



COUNCIL REQUEST MEMO

TO:	Mayor and Council
REQUESTOR:	Cheryl Wink
FROM:	Chris Harguth
DEPARTMENT:	Communications
DATE:	September 30, 2020
SUBJECT:	Englewood Logo with Tree: When did the City begin using this logo? Why is there a tree in it? Is the tree inside the logo an Englewood tree? Do we continue using it in our wayfinding, redevelopment and web marketing efforts? Just curious.

RESPONSE:

Council Member Wink,

Here's a history of Englewood's first logo according to the book *Englewood Colorado – Its People and History*:

"When the community was in its pristine state, our ancestors were aware of the abundance of trees. At the birth of this city there was a Fiske's Garden grove where picnics were held; there was Orchard Place, a lush stand of fruit trees - and Thomas Skerritt, the father of Englewood, chose a simple life of fruit and vegetable farming because of the rich land. He changed the name to 'Englewood,' meaning 'wooded knook' or 'wooded place, like a suburb of Chicago whence he came.

In an effort to enhance the community's sense of pride and identity, the City of Englewood introduced a new city mark in 1971. The lines in the mark represent an abstract tree. A tree grows and blooms with branches and leaves. A city branches out with streets and blooms with industry and homes. The circle represents law and order and protection. The imperfect and incomplete 'E' reminds us that a city is never perfect or complete. The color green confirms life."

The current logo, a stylized version of the original, was adopted in 2015. A brand guidelines book (attached) was adopted that details discovery, insights, creative foundation, marketing and implementation. The Englewood logo continues to be an integral part of our overall marketing efforts. This will likely continue unless we were asked to look at a complete rebrand.

Please let me know if I can be of further assistance.



ENGLEWOOD

BRAND GUIDELINES

OCTOBER 2015

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**This is the story
of the City of
Englewood brand.**

- How it was developed
- Its core characteristics
- How to bring it to life

This brand will act as the foundation for the City of Englewood's residents, marketing, and overall communications efforts for years to come.

Brand management and
implementation guidelines
provided by:

slate
COMMUNICATIONS

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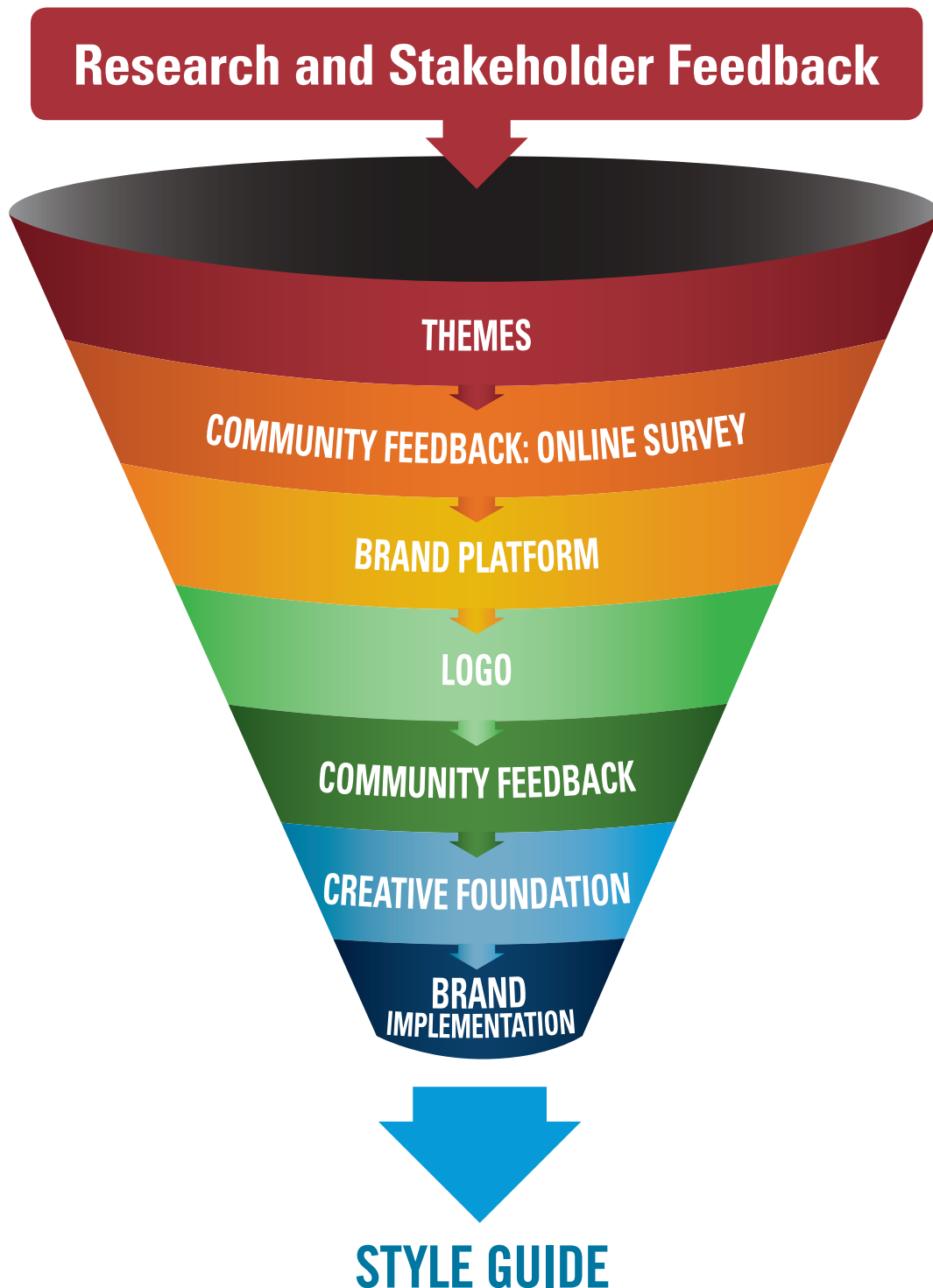
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5. BRAND IMPLEMENTATION 39



1. DISCOVERY

1.a METHODOLOGY



1.b RESEARCH FINDINGS

From an evaluation of Englewood Forward materials, the 2014 Citizen Survey, transit ridership, peer and surrounding cities research, recreation program data, and other industry analysis, the following themes emerged.

PEOPLE LIKE IT HERE

Simply put, Englewood residents love their hometown. There is a true sense of pride in community. Regardless of how long a person has lived here, residents are quick to point out the benefits of living in Englewood and those outside the city are frequent visitors.

Englewood Forward: Visioning documents and research clearly reflect a fondness for the city.

Citizen Survey: 85% of participants rated Englewood as a good or excellent place to live.

Recreation Program Data: More than half of registered participants do not live in Englewood.

ENGLEWOOD IS BURSTING WITH OPPORTUNITY

Although you might not find consensus on how to leverage the opportunity, it is clear that opportunity exists. The City of Englewood is primed for revitalization. There is community support for rejuvenation, and the City has the opportunity to shape the direction of their future.

Englewood Forward: The community vision statement crafted through feedback gathered by the Englewood Forward initiative speaks to the community's optimism: Englewood will be a hub for creative thinkers, innovators, and a highly educated citizenry. The Englewood Community will be premised on a series of vibrant neighborhood areas all connected to the region by a leading edge transit system.

Peer and Surrounding Cities: When evaluating other communities, you'll find that some have proactively crafted their brand. For example, Littleton, Lafayette, and Lakewood are using consistent messaging and imagery to build an identity and an awareness of their communities. Conversely, others are relying on their past reputation in hopes that it will carry them through to the future (Cherry Hills, Greenwood Village). Englewood has an opportunity to learn from others who are proactively pursuing their desired future.

1.b RESEARCH FINDINGS (continued)

THE ECONOMY MATTERS

With renewed energy comes a renewed economy. The community is calling for a more proactive approach to attracting and retaining “the right” type of businesses to the area.

Citizen Survey: The economy emerged as one of the most important issues (in addition to safety).

Englewood Forward: There is consistently a call for more services and shopping opportunities in the community.

ENGLEWOOD IS CONNECTED

The presence of the light rail has had a major impact on the Englewood community. It brings non-residents into the city on an almost daily basis. It has helped attract a younger generation of residents who are looking for transit-oriented living. And it has sparked investment from private developers.

RTD Ridership Data: Englewood light rail station activity consistently ranks in the top ten among all rail stations.

Citizen Survey: Ratings for “travel by public transportation” are higher than those for benchmark communities.

1.c WHAT WE ASKED STAKEHOLDERS

WHAT WE ASKED DURING STAKEHOLDER INTERVIEWS:

What key words or phrases come to mind when you think of the City of Englewood?

What key words or phrases come to mind when you think about the future of the City of Englewood?

What makes you proud to live or work in Englewood?

What are some misperceptions you've heard about Englewood?

What are some of the biggest challenges that Englewood currently faces?

QUESTION FOR THE STAFF:
Are you proud to work for the City of Englewood? If so, why?

QUESTION FOR THE STAFF:

When you think about the completion of this branding process, how will you know it's been a success?

What brought you to Englewood?
What has made you stay?

What do you think of the current logo?



1.e CITY STAFF PERSPECTIVES

A special focus group was conducted with a select group of City of Englewood staff members. During this meeting, staff members completed several activities where they were asked to express their thoughts about Englewood and what it might be like in the future. Several themes emerged from this workshop, as follows.

Many staff members see Englewood as similar to some other Denver suburbs such as Littleton, Wheatridge and parts of Lakewood due to the size, demographics and quality of life in these areas. In contrast, staff frequently answered that they did not want Englewood to resemble Sheridan because this city is seen as run-down, low-income, high in crime, having poor infrastructure, etc.

Staff members enjoy working (and, for some, living) in Englewood because it:

- ▶ Has a small-town feel and a close knit community
 - ▶ Has potential for revitalization and great heart
 - ▶ Has great people and the local government treats its employees well
 - ▶ Is centrally located
 - ▶ Shares many of Denver's positive attributes
 - ▶ Has great parks
 - ▶ Has something for everyone
 - ▶ Has residents with community pride
 - ▶ Is the perfect blend of urban and suburban
-

When thinking about Englewood's future, staff members frequently said that they hope the city will become revitalized with new developments and improved housing, that it will become safer with a reduced transient population, and that it will attract new businesses and families. Many also said that they understand that big changes to Englewood are coming and are excited about the new City leadership and direction.

1.f WHAT WE ASKED THE COMMUNITY

To gather community feedback, a short survey was made available online and in printed form. With questions based on key themes from stakeholder feedback, the survey was promoted through City communication tools and various community events.

The survey forced participants to choose between two possible descriptions of what Englewood will be like in the future. While both options are applicable, participants were asked to choose the most descriptive option, or one option per set.

SURVEY QUESTIONS

Englewood will be...

- Hard working
- Trendy

Englewood will be...

- A community of high quality parks
- A medical hub

Englewood will be...

- An arts community
- A great place for families

Englewood will be...

- Quirky
- Professional

Englewood will be...

- A convenient transportation hub
- A centrally located small town

Englewood will be...

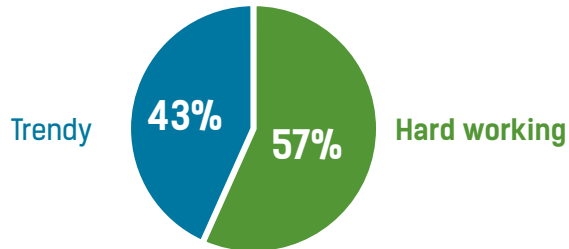
- A connected, close knit community
- A vibrant, changing city

Englewood will be...

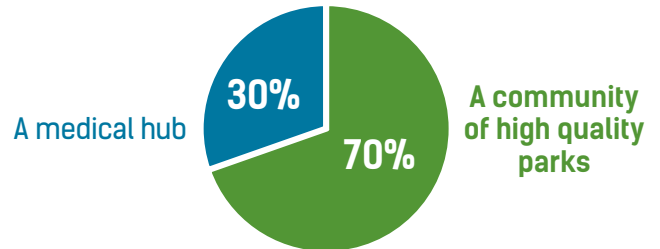
- Innovative
- Traditional

1.g COMMUNITY SURVEY RESULTS

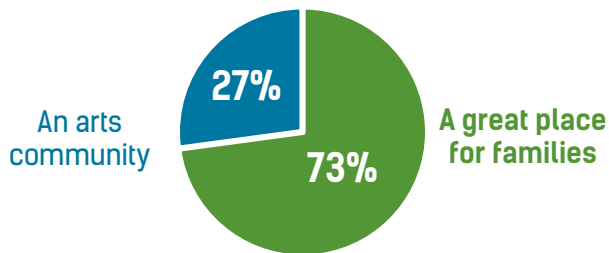
ENGLEWOOD WILL BE:



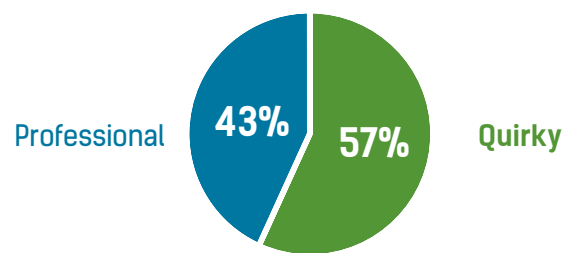
ENGLEWOOD WILL BE:



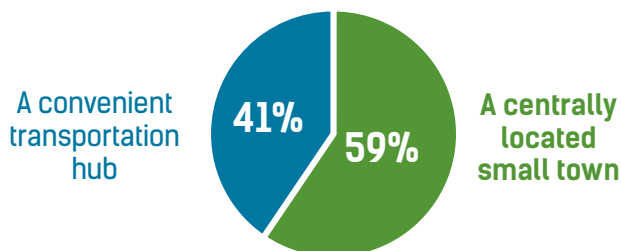
ENGLEWOOD WILL BE:



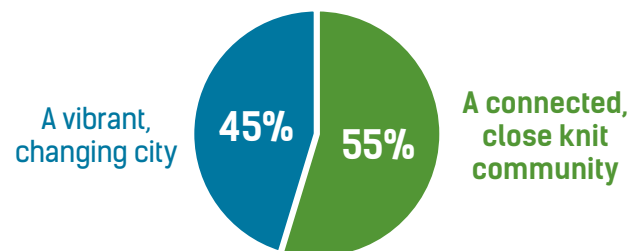
ENGLEWOOD WILL BE:



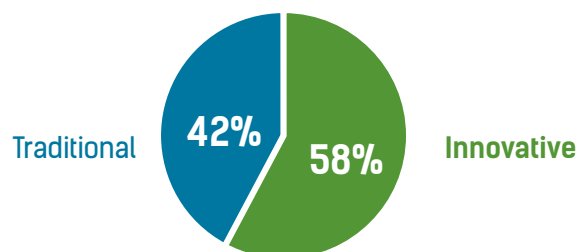
ENGLEWOOD WILL BE:



ENGLEWOOD WILL BE:



ENGLEWOOD WILL BE:



2. INSIGHTS

2.a BRAND CHARACTERISTICS

WHAT IS A BRAND:

A collection of thoughts and feelings about experiences with a community.

BRAND CHARACTERISTICS:



2.b BRAND PLATFORM



POSITION

How the community is perceived in the context of competitive alternatives



PERSONALITY

A set of human characteristics associated with a community



PROMISE

Long-term commitments a community makes to their residents



VALUE PROPOSITION

Community benefits that are relevant, unique, compelling and believable



THE BOTTOM LINE

Your core message

2.c WHY IT MATTERS

An effective brand platform is the origin of marketing, public relations, and citizen interactions. It is the source of all messaging and communication with internal and external audiences.

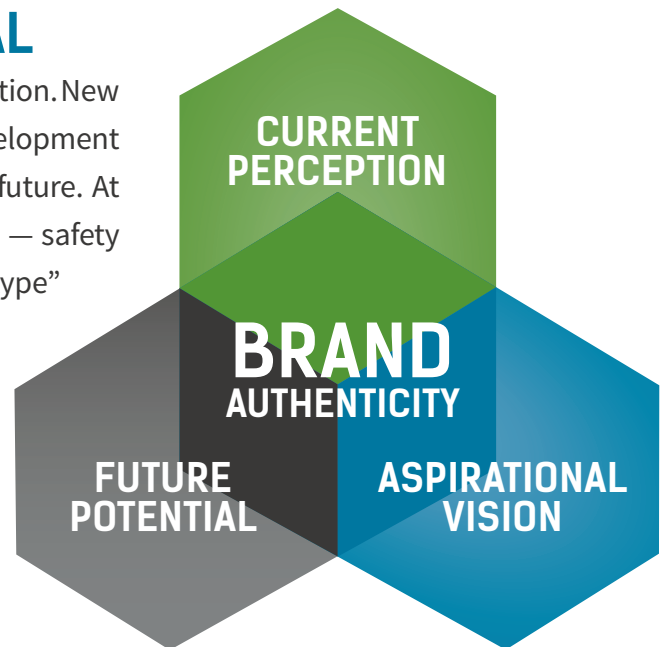


2.d CITY OF ENGLEWOOD BRAND CHARACTERISTICS: TOP PRIORITIES

The City of Englewood brand embodies the previously defined characteristics of a quality brand; however, there are two elements that are prioritized above others.

AUTHENTIC AND ASPIRATIONAL

The City of Englewood is on the cusp of major revitalization. New leadership, a new organizational vision, and new development combine to create momentum towards an exciting future. At the same time, the community faces real challenges — safety concerns, resistance to change, a lack of the “right type” of businesses. The new Englewood brand platform needs to find the sweet spot where current reality, future potential and aspirational vision intersect.

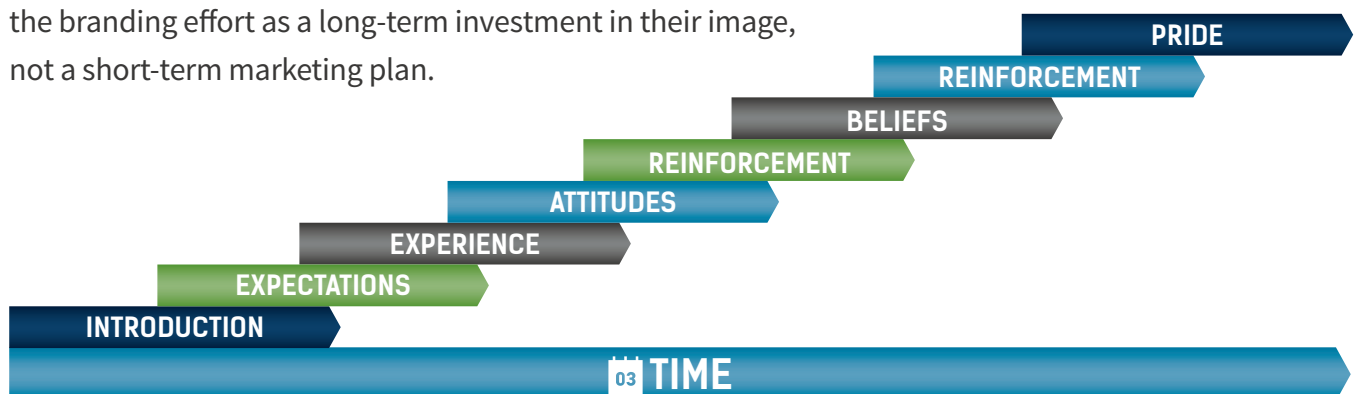


EXPERIENTIAL

Community brands are more than logos and signage. Effective brands are built and strengthened through the experiences individuals have with a community. For the Englewood brand to be truly successful, the City needs to look beyond the obvious elements of brand implementation. City events and activities, community gathering spaces, staff interactions with residents, even the types of businesses the City recruits all work to create and reinforce your brand.

ROLL OUT & DEVELOPMENT

Brands are not created overnight. Successful brands are built and reinforced over a long period of time until the perceptions are synonymous with the name. It's important for the City of Englewood to view the branding effort as a long-term investment in their image, not a short-term marketing plan.



2.e CITY OF ENGLEWOOD BRAND PLATFORM

POSITION: How the community is perceived in the context of competitive alternatives



ENGLEWOOD IS...

- Undiscovered opportunity
- Seamlessly connected to the Metro Denver area by light rail, transit, highways and trails
- An affordable option for Front Range urban living
- A community of accessible and high-quality parks

PERSONALITY: A set of human characteristics associated with a community



ENGLEWOOD IS...

- Hard working and energetic
- Welcoming of all people
- Eclectic
- Family-friendly

PROMISE: Long-term commitments a community makes to their residents



ENGLEWOOD IS...

- Realizing its full potential through economic revitalization
- A multi-generational community that values the energy of youth and the experience of long-time residents
- Investing in safety, arts, parks and recreation to create a high quality of life

VALUE PROPOSITION: Community benefits that are relevant, unique, compelling, and believable



ENGLEWOOD IS...

- Urban convenience and vitality with a small town feel
- A central & ideal location for accessing all the Front Range has to offer
- Authentic people and strong neighborhoods

THE BOTTOM LINE: Your core message



ENGLEWOOD IS...

A lively, connected community

2.f BRAND ACTIVATION

The bottom line and brand platform are realized in communication as well as everyday operations. The following graphic of touch points, or places where residents, potential residents and the business community interact with the Englewood brand, demonstrates the impact of a strategic and fully implemented brand platform.



2.g RECOMMENDED ACTIONS

TAKE THE BIG LEAP WITH A NEW LOGO

The existing logo has been in use for nearly fifty years; it's time for a strategic change. Changing the logo is an investment that will yield benefits beyond a new look that better represents your community. A bold change symbolizes a new direction. It represents a philosophy of conscious forward motion, of determined progress toward new community goals and your desired future. It will take time to replace the logo on all City materials, but eventually the refreshed look will appear everywhere, including:

- wayfinding
 - email signatures
 - uniforms
 - park signage
 - vehicles
 - all print collateral
-

INTEGRATE PLAY ENGLEWOOD INTO CITY BRAND

Recognizing the value and recent investment in the Play Englewood brand, we recommend tweaking the logo as opposed to completely eliminating it. The refreshed version will correlate with the new brand, while also maintaining individuality to aid in marketing recreation programs.

INVEST IN ECONOMIC MARKETING

With a new brand and new energy, it's time for Englewood to start actively promoting opportunities within City limits. Allocating resources to new collateral, photographs, web presence and other basic marketing tools will equip the City to take advantage of, and create new economic initiatives.

REFRESH THE ENGLEWOOD WEBSITE

While the current website is a valuable source of information, the appearance and design do not reflect a lively, connected community. A brighter, more engaging, more energetic look will better represent the community and showcase key messages.

STRATEGICALLY & SYSTEMATICALLY LEVERAGE PARTNERSHIPS

With dozens of engaged individuals and partner organizations, Englewood has an army of ambassadors at the ready. Creating materials and tools to empower these individuals to share your brand messages allows you to stretch resources and effectively build brand awareness.

2.g RECOMMENDED ACTIONS (CONTINUED)

STAFF TRAINING

A new brand can be overwhelming particularly to those who are expected to become early adopters. A training event for City staff would help individuals understand implementation priorities and give them confidence in using the new brand platform. An event/program that integrates the City's new Vision, Mission, and Values could also become a motivational effort which creates buy-in to the new brand as well as the new organizational direction.

DEDICATE RESOURCES TO MEDIA RELATIONS

Actively submitting content to various industry publications (both online and off) as well as regional media will strengthen awareness of the City of Englewood outside existing circles. Content published by a third-party increases credibility and can expand reach.

3. CREATIVE FOUNDATION

3.a CITY OF ENGLEWOOD LOGO



STANDARD LOGO MINIMUM SIZE

The logo must be printed or reproduced at least 1" or 72 pixels in width to maintain legibility.



REQUIRED SPACE AROUND LOGO

Leave 1/4" open space around logo.

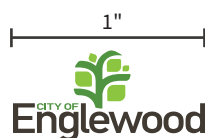


3.a CITY OF ENGLEWOOD LOGO (STACKED)



STANDARD LOGO MINIMUM SIZE

The logo must be printed or reproduced at least 1" or 72 pixels in width to maintain legibility.



REQUIRED SPACE AROUND LOGO

Leave 1/4" open space around logo.



3.a LOGO WITH DEPARTMENT NAME



3.b CITY OF ENGLEWOOD LOGO COLORS



Primary logo to be used on all collateral

COATED

Use these Pantone colors when printing on coated paper



PANTONE 370 C



PANTONE 376 C



Grayscale 85%

UNCOATED

Use these Pantone colors when printing on uncoated paper



PANTONE 370 U



PANTONE 376 U



Grayscale 85%



2-color logo to only be used on 2 spot color printed pieces



PANTONE 370 C



Grayscale 85%



This version should only be used when printing in Black & White.



Black



White and green version to be used against a darker background



PANTONE 370 C



PANTONE 376 C



White



White version to be used against a green background

3.c UNACCEPTABLE LOGO USAGE

Consistency is critically important. Examples of common logo use errors appear below. Following the guidelines outlined in the previous pages will prevent misuse of logos.



Do not use any other color than the Pantone or RGB designations on page 20



Do not add elements to the logo



Do not stretch, condense and transform the logo.
Scale proportionally when resizing



Do not enclose logo in another shape or place logo
against a color of insufficient contrast



Do not use a scanned, web or low
resolution version of the logo for print



Do not rearrange the logo elements

3.d BRAND COLORS

Pantone Spot Coated	Color Bridge	CMYK Formula	RGB Formula/PPT	Web Hex
7468 C	7468 CP	c90 m18 y7 k29	r0 g115 b152	007398
75%		50%		25%
370 C	370 CP	c62 m1 y100 k25	r101 g141 b27	658D1B
75%		50%		25%
376 C	376 CP	c54 m0 y100 k0	r132 g189 b0	84BD00
75%		50%		25%

SECONDARY SUPPORT COLORS

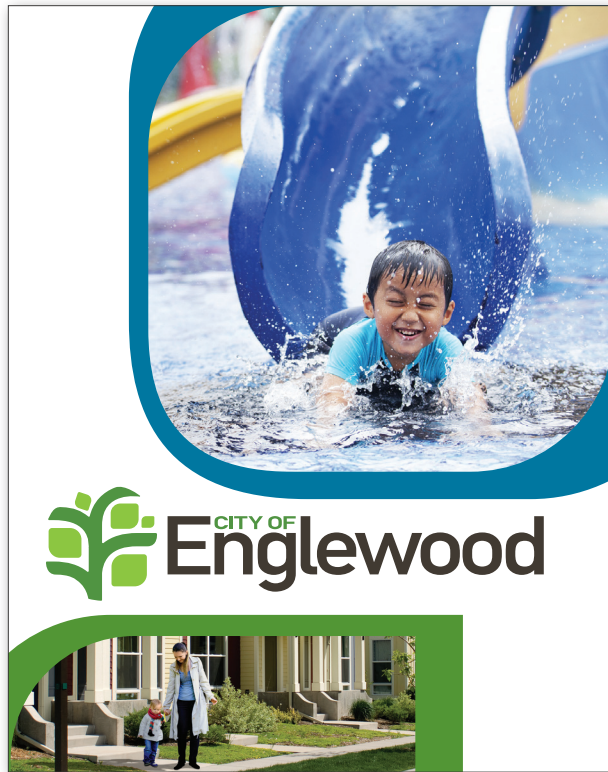
Pantone Spot Coated	Color Bridge	CMYK Formula	RGB Formula/PPT	Web Hex
110 C	110 CP	c2 m22 y100 k8	r218 g170 b0	DAAA00
75%		50%		25%
180 C	180 CP	c3 m91 y86 k12	r190 g58 b52	BE3A34
75%		50%		25%
7448 C	7448 CP	c67 m79 y24 k59	r75 g56 b76	4B384C
75%		50%		25%
75% Rich Black		c55 m50 y50 k40	r87 g84 b83	575452
50% Rich Black		c50 m40 y40 k10	r128 g131 b132	718283
25% Rich Black		c25 m20 y20 k0	r192 g191 b191	BFBEBF

3.e LOGO IN USE

The brand is not just about the logo. It's about how the elements and colors are used in parks brochures, online communication, wayfinding, fleet vehicles, and economic outreach material.



3.f LOGO ON COLLATERAL



3.g BRAND TYPEFACES

This section identifies typography consistent with the City of Englewood brand. To maintain a clean and modern look, use only the fonts detailed below for brochures, signs, posters and other designed print collateral.

TITLING, CALLOUTS, SIDEBARS & SIGNS

Kelson Sans Bold

Consistent, strategic branding
Consistent, strategic branding
CONSISTENT, STRATEGIC BRANDING

Kelson Sans Regular

Consistent, strategic branding
Consistent, strategic branding
CONSISTENT, STRATEGIC BRANDING

Kelson Sans Light

Consistent, strategic branding
Consistent, strategic branding
CONSISTENT, STRATEGIC BRANDING

Note for designers and production artist: Track typeface to -20

EXAMPLE OF TYPE:

ET VOLUTEMURAM EALAM

Oditis dolorio omnist, sum quos aut

Odicabor simporerio dipsamet excestrum terciis quuntem porum aut ulparci atestisiti ulpa eume por accusda dolor-est rerunda pres videnesequi arcimaos ut rem ipsus im aborum duscia doluptus qui to evelecum nem. Itaecte nimolup-tatia doluptatquo odisi quatem ut aut lam que verum rerit, ut lab idus, eliquis volorec essimiliquam intur as es remporepta con nectur?

Oditis dolorio omnist, sum quos aut

Omnis accaborum que solluptat volorporo ssunduc iandae dolup-ture sit utas molori re vent aces iliqui ut ilit facea este nim ameni cum quis modia digendu. Em susciam ea none pel ipsam quid utemo molupiciet lant.

BODY COPY

Standard body copy typeface size is 10 pts., Leading >14 pts.

Source Sans Pro Bold

Consistent, strategic branding
Consistent, strategic branding
CONSISTENT, STRATEGIC BRANDING

Source Sans Pro Regular

Consistent, strategic branding
Consistent, strategic branding
CONSISTENT, STRATEGIC BRANDING

Source Sans Pro Light

Consistent, strategic branding
Consistent, strategic branding
CONSISTENT, STRATEGIC BRANDING

Alternate serif body copy typeface:

Adobe Caslon Pro Bold

Consistent, strategic branding
Consistent, strategic branding
CONSISTENT, STRATEGIC BRANDING

Abode Caslon Pro Regular

Consistent, strategic branding
Consistent, strategic branding
CONSISTENT, STRATEGIC BRANDING

Note for designers and production artist: Track typeface to -20

3.h TYPEFACES FOR EMAILS & LETTERS

This section identifies typography consistent with the City of Englewood brand. To maintain a clean and modern look, use only the fonts detailed below for emails and letters.

TITLING & CALLOUTS

Arial Bold

Consistent, strategic branding

Consistent, strategic branding

CONSISTENT, STRATEGIC BRANDING

Arial

Consistent, strategic branding

Consistent, strategic branding

CONSISTENT, STRATEGIC BRANDING

BODY COPY

Standard body copy typeface size is 9 pts., Leading >11 pts.

Arial

Consistent, strategic branding

Consistent, strategic branding

CONSISTENT, STRATEGIC BRANDING

SIDEBARS

Standard body copy typeface size is 8 pts., Leading >11 pts.

Arial Narrow

Consistent, strategic branding

Consistent, strategic branding

CONSISTENT, STRATEGIC BRANDING

Arial Narrow Bold for Sidebar Header

Consistent, strategic branding

Consistent, strategic branding

CONSISTENT, STRATEGIC BRANDING

3.i COMPELLING IMAGERY



4. MARKETING PLAN FRAMEWORK

OVERVIEW

The following Marketing Plan Framework acts a supplemental piece to the Englewood Brand Guidelines. The Framework focuses on key areas of communication:

- Brand Implementation and Awareness
- Economic Development
- Quality of Life

The following Marketing Plan Framework is not a step-by-step implementation plan, but rather a big picture road map to move brand and community awareness forward.

EACH AREA OF FOCUS INCLUDES:

Goal: A statement of intention and purpose

Key Messages from the Brand Platform: A list of the more pertinent key messages from Englewood's adopted brand foundation

Strategies: High level direction recommended for accomplishing the goal

Milestone Tactics: A list of key tactics that acts as milestones along the journey of brand implementation. The Milestone Tactics are not a comprehensive list of communication tasks nor are they a complete communication schedule of tools. They are intended to provide a set of goals and ideas that will help Englewood continue to push its brand long after logo replacement has begun.

AREAS OF FOCUS

This document focuses marketing efforts in three areas.

1. **Brand Implementation and Awareness:** This category includes general strategies and tactics to begin building the Englewood brand.

2. **Economic Development:** This category focuses specifically on outreach and communication to those in the business sector. Again, the strategies and tactics are intended to further the new brand; a comprehensive Economic Development Marketing Strategy would address additional goals and tactics.
3. **Quality of Life:** This section includes marketing and promotion of the Englewood Public Library, Recreation Centers, parks, and events as well as the intention to build community pride and engagement.

4.a BRAND IMPLEMENTATION AND AWARENESS

GOAL:

Build brand consistency and brand recognition within the community and beyond.

KEY MESSAGES FROM BRAND PLATFORM:

Englewood is...

- ▶ An affordable option for Front Range urban living.
 - ▶ A community of accessible and high-quality parks.
 - ▶ Hard working and energetic.
 - ▶ Eclectic.
 - ▶ Welcoming of all people.
 - ▶ Family-friendly.
 - ▶ Realizing its full potential through economic revitalization.
 - ▶ A multi-generational community that values the energy of youth and the experience of long-time residents.
 - ▶ Investing in safety, arts, parks and recreation to create a high quality of life.
 - ▶ Urban convenience and vitality with a small town feel.
 - ▶ A central and ideal location for accessing all the Front Range has to offer.
 - ▶ Authentic people and strong neighborhoods.
-

STRATEGIES

- ▶ Develop a systematic and fiscally responsible logo replacement and brand integration schedule.
 - ▶ Organize and promote community events that support Englewood as a lively, connected community.
 - ▶ Educate and empower employees to become brand ambassadors.
 - ▶ Leverage the new brand to improve employee morale and engagement.
-

MILESTONE TACTICS

2015 Q4: Begin implementation of logo replacement schedule, which spans several years.

2015 Q4: Implement a comprehensive media strategy to craft the public message about the branding process: the need, the process, the result, and the fiscally responsible approach.

2015 Q4: Redesign Citizen Newsletter as the first step in the launch of the new visual brand to the community.

2016 Q1: Develop comprehensive program to introduce the brand to City employees and reward them for acting as ambassadors. For example:

- Host an all-employee City event to launch brand platform and integrated vision, mission, values to help individuals understand implementation priorities and give them confidence in using the new brand platform. An event/program that integrates the City's new Vision, Mission, and Values could also become a motivational effort, which creates buy-in to the new brand as well as the new organizational direction.
- Create an employee incentive and recognition program that acknowledges and rewards employees who are "living the brand."

2016 Q1: Produce streetlight banners with the new logo and the City's website for the Civic Center area and downtown core. Coordinate with community partners, businesses and organizations to determine additional locations for posting more banners.

2016 Q2: Launch an "I am Englewood" campaign that features local "celebrities," e.g., well-known businesses, eclectic businesses, service providers (firemen, nurses, artists, active seniors, etc.) to help build the identity of Englewood as well as counter the trend where businesses promote that they are from a nearby community rather than embracing their Englewood zip code.

2016 Q2: Print and distribute logo window decals for retailers denoting they're "Proud to Serve the Englewood Community."

- 2016 Q2:** At community events, distribute swag such as stickers and other small items that embody the brand.
- 2016 Q3:** Utilize the Art Shuttle to promote brand on both the exterior and interior of the vehicle.
- 2016 Q3:** Invest in non-local media relations; actively submitting content to various industry publications (both online and off) as well as regional media will strengthen awareness of the City of Englewood outside existing circles.
- 2016 Q3:** Apply Heat Pavers to sidewalks that tout Englewood's attractions, events, and activities that are representative of the brand platform.

4.b ECONOMIC DEVELOPMENT

GOAL:

Increase Englewood's overall awareness among investors, potential businesses, site selectors and existing businesses, and build a reputation as a great place for business and redevelopment.

KEY MESSAGES FROM BRAND PLATFORM:

Englewood is...

- ▶ Undiscovered opportunity.
- ▶ Realizing its full potential through economic revitalization.
- ▶ Urban convenience and vitality with a small town feel.
- ▶ A central and ideal location for accessing all the Front Range has to offer.
- ▶ An affordable option for Front Range urban living.
- ▶ Seamlessly connected to the Metro Denver area by light rail, transit, highways and trails.

Audiences: developers, private investors, existing businesses, new prospective businesses

STRATEGIES

- ▶ Demonstrate and share economic momentum of the Englewood community.
- ▶ Clearly define and promote unique selling points of investing in Englewood including City processes and incentives as well as less tangible benefits.
- ▶ Create and promote a vision of how the future Englewood will look and feel.
- ▶ Support existing businesses with materials and resources that can be used to recruit employees, attract investors, and build pride in the Englewood address.
- ▶ Develop regional partnerships to expand reach of marketing messages.
- ▶ Embrace the quirky, yet connected feel in Englewood through fun, out-of-the-box economic development materials and website resources.
- ▶ Promote long-standing and new businesses in an “I am Englewood” campaign.

MILESTONE TACTICS

2015 Q4: Create materials that explain catalyst projects, current development progress, and key benefits to redeveloping in Englewood. Materials may include:

- Development overview including a development map and existing summary of projects already in the development review queue.
- Single-page case study and testimonial handouts featuring recent developers.

2016 Q1: Redesigned web presence to create a single-source online resource tool for business recruitment, expansion, retention, and prospective entrepreneurs.

2016 Q1: Create an independent social media presence dedicated specifically to economic development that highlights economic progress and opportunities.

2016 Q1: Invest in renderings, scenic aerial photography and video and visuals to capture progress of current development areas and to create a vision of the future for key redevelopment areas.

2016 Q2: Supply regional economic development councils, chambers of commerce, and major Englewood employers with key information, resources and materials for recruiting businesses, investors and employees to the area.

2016 Q2: Launch an “I am Englewood” campaign (see above in Brand Implementation and Awareness section).

2016 Q2: Create promotional materials and campaigns targeted to those living and working in surrounding communities to promote Englewood as relatively affordable, walkable, and lively.

2016 Q3: Strengthen connections between existing business, business leaders, and City economic development staff. For example:

- Host networking event(s) to gather feedback on the needs of local businesses and the ways the City can support expansion efforts.
- Share materials and resources that both demonstrate the new brand and promote City economic development support services.
- Create an Economic Advisory Committee to help with marketing direction and double as community cheerleaders.

- 2016 Q3:** Reach out to major retailers at the International Council of Shopping Centers Convention in Las Vegas by arranging one-on-one meetings with targeted retailers and site selectors; create new Englewood materials to use as speaking points.
- 2016 Q4:** Create and promote online site selector maps or GIS backed maps that can be easily accessed from any location or device.
- 2016 Q4:** Invest in wayfinding and/or gateway signage to demonstrate public investment in key development areas.

4.c QUALITY OF LIFE

GOAL:

Build community loyalty, engagement, and pride. Promote Englewood as a lively, welcoming destination to live, work, and play.

KEY MESSAGES FROM BRAND PLATFORM:

Englewood is...

- ▶ A community of accessible and high quality parks.
- ▶ Hard working and energetic.
- ▶ Welcoming of all people.
- ▶ Family-friendly.
- ▶ A multi-generational community that values the energy of youth and the experience of long-time residents.
- ▶ Investing in safety, arts, parks and recreation to create a high quality of life.
- ▶ Authentic people and strong neighborhoods.
- ▶ An affordable option for Front Range urban living.
- ▶ Seamlessly connected to the Metro Denver area by light rail, transit, highways and trails.
- ▶ Eclectic.
- ▶ Urban convenience and vitality with a small town feel.

Audiences: Families, recreation center users (current and potential), Malley Senior Center users (current and potential), library users, Pirates Cove patrons, long-time residents, new residents

STRATEGIES

- ▶ Expand engagement and feedback opportunities to encourage broad-based community input.
- ▶ Promote community amenities to encourage loyalty and long-time residency.

- ▶ Encourage homeowners to take pride in and invest in their properties.
 - ▶ Leverage recreation center and programs, Pirates Cove, and Englewood Library as a regional destinations to attract non-residential participation.
 - ▶ Position facilities (Malley Senior Center, the Recreation Center, the Library) and events as both places for activity and an opportunity to build connections/community.
-

MILESTONE TACTICS

2015 Q4: Promote ease, affordability, and ROI of home improvement/home expansion investments.

2015 Q4: Expand marketing of programs, facilities, and events to neighboring cities with expanded advertising and distribution of materials.

2015 Q4: Develop a phased photo shoot plan so that during the next four seasons key attractions, locations, events and community settings can be photographed. Share photos through new materials and online tools.

2016 Q1: Re-design the City’s website to better integrate the brand platform and guidelines and to better highlight engagement opportunities.

2016 Q2: Create City swag that can be distributed during summer concerts and events (mirrors new brand, calls out family friendly activities).

2016 Q3: Take the proposed “I am Englewood” campaign to residents. Encourage people to nominate themselves or others and feature the winners in the recreation brochure, City Hall photo gallery, newspaper ads, online photo gallery. Include quotes from the residents on why they best embody the lively, connected Englewood community.

2016 Q2-3: Build a library of photographs illustrating Quality of Life for all City employees to access in use in their communication (see Compelling Imagery under Creative Foundation).

2016 Q4: Develop new citizen engagement programs outside of serving on Boards and Commission (such as citizen academies) and more aggressively promote existing opportunities for connection with City government.

- 2016 Q4:** Create a visually rich annual report demonstrating key performance indicators, budgets, and other accomplishments that support Englewood as lively and connected.
- 2016 Q4:** Print and distribute general posters featuring vibrant photographs of Englewood events, neighborhoods, parks, etc. to be displayed at City facilities.
- 2016 Q4:** Stock Flickr and YouTube full of photos and videos demonstrating Englewood as lively and connected.

5. BRAND IMPLEMENTATION

Item to be Replaced	Cost to Replace	Replacement Notes	PHASE I: Complete by Dec. 2015	PHASE II: Complete by July 2016	PHASE III: Complete by Dec. 2016	PHASE IV: 2017 and beyond
COMMUNICATIONS / PRINTED MATERIALS						
The Citizen	No extra cost					
Templates	No extra cost					
Recreation Activity Guide	No extra cost					
Promotional Flyers and Posters	No extra cost					
Forms and Invoices	No extra cost					
Business Cards	No extra cost	Reprint when run out	Ongoing			
Letterhead	\$1,000	New letterhead for each department				
Internal Communications	No extra cost					
Internal Staff ID Cards	No extra cost	Only new staff gets new cards	Ongoing			
Email Signatures	No extra cost					
Website	\$8,000	Redesign budgeted for 2016				
Library Bookmarks	No extra cost	Reprint when run out				
Library Name Badges	\$250					
Library Call Number Stickers	No extra cost	Only on new books	Ongoing			

Item to be Replaced	Cost to Replace	Replacement Notes	PHASE I: Complete by Dec. 2015	PHASE II: Complete by July 2016	PHASE III: Complete by Dec. 2016	PHASE IV: 2017 and beyond
FACILITIES						
Gym Floors (Rec Center, Malley, ERC)	No extra cost	Replaced next time floors are refinished				
Building Occupancy/ Inspection Certificates	No extra cost		Ongoing			
Rec Center — Front Counter	Pending					
Rec Center — 2 Building Signs	Pending					
Rec Center — Parking Lot Entrances	Pending					
Rec Center — Brick Wall	Pending					
Printed Recreation Cards	No extra cost	Only new members will get new cards	Ongoing			
Civic Center — Building Signs	Pending					
Malley — Building Signs	Pending					
Golf Course — Building Signs	Pending					

Item to be Replaced	Cost to Replace	Replacement Notes	PHASE I:	PHASE II:	PHASE III:	PHASE IV:
			Complete by Dec. 2015	Complete by July 2016	Complete by Dec. 2016	2017 and beyond
OUTDOOR SIGNAGE						
Gateway Signage	\$400					
Park Signage — Park Identification	No extra cost	Funded by Arapahoe County Open Space Grant				
Park Signage — Interpretive/Rules & Regulation	No extra cost	Will be replaced as needed	Ongoing			
Street Signage	No extra cost	Will be replaced as needed	Ongoing			
Etched/Wrought- Iron Bridges and Railings	Pending					
Planted Flowers in Logo Shape	Pending					
Logos at Light Rail Station	Pending					

VEHICLES						
City Vehicles	No extra cost	Decals replaced as needed	Ongoing			
Police Vehicles	No extra cost	Side panels replaced as needed	Ongoing			
Art Shuttle	Pending					

MISCELLANEOUS				
Council Chambers	Pending			
Uniforms (Patches and Shirts)	\$560			
Vendors and Other Partners	No extra cost	Create webpage where one can download logo, fonts, colors, etc.		