



**City of Rochester Hills  
AGENDA SUMMARY  
NON-FINANCIAL ITEMS**

1000 Rochester Hills Dr.  
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**Legislative File No:** 2010-0543

**TO:** Mayor and City Council Members  
**FROM:** Ed Anzek, Director of Planning and Economic Development, ext. 2572  
**DATE:** December 7, 2010  
**SUBJECT:** Branding and Identity Marketing Campaign Update

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**REQUEST:**

Presentation by City Staff and consultant, Skidmore Studio, regarding the City Messaging and Branding Project.

**BACKGROUND:**

As the City Council may recall, the request to undertake a Messaging and Branding Program was first introduced in 2007. It was one of the first recommendations of the Mayor's Business Council. This effort was undertaken to coordinate and standardize our written and visual communication with the objective to develop a more distinctive and unique "appearance" as we promote the city and compete for business and industry to locate here. This is primarily an economic development initiative and is 100% funded by the City's Local Development Finance Authority. The Planning Commission reviewed and approved it as a Capital Improvement Project in 2008 (PS-04) and funding was approved in the 2010 Budget by the LDFA and City Council.

Skidmore Studio was selected (out of 43 firms) to carry out the project. A committee was formed to oversee and contribute to the work which consists of marketing experts and representatives of the public and private sector. Skidmore has utilized a collaborative process that engaged community leaders, business leaders, residents and others from the region to determine the core values and brand of Rochester Hills. The results of this extensive research will be revealed at the Council meeting along with a status update on the various deliverables that are currently in development.

**RECOMMENDATION:**

Review of Communication and Branding Plan components as developed to showcase and promote the City as the uniquely qualified and premier community to live, work, and raise a family.

<b>APPROVALS:</b>	<b>SIGNATURE</b>	<b>DATE</b>
<b>Department Review</b>		
<b>Department Director</b>		
<b>Mayor</b>		
<b>City Council Liaison</b>		