Attachments:
1. PowerPoint