



**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 [Franklin Town Hall TV YouTube channel](#). 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

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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.

[illegible]

[illegible]