

**Seguin Main Street Program**  
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**MEMORANDUM**

To: Mayor and City Council Members  
Douglas G. Faseler, City Manager

From: Kyle Kramm  
Main Street Program Director

Through: Rick Cortes  
Assistant City Manager

Subject: Branding Campaign

Date: June 23, 2015

In February 2015, the City of Seguin established a Branding/Website Committee to oversee a branding campaign and website redesign for the City. The Committee released an RFP for a community branding campaign in April 2015 and eight firms submitted a proposal on May 12. The Committee reviewed the proposals and interviewed the top four firms on June 9 and 10. After the interviews, the Committee selected Chandlerthinks based in Franklin, Tennessee.

The Committee selected Chandlerthinks based on their demonstrated experience, passion for community, emphasis on research, use of technology and outstanding references. With Chandlerthinks, we will not simply receive a logo and tagline, but a road map guiding the City on how to live the brand.

Chandlerthinks has worked with over 80 communities, specializing in place marketing, and the firm has developed a thorough process for defining a community. The research phase of the branding process will involve one-on-one interviews, focus groups, surveys, interviews of peer communities, qualitative and quantitative data collection, and review of Seguin's current marketing collateral. The most important part of the branding process will be the Brand Platform Development, or the promise of what Seguin can deliver better than any other community. This platform will be the basis for every marketing collateral, including the logo and positioning statement. The entire process is expected to last approximately seven months.

Attached you will find Chandlerthink's proposal and an agreement totaling \$59,500, plus up to an additional \$6,000 in travel costs. The Branding/Website Committee respectfully requests Council's approval of entering into the attached agreement with Chandlerthinks for their community branding services.