



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 21-00364

City Council

4/22/2021

DISCUSSION ITEM

SPONSOR: City Council Member Sherri Myers

SUBJECT:

CREATION OF A COMMITTEE TO DEVELOP A LOGO AND TAG LINE FOR THE CITY, TO AVOID COSTS OF SUCH ACTION EACH TIME A NEW MAYOR IS ELECTED

SUMMARY:

With the previous and current administrations, when a newly elected mayor comes into office a new branding effort takes place, with a new logo and new tag line. Each time this takes place, it comes at a cost to taxpayers.

During the previous administration, the following costs were born for rebranding effort:

Zimmerman base fee \$475,437.20

Zimmerman non-base fee \$592,568.87

Cost departments associated with rebranding \$114,306.09 (includes more than Zimmerman)

(Zimmerman was the firm hired to assist with this effort)

During the current administration's changes, the expense was minimal as staff was asked to use up their old letterhead, business cards, and other paper items before purchasing new with the new logo and tagline. Similarly, no new vehicle wraps were purchased, just a purchase of wraps with a new slogan when the old ones were used.

This item seeks to establish a committee to develop a logo and tagline for the city, moving forward so that the city and taxpayers do not incur a cost each time a newly elected mayor takes office.

PRIOR ACTION:

Previous and current administrations rebranding.

STAFF CONTACT:

Don Kraher, Council Executive

ATTACHMENTS:

1) None

PRESENTATION: No