



## Memorandum

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**DATE:** March 8, 2016

**TO:** Mayor Mitchell & City Councilmembers Navarro, Arredondo-Savage and Granville

**FROM:** Nikki Ripley, Communication and Media Relations Manager

**THROUGH:** Andrew Ching, City Manager

**SUBJECT:** Branding/Communication Ad Hoc Council Committee Update

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At its Jan. 14, 2016, Regular Council Meeting, the City Council approved a contract with North Star Destination Strategies for a citywide branding initiative. The city issued an RFP for the consulting services at the consensus of this committee and, shortly thereafter, after the direction of the full Council.

North Star has begun the research phase of its work with Tempe. They will be conducting quantitative surveys of community leaders and all residents, along with qualitative research at a four-day April site visit. The firm will then take those insights and develop recommendations for how the city should position itself to various audiences. A June site visit will include a presentation and discussion with the Council.

The full Mayor and Council will be interviewed one-on-one by North Star during the April visit. Several other interviews and focus groups also will be conducted.

Representatives from the city's partner organizations who assisted us in evaluating RFP responses are continuing with the effort by serving on a steering committee that has been established for the branding initiative. Steering committee members are:

- Dan Dillon, Chief Marketing Officer, ASU
- Mary Ann Miller, Executive Director, Tempe Chamber of Commerce
- Stephanie Nowack, President and CEO, Tempe Tourism Office
- Kate Borders, President and Executive Director, Downtown Tempe Authority
- Andrew Ching, City Manager, City of Tempe
- Rosa Inchausti, Strategic Management and Diversity Director, City of Tempe
- Shelley Hearn, Community Services Director, City of Tempe
- Donna Kennedy, Economic Development Director, City of Tempe
- City of Tempe Communication and Media Relations team

Staff is recommending that the Council conclude the work of its Ad Hoc Branding Committee, given that future items related to the branding initiative will be brought to the Council as a whole.