

RESOLUTION 18-120

TO DEDICATE FUNDS FOR BRANDING FOR THE CITY OF SPRING HILL

WHEREAS, the City of Spring Hill, Tennessee recognizes that place branding can assist in making cities more desirable by creating a unified message across all levels of public and private interactions ; and

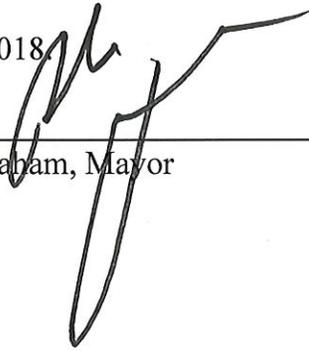
WHEREAS, the City of Spring Hill, Tennessee desires to establish a brand identity and process to better market the city for tourism and economic development; and

WHEREAS, the hotel motel tax has been designated for the sole purpose of tourism development; and

WHEREAS, the expected cost of the project should not exceed \$50,000.00; and

NOW THEREFORE, BE IT RESOLVED, that the City of Spring Hill, Board of Mayor and Aldermen establishes a budget of \$50,000.00 from the hotel/motel tax for place branding, to be included in 2018-2019 Fiscal Year Budget Amendment and directs the Economic Development Commission to begin the RFQ process.

Passed and adopted this 16th day of July, 2018.



Rick Graham, Mayor

ATTEST:



April Goad, City Recorder

LEGAL FORM APPROVED:



Patrick Carter, City Attorney

Economic Development Projects

Place Branding

<https://vimeo.com/66920801>

City branding refers to all the activities that are undergone with the purpose of turning a City from a location into a destination. "Successful branding", says Robert Jones, consultant director at international brand consultancy [Wolff Olins](#), "can turn a city into a place where people want to live, work and visit".¹⁵¹ City branding is often confused with [City marketing](#). The difference comes from the fact that marketing uses consumer wishes and needs as its guiding principle for the operations of an organization, whereas in the case of branding a chosen vision, mission and identity play that role.

City branding creates a single brand for the city and extends it to all its offerings and interactions.

In general, a place brand is derived from existing assets of the place such as its value offering or public perception.

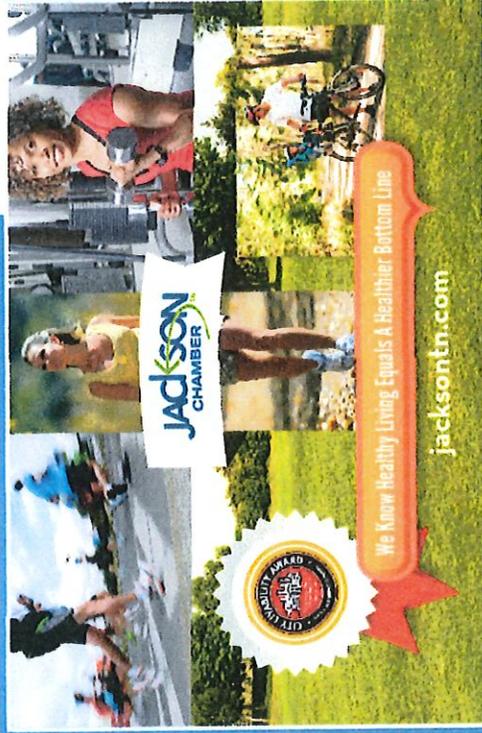
Economic Development Projects

Place Branding – Results for the City of Jackson, TN



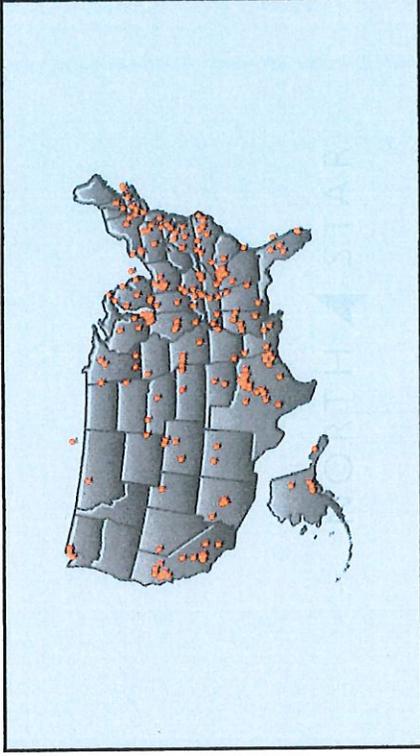
Results:

- Over \$20 Million in new tourism revenues in year 1
- Jackson named Most Livable City
- Over \$2.5 million dollars in earned media



Spring Hill BrandPrint
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Your brand is not your logo

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Your brand is what people say about you when you're not around

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branding
 is what you do about it

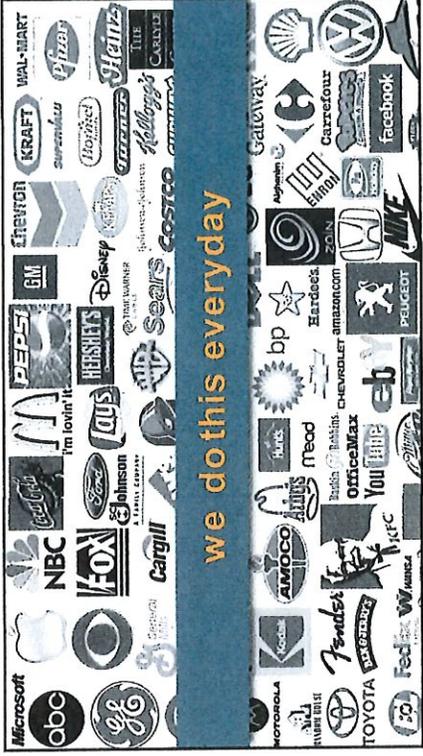
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you already have a brand

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and people make decisions
 based on it

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How people think of a place is less tangible, but more important than just about anything else.

Richard Florida

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The unique characteristics of a place may be their only truly defensible source of competitive advantage.

Joseph Cortright

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4 p's

- Product
- Place
- Price
- Promotion

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4 p's community marketing

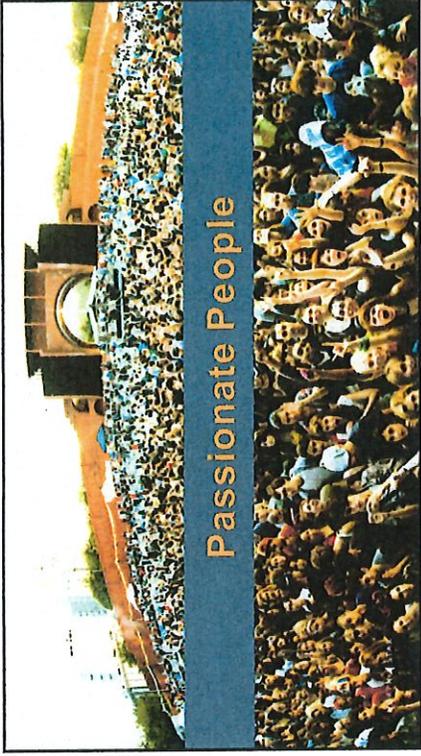
- Politics
- Politics
- Politics
- Politics

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4 p's community branding

- Passion
- Passion
- Passion
- Passion

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Passionate People

63%

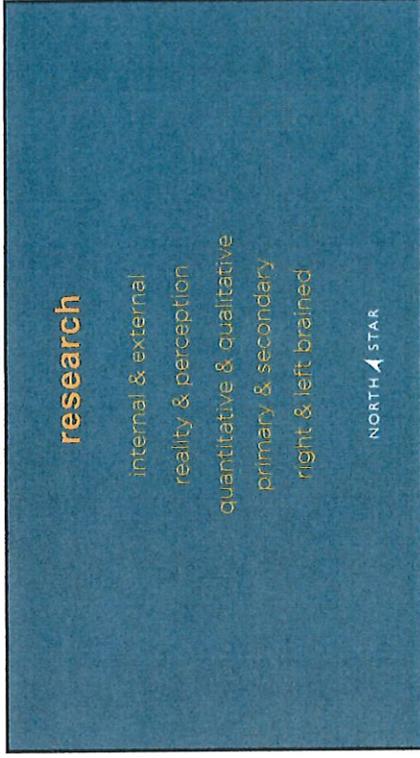
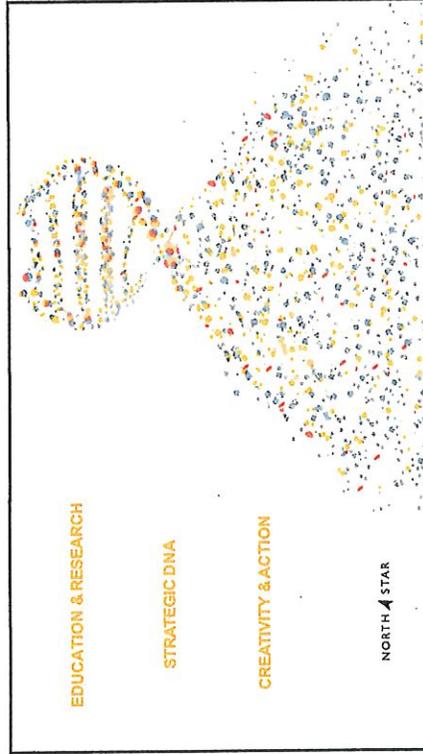
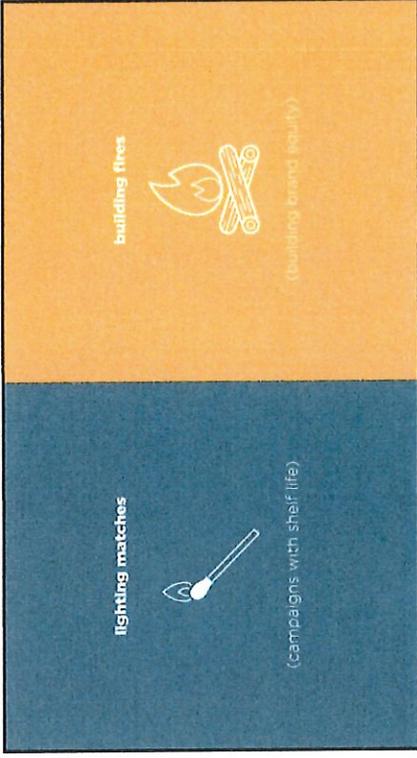
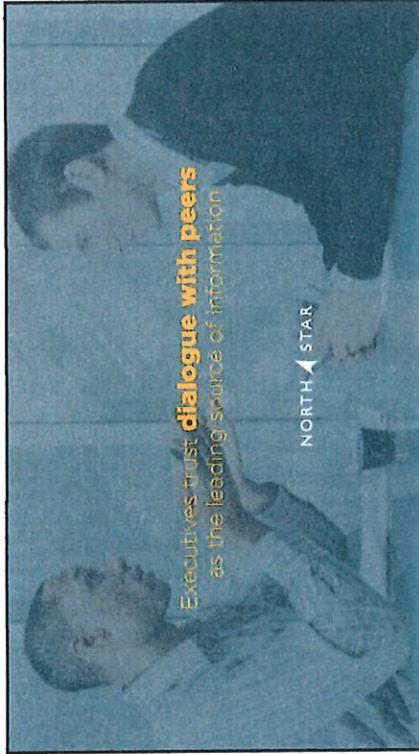
of consumers trust a peer as their leading source of information

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75%

of consumers made a brand decision based on a recommendation from a peer

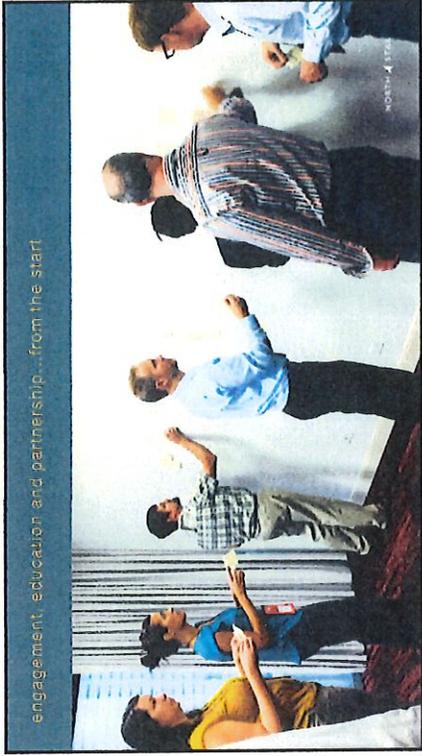
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research

- 1 informis strategy
- 2 gathers buy-in
- 3 informis implementation

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strategy

authentic strategy

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"The essence of strategy is sacrifice"

David Ogilvy

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strategy



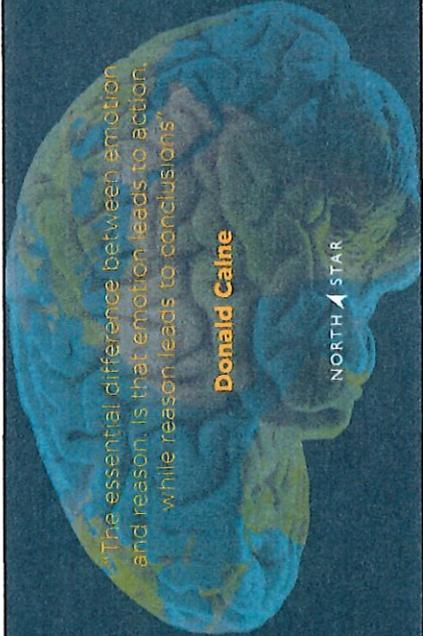
consistent communications
creative integration

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creativity & action

understand power of emotion
leverage data
strengthen your marketing
integrate across community

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The essential difference between emotion and reason. Is that emotion leads to action, while reason leads to conclusions.

Donald Calne

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come back to

DATA

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cut through the
NOISE

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500 - 5,000
marketing messages
A DAY

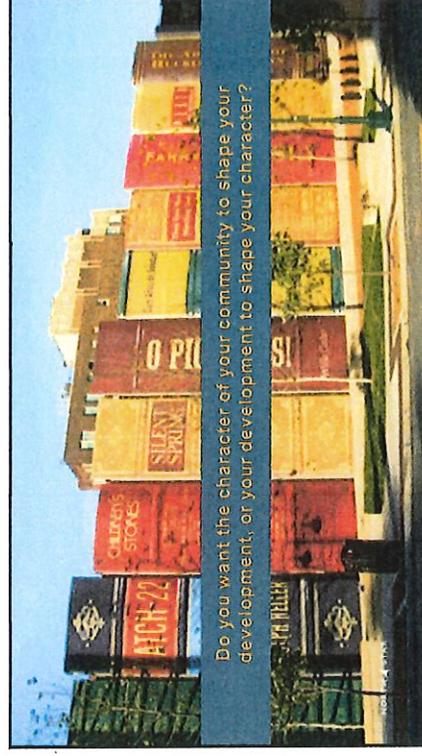
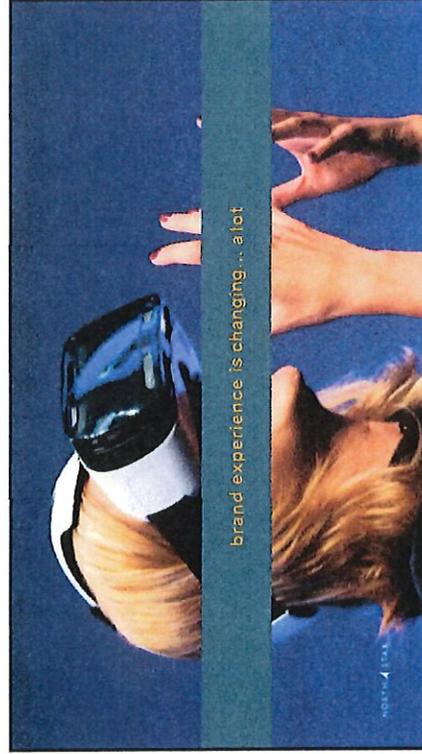
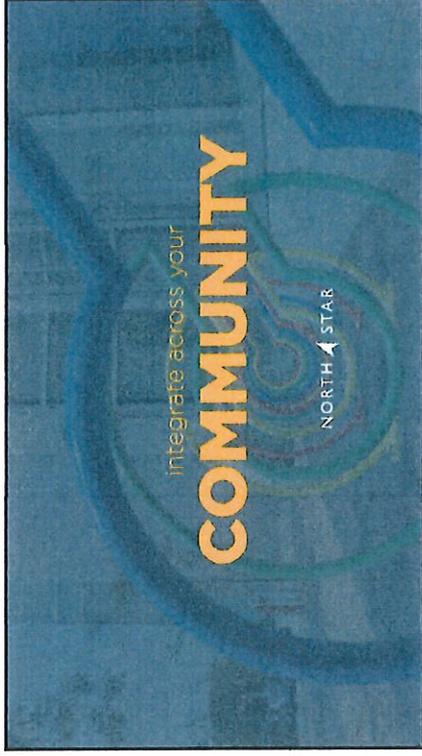
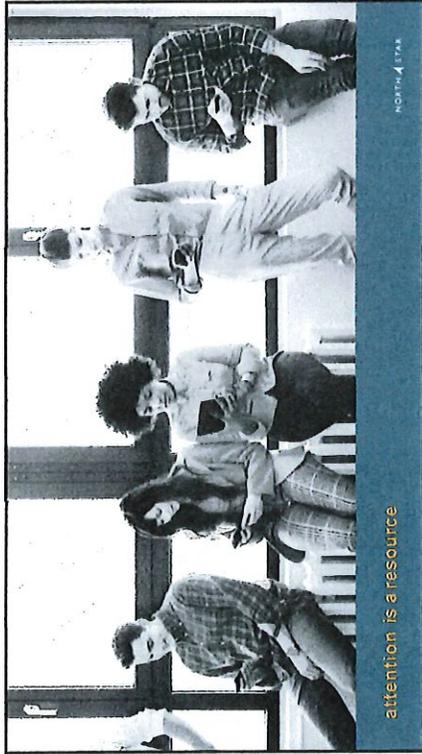
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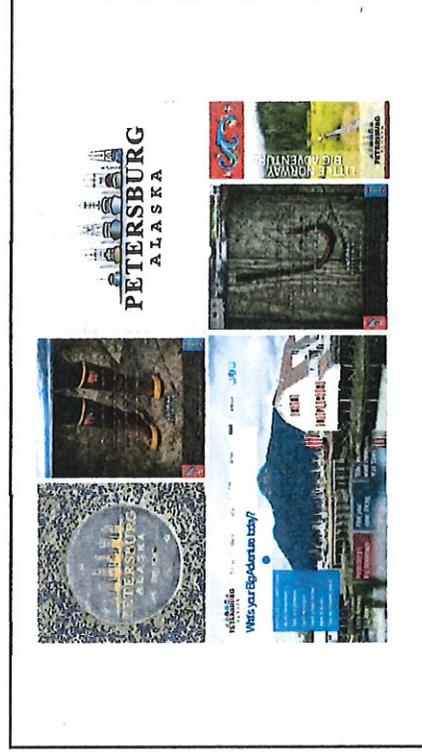
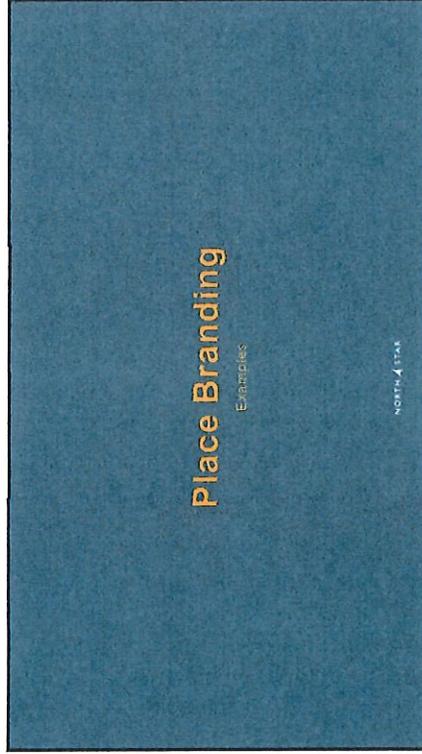
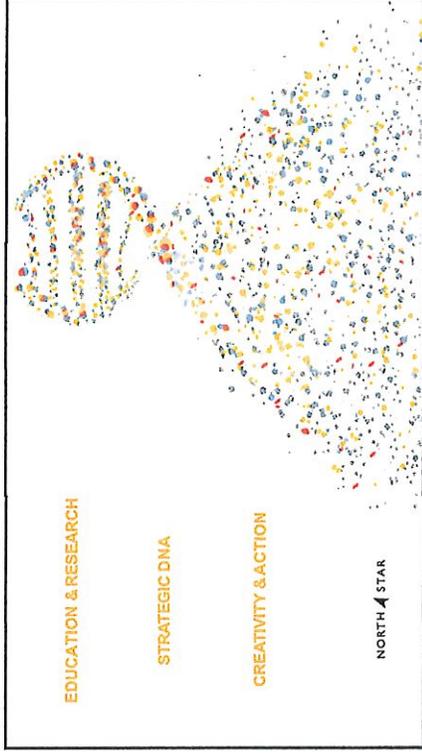
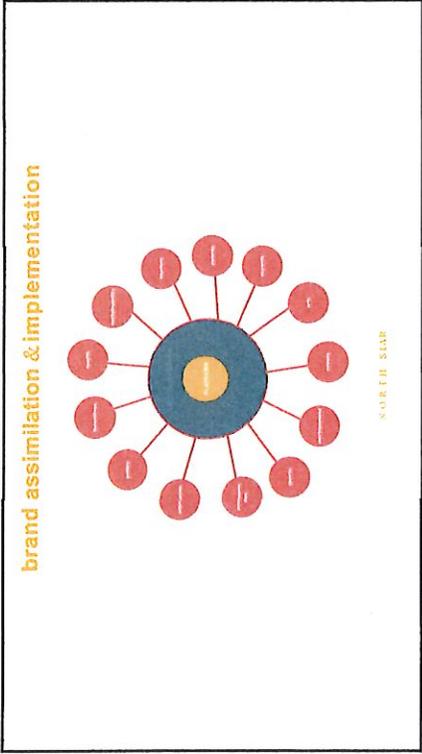
too crowded for generic

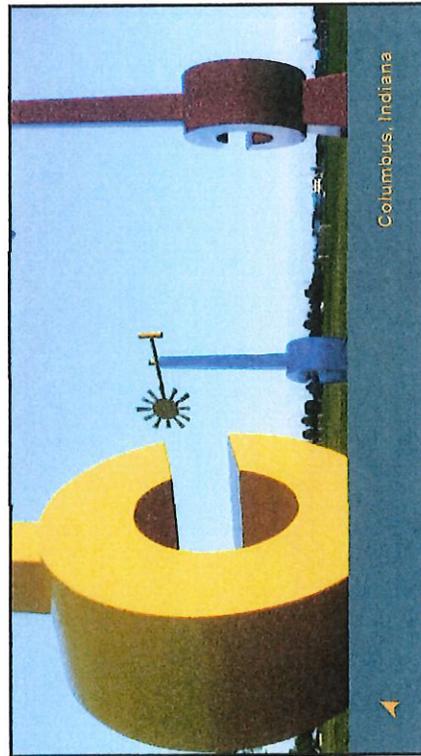
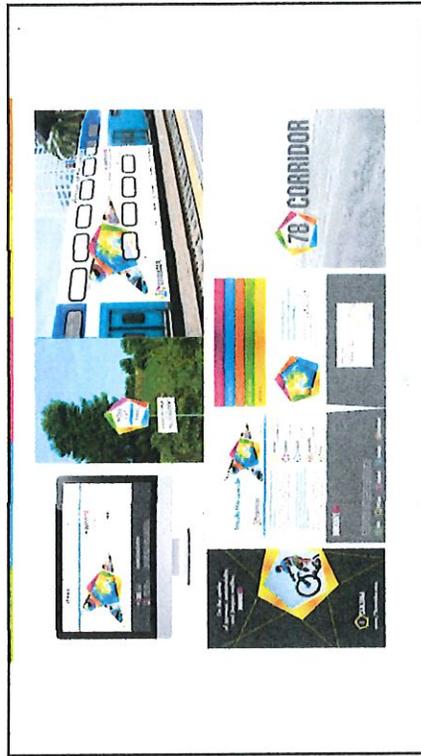
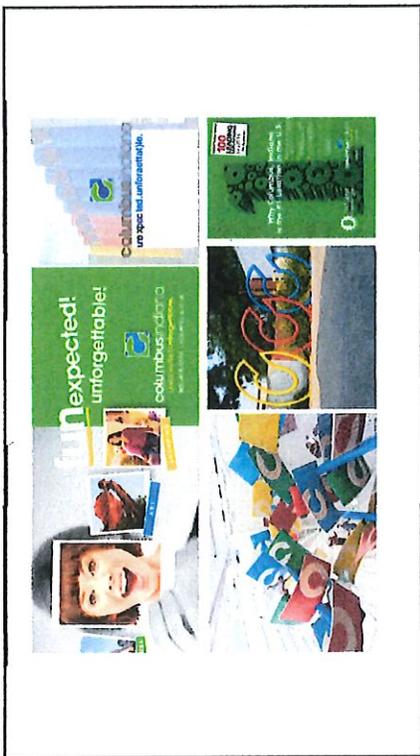
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authenticity is key

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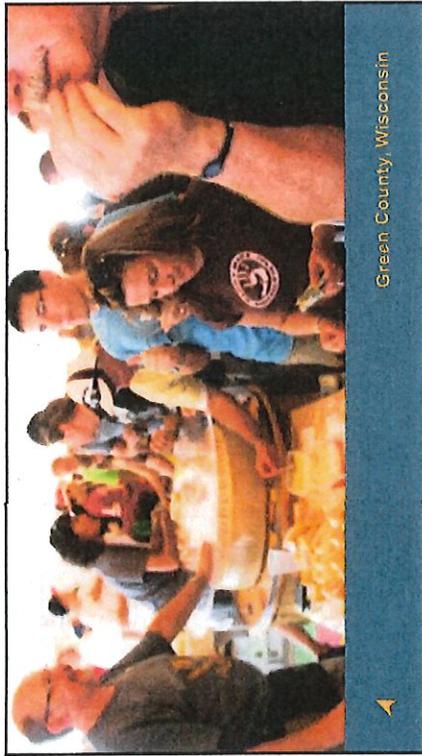




"This project marks the beginning of a new partnership and a new way of thinking about regional economic growth."

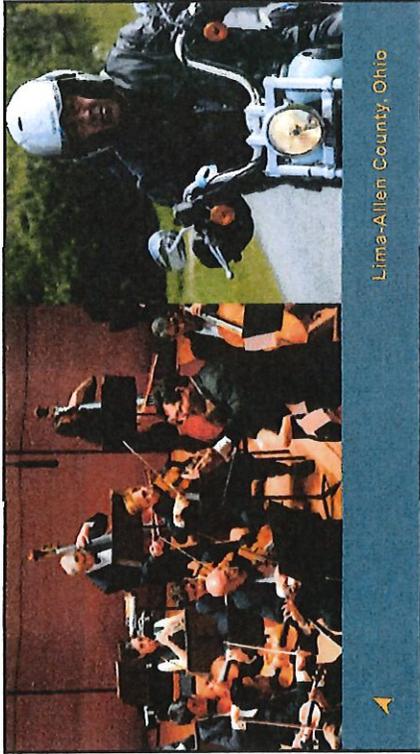
Escondido, CA Mayor

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Green County, Wisconsin



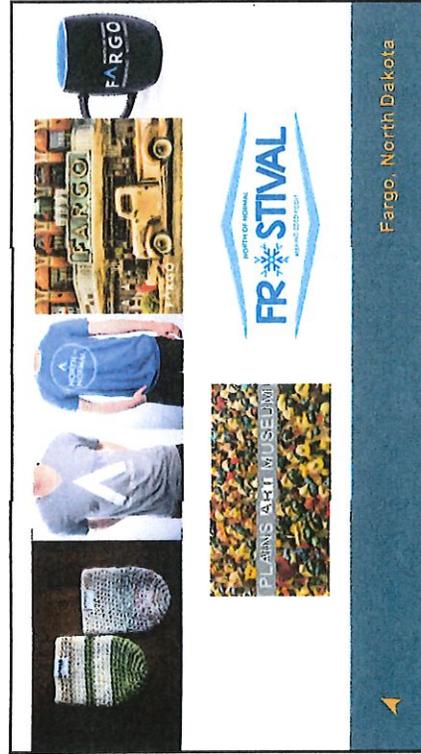
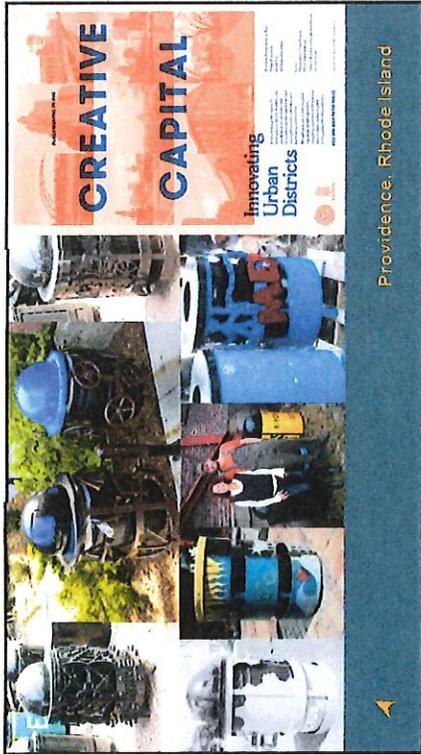


Lima-Allen County, Ohio



South Main, Tennessee







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Influence Your Reputation

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Top 10 Ways to Screw This Up

1. Make your brand just about a logo and tagline
2. Proceed without research
3. Ignore your culture and heritage focusing solely on your aspiration
4. Unveil your brand identity and ask for public feedback before you implement
5. Apply strict controls for usage by private sector and other public agencies
6. Think of this as an ad campaign
7. Appoint a large stakeholder group to approve creative development
8. Engage the press for the first time during the unveiling
9. Hire a professional firm and then tell them what you think will work best
10. Make a contest of creating your community's slogan

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