

CITY OF RACINE, WISCONSIN

REDEVELOPMENT AUTHORITY RESOLUTION 17-27

WHEREAS, The City of Racine, through its Redevelopment Authority, contracted with Branigan Communications to serve as a professional communication firm in the Spring of 2017;

WHEREAS, since that contract was approved, City staff and Branigan Communications have developed a new brand for economic development within the City of Racine, created a new logo to represent the brand, and developed a new website to provide information about the current projects, available properties, zoning and site plan approval processes, and development incentives;

WHEREAS, the branding, logo, and website have received positive feedback from the community since released at the October RDA meeting;

WHEREAS, City staff would like to implement the proposed branding, logo, and website and seek permission from the RDA to officially adopt the “Build Up Racine” brand as the official economic development branding for the City of Racine;

BE IT THEREFORE RESOLVED that the Redevelopment Authority of the City of Racine adopts the branding and logo “Build Up Racine” as the official economic development branding for the City and that the RDA and City Development staff continue to expand on the branding to fully implement a broad-based communications effort on economic development.

Adopted on: November 2, 2017 Seal

By a Vote of
For: 0
Against: 0
Abstain: 0

Attest:

Amy Connolly, AICP
Executive Director