



AGENDA

President and Board of Trustees

Village of Arlington Heights

Committee-of-the-Whole

Board Room

33 S. Arlington Heights Rd., Arlington Heights, IL 60005

December 12, 2022

7:00 PM

I. CALL TO ORDER

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL OF MEMBERS

IV. NEW BUSINESS

- A. Police Department Traffic Enforcement Presentation
- B. Village Rebranding

V. OTHER BUSINESS

VI. ADJOURNMENT

Any member of the public wishing to speak will be given the opportunity to do so. If the item is on the Agenda, that opportunity will be while that Agenda item is being discussed. Any member of the public wishing to speak on an item not on the Agenda will be given the opportunity during the Other Business portion of the meeting. Please limit comments to three minutes.

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact Erin Mercado, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, emercado@vah.com or (847)368-5793.



Committee-of-the-Whole
12/12/2022

Item: Police Department Traffic Enforcement Presentation

Department: Police

The Police Department will be conducting a brief presentation to the Village Board regarding traffic enforcement. The presentation will focus the Police Department's traffic enforcement priorities, strategic deployment of resources,

ATTACHMENTS:

Description

Type

No Attachments Available



Committee-of-the-Whole

12/12/2022

Item: Village Rebranding

Department: Planning & Community Development

Background

In the Village Board's 2018-2019 Strategic Priorities, staff was requested to "... update, review and redistribute research on other communities' branding efforts and prepare a preliminary memorandum outlining options and recommendations along with possible timing and funding for the Village Board discussion and consideration regarding a possible rebranding initiative." This analysis was presented to the Village Board, and the next step was to retain a consultant for the rebranding initiative.

In 2019, the Village sent out a request for proposals (RFP) to evaluate the effectiveness of marketing efforts in promoting the community's brand to residents and visitors. Recipients of the RFP were asked to not only analyze the channels utilized by the Village, but also to look at the existing Village logo and marketing taglines, "Discover Arlington" and "Always More to Discover", in terms of appropriateness and effectiveness. Springboard was selected based upon their experience in marketing for-profit and not-for-profit organizations, the number of their staff dedicated to the project, and the amount of time and options offered regarding this project.

While the pandemic put this project on temporary hiatus, it was resurrected in mid-2021. From August through November of that year, five online community stakeholder meetings were held. Participants included Village staff, Arlington Heights residents, economic development partner organizations, representatives from local taxing bodies, and business owners. An update on this progress was provided to the Committee of the Whole on April 11, 2022, as were potential taglines.

Since that time, Springboard has been working with Village staff to craft conceptual logos. The recommended logos were then presented on November 15, 2022 to two different focus groups. One focus group was comprised of business representatives from various types and locations throughout the community. The other focus group consisted of Village residents, who were

randomly selected from a registration list that was promoted on social media a few weeks prior.

The Committee of the Whole presentation involves the introduction of a new logo, to be used as part of the Village's official transmissions and in marketing efforts. It will be used in place of both the horse-head logo and "Discover Arlington" logo. Springboard will also explain new tagline to be utilized in the Village's marketing efforts. Lastly, Springboard has created a series of ads that promote Arlington Heights to prospective residents and visitors, promoting both its businesses as well as its overall quality of life. The finalized decision on these stems from the consultant's expertise, staff input, focus group feedback, and Village Board review.

Next Steps

– Springboard to present a new Village logo, marketing tagline, and advertising series to the Village Board at a Committee of the Whole meeting on December 12, 2022 for future implementation. If approved by the Board, implementation will begin and generally consist of multiple phases. For example:

1. Changes will be made, primarily to elements that have minimal cost, if any. This includes use of the logo on the Village websites, ERP system, applications and forms. In terms of marketing and promotion, this includes the aforementioned ad series and new Uptown signage.
2. Changes will be made to elements that require cost estimates for updates to physical structures. This includes items such as; Downtown pole banners and Gateway entry signs.
3. Changes will be made via attrition, such as with letterhead and business cards, vehicle decals, and the fabric street banners.

Recommendation

– Staff recommends that the Committee of the Whole recommend to the Village Board approval of the new logo and tagline.

ATTACHMENTS:

Description	Type
Memo 12/2/22 - Village Rebranding	Memorandum

MEMO

DATE: December 2, 2022

TO: Randy Recklaus, Village Manager

CC: Charles Witherington-Perkins, Director of Planning & Community Development

FROM: Michael Mertes, Business Development Manager

RE: Village Rebranding

At the December 12, 2022 Committee of the Whole meeting, Springboard Brand & Creative Strategy will present a finalized new logo and tagline per the Village's rebranding campaign. This is an effort that has encompassed several years, much time of which was delayed due to time and resources being diverted to pandemic-related assistance. The logo will serve the Village on official documentation as well as in marketing efforts. The tagline is meant to be more descriptive towards Arlington Heights.

The finalized logo is attached. The decision was made based upon extensive discussions with Village staff, as well as focus groups held last year and more recently on November 15, 2022. One November focus group was comprised of business representatives from various types and locations throughout the community. The other focus group consisted of Village residents, who were randomly selected from a registration list that was promoted on social in late October and early November. In general, this logo was the preferred of two finalists. Further explanation for this decision will be elaborated upon at the upcoming Committee of the Whole meeting.

The new tagline will be *Take it to the Heights!* This received positive response from the focus groups and Village staff. This was also one of four conceptual taglines proposed at the April 11, 2022 Village Board meeting, where it was one of the preferred options presented that evening. The concepts stemmed from five online community stakeholder meetings in late 2021 and research conducted by Springboard. Participants included Village staff, Arlington Heights residents, economic development partner organizations, representatives from local taxing bodies, and business owners. These stakeholder meetings played a substantial role in helping shape the proposed taglines, including the one that was ultimately selected.

In addition to the new logo and tagline, Springboard will produce a series of five or more advertisements for the Village to promote to residents, visitors, and prospective residents and businesses. This ad series will incorporate both the new logo and tagline. If approved by the Board, an implementation plan will be developed and generally consist of multiple phases. For example:

1. Changes will be made, primarily to elements that have minimal cost, if any. This includes use of the logo on the Village websites, ERP system, applications and forms. In terms of marketing and promotion, this includes the aforementioned ad series and new Uptown signage.

2. Changes will be made to elements that require cost estimates. This includes Downtown pole banners and Gateway entry signs.
3. Changes will be made via attrition, such as with letterhead and business cards, vehicle decals, and the fabric street banners.

C: Diana Mikula, Assistant Village Manager
Avis Meade, Communications and Outreach Coordinator