MEMORANDUM

TO: Common Council
FROM: Kara Homan, AICP, Principal Planner
Mayor Merkes
DATE: August 14, 2014
RE: Logo Survey Results, Recommendations & Implementation Steps

Introduction

Over the past year, the City has undertaken an extensive process to reposition the city's image and brand. The Brand Statement the City has produced is the message that will be used to attract and maintain residents as well as businesses. It is the image that we want people to think of when they hear about Menasha. While an important part of the City's image is the logo, it is only part of the broader brand position used to direct future city expenditures, marketing, and long range facilities planning.

On July 21st, a Common Council workshop was held where Joe Weidert of Weidert Creative presented a review of the process involved in developing the new brand, an overview of the brand statement, and three logo options that were developed to reflect the brand statement (see below). It was indicated that a survey would be developed and released to seek the community's input on the logo options prior to final selection of a new logo. We have included information pertaining to the importance of community branding that reiterates much of what was presented at the workshop as an attachment to this memo.

Brand Statement

"Menasha has a rich industrial history...a heritage we owe in part to our advantageous location on Lake Winnebago, the Fox River and Little Lake Butte des Morts. These bodies of water have attracted energetic and innovative people to the city since its founding, and will continue to do so in the future.

Today, as our relationship to the water shifts from industrial to recreational, we welcome residents and visitors alike to experience and enjoy Menasha's unique place on the water.

Menasha's abundance of well maintained, public waterfront access, provides everyone living and working here the opportunity to enjoy a wide array of natural beauty, relaxation and water recreation.

As a result, our city can boast of offering one of the most uniquely vibrant, colorful and active lifestyles in the entire region."

Survey Results

A web-based survey was made available from Friday, July 25 through Monday, August 11 and was promoted via the city's website, departmental e-newsletters and facebook pages, an article in the Post Crescent (News Record edition), and a WHBY interview. The survey received 957

responses of which 63 percent were city residents. Based on the results, the clear preference for the new logo is Logo Option C (see next page). Option C was selected as the top choice by over 45 percent of respondents and as the second choice by just under 38 percent. Both residents and non-residents clearly preferred Option C. copy of the survey and a summary of the survey's results is attached to this memo.

Option A	*Option B*	***Option C - PREFERRED OPTION***
City of Menasha	City of Menasha	City of Menasha

Analysis and Recommendation

Implementing the brand statement is the next phase in the process, and selection of a new logo at this point in time is crucial. First and foremost, numerous community enhancing changes have been occurring throughout Menasha as of late. These include the development of Third Street Market, the new Boys & Girls Club, the Menasha High School Addition/Renovation, the redevelopment of the former Hotel Menasha site, the conversion of the former steam plant into a specialty food processing facility, new stores and facade renovations in our downtown district, and reinvigoration of development in and around Lake Park Villas. The city is experiencing significant positive change, and now is the time to acknowledge on this momentum by adopting and implementing a logo that fully embodies everything that Menasha is and aims to become.

In addition, the City will be embarking on a full website re-design and overhaul (as budgeted) in the last quarter of 2014. The Administrative Services Director will be releasing a request for proposal for the website revamp shortly, with website implementation beginning during the fourth quarter of 2014. Choosing a new logo to coincide with the website redesign allows for full integration of the logo, the color palette, and overall look and feel of the new brand as part of the services rendered by the vendor selected to redesign the website.

Based on the findings of the community survey, and the clear and timely need to create a fresh image for the city that embodies our brand vision, **we recommend selection of Option C as the new City Logo.**

Fiscal Impact & Implementation Steps

The Mayor's Office has requested all departments to develop cost estimates and prioritize all items that would be required to implement a logo change. These logo implementation costs are being compiled and integrated into the forthcoming Capital Improvement Plan (CIP).

When implementing a new logo, it is important to implement items that are the lowest cost and highest impact as quickly as possible. These high priority/low cost items include the city's website, digital communications, and city correspondence. Priority and timing of the various implementation items will be fully documented as part the previously mentioned CIP and 2015 Budget process.

The Importance of Place Branding

A brand — clear, compelling and unique — is the foundation that helps to make a place desirable as a business location, visitor destination or a place to call home. Development of a brand strategy for a city leverages the features of that place to provide a relevant and compelling promise to a target audience. It is not an ad campaign or a tagline. Rather, the branding strategy is a deeper, more emotionally shared vision that influences actions.

There are many reasons why it is critical for a place to have a brand strategy, but the most common is to stimulate economic growth. That's because a strong brand can:

- Shift the perception of a place that may be suffering from a poor image
- Create a common vision for the future of the community and its potential.
- Provide a consistent representation of the place.
- Enhance its local, regional and/or global awareness and position.
- Shed unfavorable stereotypes associated with a place and make it more appealing.

Setting the aspirational identity for your city

- What do you want the place to stand for?
- What associations do you want people to think of when they think of the place?
- What is the ideal personality or persona for the place?
- What type of experience would you like to have there?

An aspirational brand identity consists of the associations you want people in the future to make when they think of your community. It is how you want target audiences to view the brand and the benefits they expect to receive from it. It should influence future business and community decisions.

It is important for the aspirational identity to be within reach and credible for the brand. Additionally, it should also be an identity that the place can sustain for a long period of time. Think of this as the North Star, something the place should always strive to achieve. Understanding the gap between the current image and the aspirational brand identity will influence the evolution of the positioning.

Menasha Branding Project

The City of Menasha would like your help in finalizing the selection of a new logo for the city.

Please read the following brand statement regarding the city of Menasha, then scroll down and select the logo that you believe best communicates this statement.

"Menasha has a rich industrial history... a heritage we owe in part to our advantageous location on Lake Winnebago, the Fox River and Little Lake Butte des Morts. These bodies of water have attracted energetic and innovative people to the city since its founding, and will continue to do so in the future.

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Logo Option "A"

Logo Option "B"

Logo Option "C"

*1. Which logo best communicates the above brand statement...

	First Choice	Second Choice	Third Choice
Logo Option "A"	◯	◯	◯
Logo Option "B"	◯	◯	◯
Logo Option "C"	◯	◯	◯

2. Please select your age range.

- ◯ 12-17 years
- ◯ 18-34 years
- ◯ 35-54 years
- ◯ 55-74 years
- ◯ 75+ years

3. Are you currently a resident of the City of Menasha?

- ◯ Yes
- ◯ No

4. Who is your Alderman?

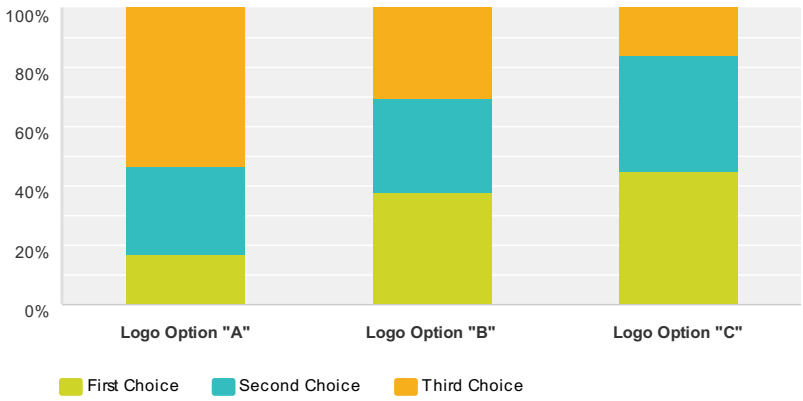
- ◯ Rebecca Nichols- District 1
- ◯ James Taylor- District 2
- ◯ Stan Sevenich- District 3
- ◯ Mark Langdon- District 4
- ◯ Michael Keehan- District 5
- ◯ Dan Zelinski- District 6
- ◯ Jim Englebert- District 7
- ◯ Kevin Benner- District 8
- ◯ I don't know.

Thank you for participation in this survey and for your help in making Menasha a great place to live and work.

Menasha Brand

Q1 Which logo best communicates the above brand statement...

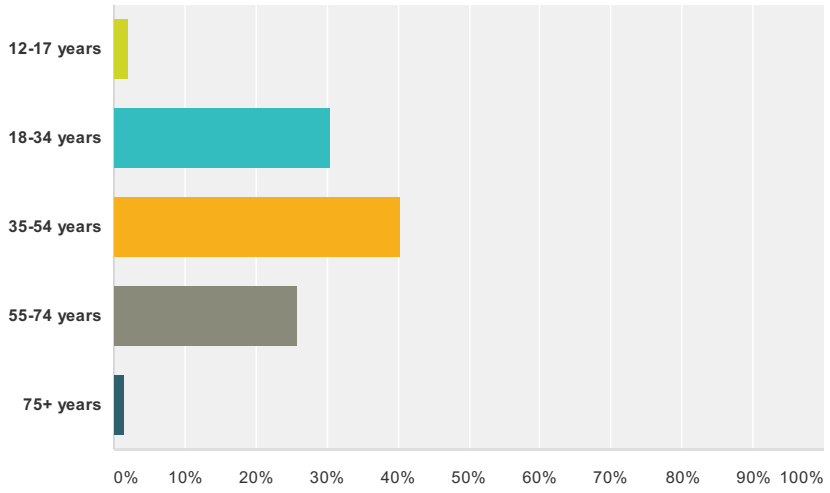
Answered: 957 Skipped: 0



	First Choice	Second Choice	Third Choice	Total	Average Rating
Logo Option "A"	**16.93%** 162	**29.78%** 285	**53.29%** 510	957	1.64
Logo Option "B"	**38.04%** 364	**31.35%** 300	**30.62%** 293	957	2.07
Logo Option "C"	**45.04%** 431	**38.87%** 372	**16.09%** 154	957	2.29

Q2 Please select your age range.

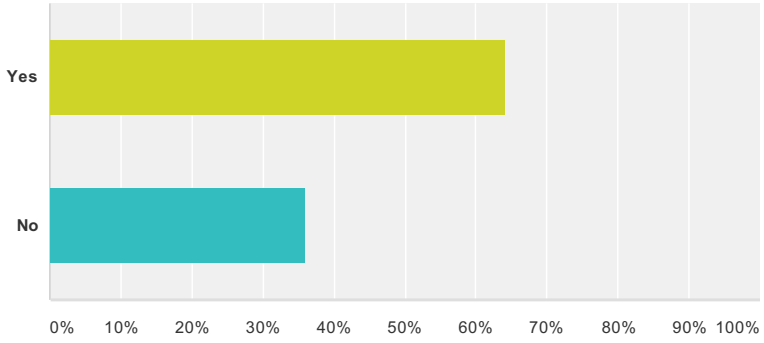
Answered: 953 Skipped: 4



Answer Choices	Responses	
12-17 years	**1.99%**	19
18-34 years	**30.54%**	291
35-54 years	**40.19%**	383
55-74 years	**25.81%**	246
75+ years	**1.47%**	14
Total		**953**

Q3 Are you currently a resident of the City of Menasha?

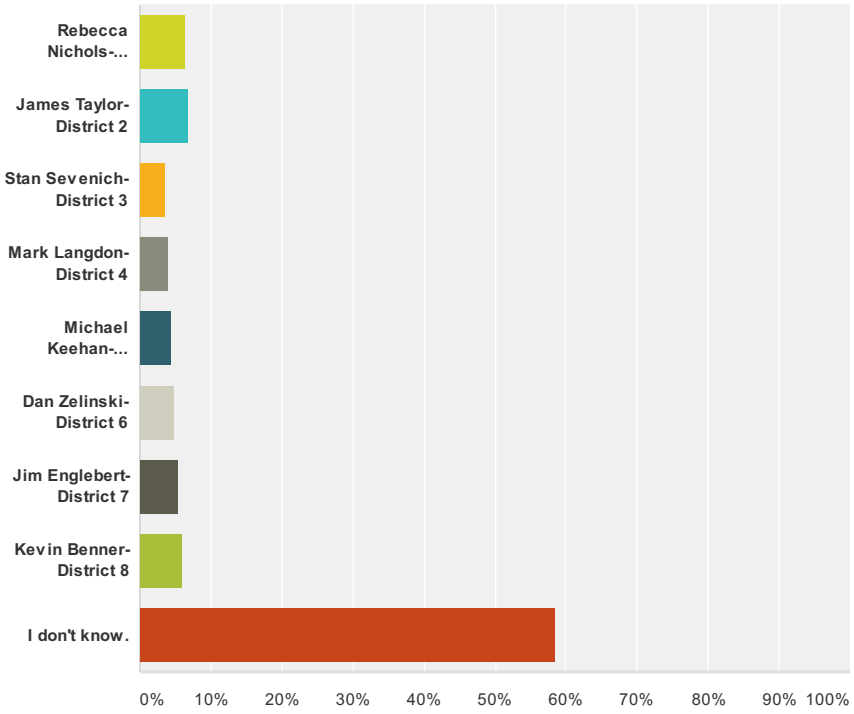
Answered: 942 Skipped: 15



Answer Choices	Responses	
Yes	**64.12%**	604
No	**35.88%**	338
Total		**942**

Q4 Who is your Alderman?

Answered: 782 Skipped: 175



Answer Choices	Responses	
Rebecca Nichols- District 1	**6.39%**	50
James Taylor- District 2	**6.91%**	54
Stan Sevenich- District 3	**3.58%**	28
Mark Langdon- District 4	**3.96%**	31
Michael Keehan- District 5	**4.35%**	34
Dan Zelinski- District 6	**4.86%**	38
Jim Englebert- District 7	**5.37%**	42
Kevin Benner- District 8	**6.14%**	48
I don't know.	**58.44%**	457
Total		**782**