

Economic Development Subcommittee Agenda & Meeting Packet

June 21, 2023

Meeting will be held at the **Municipal Building** 2nd floor, Council Chambers 355 East Central Street 5:45 PM

A NOTE TO RESIDENTS: All citizens are welcome to attend public board and committee meetings in person. Meetings are also live-streamed (and archived) by Franklin TV on the <u>Franklin Town Hall TV YouTube channel</u>. Meetings are also shown live and on repeat on Comcast Channel 11 and Verizon Channel 29. In an effort to maximize citizen engagement opportunities, citizens will be able to continue to participate remotely via phone OR Zoom.

Link to access meeting via Zoom for the June 21, 2023 EDC meeting:

- Zoom Link HERE -- Then click "Open Zoom".
- Or copy and paste this URL into your browser: https://us02web.zoom.us/j/85062979258
- Call-In Phone Number: Call 1-929-205-6099 and enter Meeting ID # 850 6297 9258 -- Then press #

Agenda:

- 1. Marketing & Branding Project Update
 - a. Staff Memo, Draft Project Timeline.

This is a meeting of the Franklin Town Council Sub-Committee; under the Open Meeting Law, this subcommittee is a separate "public body" from the Town Council. Therefore, unless the Town Council has separately notified and posted its own meeting, Councilors who are not members of this subcommittee will not be permitted to speak or otherwise actively participate @ this meeting, although they may attend and observe. This prohibition is necessary to avoid the potential for an Open Meeting Law Violation Town of Franklin

355 East Central Street Franklin, Massachusetts 02038-1352



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OFFICE OF THE TOWN ADMINISTRATOR

MEMORANDUM

DATE: May 17, 2023

TO: Jamie Hellen, Town Administrator

FROM: Julie Jacobson, Special Assistant to the Town Administrator

SUBJECT: Branding & Wayfinding Project Estimated Timeline

As a follow up to the meeting held last month to discuss the upcoming branding/marketing initiative, attached is an estimated timeline for the various tasks involved in the Town of Franklin's Branding and Wayfinding Project. The project as proposed herein has been broken down into four phases with a timeline beginning in July 2023 with estimated full implementation over a 1 - 3 year period. Various elements of the brand activation can be implemented sooner, once the brand design/concept is finalized. For instance, the internal communications can be implemented once the town seal and colors have been determined, while the wayfinding component including manufacture and installation of signage could be completed by the end of 2025.

The estimated timeline for each task within each of the four phases will likely shift based upon various factors: which processes are followed, the availability of funding for project implementation, the procurement process, and the collective vision of the Town Council and Town Administration for the implementation of the new branding, particularly with regard to the final phase and the economic development and marketing goals and strategies the Town wishes to undertake. Thus, this timeline is an estimate of specific steps and tasks that could be taken to develop a branding program and to implement it through internal communications, external communications, a wayfinding initiative, marketing campaign, and economic development strategies for business attraction, retention and recruitment.

As you know, prior to initiating Phase I of the Branding and Wayfinding Project, the Town must develop a scope of services and budget for the \$50,000 State grant it recently received for a branding and marketing study. Once the State approves the scope of services and affiliated budget for the \$50,000 grant, and all grant documents and contracts are executed, the project can commence. It is recommended that the Town strive to have the State grant contract

executed in the summer of 2023. Based on our discussions, it is recommended that the \$50,000 State Grant be used to fund the consultant's work in Phase II and Phase III.

The Town has also approved \$50,000 in capital for this project. Per our discussion, it is recommended that the Town funds be used in Phase I and, if there are remaining funds, those funds can be applied to subsequent phases.

The following outlines the recommended phases of the project and estimated timeline to complete each. Please note that the timeline is not sequential as some phases should begin prior to the completion of the previous phase.

Phase I	Brand Audit & Creation of Standardized Town Materials (Official Use Only) Timeline: 1 Year (July 2023 to June 2024)
Phase II	Brand Development & Outreach
	Timeline: 1 Year (December 2023 to December 2024)
Phase III	Brand Activation
	Timeline: 1 Year (June 2024 to October 2025)
Phase IV	Marketing/Economic Development
	Timeline: 1 Year (December 2024 to May 2026).

Note that Phase IV could continue for several years depending on the economic development and marketing strategies that the Town undertakes.

Please let me know if I can provide any additional information or if you would like anything revised.

Thank you.

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				2023	2023	2023	2023	2023	2023	2024	2024	2024	2024	2024	2024 202	24 2024	2024	2024	2024	2024	2025 2025	2025 2	25 2025 20	25 2025 202	25 2	025 20	25 202	5 202	25 2026	2026 202	5 2026 202
		Responsible Party	Task																												
•			Develop Scope of Services for State grant																												
		Develop Budget for grant																													
		State	d Execute grant contract documents																												
		Responsible	Task																												
Standardized Town Materials (Official SealUse Only) - Town Capital appropriation	Party																														
	Capital appropriation	Town Staff	Inventory Internal Municipal and School Letterhead,																												
			Vehicles, Business Cards, Uniforms, communications.																												
			Draft Request for Qualifications (RFQ) for consultant. Town Counsel review of RFQ for legal form.																												
			Issue RFP and required advertising per M.G.L. Ch. 30B for branding and marketing study.																												
		Town Staff	Proposals due.																												
			Review proposals and select consultant. Execute contract.																												
			Develop letterhead, seal color and font to review with Town staff.																												
			Develop standardized letterhead for schools. Develop standardized letterhead for municipal																												
			departments, Council, boards and committees.																												
			Develop standardized vehicle seal and lettering. Develop standardized clothing/uniform																												
		Consultant	colors/emblems. Develop standardized employee badges/I.D. cards.																												
		Town Staff	Develop official town and school social media visuals.																												
		Consultant	Develop Preliminary Seal Usage Manual.																												
		Consultant	Assist Town in creation of Asset Library (Official Use Only - print, clothing, vehicle marking).																												
		Responsible Party	Task																												
		Town	Establish Branding Advisory Committee.																												
		Administrator	Convene preliminary meeting with coordinating staff and committee to discuss project context, community																												
		Consultant	vision, goals. Hold workshops for staff, committee, and Town																												
		Town Staff	officials to discover the "community identity" (Brand DNA) for the Town.																												
			Create survey (electronic) to collect information about the perception, sense of place and other aspects relating to the "community identity" (Brand DNA) of the serve the surgestion to provide use the																												
		Canaultant	DNA) of the town to promote at community events Create various brand options for consideration by staff and committee.																												
			Present options under consideration at public meetings and community events.																												
		Consultant	Based on community, staff and committee feedback, consultant designs and refines a final brand theme, logo, tag line including color, font, placement, for																												
		Concultant	submittal and review to coordinating staff and committee. After obtaining approval of coordinating staff and															_													
		Consultant	committee for the final brand theme, logo and tag line, publicly present to the Town Council.																												
		Consultant	Develop Brand Guide for use of templates, themes, logos and taglines.																												
		Town Staff	Work with web site developer to revise website brand (color scheme, logo; no content changes).																												
		Town Staff	Brand Launch																												
	(Recommendations for Marketing and Website, Wayfinding,	Responsible Party	Task																												
		Town Administrator	Establish Marketing/Wayfinding Advisory Committee																												
		Town Staff	Inventory existing signage, destination points, and roadway systems/traffic patterns.																												
		Consultant	Hold meetings with staff and Committee to develop a																												
		Consultant and	preliminary hierarchy of wayfinding elements based on brand/logo/tagline. d Wayfinding elements and options presented to the																												
			community at public meetings and community events.																												

		July 2023	August S 2023	eptember 2023	October 2023	November 2023	December 2023	January 2024	February 2024	April 2024	May 2024	June 2024	July 2024	August Se 2024	ptember 2024	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025	May Jun 2025 202	e July 25 202	August 5 2025	September 2025	r October 2025	November 2025	December 2025	January 2026		April May 2026 2026
Consultant	Based on feedback received from community, refine hierarchy and create sign element site placement with digitally illustrated location views, for review and discussion by coordinating staff and committee.																															
Consultant	Present recommendations for suggested materials, placement, and estimated costs for the installation and fabrication and installation of the Design Package. The Design Package will include, for each sign type, illustrations, streetscape renderings, and fabrication-ready specifications.																															
Consultant	Create a Sign and Element Specification Guide.																															
Consultant	Develop map locations for placement of wayfinding elements (signs, kiosks, banners, etc.).																															
Consultant	Create estimated budget and phasing plan for sign manufacture/installation.																															
Consultant a Town Staff	nd Establish plan for ongoing maintenance of wayfinding system.																															
Consultant	Develop recommendations for marketing strategies																															
Town Staff	Develop RFP for manufacture/installation of signs.																															
Town Staff	Issue RFP.																															
Town Staff	Select vendor.																															
	Signage installed																															
Town Administrato	Identify staff position to be responsible for implementing wayfinding elements.																															
Marketing/Economic Responsible Development Party	Task																															
Town Staff	Launch Community Development project to introduce the "Franklin Story" to residents and generate community buy in																															
Town Staff	Incorporate branding into town marketing and economic development print materials																															
Town Staff	Incorporate branding into economic development website																															
Town Staff	Create video for promotions to attract business and development.																															
Town Staff	0 0 11																															
Town Staff	Booths at trade shows to attract new business																															
Town Staff	Work with Chamber of Commerce, 495/MetroWest Partnership and MAPC to incorporate into their website, events, promotional materials																															