

2015 Branding Campaign  
RFP # TF-2015-24

# Seguin, Texas

# Introduction

May 12, 2015

Mr. Douglas G. Faseler  
City Manager of Seguin  
205 North River Street  
Seguin, TX 78155

RE: 2015 Branding Campaign RFP #TF-2015-24

Dear Mr. Faseler:

Thank you for the opportunity for Chandlerthinks to submit our response to the Seguin, Texas Branding Campaign Request for Proposal # TF-2015-24. The following is a proposal that will share the process our team would follow to assess the understanding, interpretation and delivery of a destination branding direction for Seguin. That's what we do — we help communities identify and interpret their most compelling brand identity so they can effectively compete as a destination. This requires destination branding specialists and ground tacticians who bring practical experience to the table.

Our process embraces three simple theories:

- Branding only works when the local stakeholders have a real plan to follow and implement — great tools work when you have a plan of action.
- Although a logo and tagline get attention, branding a place is more about its ability to deliver real experiences by all stakeholders — from retail shops to attractions and restaurants.
- Place branding requires a team of experienced specialists. We have assembled your team of specialists and are ready to go to work for the City of Seguin.

Any questions related to this proposal should be addressed to the contact information shown below.

Let's get started!

Regards,

*Steve Chandler*

Steve Chandler  
615.498.8313  
407 Church Street, Suite 2  
Franklin, TN 37064  
steve@chandlerthinks.com  
www.chandlerthinks.com



# Agency Description

Chandlerthinks is an agent-based branding and consulting firm that provides marketing and branding solutions for clients in a variety of industries, but with a primary focus on place branding. We combine experience from larger advertising agencies, community branding firms and digital marketing agencies. We have an extended team of agents that specialize in economic development, research, creative direction, design, media strategy and digital marketing. Chandlerthinks was founded in 2010 and our team has been a part of more than 60 branding projects since 2003.

Chandlerthinks is 100% privately owned by Steve Chandler who will be leading, managing, producing and delivering the branding project. Only some research and design elements are executed by other team members under Steve's direction and leadership. We are your team from beginning to end. *There's no B team.* We don't make the "pitch" and then hand the project off to a team of interns. You get proven industry experience working directly with your community and its leaders.

We have recently completed, or have projects currently underway for Kentucky Lake, Kentucky; Village of Northfield, Illinois; Stillwater, Oklahoma; Macon, Georgia; Lake City, South Carolina; Danville, Kentucky; Perry, Georgia and St. Charles, Missouri.

Steve Chandler, Owner - Chandlerthinks, lead project manager/primary contact for all project elements related to branding, creative direction and the overall project. A more complete profile of Steve's experience follows on subsequent pages.

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## Representative Projects

Shown below are the most recent communities for which Chandlerthinks has provided destination branding, marketing and research services. Now, that's experience!

**Bowling Green, KY — Carlsbad, CA — Cabarrus County, NC — Clifton, TN**

**Corning & Steuben County, NY — Danville, KY — Elk River, MN — Franklin, TN — Fremont, NE**

**Galveston Island, TX — Hopkinsville, KY — Irvine, CA — Katy, TX — Kenai Peninsula, AK**

**Kentucky Lake, KY — Lake City, SC — Macon-Bibb County, GA — Nashville, TN**

**Village of Northfield, IL — Perry, GA — Saint Charles, MO — Stillwater, OK**

**Sugar Land, TX — Sumner County, TN — Williamson County, TN**



# Brand Explorer — The Process for Branding City of Seguin, Texas

Congratulations! You are on your way to creating a destination of distinction. The fact that you have assembled a group of leadership from your community to consider a branding process indicates there's a collective and collaborative desire for Seguin, Texas to stand out.

We have a branding process called **Brand Explorer**. It was created to help small- to mid-sized communities navigate through the delicate process of discovering, exploring and promoting their strongest brand position. The Brand Explorer was developed from a track record of working with more than 60 communities in 27 U.S. states — all with the same common desire to create a destination of distinction. And one more thing; the Brand Explorer program is designed to not just identify your strongest brand, but to also **show you how to create traction within the community so it works harder and smarter for you.**

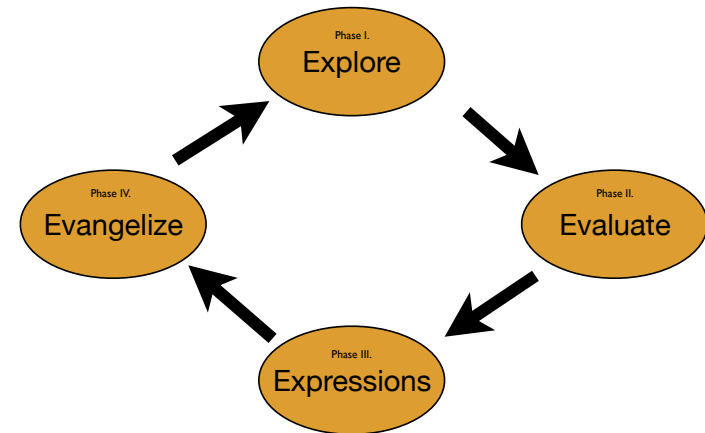
The stages of the Brand Explorer program are:

- **Phase I > Explore** — Before we can tell your story, we must first learn it. We evaluate a destination based on three perspectives of information: 1) What do you say?; 2) What do you deliver?; and 3) What do others say? This research is a building block from which brand truths emerge — the foundation for building a competitive identity.
- **Phase II > Evaluate** — What does all the research say and how does it reveal your sense of place? This phase is crucial as we begin to build the architecture for your brand platform and identity moving forward.
- **Phase III > Expressions** — It is all about telling your story. In this phase, the brand materializes creatively and develops into the expressions that will get attention from others. Our focus is crafting the destination story so it can be told to others AND so others can be your storytellers as well.
- **Phase IV > Evangelize** — This covers how to integrate the elements of your destination brand into the fabric of the community so it creates traction and is delivered by everyone at the various customer touch points. We call this the **Destination Experience Delivery Plan** because it gives you the navigational tools you need to deliver your story not only into your own marketing efforts, but also to engage others in doing the same within their operations.

The following proposal will guide you through the Brand Explorer program. It combines a clinical and common sense process for engaging a destination's stakeholders, attractions and public. The end result is a clear strategy for branding your destination and an implementation plan for putting it to work.

So let's get started branding the City of Seguin, Texas!

## Brand Explorer Program



Any questions about this proposal should be directed to:

Steve Chandler  
615-498-8313  
[steve@Chandlerthinks.com](mailto:steve@Chandlerthinks.com)  
[www.Chandlerthinks.com](http://www.Chandlerthinks.com)



# Phase I.

## Explore — Learning the Seguin Story

Measuring the pulse of the community and strategic external audiences through research.

### What does your own community say about Seguin?

#### Stakeholder Interviews and Focus Groups

These are meetings with your main stakeholders. This allows the project to have input from virtually any influential leader whose buy-in and endorsement will be important for moving your branding initiatives forward.

We will conduct a minimum of 15, and up to 30 interviews that should include:

- Hotel Operators/Managers
- Attraction Owner Operators
- Mayor/City Manager/County Judge
- Chamber of Commerce Director
- Seguin Economic Development Director
- Downtown Seguin Association Director
- The Seguin Historic District Director
- The Seguin Parks Director
- And others that matter (you know who they are)

Focus groups will engage input from a broader collection of stakeholders. We suggest three groups consisting of 8-12 people: 1) Seguin brand steering committee members; 2) attraction-hotelier leaders and main street shopping businesses; 3) business leaders and cultural groups.

Here, we will learn the view on the following (and much more):

- Seguin's greatest weaknesses/strengths
- Typical Seguin customer groups and why they do business in Seguin (or visit)
- Seguin's most well-known and strongest assets
- Seguin's history and its vision for the future
- Seguin's attributes and personality traits

#### Community Destination, Business and Lifestyle Study

This is a quantitative online survey for the community to have a role in this process. The survey consists of approximately 20 questions each aimed at uncovering a perspective on how the community sees itself. Our goal is to complete a minimum of 300 surveys. We make it available by working with the community partners (Chamber, City, Downtown groups) and posting the survey link on their websites or through member emails. We can even distribute the survey through Facebook. Our goal is to engage and listen to the community.

Specifically, the survey measures:

- Recommendation of Seguin as a place to visit, do business and live
- Adjectives that best describe Seguin
- Greatest assets of Seguin
- Rankings and ratings of how well Seguin delivers a great quality of life
- And much more

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### What do others say about your community?

#### Attitude Awareness and Perception Study

This is a quantitative research method. But it is targeted to hear the truth about who you are from "your neighboring communities." We use this research to hear the opinions on what outsiders are saying about Seguin so we can compare to how you see it. We will target a completed answer quantity that gains a 95% confidence level +/- 7% margin of error. We start with existing opt-in email lists (people that have already stated they do not mind receiving research emails) and expand to phones if additional quantities are needed.

Specifically, the survey measures:

- Overall top-of-mind perceptions of Seguin and immediate competitors
- Consumer visitation frequency
- Rating of assets in Seguin
- Distinguishable characteristic ratings
- Reputation of Seguin to outsiders



# Explore — (continued)

## State and Peer Interviews

Not many people know Seguin as well as your peers and colleagues do from around the state. We'll be making phone calls (and sending some emails) to learn what they say is good (and perhaps not so good) about Seguin's economic development and tourism.

## What experience is Seguin delivering?

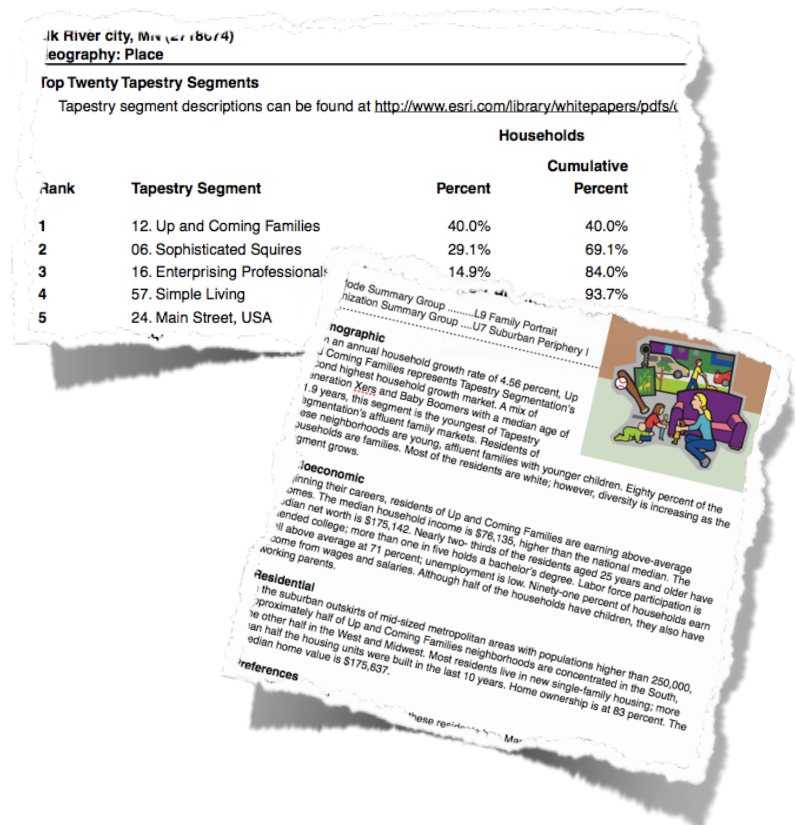
The purpose of this audit is to evaluate and learn how the Seguin experience is delivered in various visitor touch points.

## Brand Experience Field Audit

We are going to ask you to brag about your community by showing it off. We want to experience the sights, smells, sounds and feel of Seguin. Show us your best assets. We know it may be tough to do in one day, so just show us what you think is the best of the best. Things to include are: Residential (from a realtor), industrial parks, business centers, restaurants, commercial, arts, attractions, visitor's center, way-finding, architecture tours, foods, arts and hotels. We are looking for common themes and stories.

## Community Segmentation Analysis

Using ESRI/Tapestry consumer segmentation data, we look at what the data says about Seguin residents AND your potential and actual visitors. Who are they? What are their lifestyles? Where are they from? ESRI Tapestry allows our team to view the socio-economic profiles using your community profile. Annually updated Tapestry data details which products and services consumers buy in 15 categories such as apparel, food, leisure products and travel. We use this as part of the Brand Explorer program for one simple reason — the cultural lifestyle and life stages of your visitor reveals the type of people you attract. The result is a WHO Report that tells us who your visitors are; a WHAT Report tells us what they consume, like, buy, etc.; and a WHERE Report shows us where they are coming from.



## Phase II.

# Evaluate — What is the most compelling Seguin story?

What does all the research say and what is the best brand positioning?

### SWOT Analysis (Strengths Weaknesses Opportunities and Threats)

Most marketing methods include a SWOT Analysis for a good reason — it is a proven process for reviewing all angles of a problem. Research from the Explore phase is assimilated to find the common factors that may create the strongest brand for Seguin.

### Branding Profile Wheel

Your branding profile wheel is an exercise we use to reveal how all of your community's assets work together to make Seguin a great destination. It also shows how everything connects to a common branding "core identity." The more everyone works together, the stronger destination brand you will have. This can also reveal where further work and development need emphasis.



### Brand Sensory Assessment

If we want to create a strong sense of place, we need to learn to engage the senses. All great destinations do this. See. Speak. Feel. Taste. Smell. Hear. The senses that are most engaging in Seguin will tell us where we deliver a memorable experience.

### Brand Platform Development

As simple as it may appear, your brand promise is the single most strategic statement that proclaims Seguin's brand and how it can deliver a promise better than anyone else. After all, isn't that the idea? This brand promise should be the measurement for all branding efforts — logos, taglines, advertising, development, events ... you get the picture. But it should also be the platform that all future branding efforts are built on. We will identify your Brand Promise so this platform is firmly established for what will follow.

### Brand Strategy

A strategy is a scheme to overcome a challenge. Some say the essence of strategy is sacrifice. We will show you how to make a bold statement versus trying to say all things to all people. We will develop the Seguin brand strategy in a way that simply and succinctly says how to apply your brand in everything you do.

### Constructing a Brand Platform Statement

<b>Target</b>	Who is most likely looking for what you can deliver? Defined by those that know you best.
<b>Landscape</b>	Where do you compete (location and size)?
<b>Promise</b>	What can your destination promise to deliver better than anyone
<b>Benefit</b>	How does your promise make people feel?



# Phase III.

## Expressions — Telling the Seguin Story

Understanding your best brand position is half the battle. Now it's time to tell the Seguin story.

The promotion deliverables for teaching you how to tell the Seguin story are:

- Creative Platform Development and Brand Idea Boards — We use images to help bring out the richness of Seguin's personality as laid out in the brand strategy. This could reveal itself in the form of an ad for economic development or tourism. It may be a marketing program aimed at building downtown shopping or wayfinding. In the end, our goal is to give you three ideas for building the Seguin brand. Once you choose one direction, we'll apply it to various marketing expressions (5-6) so you can see how it takes root.
- Logo Development and Tagline — Nothing has derailed community branding efforts more than the misunderstandings of a logo and tagline. We've been through the process before and can help create a strong identity that reflects your branding strategy.

- Positioning Copy — There are a number of ways you will want to talk about Seguin depending on the audience. We'll apply the results of your new brand strategy and positioning to show how to 'talk the talk' in your refined brand voice — to a variety of audiences within the community or for economic development.
- Brand Guidelines — This simple, but effective, style guide will show how to use your new logo and how to protect it. The style guide will be provided in Word format for client markup and include, but not be limited to: Permissible uses of logo and variations, size, spacing, color and typography; examples of incorrect usage; and trademark registration. The final guide will be provided to you in PDF and Word format. This will also include the overall color palette and type face for the branding direction.



# Phase IV.

## Evangelize - Destination Experience Delivery Plan

Putting the Seguin brand to work and creating storytellers.

The **Destination Experience Delivery Plan** is where the rubber meets the road. It powers the Seguin brand platform to reinforce an authentic identity and build a reputation from the ground-up and from the inside out. It provides you with the tools for building and executing both an internal and external brand marketing program.

A branding action plan will be created for the Seguin brand to begin implementing its own marketing efforts, but also to create traction among stakeholders, community leadership and target markets. This is not a bowl of lofty ideas. This is a real plan that provides prioritized strategic recommendations on where you need to begin in order to implement the identified brand platform.

This plan will address:

- Priorities, timelines and accountability for measuring the progress of the branding process.
- The immediate organization that should be assembled so your stakeholders remain engaged and involved in implementation.
- A proposed integrated, multi-channel brand communications plan including a combination of affordable and resourceful communication strategies. This could include: Non-paid and paid media/advertising, traditional media, social media, public relations, and short-term strategies and tactics for creating some quick “wins” that help build community and target market support. The plan will also provide long-term (within two years) action items that will build and support momentum.

Presentation. We will present the Brand Explorer program’s key elements to the Seguin branding committee and key stakeholders. This will include presentations and visuals to facilitate large and small groups, and will allow people to see and feel the brand in words and actions.

Train the Trainer. Customized, hands-on training conducted by someone who has actually executed successful destination brands with the key stakeholders to build a ground-swell of support for delivery of the authentic branded experience in Seguin. It empowers primary and secondary users in the community. Training for primary users, city, economic development and hospitality industry partners, is included to help everyone easily and affordably seed and nurture the brand narrative in words and actions. A group “train the trainer” program is conducted to promote and build synergies and collaboration followed by customized coaching for primary organizations engaged in promoting the brand.



# Project Cost and Administrative Notes

## Price

The project price for the Brand Explorer and Destination Experience Delivery Plan is **\$59,500**. The breakouts are as follows:

- Phase I > Explore \$19,000
- Phase II > Evaluate \$9,000
- Phase III > Expressions \$21,000
- Phase IV > Evangelize (Brand Strategy roll-out plan) \$10,500

Travel costs are not included in the above pricing. Expected travel would be for transportation and hotel rooms (unless your hotel partners are willing to supplement the travel costs by comping the rooms) and are outlined in the "Project Timing" section. Total estimated travel costs to deliver the above scope of work is capped at \$6,000. It is recommended to cap the travel expenses at a maximum amount, but they will be billed at actual costs.

## Administrative Notes

Chandlerthinks works with a wide variety of small- to mid-sized communities that have similar branding needs. Our experience in working with these communities for the past five years has allowed us to create processes that meet the requirements of each community's by-laws. We can easily apply the specified general liability and worker's compensation insurance requirements, as well as meet the required E-Verify practices.

Although our approach is similar in process, each solution provided is based solely upon our research findings and the strategy that is developed for that community. We do not know of potential conflicts of interest with existing clients as related to Seguin, Texas.

There are no pending or past litigations against Chandlerthinks, and there has been no alleged misconduct or impropriety, or ethics violations of anyone on our team in our company's history.

## Project Timing

The project kicks off with a team visit to Seguin, Texas. This is when we begin to do our field research inside the community (groups, interviews, tour). The estimated timeframe to completion is 18-24 weeks. The pacing and timing of most community branding projects is largely dependent on the core, internal branding team and their ability to organize meetings and approvals. But, no worries. We'll kindly urge you to move along when it becomes necessary.

PHASE	TIMING	KEY STAFF	KEY DELIVERABLE
Phase I. EXPLORE	8-11 weeks	Steve Chandler Greg Fuson Michaela Marchardt	An initial community trip kick-starts the program attended by three members of the team (Steve, Greg, and Michaela). All research is conducted during this phase.
Phase II. EVALUATE	3 weeks	Steve Chandler	Research results and brand platform presented in a live presentation by Steve.
Phase III. EXPRESSIONS	4-6 weeks	Steve Chandler Kevin Endres	Expressions of the brand platform as identified in the scope of work are created and presented.
Phase IV. EVANGELIZE	3-4 weeks	Steve Chandler Michaela Marchardt	The Brand Explorer Destination Delivery Plan is developed and presented. The Train the Trainer sessions will also be given to identified stakeholder groups.



# City of Seguin Staff Requirements

## Our requirements for you - the City of Seguin.

There are a few areas of this project where we will ask for your participation and assistance. First and foremost, we always begin a new project by having a “Project Workstart Conference Call” with your project point person. On this call, we outline all details for getting the project started and will give you some background documents to navigate your team through the process.

We will be asking for your help in the following areas:

- **Early project document retrieval.** We will be doing our due diligence to learn about Seguin, but will need to locate all pertinent documents to help us understand what has been done. These documents will include past research, marketing initiatives, marketing materials and plans, etc.
- **Scheduling stakeholder interviews and group discussions.** Our core team will kick off the project by visiting Seguin. We will be leading the process, but your relationships and knowledge is imperative for engaging participation. We will give you a recommended list that will help identify the right people for all meetings. Truth is, you have a pretty good idea who they are already.
- **Meeting coordination.** Beyond our initial team visit, we will be back to present all research findings. We'll ask you to locate a space and invite the “branding team” to this meeting. The same will be needed for the final presentation as well.

All other parts of successfully implementing this project will fall on the shoulders of the Chandlerthinks team.



# The Seguin, Texas Branding Team Bios

## Steve Chandler - Owner/Lead Project Manager/Brand Strategist

Steve will be responsible from the beginning to the end of the project (and probably beyond that), and will be your primary contact. He also leads focus group discussions and 50% of the 1-on-1 interviews. His experience in similar projects for more than 60 destinations gives him the careful finesse needed to navigate and lead important stakeholders. He attends all presentations and leads the brand strategy development, as well as the brand creative direction.

Steve Chandler is a career marketing man with almost two decades of experience in strategic planning and brand development for local, regional and national brands connected to the hospitality industries. Prior to starting Chandlerthinks, Steve enjoyed stints at a few of the southern U.S. premiere advertising agencies such as hospitality-focused BOHAN Advertising, and international branding agency BBDO. He was Director of Business Development for Paramore Online Marketing, immersing himself in the highly relevant digital marketing industry. As President of North Star Destination Strategies, Steve also guided numerous destinations through the strategic and delicate process of community branding and planning.

Today, Steve applies his classic marketing, destination branding and digital strategy backgrounds to Chandlerthinks, an agent-based strategic marketing and branding firm that emphasizes community and destination branding, and helps clients create a sense of place.

Speaking engagements on the topic of place branding and the ever-changing online marketing trends also keeps Steve very busy. Past and recent speaking engagements include: Kentucky Travel Industry Association; North Georgia Winter Chautauqua; Georgia Governor's Conference on Tourism; Michigan Downtown Business Association Annual Meeting; East Texas City Manager Association Annual Meeting; Florida Association of Convention & Visitors Bureau Annual Meeting; Cabarrus County, North Carolina Tourism Stakeholder Meeting; Kentucky/Tennessee Marina Association Annual Conference; and National Association of Retirement Communities Annual Conference.

Steve extends his professional passion outside of the office by recently serving as the professor on "Destination Branding" for the Southeast Tourism Society's Marketing College; as a past board member and Past-President for the American Advertising Federation - Nashville; a recent past board member for the Nashville American Marketing Association; and serving as a member of the Program Advisory Committee for Western Kentucky University's Department of Advertising and Journalism.



# The Seguin, Texas Branding Team Bios

## **Greg Fuson - Research Director**

Greg Fuson has been helping clients understand their market through research for more than 20 years. He has developed his skills in survey design and management for both quantitative and qualitative areas of research. Greg has managed studies for a number of national clients including Walgreens, Nortel Networks, Cisco Systems, Starbucks and Lowe's to name a few, but his passion is in destination marketing research. Some of his clients within this industry include:

- Pigeon Forge Department of Tourism
- Tennessee Department of Tourist Development
- Williamson County Convention and Visitors Bureau
- Valdosta, Georgia
- Macon, Georgia
- Clarksville-Montgomery County Economic Development Department
- Stillwater, Oklahoma
- Macon, Georgia
- Northfield, Illinois
- Saint Charles, Missouri
- Bowling Green, Kentucky
- Danville, Kentucky
- Kentucky Lake, Kentucky (Marshall County, Kentucky)
- Lake City, South Carolina

It has been said that Greg is not your typical numbers guy. He brings an energetic approach to research.

## **Michaela Marchardt - Market Research Specialist**

Michaela is a marketing specialist with more than 10 years of experience in strategic planning, marketing research and digital media. She is very detail-oriented and is not afraid to study an organization, dig into research, and ultimately help establish a strong and competitive brand based on insights and facts. She has worked with various organizations in the tourism, food services, healthcare, automotive and entertainment industries. Her past experience includes work with:

- Katy, Texas
- Stillwater, Oklahoma
- Macon, Georgia
- Northfield, Illinois
- Saint Charles, Missouri
- Lake City, South Carolina
- Pigeon Forge Department of Tourism (Tennessee)
- The Greenbrier (West Virginia)
- Back Yard Burgers
- Fazoli's
- Nissan North America

To top off her experience in research, she is also fluent in spoken and written German and French.

## **Annie Deckert - Economic Development Specialist**

Annie has worked with a broad range of communities, businesses and non-profits. Over the past decade, she has worked extensively in the field of economic development, helping cities not only attract and retain businesses, but also increase their tax base and enhance civic engagement. Her expertise ranges from community branding and social media management, to grant writing, site selection and redevelopment.

She has devoted a considerable amount of time building relationships between municipalities, philanthropic organizations, school districts and businesses to streamline processes.



# The Seguin, Texas Branding Team Bios

## **Kevin Endres - Creative Director**

Kevin Endres is an independent creative director and writer with more than 20-years of experience. He has also owned his own nationally-touted agency. He now resides in Nashville. Kevin has worked on multiple large and small city and regional branding campaigns, as well as attractions that draw tourism dollars. His expertise is in community and destination branding, healthcare and banking.

Among Kevin's community branding experience is:

- Kentucky Lake (Marshall County, Kentucky)
- Northfield, Illinois
- Stillwater, Oklahoma
- Beaver Creek, Colorado
- Downtown New Orleans
- Katy, Texas
- Loudoun County, Virginia
- Nashville Convention and Visitors Bureau
- Seward, Alaska
- The Pioneer Valley (Central Massachusetts)
- Macon, Georgia
- Blackberry Farm
- Fiesta Texas

Kevin's work has been recognized by *Advertising Age's* Best Commercials of The Year; *The One Show*, *Advertising's* Best Print, Radio, TV; *Communication Arts*; The Art Director's Club of New York; *Print's Regional Design Annual*;. He has also collected hundreds of Addy Awards and has been named "Copywriter of the Year" in Nashville.

## **Creative Services**

We use many resources for developing creative expressions such as logos, taglines and other marketing elements. Truth is, once you understand your brand, making it come to life is easy (okay, maybe not easy, but you get the idea).

Here's what we don't do — limit your branding creative elements to a limited staff. We assemble the right people according to your brand personality, not the only ones we have on staff. So yes, we have very deep and talented resources to deliver everything identified in the scope of your project, as well as other elements that may be a result of the implementation plan. Like everyone else, they are award-winning and pretty awesome.

We also play well with others and have no problems working with local creative talent as appropriate. We've done it.



# The Seguin, Texas Branding Team Bios

## **Patty Dondeville - Operations/Project Management Director**

After more than 20 years of working with clients in the tourism and destination marketing category, Patty stepped out of the traditional advertising agency environment to join the Chandlerthinks marketing team in 2014. She brings her “back-of-house” experience of project management, production capabilities, administrative services and financial expertise to each of the projects produced. She is the one that pays attention to the project details and keeps the rest of the team on task and within budget. Patty has also had the unique opportunity to help grow not one, but two advertising agencies from infancy in the Nashville market.

Her production and project management experience includes working with clients such as Pigeon Forge Department of Tourism; The Greenbrier; Loews Vanderbilt Plaza Hotel; Army National Guard; the U.S. Chamber of Commerce; and the Tennessee Early Childhood Advisory Council.

## **Mailyne Calvin - Project Management/Digital Marketing**

Mailyne serves as project manager for Chandlerthinks and pulls together all of the details needed from each team member to keep everyone on track. She is highly task-oriented strategic planner and works closely with Steve Chandler on each Chandlerthinks project.

Over the past 10 years, Mailyne has managed projects for both large corporations, non-profits and businesses. She specializes in managing digital marketing, branding and web development projects.

Mailyne has worked with a variety of local and national organizations including: Gaylord Entertainment; Grand Ole Opry; Highmark BlueCross/BlueShield; and the Metropolitan Government of Nashville.



# The Seguin, Texas Branding Team Experience

While the Chandlerthinks list certainly exemplifies experience in destination brand development, the collective team experience is astounding. More than 70 communities have worked with the team of specialists that are shown herein.

**Alliance, NE - Downtown Anchorage, AK - Arlington, TX - Bakersfield , CA - Beaumont, TX - Bowling Green, KY**

**Cabarrus County, NC - Carlsbad, CA - Charlottesville, VA - Chesapeake, VA - Clifton, TN - Cloverdale, CA - Columbus,**

**IN Concord, NC - Corinth, MS - Corning & Steuben County, NY - Dayton, OH - Dublin, OH - Cumberland Valley, TX**

**Elk River, MN - Fairbanks, AK - Farmington, MI - Franklin, TN - Fremont, NE - Fort Collins, CO - Fort Wayne, IN**

**Gainesville, FL - Galveston Island, TX - Grand Prairie, TX - Greeley, CO - Hopkinsville, KY - Irvine, CA - Katy, TX**

**Kenai Peninsula, AK - Kentucky Lake, KY - Killeen, TX - Lake Charles, LA - Lake City, SC - Longmont, CO**

**Longview, TX - Macon-Bibb County, GA - Marshall County, KY - Meridian, MS - Mesquite, TX - Montrose, CO**

**Missouri City, TX - Nashville, TN - Northfield, IL - Overland Park, KS - Peoria, AZ - Perry, GA**

**Petoskey-Boyne Country, MI - Pigeon Forge, TN - Plymouth, MI - Port Arthur, TX - Providence, RI**

**River Parishes, LA - Saint Paul, MN - Saint Charles, MO - Shawnee, KS - Shenandoah, TX**

**Shreveport-Bossier City, TX - Stillwater, OK - Sugar Land, TX - Sumner County, TN - Sebastopol, CA**

**Susquehanna Valley, TX - State of Tennessee - Utah Valley, UT - Uvalde, TX**

**Warren County, OH - Warrensburg, MO - Colonial Williamsburg, VA**



# Work Sample

## Community Identity Development and Branding Project - Katy, Texas

### Description:

Key obstacle - A mixed sense of place.

Various geo-political boundaries divided Katy, Texas. No one within Katy could agree on where "it" was. Research told us that once you began to ask people outside the walls of politics, no one cared. Katy had a lot going for it. But boundaries were keeping it from telling its true story.

Key Insight - Energy does not move to Katy. It grows in Katy.

Over half of the executives that make up the great Houston area Energy Corridor live in Katy. Why? Having arguably the strongest school district in Texas makes Katy a great community for living. Katy also stands out from other Houston suburbs by its history. Its deep roots in rice farming and home of Humble Oil refinery (late to be Exxon) put Katy on the map and led it to the business of growing energy. Business grows here. Community grows here. Education grows here. Children grow here. There's a lot to be excited about in Katy.

Energy Grows Here.

The right brand direction for Katy was right in front of our face - create a sense of place by showing that Energy Grows Here.

All creative interpretations of the brand were targeted to create this sense of place for Katy. Even the logo was designed to mark the spot where energy is growing.



# Work Sample

## Community Identity Development and Branding Project - Elk River, Minnesota

### Description:

Key obstacle - There was no competitive identity that created action.

The City has a lot going for it, but they lacked an identity outside the city limits and their Energy City designation had failed to gain traction as a platform for building reputation. When economic development pressures changed quickly, it left the community surprised and lacking a plan of action.

Key Insight - Leverage Your Community Strengths from the Inside-Out.

The core elements of the brand plan focus on building an Elk River identity and reputation from the ground-up and from the inside-out – nurturing a brand culture expressed in brand terms, words, phrases and actions; cultivating and sustaining a customer-centric government experience; multiplying community champions; recruiting local economic development influencers and engaging local businesses and community organizations in easy, affordable and mutually beneficial brand collaborations designed to imbed the brand message in everyday transactions and marketing vehicles.

Empowered for action creates traction!

Within days of the community roll-out and 'train-the-trainer' workshops, Elk River had secured commitments from seven private and public sector organizations that agreed to incorporate the brand in a variety of high profile ways; their brand micro-site was up and running; and a new blog had been created for the initiative. Today, a new economic development website has been built; city publications have been re-branded; and community organizations are employing variations of the brand theme to express their connection.



# Work Sample

## Community Identity Development and Branding Project - Fremont, Nebraska



### Description:

#### Key obstacle - The Community Needs Leadership.

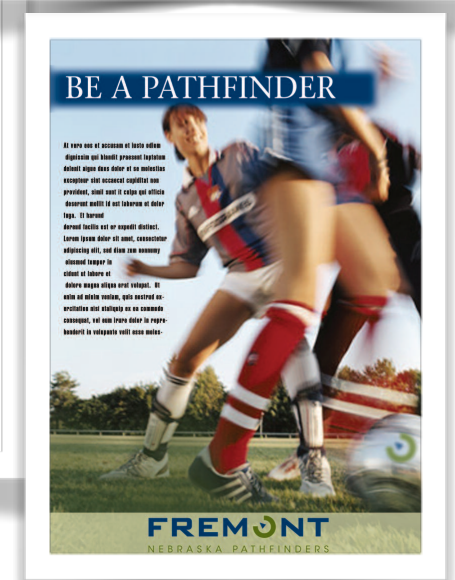
After years of "doing things the way they've always been done," almost every major city organization was suddenly experiencing a change in leadership, from the Chamber, City Mayor, Economic Development Director, Tourism Director, City Manager and many others. The people of Fremont were expecting a new change in community direction, but no one knew how to corral everyone together for one united wide message.

#### Key Insight - Real Change Requires Taking Risks.

Fremont is a conservative midwestern community, but its past successes came as a result of strong leaders who were willing to 'jump out' for the sake of real change. It's true timing is everything, because RIGHT NOW the citizens of Fremont were ready. The change in city leaders also created expectations. This branding project could serve as a catalyst for rallying everyone together.

#### Real Progress and Real Change Requires A Pathfinder!

Fremont was named by the great explorer and change agent John C. Fremont. Better known as the "Great Pathfinder" for his success in uncovering new opportunities and settlements. No surprise, the hard work ethic of today's Fremonters are also about new adventures and advancements, whether it be in healthcare, higher education or relaxing on the Fremont lakes. For this reason, the brand creative platform of Nebraska's Pathfinders was used to preserve the town's historic nature while harnessing enthusiasm of today's business leadership. Perhaps unlike anyone else can claim, Fremont is a Pathfinder, from its historic beginnings to its rich opportunity ahead.



# Work Sample

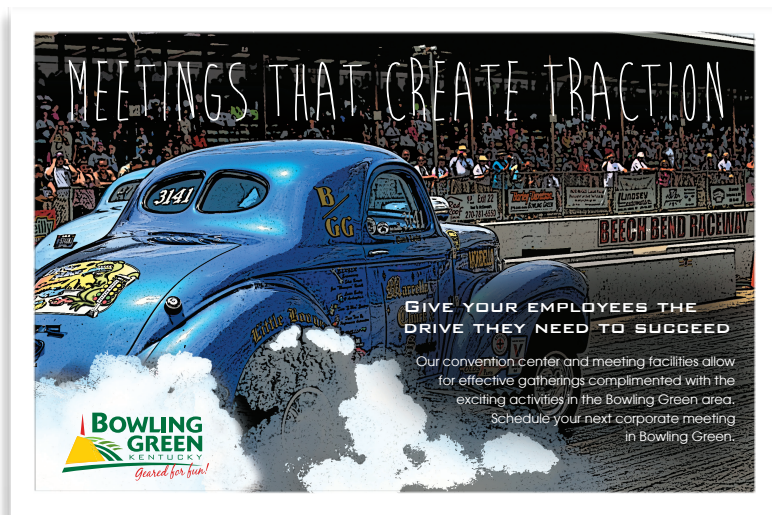
## Community Identity Development and Branding Project - Bowling Green, Kentucky

### Description

Geared for Fun!

You know you've struck a chord with your branding direction when other local organizations are asking to use elements. That's what is happening in Bowling Green. They are home to the National Corvette Museum, the only place in the world where Corvettes are still being manufactured and where oodles of hot rods spend many of their weekends. From their minor league baseball team to their largest attractor - Beech Bend Park and Raceway, Bowling Green, Kentucky is a place that truly celebrates America's classic sports car.

The retro, all-American branding effort is creating traction. Local hotels are renaming conference rooms after classic Corvettes and everyone is rallying together on a common communication platform. Burnt rubber never smelled so sweet!



# Work Sample

## Community Identity Development and Branding Project - Kentucky Lake, Kentucky

### Kentucky Lake, Kentucky

What do you do when you occupy more shoreline on the largest man-made lake in the United States?

Embrace, connect and elevate with the lake.



**SEE YOUR KIDS BECOME KIDS AGAIN.**

An amazing thing happens when kids hit the water. They forget about everything else. At Kentucky Lake, we have thousands of miles of shoreline to play on. Small, family-run resorts to large state resorts to stay at. You can fish, rent a boat, camp, hike or just rest. Which is what most kids do after a full day of being kids. Discover what makes Kentucky Lake so great.

A photograph of two young girls in colorful swimsuits splashing in the water. They have their arms raised in the air, and water droplets are frozen in the air around them. In the background, a person is visible in a red kayak on the lake.

**Plan your visit today at [KentuckyLake.org](http://KentuckyLake.org)**

KENTUCKY LAKE CONVENTION AND VISITORS BUREAU OF MARSHALL COUNTY

The logo is positioned in the bottom right corner of the advertisement.

**DISCONNECT FROM THE WORLD AND RECONNECT WITH IT AT THE SAME TIME.**

This vacation, instead of fighting for a patch of beach, is where you can have a whole quiet zone. Or a piece of an entire lake. Kentucky Lake is what so many vacation spots used to be. Quiet. Relax. Reconnect. Beyond our shores are thousands of acres of nature, quiet towns and family-run resorts and restaurants. Discover what makes Kentucky Lake so great.

A photograph showing the silhouette of a person sitting on a wooden dock with a dog. They are looking out over a calm lake at sunset. The sky is a mix of orange, yellow, and blue, and the water reflects the colors of the sky.

**Plan your visit today at [KentuckyLake.org](http://KentuckyLake.org)**

KENTUCKY LAKE CONVENTION AND VISITORS BUREAU OF MARSHALL COUNTY

The logo is positioned in the bottom right corner of the advertisement.

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## Why Chandlerthinks?

*We've done it.* Our team has deep experience in community branding from the inside and outside.

*The A Team.* Your community branding team is composed of the actual people with the experience, not interns or second-stringers. What you see is what you get.

*Truth.* We'll give you a non-biased perspective that reflects truth. Because we do not live locally, we see who you are objectively. We let the research reveal the truth.

*Branding is about telling your story.* We believe the success of this project is dependent on a great strategy and great implementation. It is not about an eye-catching logo and a catchy tagline. After working with more than 60 communities, we've learned creative elements are not what makes a successful brand. It's all about defining and delivering the great experience, taking a great idea and telling that story — executing with purpose, passion and precision.

*A plan that creates traction.* We will help you focus on how to market yourself internally as well as externally. Our program is premised on what really works. We don't give you pages of glitzy, costly ideas. We give you a "Plan of Action" – real-world strategies, tactics and tools to create brand traction locally and in the external marketplace. And this includes suggestions on how to build your brand online. Why? That's where business is being developed today and where you need to be doing it really well.



**Thank You!**

