

# CITY OF HUDSON

## PROPOSED LEGISLATION

**DATE:** June 22, 2012

**TO:** Honorable Mayor and Members of City Council

**FROM:** Anthony Bales, City Manager  
Scott N. Schroyer, Asst. City Manager  
Charles E. Wiedie, Economic Development Director

**LEGISLATION:** A resolution authorizing the City Manager to enter into a contract with Atlas Advertising for the branding and marketing initiative for economic development.

**MEETING:** July 24, 2012 Council Workshop/Meeting

### **I. Executive Summary**

Atlas will work with the Hudson Economic Development Department to design and develop a modern, branded identity, by applying a sophisticated world-class development approach to research, marketing, branding, and implementation. Phases 1 thru 6 are estimated to take 6 to 9 months with a budget of approximately \$76,000. Years two and three of the campaign carry a budget of approximately \$89,000 a year.

### **II. Legislative History**

a. Resolution 12-26, a resolution authorizing the City Manager to seek qualifications from professional public relations/marketing firms in connection with assisting the city's economic development department to execute its marketing program.

### **III. Purpose & Explanation**

a. To develop an authentic brand that resonates with stakeholder groups and conveys a uniform message to be used for future plans and advertising. This identity will make Hudson distinct to businesses, site selectors, retailers and residents alike and will help us attract new businesses while retaining and helping to grow our existing businesses.

### **IV. Implementation Schedule**

a. Phases 1 thru 6 will begin upon approval by Council and will take approximately 6 to 9 months to complete. Work identified as years 2 and 3 in the attached proposal will begin upon completion of phases 1 thru 6.

### **V. Fiscal Impact**

**X** Currently Budgeted; during the 2012 budget discussions, Council allocated \$100,000 for year one and further allocated, in the five-year plan, \$100,000 per year for years two and three.

\_\_\_ Supplemental Appropriation Required (List \$\$ Amount & Account)

\_\_\_ Appropriation Not Required (Explain Budget)

**VI. Recommended Action**

The City staff recommends that City Council approve this resolution and City staff is also requesting that an emergency clause be added to the legislation in order to protect the public welfare and safety.