



GARLAND

STRATEGIC INITIATIVES

**2015-16 Proposed Budget
Funding Requests and Justifications**

**City Council Work Session
August 22, 2015**



Strategic Initiative – Image & Promotion

Image and Promotion Strategy

\$150,000

Marketing consultant to help improve our general image:

- Conduct a thorough assessment of Garland’s current image among key influencers and high value targets (e.g., real estate professionals, site selectors, property managers, media professionals, meeting planners, visitors, etc.).
- Craft a common community message that tells Garland’s story and identifies our competitive advantages.
- Develop an effective image management plan and promotion strategy.



Strategic Initiative – Image & Promotion

Purpose

Overcome unfounded negative perceptions of Garland that are:

- Hindering economic development efforts to recruit new investment.
- Depressing residential property values and new homebuyer interest.
- Hurting staff recruitment efforts for many Garland institutions.
- Limiting bookings of conventions and meetings.
- Thwarting expansion of tourism opportunities.



Strategic Initiative – Image & Promotion

Desired Benefits and Outcomes

A targeted promotion strategy will help enable:

- Garland to be more recognized for its positive attributes rather than generalized and unfounded negative perceptions.
- Key influencers to become champions and ambassadors of Garland's common and desired community message.
- Targeted messaging and delivery mechanisms with the greatest ROI potential.
- A stronger strategy for prioritizing activities and projects that enhance Garland's image, appeal, and competitiveness in both the residential and non-residential sectors of the local economy.



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Questions?