

Branding Update



Feedback

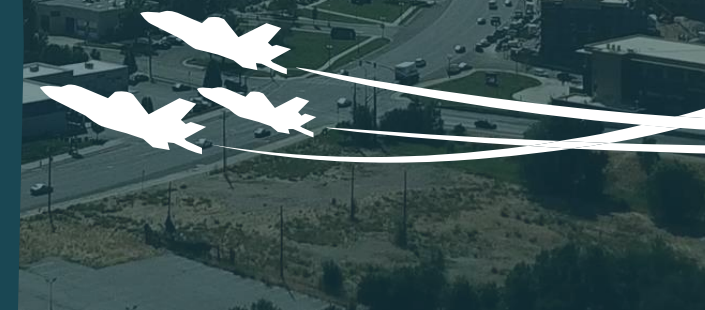
- How does “Where Dreams Take Flight” fit with overall logo?
- Type of plane
- Stack/color



Where *Dreams* Take Flight



- *How does it play with Utah's Military City?*
 1. *Included with overall city logo*
 2. *Used as a secondary logo element*
 3. *Used as a messaging point only*
- *Does 'Where *Dreams* Take Flight' need its own logo for downtown?*
 - *Or does one overall logo suffice?*



Included below



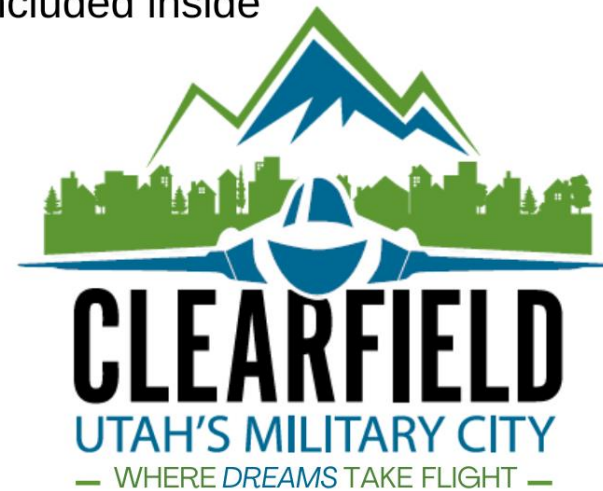
Secondary logo element



Left off



Included inside



Type of plane

- *Specific or generic plane?*
- *Realism or animation design?*



Stack



1.



2.



3.



4.



Council Initiatives

Update council on the four council initiatives





Four initiatives

- *Bridge Party*
- *Plane Program*
- *Management of Outsourced Branding Projects*
- *Supporting Local Businesses*

Four initiatives - Budget

- *\$15,000 total budget*
- *Maximum of 5 hours per week of allotted time (195)*
- *Branding project given \$100,000 in FY 24*
- *Plane program allocated \$50,000 from “Council Love Notes” to purchase more planes*

Bubble Party

- *Bubble cannons, slide, carnival games, DJ, food trucks, swag*
- *Spent \$7,000*
- *Attendance: 1,000 (ish)*
- *Saturday, Aug. 12, 7 - 9:30 PM*
- *Feedback:*
 - *Do it earlier (shivering)*
 - *Use library bathrooms*
 - *Allow vendors?*



Plane Program

- *Conducted research (plane cost, Ogden horse program, vandalism costs, list of artists, sealant, etc.*
- *Settled on nine planes, three different plane designs*
- *Selected locations with council*
- *Identified property ownership with staff*
- *Next steps:*
 - *Finish sponsorship program for planes*
 - *Work with UDOT about feasibility to put in park strips*
 - *Will fit in areas built to form-based code, easier to work with one entity*
 - *Purchase, paint, and place planes*
 - *All in park on 4th of July*
 - *If UDOT is slow, place in parks and move as locations go online*



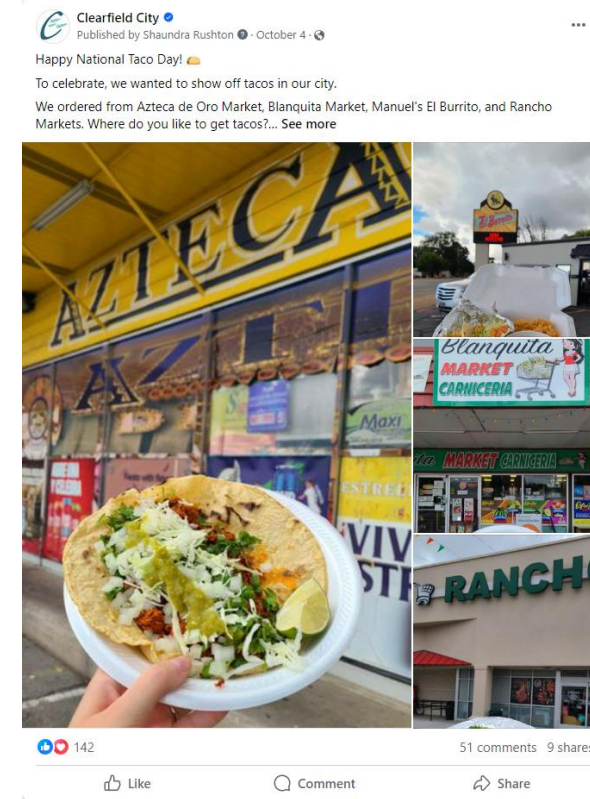
Supporting Businesses

- *Lunch & Learn*
 - *Cost: \$800*
 - *Date: Friday, April 7th at noon*
 - *Attendance: 35*
- *Created local ad packages with Connection Magazine*
 - *Included LIVES with the Mayor, booth space at 4th of July events, advertisements on big screen at Freedom Festival*
 - *Coordinated this with all parties*
- *Created a “Letter from the Mayor” to use in advertising pitches*
 - *Letter from mayor and Connection Magazine was handed to everyone who came in to renew a business license*



Supporting Businesses

- *Included more Clearfield businesses in city events*
 - *22 Clearfield businesses involved in events (prizes, attended, donated, etc.)*
- *Gave social media shoutouts to Clearfield businesses*
 - *38 shoutouts to Clearfield businesses were given (one every 9.5 days)*
- *Search the City*
 - *Halloween – all locations were Clearfield businesses (five total)*
 - *14 Clearfield businesses were prizes*
- *Connection Magazine*
 - *Three business spotlight articles written*



Supporting Businesses

- *Website*
 - *Business directory published on website – increases Search Engine Optimization for businesses in our city*
- *Emailing list*
 - *Created an email list with all retail businesses in the city*
 - *Used to communicate events, how to get involved, etc.*
 - *Gives us another point of contact for them*

Clearfield City Businesses

by clearfieldcity | Dec 5, 2023 | Uncategorized | 0 comments



What kind of business are you looking for?

Click to expand each section below to view all licensed commercial businesses in Clearfield City.

Animal Care



Auto Repair



Bar



Beauty and Barber Shop



Car Lot



Carwash and Detailing



Contractor



Convenience Store



Copy and Print





Can we extend these initiatives to match up
with the fiscal year?