



On June 23, 2014 Council heard a presentation from Peggy Friday on a Community Branding Proposal written for the City of Rochelle. After receiving several Requests for Proposals, Roger Brooks International of Renton, Washington was chosen because of their experience and overwhelming success in creating public sector community branding.

Since then, members of the unified Brand Development Team (BDT) including Flagg-Rochelle Park District, Rochelle Township High School, Rochelle Community Consolidated District #231, Rochelle Community Hospital, The Greater Rochelle Economic Development Corporation, and the Rochelle Area Chamber of Commerce have initiated an effort to collect the financial resources needed, from each governing board and private enterprise who make up the BDT Partners, so the Brooks branding initiative can be brought to Rochelle.

Last month, GREDCO was the first member of the BDT to vote to contribute \$10,000 to the project. In the meantime, it has been strongly suggested that the City's Community Development/Tourism Department be added to the Brand Development Team. The concept of community branding is a definite benefit to sustainable tourism development. Community branding is much more than marketing. A successful branding program will provide specific and tangible benefits to nearly every taxing body, organization, business, industry, and area resident.

Rochelle Area Chamber of Commerce Director, Peggy Friday and Economic Development Director, Jason Anderson will be in attendance to provide information on this initiative and respond to questions. The goal is to secure through the BDT a total of \$100,000 to fund the branding initiative. \$30,000 has been budgeted and approved by Council for this purpose in the FY 2014-15. Along with approval to include \$20,000 from Tourism reserves, the City will lay the foundation for the branding initiative to begin. The lead members of the BDT are working with each of their respective boards to approve their financial contributions to the branding initiative. Verbal expressions of support by the BDT Partners indicate that the additional \$50,000 will be raised within the next 30 days which will meet our goal to kick off the branding initiative this year.

To fully understand the mission of this project – to help Rochelle become the destination of choice for economic development and investment, for business growth and expansion, and as an outstanding place to live, and as a premier visitor destination, we recommend, for those members of Council who have not had the opportunity to watch this video presentation by Roger Brooks, to set aside 1 hour to view this video as it clearly outlines the branding initiative and will answer many frequently asked questions about the program.

http://www.youtube.com/watch?v=D9VpVFdzZ8o&inf_contact_key=3d6836b3e7db8732ae494bc07a0bba5adfc63755712474099dfa9ff94272bb94

