

**OGDEN CITY**  
**MARKETING, MEDIA, AND COMMUNICATION AGENCY**  
**REQUEST FOR QUALIFICATIONS (RFQ)**

**I. REQUEST FOR QUALIFICATIONS**

Ogden City (“City”) is requesting Statements of Qualifications from interested and qualified marketing and communication agencies. The successful respondent will enter into a three (3) year contract to provide full service advertising, marketing, media, and communication services for the City of Ogden.

In accordance with the Ogden Style Guide, the City desires to develop local, regional, national, and possibly international media campaigns and collateral promoting Ogden’s existing assets and new trajectory. The City also seeks an assessment of the City’s present communication efforts and ways to use existing, limited resources in the most cost-effective way.

**II. OGDEN CITY PROFILE**

Please review [Exhibit A - Ogden City Profile](#), which provides additional information and describes the basic characteristics of Ogden.

**III. WRITTEN AGREEMENT REQUIRED**

The selected respondent will be invited to negotiate and enter into a written agreement (“**Written Agreement**”) with Ogden City to provide all services required under the Scope of Services set forth in this RFQ or as may be modified by the Written Agreement (see [Exhibit B – Written Agreement Sample](#)).

**IV. SCOPE OF SERVICES**

Over a three (3) year period, the selected respondent will be expected to complete at least the tasks or produce the products and services as outlined below. A final budget for such services will be established upon award and final approval of the Written Agreement.

**A. Phase 1 – Assessment and Strategic Planning**

- Assess and evaluate existing communication—both internal and external—through a comprehensive communications audit.
- Establish a unified communication strategy that promotes the essence of Ogden in ways that are positive, personally relevant, and targeted to key audiences. The strategy should also differentiate Ogden from similar communities along the Wasatch front.
- Establish criteria for evaluating communication and provide an action plan for moving forward.

## B. Phase II – Strategy Proposal

- Propose an overall strategy to improve Ogden’s image as a vacation destination, a shopping destination, a place to do business, or a place to call home. The ideas produced shall represent an integrated theme and maintain continuity across mediums and be consistent with the Ogden Style Guide found here: <http://www.ogdencity.com/DocumentCenter/Home/View/1459>
- Work closely with the City’s marketing staff and advisors in strategy development
- Provide a written and graphical marketing plan that would be used to execute on the City’s strategic marketing plan
- Conduct additional market research and analysis as needed
- Recommend an advertising campaign strategy from conception through design, development, production, and evaluation
- Carry out media buying, placement, and monitoring
- Propose complimentary branding for the Redevelopment Agency and the City’s assets (airport, golf courses, and others)
- Create template(s) for various public outreach initiatives
- Provide graphic design as needed
- Provide photography as needed
- Provide videography as needed

This marketing strategy should accomplish the following:

- Promote the image of the “new” Ogden to local residents as well as residents throughout the state of Utah
- Increase awareness of the recent growth and development in Ogden
- Increase the awareness among students, young professionals, transitioning military members, and other potential relocators/job seekers of the career and lifestyle opportunities available in Ogden
- Inspire potential visitors to choose Ogden as a travel destination (Collaborate with the convention and visitor’s bureau and other civic partners)
- Support Community and Economic Development department’s efforts to increase awareness among site selection consultants and business leaders/decisions
- Be consistent with components 1-7 of Joint Resolution 2016-12, attached as Exhibit C, which summarizes the key elements of the City’s strategic marketing plan

All delivered content must be open source or available for licensed use. Costs of any necessary licensing should be clearly disclosed within the Written Agreement.

### C. Phase III – Ongoing Services

- Serve as the City's agency of record, providing general design, marketing, and other services to City departments and divisions upon request
- Serve as a gatekeeper of the Ogden brand to ensure City departments are using the brand correctly and consistently

## V. PROPOSAL FORMAT AND DESIRED QUALIFICATIONS

In order to assist the selection committee, submissions should conform to the following format:

1. Experience of the Firm: Provide a description and samples of your firm's prior experience and qualifications in providing advertising, marketing, media, and communication services to municipalities or other governmental entities.
2. Project Team (Key Staff): Identify the proposed Project Manager and key project team members and responsibilities. Provide a brief resume for each person outlining their credentials and experience. Provide base operations of each team member and indicate what, if any, subcontractors are routinely used as part of your operations.
3. References: Provide the name and contact information for at least three (3) references familiar with the quality of work by your firm of similar nature as contained in the above Scope of Work.
4. Project Understanding: Provide your general understanding of the City's media and communication needs. Identify any potential challenges or special concerns that may be encountered.
5. Hourly Rates: In a separate, sealed envelope, provide a breakdown of hourly rates for prospective work by labor type required to carry out the items described in the Scope of Work.
6. Additional Services Menu: Provide a menu of services offered by the respondent, including pricing, where applicable and possible
7. Other Supporting Data: Include any other information you feel to be relevant to the selection of your firm or the makeup of the project team.

## VI. REVIEW CRITERIA

The following criteria will be used in screening, ranking and selection of the successful firm:

1. Qualifications of the Firm (30%): Preference shall be given to those firms with experience in municipal communications.

2. Qualifications of the Project Team (Key Staff) (40%): Preference shall be given to those with key staff experience in items listed in the scope of services.
3. Project Understanding (10%): Preference shall be given to respondents which demonstrate an understanding of the project requirements, specifically the needs of Ogden in promoting its new brand.
4. References (20%): Preference shall be given to respondents with reference checks that complement the results of items 1-3 listed above.

## VII. SELECTION

The Brand Executive Team (“BET”) shall serve as the selection committee. The BET consists of the following:

- Mayor
- Council Chair
- Chief Administrative Officer
- Council Executive Director
- Council Communications Manager
- Marketing and Communication Administrator
- Community and Economic Development representative
- Deputy City Attorney

## VIII. INTERVIEWS AND ADDITIONAL CRITERIA

The BET, at its sole discretion, may conduct onsite or video conference interviews with each respondent or short list of finalists. The individual designated as the Project Manager should be in attendance at the interview. Other team members may attend at the discretion of the respondent. All costs, if any, associated with travel to this interview are the responsibility of the respondent. The City will make every effort to accommodate flight and other schedules to minimize costs.

Respondents should be prepared to discuss all aspects of their proposal.

The selected respondent may be required to meet with the City Council and/or Mayor to present their qualifications prior to entering into the Written Agreement.

## IX. NOTICE OF SELECTION

The City plans to select the agency to perform these services by January 19, 2018. The selected agency will be notified as soon as possible. If a written agreement cannot be negotiated with the selected consultant within a reasonable period of time after selection, the City reserves the right to terminate negotiations and select a consultant from among the other finalists.

**X. SUBMISSION OF PROPOSALS**

Respondents shall submit four hard copies of their proposals to the Ogden City Purchasing Department. Proposals must be submitted bearing the name and address of the respondent, addressed as indicated below, and clearly marked **Attn: MARKETING, MEDIA, and COMMUNICATION RFQ**. Responses to the RFQ shall be submitted to:

Ogden City Purchasing Department  
2549 Washington Blvd., Suite 510  
Ogden, UT 84401

**Responses to the RFQ are due on November 17, 2017 by 4:00 p.m. MST**

Questions pertaining to this RFQ should be submitted via e-mail to [purchasing@ogdencity.com](mailto:purchasing@ogdencity.com). Questions must be submitted no later than five business days prior to the RFQ closing date and time. To ensure fair consideration for all respondents, responses to the submitted questions will be provided in the form of an addendum to the RFQ. Such addenda, if issued, will be posted at [bids.ogdencity.com](http://bids.ogdencity.com) no later than 48 hours before the RFQ closes.

The City reserves the right to reject any irregular or non-responsive submission and reserves the right to waive any irregularity in submissions. The City reserves the right to reject all proposals and re-solicit for proposals at the City's sole discretion.

Responses to the RFQ that are not received in the Ogden City Purchasing Office prior to the time and date specified will be considered late. Late responses will be rejected.

It is the respondent's responsibility to assure the delivery of its responses to Ogden City Purchasing Department prior to or at the designated date and time. In order to facilitate review and evaluation, please submit materials in the correct format as described in Section V, Proposal Format and Desired Qualifications.

The City reserves the right to issue contracts to multiple vendors.

Once submitted, all proposals, including attachments, supplementary materials, addenda, etc. become the property of the City and will not be returned to the respondent.

Pursuant to the Utah Government Records Access and Management Act (GRAMA), records will be considered public after the contract is awarded. If a respondent wishes to protect any records, they are required to provide a written request for business confidentiality to the Ogden City Recorder at the time the proposal is submitted.

All costs related to the preparation of proposals and any related activities are the sole responsibility of the respondent. No reimbursement will be made by Ogden City for any costs incurred in preparing proposals.

Ogden City welcomes and encourages proposals from women and minority owned businesses.

No employee, officer, or agent of the City must participate in the selection, award, or administration of a contract supported by a Federal award if he or she has a real or apparent conflict of interest. Such a conflict of interest would arise when the employee, officer, or agent, any member of his or her immediate family, his or her partner, or an organization which employs or is about to employ any of the parties indicated herein, has a financial or other interest in or a tangible personal benefit from a firm considered for a contract. The officers, employees, and agents of the City must neither solicit nor accept gratuities, favors, or anything of monetary value from contractors or parties to subcontracts.

Ogden City reserves the right to cancel or modify this request for proposal. There is no guarantee that Ogden City will enter into the Written Agreement for the requested services.

## EXHIBIT A

### OGDEN CITY PROFILE

#### **GEOGRAPHY**

Ogden is located in northern Utah about 40 miles north of Salt Lake City, situated 10 miles east of the Great Salt Lake and nestled right at the base of the Wasatch Mountains. Two rivers, the Ogden River and the Weber River, flow through Ogden and converge within town. Ogden enjoys four distinct seasons throughout the year with an abundance of recreational opportunities in all four seasons.

Ogden is unlike other Utah towns and different from other mountain towns. Ogden is a place where urban living and outdoor recreation coexist in an almost seamless manner. Ogden is fortunate to have a traditional downtown area where local, "home-grown" type commerce flourishes. Ogden's downtown is set apart from other community areas by its walkability, distinct architecture, historic districts, and a great variety of restaurants, shopping, nightlife, theater, galleries, and year-round community events.

#### **QUALITY OF LIFE**

Ogden offers the benefits of both a city and a mountain town without the usual costs of either. Housing in Ogden is very affordable, with a median home value of \$126,600 and an average household income of \$54,076.

#### **DEMOGRAPHICS**

Roughly 84,000 residents live within Ogden city limits and comprise one of the most diverse populations in the state. Ogden is a welcoming and inclusive community. All segments of our population are working together to connect, build trust, and create collaborative partnerships.

#### **GOVERNMENT**

Incorporated in 1851, the City of Ogden operates under a Council-Mayor form of government, similar to the executive and legislative branches of the federal government.

Ogden's City Council consists of seven part-time positions with the responsibility to set City policy and authorize budgetary actions. Ogden's Mayor is a full-time position responsible for all administrative operations of the City. All of Ogden's elected officials are selected on a non-partisan basis and serve four-year terms.

#### **OGDEN'S HISTORY**

Ogden has its roots in the railroad industry as the Junction City of the Transcontinental Railroad. From 1869 through several decades, Ogden enjoyed the prosperity of being the junction point for all east-west and north-south rail routes. Both passengers and freight had to stop in Ogden to unload from one train and board another. This led to the local business community using the catch phrase, "you can't go anywhere without coming to Ogden."

Celebrities, dignitaries, military troops, business moguls, and shady characters all converged at Ogden's Union Station and the three blocks of 25<sup>th</sup> Street. Many stayed a while, and the reputation of Ogden's 25<sup>th</sup> Street spread. Military personnel who had come through Utah circulated the name "Two-Bit Street" throughout the world and it was said by some that you could address a letter to a person on 25<sup>th</sup> Street in Ogden, Utah, by merely putting the address as "Two-Bit Street" and the letter would arrive to the rightful addressee.

With the end of the war in 1945, railroading declined; technology and engineering soon made rail travel antiquated. Passengers preferred traveling by jet, and goods could be shipped more efficiently by truck. By the 1970s, the railroad industry in Ogden barely existed, and Ogden's once booming economy declined with it. For the thirty-plus years to follow, Ogden's large factories stood empty, vast warehouses boarded up, and once bustling city streets became more reminiscent of a ghost town than a thriving city.

## **OGDEN TODAY**

The Ogden of today has changed dramatically from the description in the previous section. A genuine "renaissance" has occurred due to zoning and land use changes, business recruitment, and increased investment. What began as a graffiti cleanup crew, turned into a downtown business alliance; and once the downtown area became more approachable, community events were created to draw the public. Residents and visitors alike began to feel the imminent resurgence happening within Ogden.

Today Ogden is on the cusp of another resurgence. Business clusters in the area include aerospace and engineering, a mobile app labs and high technology, as well as recreational sports and outdoor gear manufacturing. When the military downsized, it closed the Defense Depot Ogden and the City redesigned and repurposed the massive military facility into a progressive business community. Strategic partnerships with Weber State University and Ogden-Weber Tech College position Ogden as a college town cross marketing campus events to the community while hosting student events downtown. Empty warehouses have now become mixed-use developments, high-tech labs, and progressive schools teaching S.T.E.M. curriculum. Ogden's top-notch hospitals have become a magnet for health care education and regional expertise. And government sectors in the area include the internal revenue service and second district court. Even once blighted neighborhoods have completely regenerated. It's a great time to call Ogden home.

In the winter of 2002, the world's eyes were on Ogden as we hosted ski and ice events for the 2002 Winter Olympic Games. For the next decade, we capitalized on our newfound global recognition and the pristine natural environment here by focusing our marketing efforts on establishing Ogden as one of the high adventure capitals of the world.

High adventure outdoor recreation will continue to be a mainstay for Ogden's future with three ski resorts nearby, an intricate trails system along the foothills that carry into the city and beyond, prime bouldering and rock climbing locations, kayak parks, a Blue Ribbon Fishery designated river, lakes and reservoirs, golf courses, city parks, and more.

But Ogden's whole story is far more than an outdoor recreation destination. Ogden's art scene is thriving and competitive; a monthly art stroll includes nearly 40 participating galleries. Ogden has a symphony, dance and ballet companies, live theater, and an active live music scene.

A host of world-class events are held in Ogden annually, drawing visitors from around the country and the world. The Ogden Marathon is ranked one of the top ten marathons in the country; Ogden's Christmas Village draws crowds from all over the United States and has been recognized as one of the top ten Christmas celebrations in the country; Ogden has been a satellite venue of the Sundance Film Festival; the Xterra World Championships are held in Ogden; the USA Cycling Collegiate Road National Championships and USA Cycling Fat Bike National Championships have been held in Ogden. Other events of interest include a Farmers and Art Market through the summer, Ogden Arts Festival, Harvest Moon Festival, and a week-long celebration of Ogden's Pioneer Days rodeo and parade.

## OGDEN'S FUTURE

Ogden's recent progress, great strides, and beautiful revitalization have caught the attention of national media. Some of our favorites are listed:

- Forbes ranked Ogden one of the best places in the US for raising a family  
<http://www.forbes.com/pictures/eddf45edgee/no-3-ogden-ut/>
- CNN Money magazine says Ogden has the most affordable housing market in the country  
[http://money.cnn.com/gallery/real\\_estate/2012/11/15/affordable-housing-markets/](http://money.cnn.com/gallery/real_estate/2012/11/15/affordable-housing-markets/)
- Forbes' best place for business and careers  
<http://www.forbes.com/places/ut/ogden/>
- Ogden is 2nd best city in the US for volunteerism  
<http://www.volunteeringinamerica.gov/rankings/Mid-size-Cities/Volunteer-Rates/2013>
- Forbes' 20 fastest growing cities, 3<sup>rd</sup> year in a row  
<http://www.forbes.com/pictures/mhj45mhlf/20-ogden-ut/>
- Ogden's Historic 25th Street received the prestigious designation of 'One of the ten great streets in America' by the 2014 American Planning Association  
<https://www.planning.org/greatplaces/streets/2014/25thstreet.htm>
- Ogden received the Bronze designation as a Bicycling Friendly Community  
<http://bikeleague.org/bfa/awards>

The City's brand promise highlights Ogden's rich history and heritage while embracing its future:

"As Utah's Renaissance City, fiercely independent and unabashed Ogden always offers an unconditional welcome in an adventurous mountain-metro setting."

EXHIBIT B

WRITTEN AGREEMENT SAMPLE

PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT, entered into as of the \_\_\_ day of \_\_\_\_\_, 20\_\_ ("Effective Date"), by and between **OGDEN CITY CORPORATION**, a municipal corporation of the State of Utah, hereinafter "City," and \_\_\_\_\_, hereinafter "Contractor."

**WITNESSETH:**

**WHEREAS**, City has established a need for certain professional services; and

**WHEREAS**, Contractor has proposed to provide such professional services.

**NOW, THEREFORE**, in consideration of the mutual covenants and agreements stated herein and of the payments for services hereinafter described, the parties hereto do mutually agree as follows:

1. **Performance of Services.** City hereby agrees to engage Contractor, and Contractor hereby agrees to perform the services set forth in Exhibit "A," incorporated herein by reference. Any services not specifically described therein but which may be fairly implied as required thereby or necessary to complete the work for the use or purpose intended, shall be within the scope of services to be provided hereunder.

2. **Time of Performance.** This Agreement shall commence on the Effective Date entered above, and shall terminate on \_\_\_\_\_, 20\_\_, subject to budgetary appropriations by the Ogden City Council, unless sooner terminated as hereinafter set forth.

3. **Compensation.** For such services, Contractor shall be paid \$\_\_\_\_\_. Said total shall constitute full payment for services rendered and costs incurred by Contractor in performing this Agreement.

4. **Termination of Agreement for Cause.** If, through any cause, Contractor shall fail to fulfill, in a timely and proper manner, its obligations under this Agreement, or if Contractor shall violate any of the covenants, agreements or stipulations of this Agreement, City shall have the right to terminate this Agreement by giving written notice to Contractor of such termination and specifying the effective date thereof. In the event of termination for cause, Contractor shall be entitled to receive only the pro rata share of the total compensation which is equal to any satisfactory work completed as of the date of termination. Upon termination, Contractor shall reimburse the City for any prepaid payments received in excess of the pro rata share earned by Contractor. Notwithstanding the above, Contractor shall not be relieved of liability to City for damages sustained by City by virtue of any breach of the Agreement by Contractor, and City may withhold any payments to Contractor for the purpose of setoff until such time as the exact amount of damages due City from Contractor is determined.

5. **Termination for Convenience.** The City or Contractor may terminate the Agreement at any time by giving written notice to the other and specifying the effective date thereof. If the Agreement is terminated by City as provided herein, City shall pay Contractor a percentage of the established fee for work performed up to the time of such termination. Said percentage shall be based on the ratio of work completed to the total work required.

6. **Non-assignability.** Contractor shall not assign nor transfer any interest in this Agreement without the prior written consent of the City thereto.

7. **Interest of Contractor.** Contractor covenants that Contractor presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of the services hereunder. Contractor further covenants that in the performance of this Agreement no person having such interest shall be employed.

8. **Indemnification.** Contractor agrees to indemnify, and save harmless City and its authorized agents, officers and employees from and against any and all claims, damages, demands, actions, costs and charges arising out of or by reason of Contractor 's performance or failure to perform this agreement.

9. **Attorney's Fees.** In the event either party institutes litigation to enforce its rights under this Agreement, the prevailing party in such litigation shall be entitled to an award of its reasonable attorney's fees and costs.

10. **Notice.** Any notice, or notices, required or permitted to be given pursuant to this Agreement, may be personally served on the other party by the party giving such notice, or may be served by certified mail, return receipt requested, to the following addresses:

City: [ ]

Contractor: [ ]

11. **Independent Contractor.** Contractor is independent of the City and shall perform all services according to its own methods without being subject to the control of the City except as to the results obtained. The City shall not carry Worker's Compensation insurance or any health or accident insurance to cover Contractor. The City shall not pay nor be responsible for any contribution to Social Security, unemployment insurance, federal or state withholding taxes, nor provide any other contributions or benefits which might be expected in an employer-employee relationship. Contractor, as an independent contractor, shall provide and be responsible for any and all of Contractor, and its employees or agents, Worker's Compensation contributions, federal and state withholding, unemployment compensation contributions and social security tax withholding, etc. Contractor agrees to report and pay any contributions for taxes, unemployment insurance, Social Security and other benefits.

12. **When Rights and Remedies Not Waived.** In no event shall any payment by City hereunder constitute or be construed to be a waiver by City of any breach of conditions or any default which may then exist, or while any such breach or default shall exist, in no way impair or prejudice any right or remedy available to City with respect to such breach or default.

13. **Integrated Document.** This Agreement embodies the entire agreement between City and Contractor for the scope of services and the terms and conditions. No verbal agreements or conversations with any officer, agent or employee of City prior to the execution of this Agreement shall affect or modify any of the terms or obligations contained in any documents comprising this Agreement. Any such verbal agreement shall be considered as unofficial information and in no way binding upon City.

14. **Compliance with Laws.** Contractor shall comply with all laws, ordinances, regulations, rules, etc., of the federal, state and local governments in connection with the performance of this Agreement.

15. **Furnishing of W-9.** Payment under this Agreement is contingent upon Contractor furnishing City with a completed W-9 IRS tax form, which shall be attached hereto and incorporated herein. Contractor shall cooperate with City in furnishing any additional information City may need to comply with rules and regulations of the Internal Revenue Service.

16. **Employment Status Verification.** Contractor shall register and participate in the Status Verification System and comply with Utah Code Ann. Section 63G-12-302 of the Utah Immigration Accountability and Enforcement Act.

17. **Severability of Provisions.** If any provisions of this Agreement are held invalid, the remainder of this Agreement shall not be affected thereby if such remainder would then continue to conform to the terms and requirements of applicable law.

18. **Modifications.** No oral modifications or amendments to this Agreement shall be effective, but this Agreement may be modified or amended by written agreement.

19. **Governing Law.** This Agreement, its terms and conditions, shall be governed by Utah law. The forum or venue for litigation of any dispute arising from or related to this agreement shall be the courts of the State of Utah.

**IN WITNESS WHEREOF**, the parties hereto execute the foregoing instrument as of the day and year first above written.

**OGDEN CITY CORPORATION**

By: \_\_\_\_\_

Its: \_\_\_\_\_

ATTEST:

City Recorder

**CONTRACTOR:**

By: \_\_\_\_\_

EXHIBIT C

JOINT RESOLUTION NO. 2016-12

A JOINT RESOLUTION OF THE OGDEN CITY COUNCIL AND MAYOR ESTABLISHING THE OGDEN BRAND STRATEGY, STYLE GUIDE, AND STRATEGIC DEVELOPMENT AND MARKETING APPROACH

**WHEREAS**, over the last several years, the City has used a variety of approaches to promote and brand itself. This has resulted in the use of numerous disparate marks, logos, color schemes and messages city-wide that are inconsistent and confusing to residents, visitors, and businesses; and

**WHEREAS**, the Ogden City Council and Mayor recognize the value of having a unified, cohesive brand strategy and marketing approach. The City contracted with Roger Brooks International, a renowned leader in community branding, to facilitate a community-involved process that yielded innovative and creative solutions along with several relevant tools and deliverables; and

**WHEREAS**, the Ogden brand has been developed through the assessment, research, and analysis of Roger Brooks International. This process also included the engagement and input of a Brand Development Team, including elected officials, City staff, community stakeholders, and area residents. An online questionnaire was also offered in English and Spanish, with an overwhelming response from 1,712 people; and

**WHEREAS**, a number of assets and challenges were identified throughout the process. Establishing this brand would address existing challenges and capitalize on effectively utilizing current assets; and

**WHEREAS**, this effort demonstrates commitment from the City Council and the Mayor to ultimately create a unified brand and vision for the community by distinguishing Ogden from its peers, focusing on Ogden's revived vitality and optimistic future, and overcoming out-of-date perceptions.

**NOW, THEREFORE, BE IT RESOLVED THAT THE OGDEN CITY COUNCIL AND MAYOR** hereby establish the Ogden City brand strategy, style guide, and strategic development and marketing approach.

The following brand components are jointly adopted:

1. **Ogden's Brand Promise.** The Brand Promise is a simple statement and the guiding principle for everything Ogden does as a community. Every initiative, marketing effort, event, and development project should help reinforce ownership of the Ogden brand.

*Brand Promise: As Utah's Renaissance City, fiercely independent and unabashed Ogden always offers an unconditional welcome in an adventurous mountain-metro setting.*

2. **Ogden Signature.** Since the brand revolves around the people of Ogden, it is important that the logo be Ogden's signature. The Ogden Signature is clean, easy to read, simple and is not made from an off-the-shelf font. Ogden's Signature is not meant to carry the entire brand or focus, and should always be at the bottom of the page, while photography, videography, and key marketing messages are front and center and carry the brand forward.

Ogden's Signature can be used with or without the tagline, having the tagline incorporated when appropriate for messaging and audiences.

3. **Tagline.** The Ogden tagline "Still Untamed" is part of the brand promise and reflects the independence, innovation, and risk-taking attitude of its brand. The public plaza events, new entrepreneurial spaces, and the resurrection of Union Station will support the brand.

The tagline is meant to showcase those key marketing messages that Ogden is fiercely independent, does not follow conventional rules of business, and is unconditionally welcoming to all. The Ogden community does more than think outside the box; we destroy it.

4. **Brand Character/Brand Voice.** The brand character articulates the feeling of the brand, and this translates into the execution of all branding elements. Communication, advertising, marketing tools, product development, and even customer service programs should be consistent with the brand's character.
  - Outgoing, active, youthful, and independent
  - Not judgmental
  - Living outside predefined boundaries
  - Willing to take risks
  - Believing all things are achievable, especially what others say cannot be done

In essence, it is taking from the legacy of an untamed past and applying that spirit to a "can do" attitude of personal growth, preferring dirt over pavement, wilderness over refinement, and not focusing on impressing others. It is moving on from the rough and tumble decades of the early twentieth century to pushing the envelope of personal achievement.

5. **Ogden Brand Style Guide.** The Ogden Brand Style Guide (*Appendix A*) outlines a consistent and strategic approach for use of Ogden's Signature, brand concepts and components, marketing materials, and color schemes.
6. **Brand Credibility, Reasons to Believe.** Brand credibility is the tangible evidence that will be articulated and communicated during the next several years for Ogden's positioning. It is the reason why people will believe Ogden offers the best opportunity to

realize success in raising a family and starting a business. It makes the claimed benefits compelling.

This credibility will be solidified through providing the following elements:

- A plaza and an all-weather pavilion programmed with 300+ days of activities and events
- Public art, culture, and events
- Connectivity in the city and a vehicular and pedestrian wayfinding system
- A vibrant retail mix and dining open at night with culinary arts
- Robust downtown public Wi-Fi
- Outdoor recreation opportunities

7. **Key Marketing Messages.** Primary messages should support the Brand Promise and be repeated in press releases, advertising copy, website copy, photography, etc. Secondary messages support other strengths and can be used for more sector-specific marketing and promotion.

*Primary messages:*

- Unconditionally welcoming
- Home to free and independent doers
- Youthful, outgoing, and unconventional
- A richly diverse community
- Vibrancy in the downtown – nightlife, events, the place to hang out, every weekend is a vacation
- Cool and eclectic
- The city of awesome options
- A renaissance city

*Secondary messages:*

- Independence and collaboration
- A community that supplies energy
- Approachable and accepting
- Sassy Ogden
- Notoriously charming
- No one tells us what we cannot do
- I freakin' love it here!

8. **Branding, Development, and Marketing Recommendations.** A number of recommendations have been made to provide a framework for brand implementation. The implementation of these recommendations is dependent upon many factors, including the time, effort, available funding, and cooperation of those involved.

- a. *Recommendations with activity currently in progress*
  - 1. Begin the transition to the new brand identity (signature and tagline)
  - 2. Secure future funding for product development and marketing
    - 3. Improve gateways into the city
    - 4. Create a Downtown Development Master Plan for a plaza, and develop a shopping and dining corridor to The Junction
    - 5. Investigate the feasibility of a plaza lid over a lowered Wall Avenue, and rehabilitate Union Station into a public market
    - 6. Continue to recruit business to downtown
    - 7. Improve access to public Wi-Fi downtown
    - 8. Support street artisans and musicians
  
- b. *Recommendations for FY 2017*
  - 1. Create a vehicle and pedestrian wayfinding system, remove old signs, and create signs for the Interstate and kiosks
  - 2. Develop a business plan for selected plaza, pavilion, and surrounding area
  - 3. Add benches and downtown beautification
  - 4. Support Ogden-focused GPS services and web-based applications
  - 5. Support Ogden-focused marketing through partnerships
  - 6. Add to and update zoning ordinances for Ogden's Central Business District
  - 7. Encourage businesses to expand operating hours
  - 8. Continue development of the Plaza and Lincoln and Grant Avenues corridor to The Junction
  
- c. *Recommendations for FY 2018*
  - 1. Support the development of an enhanced visitor information center to promote the downtown
  - 2. Improve signage and access to public restrooms downtown
  - 3. Add street trees where they do not exist downtown
  - 4. License the manufacturing and sale of branded signature gear
  - 5. Apply brand graphics to city vehicles
  
- d. *Recommendations for FY 2019/20*
  - 1. Continue implementation of Downtown Development Master Plan
  - 2. Support continued marketing and public relations nationally and internationally through partnerships
  - 3. Support the development of an Ogden brand-focused art piece to display in front of Union Station

Branding is a means to an end. The entirety of this effort will shape the future of Ogden for generations, making it the destination of choice for business, family, and leisure.

This joint resolution shall become effective immediately after final passage.

**PASSED AND ADOPTED** by the Ogden City Council and Mayor Caldwell this 20<sup>th</sup> day of September, 2016.