



AGENDA

President and Board of Trustees

Village of Arlington Heights

Committee-of-the-Whole

Board Room

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

April 11, 2022

7:00 PM

I. CALL TO ORDER

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL OF MEMBERS

IV. NEW BUSINESS

- A. Village Rebranding Update

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 Rosangela Maldonado, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, rmaldonado@vah.com or (847)368-5791.



Committee-of-the-Whole

4/11/2022

Item: Village Rebranding Update

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."

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 non-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 of 2020 stalled the commencement of this assignment, the project was revisited in mid-2021, and staff and Springboard commenced a plan to again undertake this effort. From August through November, five different virtual focus groups were held. Participants included Village staff, residents, economic development partnership organizations, representatives from local taxing bodies, and business owners. Springboard has since been analyzing past marketing efforts and reviewing feedback from these focus groups.

Outputs

Key components from the RFP Scope of Work that Springboard is assigned to complete include the following:

1. Evaluation and recommendations regarding the Village's current marketing efforts, logos, and branding;

2. Evaluation and recommendations regarding the Village's current logos for non-marketing efforts;
3. Development of a series of design concepts to refresh and re-energize the Discover Arlington logo and tagline;
4. Determination if there is an opportunity to unify the existing logos/crest used by the Village;
5. Preparation and provision of final logo(s) and tagline concepts;
6. Creation of a series of ads with consistent branding, promoting Arlington Heights as a customer destination.

In order to accomplish the assignment, Springboard has reviewed the Village's logos and past marketing efforts, in addition to holding five virtual focus group sessions. The next phase of the scope would involve creating a new logo, a potential new tagline, and an ad series to promote Arlington Heights.

Next Steps

Springboard will present a summary of feedback from the focus groups, analysis of past Village marketing efforts, and conceptual branding ideas to the Village Board at a Committee of the Whole meeting on April 11, 2022.

ATTACHMENTS:

Description	Type
No Attachments Available	