



7505 South Holden Street
Midvale, UT 84047
(801) 567-7200
www.midvalecity.org

**REDEVELOPMENT AGENCY OF MIDVALE CITY
MEETING AGENDA
FEBRUARY 21, 2023**

PUBLIC NOTICE IS HEREBY GIVEN that the **Redevelopment Agency of Midvale City** will hold an electronic and in-person meeting on the **21st day of February, 2023** as follows:

Electronic & In-Person City Council Meeting

This meeting will be held electronically and in-person. **Public comments may be submitted electronically to the Board consideration at www.Midvalecity.org/government/contact-us by 5:00pm on February 20th and will be included in the meeting record.**

The meeting will be broadcast on the following: You Tube: www.MidvaleCity.org/YouTube

7:00 PM OR IMMEDIATELY FOLLOWING THE CITY COUNCIL MEETING

I. GENERAL BUSINESS

A. WELCOME AND ROLL CALL

II. PUBLIC COMMENTS

Any person wishing to comment on any item not otherwise scheduled for public hearing on the agenda may address the Redevelopment Agency of Midvale City Board at this point by stepping to the microphone and giving his or her name for the record. **Comments should be limited to not more than three (3) minutes unless additional time is authorized by the Redevelopment Agency of Midvale City Board.** Citizen groups will be asked to appoint a spokesperson. This is the time and place for any person who wishes to comment on non-hearing, non-Agenda items. Items brought forward to the attention of the Redevelopment Agency of Midvale City will be turned over to staff to provide a response outside of the Redevelopment Agency meeting.

III. CONSENT AGENDA

A. Consider Minutes of January 17, 2022 [*Rori Andreason, HR Director/City Recorder*]

IV. ACTION ITEM

A. Consider **Resolution No. 2023-02RDA** Selecting a Logo for Future Branding and Marketing Efforts for the Main Street Area [*Cody Hill, Redevelopment Agency Director*]

V. ADJOURN

In accordance with the Americans with Disabilities Act, Midvale City will make reasonable accommodations for participation in the meeting. Request assistance by contacting the City Recorder at 801-567-7207, providing at least three working day notice of the meeting. TTY 711

A copy of the foregoing agenda was provided to the news media by email and/or fax. The agenda was also posted at the following locations on the date and time as posted above: City Hall Lobby, on the City's website at www.midvalecity.org and the State Public Notice Website at <http://pmn.utah.gov>. Board Members may participate in the meeting via electronic communications. Board Members' participation via electronic communication will be broadcast and amplified so other Board Members and all other persons present in the Council Chambers will be able to hear or see the communication.

DATE POSTED: FEBRUARY 16, 2023

**RORI L. ANDREASON, MMC
H.R. DIRECTOR/CITY RECORDER**



REDEVELOPMENT AGENCY MEETING

Minutes

Tuesday January 17, 2023

Council Chambers
7505 South Holden Street
Midvale, Utah 84047

CHAIR: Marcus Stevenson

BOARD MEMBERS: Board Member Quinn Sperry
Board Member Dustin Gettel
Board Member Bryant Brown
Board Member Heidi Robinson
Board Member Paul Glover

STAFF: Matt Dahl, City Manager; Nate Rockwood, Assistant City Manager; Rori Andreason, City Recorder; Garrett Wilcox, City Attorney; Glen Kennedy, Public Works Director; Mariah Hill, Administrative Services Director; Laura Magness, Communications Director; Cody Hill, RDA Manager; Wendelin Knobloch, Senior Planner; Chief Randy Thomas, UPD; and Matt Pierce, IT Director

Chair Stevenson called the meeting to order at 8:44 p.m.

I. GENERAL BUSINESS

A. Roll Call - Board Members Dustin Gettel, Quinn Sperry, Bryant Brown, Heidi Robinson, and Paul Glover were present at roll call.

II. PUBLIC COMMENTS

There was no one who desired to speak.

III. CONSENT AGENDA

A. CONSIDER MINUTES OF DECEMBER 6, 2022

MOTION: Board Member Paul Glover **MOVED** to approve the consent agenda. The motion was **SECONDED** by Board Member Heidi Robinson. Chair Stevenson called for discussion on the motion. There being none he called for a roll call vote. The voting was as follows:

Board Member Bryant Brown **Aye**
Board Member Dustin Gettel **Aye**
Board Member Paul Glover **Aye**
Board Member Quinn Sperry **Aye**
Board Member Heidi Robinson **Aye**

The motion passed unanimously.

IV. ACTION ITEM

A. CONSIDER RESOLUTION NO. 2023-01RDA SELECTING A NAME FOR FUTURE BRANDING AND MARKETING OF THE MAIN STREET AREA

Cody Hill said on May 24, 2022, the RDA officially engaged the branding and marketing firm, Fluid, to provide services for the Agency relating to rebranding and marketing the emerging arts and culture district encompassing the Main Street area. On August 30, 2022, representatives from Fluid presented several potential names and strategies that could be used. RDA staff has done outreach with the mayor and council members, as well as with members of the Main Street Business Alliance to gauge interest, feelings, and preferences concerning the potential names.

RDA Staff would like the RDA Board to now consider four potential names and select one, which will be used to rebrand and market the Main Street area. The four names are as follows:

1. Los Muros;
2. Las Telas;
3. The Exchange; and
4. Midvale Main

RDA staff will likely utilize the names that are not selected to brand other events or programs being run on Main Street. Fluid will create three or four potential logo designs for the selected name which council will consider. Fluid will then assemble a branding guide for the new name and logo, including guidelines for fonts, colors, styles, etc. when marketing the Main Street area, its events, and its programs.

PLAN COMPLIANCE:

The branding and marketing study align with existing plans for the Main Street area and Main Street Community Development Area.

FISCAL IMPACT: The RDA Board has already approved the costs associated with the branding and marketing study. Selecting the right name will greatly increase the effectiveness of all future marketing efforts for the Main Street area.

Main Street Branding & Marketing

Brief History – Development of Main Street Area

- 11-2015: Small Area Plan
- 10-2019: Project Area Plan Created
- 09-2020: Project Area Budget
- 07-2021: Infrastructure Study
- 12-2021: Arts District Study
- 02-2022: Final Interlocal Agreement
- 08-2022: Branding & Marketing Study

Arts & Culture District

- Authentic beginning
- Reinforce and develop identity
- Improve image and attract people
- Reduce crime and increase value
- Sustainable (Bezos proof commercial)
- Viable

Marketing and Branding

Fluid

Professional branding & Marketing company
National reach with a location on Main Street
Working from Webb Management Study

Old Town Midvale & Historic Main Street

Less congruent with new arts district

Targeted marketing strategy

Ensure we attract specific demographic
Targeting all = targeting none

Our Audience

Young & Restless

Median Age: 29

Median Household Income: \$36K

58% of households are either single person or shared

1/3 aged 25 years or older hold a bachelor's degree or higher

Bright Young Professional

Median Age: 33

Average Household Size: 2.4

Physically active and tech savvy

Key Criteria

Authenticity (alignment w/ brand & strategy)

Feeling (resonates & evokes right feelings)

Vision (holds up & will last)

Searchability (simple to remember & spell)

Cut-Through (stands out & sticks)

Gifting art to your spouse

Potential Names

- Los Muros Arts District on Midvale Main
Los Muros
Muros on Main

- Las Telas Arts District on Midvale Main
Las Telas
- Midvale Main Arts & Culture Exchange
The Exchange
- Midvale Main Arts & Culture District
Midvale Main

Next Steps

- **Select a name**
- **FLUID develops logos & color palettes**
- **Select logo & color palette**
- **FLUID develops brand overview, banding guide, and a marketing strategy to direct future ad campaigns**
- **City & RDA follow brand guide for advertising and marketing**

The RDA Board decided on the name of “Midvale Main Arts & Culture District”.

MOTION: Board Member Dustin Gettel **MOVED** to Approve Resolution No. 2023-01RDA selecting the name Midvale Main Arts & Culture District for future marketing and branding the Midvale Main Street area. The motion was **SECONDED** by Board Member Bryant Brown. Chair Stevenson called for discussion on the motion. There being none, he called for a roll call vote. The voting was as follows:

Board Member Quinn Sperry	Aye
Board Member Paul Glover	Aye
Board Member Heidi Robinson	Aye
Board Member Bryant Brown	Aye
Board Member Dustin Gettel	Aye

The motion passed unanimously.

V. ADJOURN

MOTION: Board Member Paul Glover **MOVED** to adjourn the meeting. Board Member Dustin Gettel **SECONDED** the motion. Chair Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

The meeting adjourned at 8:57 p.m.

Rori L. Andreason, MMC

City Recorder

Approved this 21st day of February, 2023.



REDEVELOPMENT AGENCY OF MIDVALE CITY SUMMARY REPORT

Meeting Date: 2/21/2023

ITEM TYPE: Action

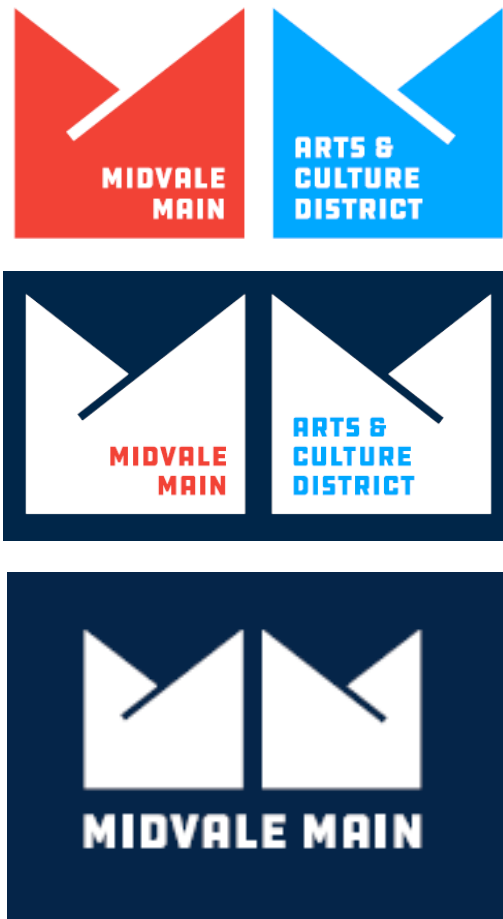
SUBJECT: Main Street Branding & Marketing

SUBMITTED BY: Cody Hill, RDA Manager

SUMMARY: On May 24, 2022, the RDA officially engaged the branding and marketing firm, Fluid, to provide services for the Agency relating to rebranding and marketing the emerging arts and culture district encompassing the Main Street area. On January 17, 2023, the RDA Board selected the name, "Midvale Main Arts and Culture District." Fluid has developed three different logos to support Main Street branding and marketing efforts.

RDA Staff would like the RDA Board to now consider the three potential logos and select one, which will be used to rebrand and market the Main Street area. The three logos are as follows:

1.



2.



3.





Additional information on and iterations of the logos are available in Attachment B. Once the RDA Board selects a logo, Fluid will assemble a branding guide for the new name and logo, including guidelines for fonts, colors, styles, etc. when marketing the Main Street area, its events, and its programs.

PLAN COMPLIANCE: The branding and marketing study align with existing plans for the Main Street area and Main Street Community Development Area.

FISCAL IMPACT: The RDA Board has already approved the costs associated with the branding and marketing study. Selecting the right logo will greatly increase the effectiveness of all future marketing efforts for the Main Street area.

STAFF'S RECOMMENDATION AND MOTION:

RDA staff recommend adopting Resolution No. 2023-02RDA which selects the logo for the Main Street area and directs Fluid to develop branding guidelines and strategies based on that logo.

"I move to adopt Resolution No. 2023-02RDA and select logo number ___ for future branding and marketing efforts for the Main Street area."

Citizen's Agenda:

The vision for Midvale's Main Street area is a thriving arts and culture district. To support this vision, the Redevelopment Agency of Midvale City hired Fluid, a branding and marketing firm, to develop a name, logo, style guide, and marketing strategy for the developing arts and culture district. After receiving input from Agency staff, City staff, and business owners along Main Street, Fluid now presents its final iteration of logo options to the Redevelopment Agency Board to adopt the logo to be used in future branding and marketing efforts for the Main Street area.

Attachments:

Resolution No. 2023-02RDA

Midvale Main Branding Logo First-Looks February 8, 2023

THE REDEVELOPMENT AGENCY OF MIDVALE CITY, UTAH

RESOLUTION NO. 2023-02RDA

**A RESOLUTION OF THE REDEVELOPMENT AGENCY OF MIDVALE CITY
SELECTING A LOGO FOR FUTURE BRANDING AND MARKETING
OF THE MAIN STREET AREA**

WHEREAS, the Redevelopment Agency of Midvale City (the “Agency”) was created to transact the business and exercise the powers provided for in the Utah Redevelopment Agencies Act; and

WHEREAS, the Agency created the Main Street Community Development Area and intends to support, guide, and catalyze development within the Main Street Area; and

WHEREAS, the Agency put out a request for proposals in February of 2022 soliciting the services of a branding and marketing firm to support the Agency in its efforts to rebrand the area in a way that is more congruent with its future as an arts and culture district; and

WHEREAS, Fluid was the firm selected to support the Agency in these efforts and has provided the Agency with several logos to use to rebrand the Main Street area; and

WHEREAS, the RDA Board has reviewed the logos (Attachment A) and seeks to move forward with rebranding the Main Street area.

NOW THEREFORE BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF MIDVALE CITY, that the Redevelopment Agency of Midvale City has selected logo design number _____ to rebrand and market the Main Street area.

PASSED AND ADOPTED BY THE REDEVELOPMENT AGENCY OF MIDVALE CITY, this 21st day of February 2023.

Marcus Stevenson
Chief Administrative Officer

Matt Dahl
Executive Director

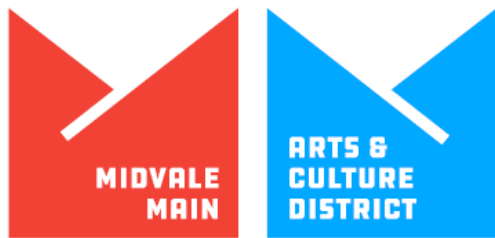
Attest:

Rori L. Andreason, MMC
Secretary

Voting by the Board:	Aye	Nay
Quinn Sperry	_____	_____
Paul Glover	_____	_____
Heidi Robinson	_____	_____
Bryant Brown	_____	_____
Dustin Gettel	_____	_____

Attachment A: Three logo Options

1.



MIDVALE MAIN
ARTS & CULTURE DISTRICT

2.



3.



Attachment B: Midvale Main Branding Logo First-Looks February 8, 2023



MIDVALE MAIN BRANDING
LOGO FIRST-LOOKS
FEBRUARY 8, 2023

= FLUID



OVERVIEW:

As a key step in the development of the Midvale Main Street Arts & Culture District, the project team has enlisted the services of Fluid Advertising, a Midvale Main Street business with a wealth of branding experience and expertise, to help guide the development of branding for the project.

KEY STEPS:

- 1) Choosing a Name for the Project/Area
- 2) Developing a logo and design system
- 3) Developing the brand voice and messaging for marketing
- 4) Creating a guide to keep the ongoing application of the brand identity

OVERVIEW:

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TODAY'S FOCUS

BACK- GROUND: THE GOAL

What are we hoping to accomplish?

BIRD'S EYE VIEW

THE LOG LINE

Midvale City is looking to brand their historic Main Street area with a look and feel that appeals to locals in Midvale and the surrounding valley as new developments revitalize the area.

THE OBJECTIVE

The objective is to fuel the vibrancy of the art, food and cultural center in Midvale's Main Street area by attracting residents of the Wasatch Front to live, work and play there.



THE SPECIFIC GOALS

The general objective is to improve and energize the Main Street neighborhood, which is represented by five goals:

- » **attract new investment**
- » **support existing businesses**
- » **strengthen residential areas**
- » **improve connectivity**
- » **improve neighborhood identity**

BACK- GROUND: OUR AUDIENCE

Who are we aiming to appeal to?

SHARPENING OUR FOCUS

While we intend to appeal to as many Utahans and visitors as possible, catering to every person's tastes is not just impossible, but would lead to bland design and marketing that appeals to the lowest common denominator. Such results are rarely appealing and are always weak on persuasion.

We've strategically narrowed our sights on a more specific slice of our demographic that is accessible yet aspirational, and who's opinions help sway those around them — a deliberate tactic for magnifying our efforts, and getting more bang for our marketing bucks.

The names we've developed will appeal differently to every person in this room, yet are selected and fine-tuned to fully resonate with our key target audience.

Let's introduce them by putting faces and names to their personas...

OUR AUDI- ENCE

Using the market analysis completed by Webb Mgmt. for the project, our target audiences have been identified as the Young & Restless, and Bright Young Professional segments.

The aspirational personas sitting at the bullseye of our target are between 28 and 35 years old. We've named these personas Camilla and Cameron.



CAMILLA

Camilla is 29, lives in a house with roommates, and is engaged to be married so her eyes are always peeled for visual inspiration as she plans upcoming events.



CAMERON

Cameron, 33, has been married for a few years, and he and his wife are still quite active with other couples in their social circles. He and his wife rent their apartment while they save up to buy a home in a couple years when they plan to have kids.

AUDIENCE (CONT.)

Cameron and Camilla may not feel completely settled, but both feel like they're coming into their own. They look for opportunities to improve themselves and to get ahead, whether by staying physically active, keeping current on the latest tech or cultivating a rich social life. Their paths might cross at a Willie's Lounge karaoke night or at an occasional event at Club Sound. Cameron and Camilla are excited by new experiences, which has informed their diverse tastes in food and music. And along the way, they've surrounded themselves with a diverse group of friends who share in their enjoyment of activity and discovery.

In terms of inspiration, they're more likely to look to Pinterest than Instagram. They just don't Instagram their lives like they did a few years ago, but still snap pics when the moment is worth remembering, and still can't resist a good photo-op with an Insta-worthy backdrop.

STATE OF PLAY

WHAT DO THEY CURRENTLY THINK?

When planning a date, a social dinner, a weekend activity or night out, our target audience is looking for places they'd deem "cool" and things to do that are actively engaging. Main Street in Midvale does not enter their minds as a consideration.

WHAT DO WE WANT THEM TO THINK?

We want our audience to think: "There's no single place like Main Street in Midvale for engaging all our senses at once — great food, beautiful setting, fresh thinking, great vibes."

WHY SHOULD THEY BELIEVE IT

Building on the existing arts scene in Midvale (which includes an art house, performing arts center, a theater and small businesses focused on design, advertising and tattooing), the city is investing in other small businesses that lend to the vibrancy of the arts and culture scene, including a specific focus on restaurants with up-and-coming chefs.

THE SINGLE MOST COMPELLING POINT TO MAKE

**The limitless possibilities of
Midvale Main will enliven you.**



THE DESIGNS

For your consideration.

WORTH A THOUSAND WORDS

The design we put into the world will inform how people come to recognize us.
It will tell them what we're all about, and most importantly make them feel something.

This is our opportunity to excite people and to introduce the idea of limitless possibilities
on Midvale Main Street.

KEY CRITERIA

AUTHENTICITY

Does it align with the rest of our brand and overall strategy?

FEELING

Does it resonate with our audience and evoke the right feelings and perceptions?

VISION

Will it hold up or flex to fit our future plans? Is it too trendy to last 15+ years?

RECOGNIZABILITY

Is it memorable and distinct enough to stand apart from other marks, and to be recalled even when it's not present.

CUT-THROUGH

Will it stand out, and will it stick?

Design One

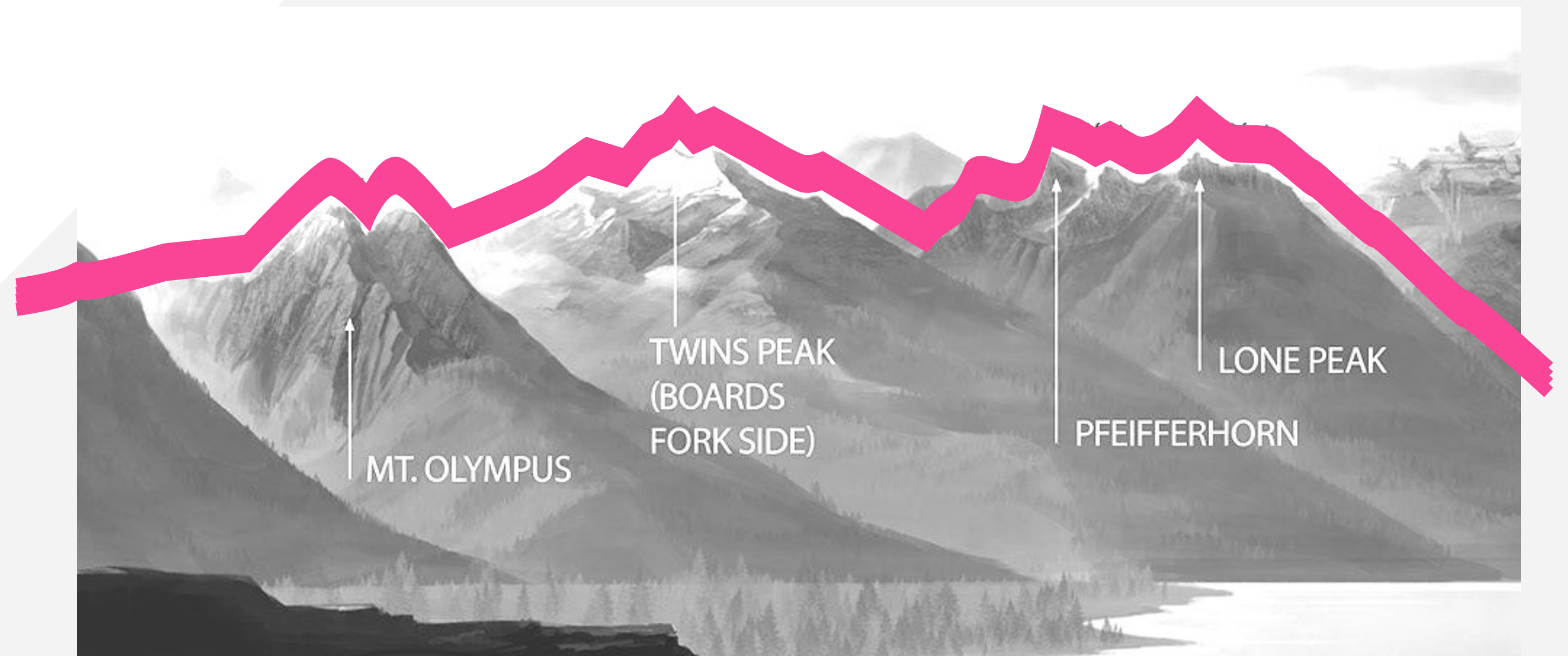
MID-VALLEY PEAKS

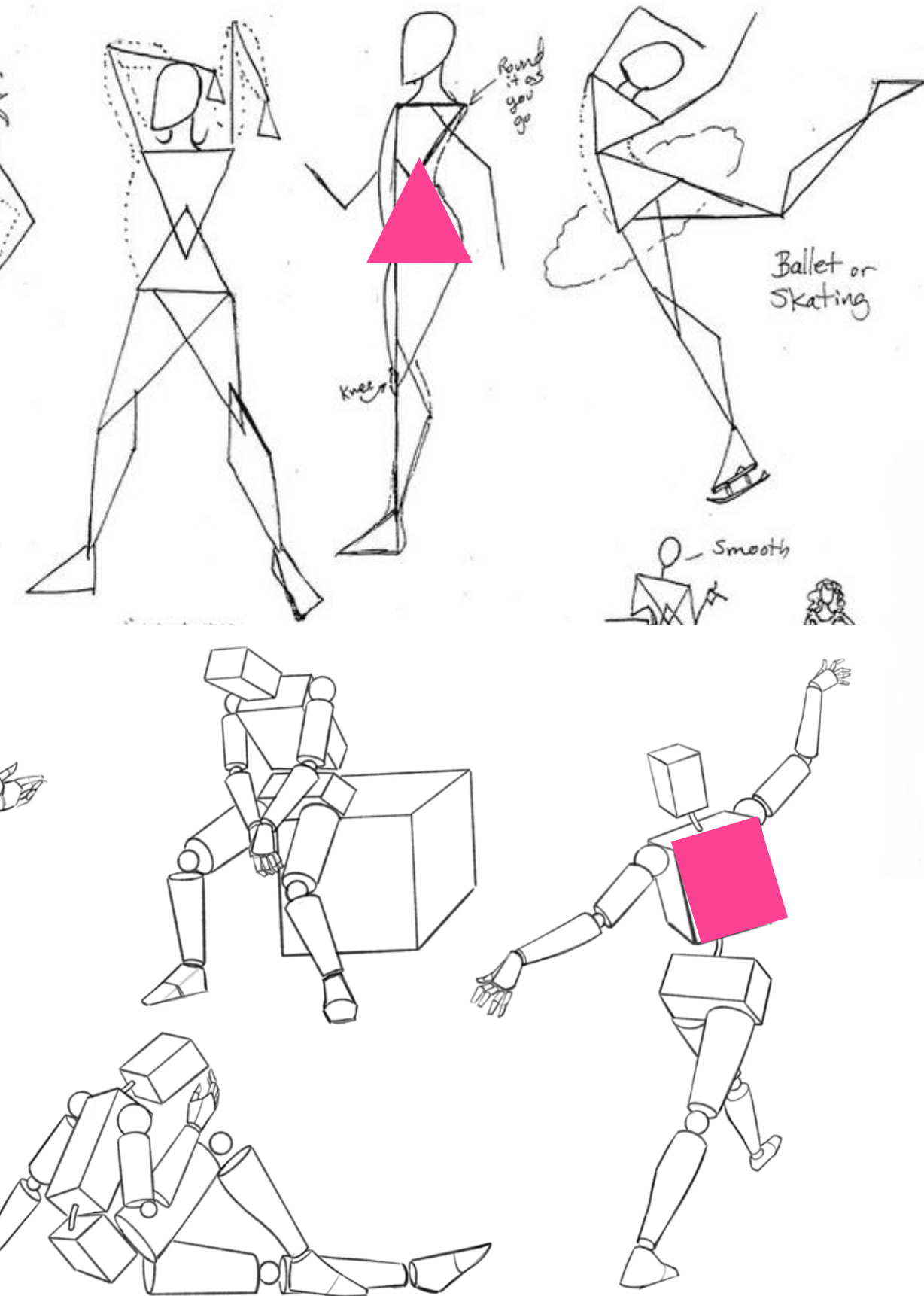


MIDVALE ORIGINS

Named for its location, Midvale sits in the middle of Utah's most vibrant and diverse valley. Positioned here, it's only natural to be inspired by the surrounding mountains.

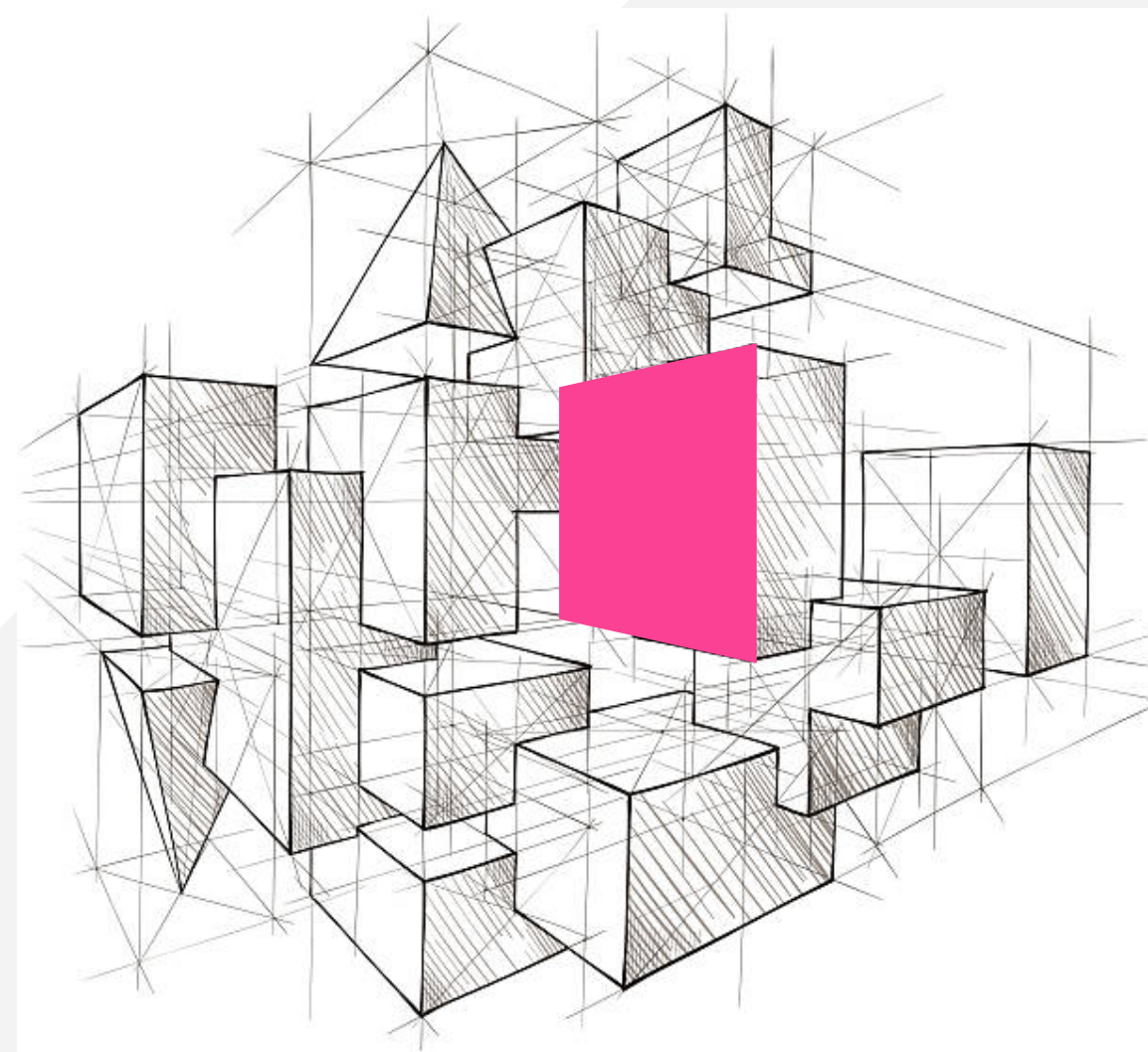
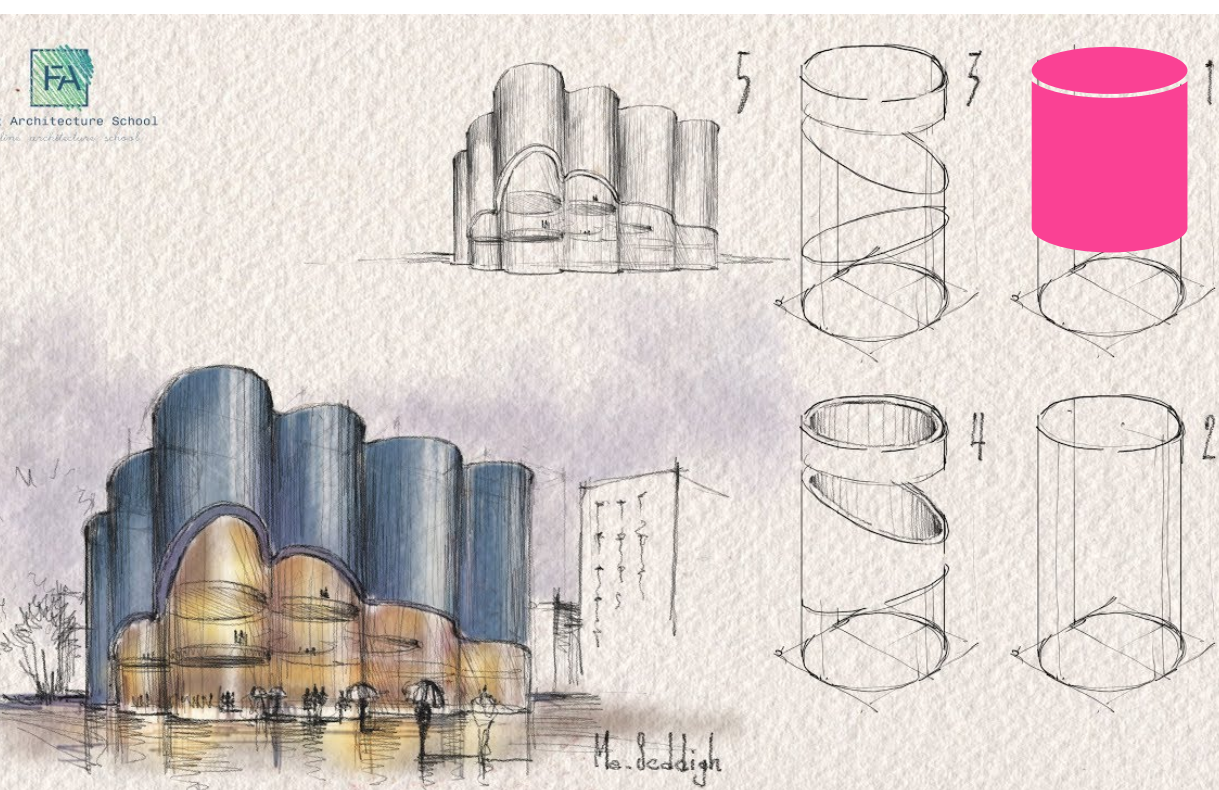
The shapes of the beautifully imposing peaks and the valleys between them directly connect to the M shapes in Midvale Main

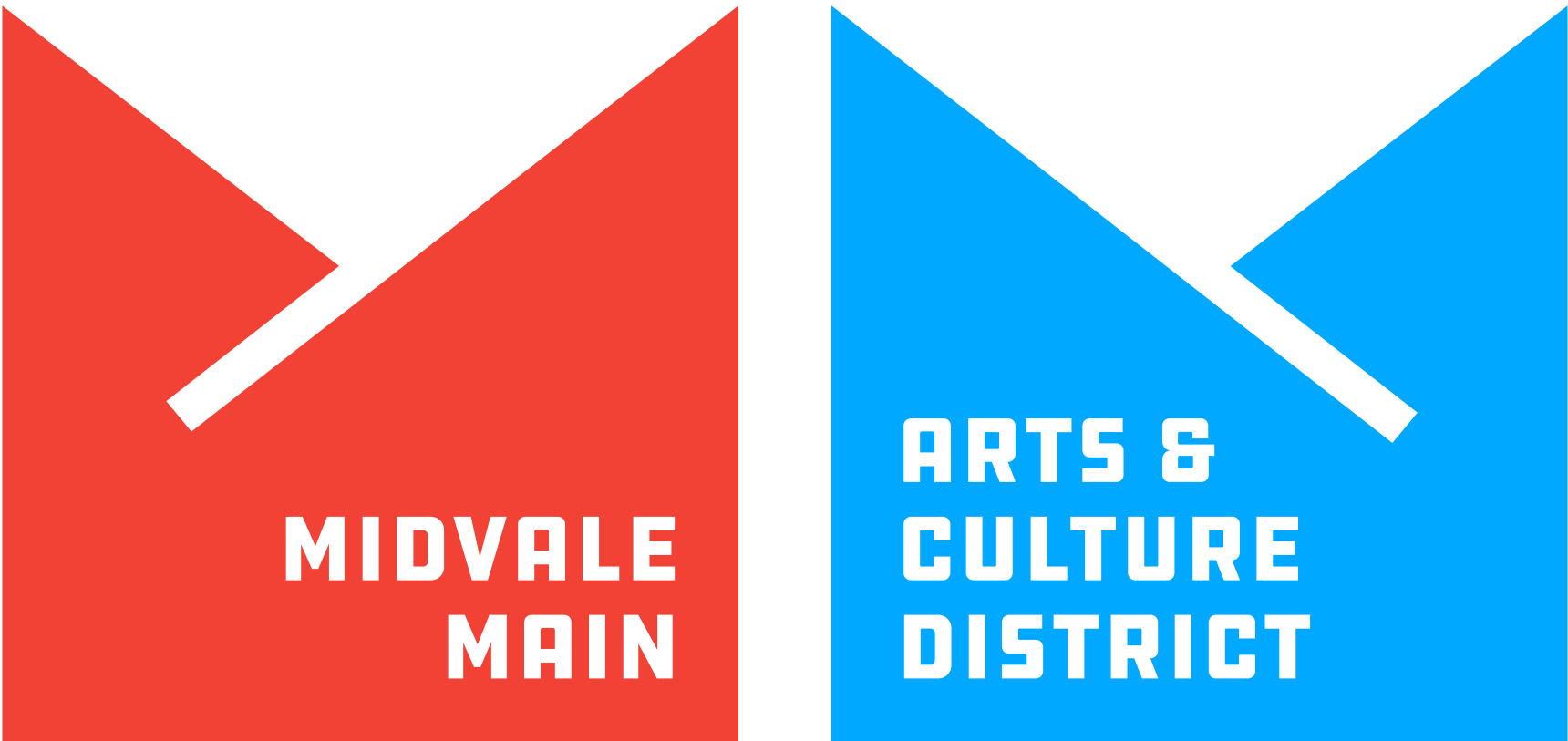


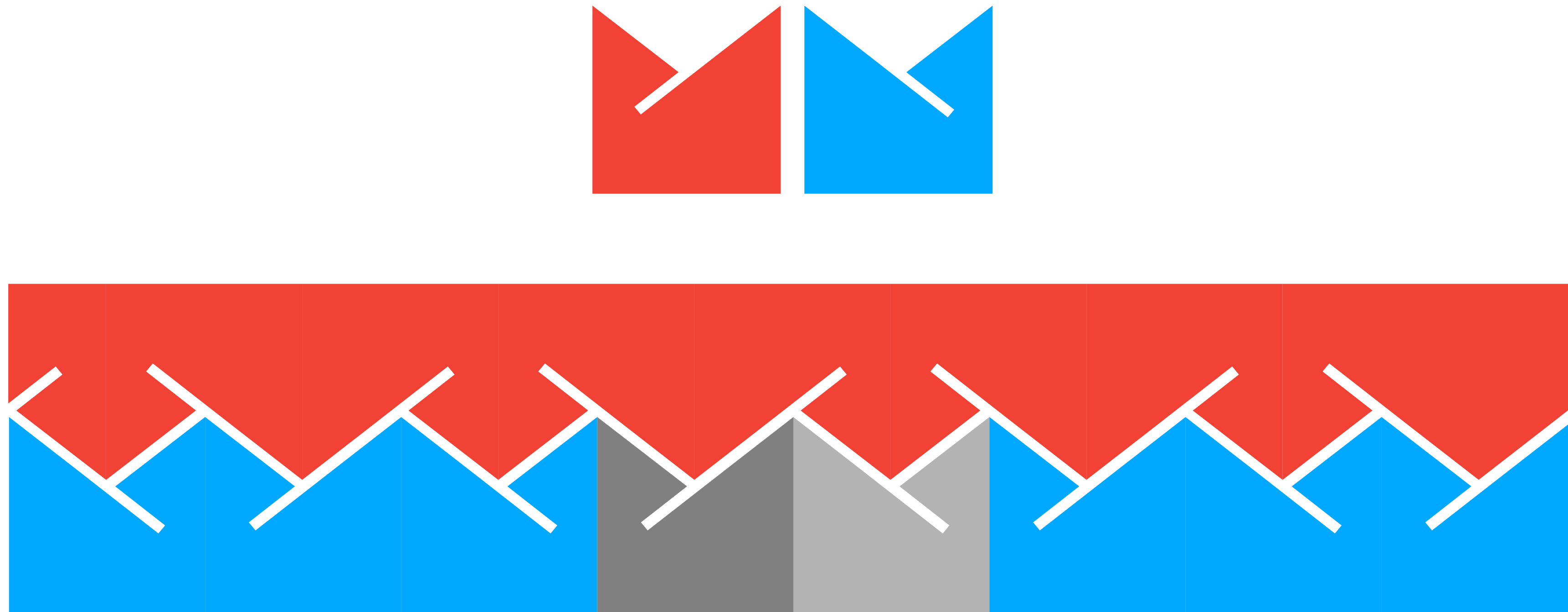


ELEMENTAL SHAPES

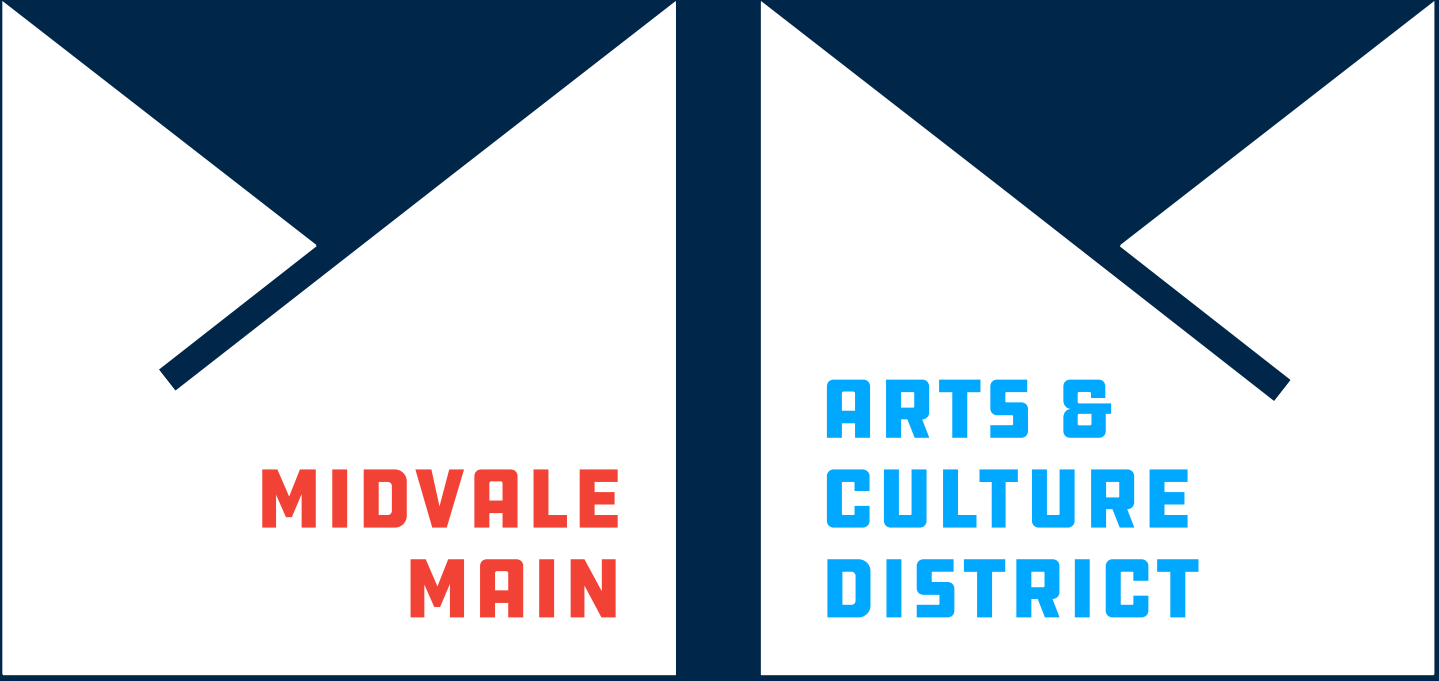
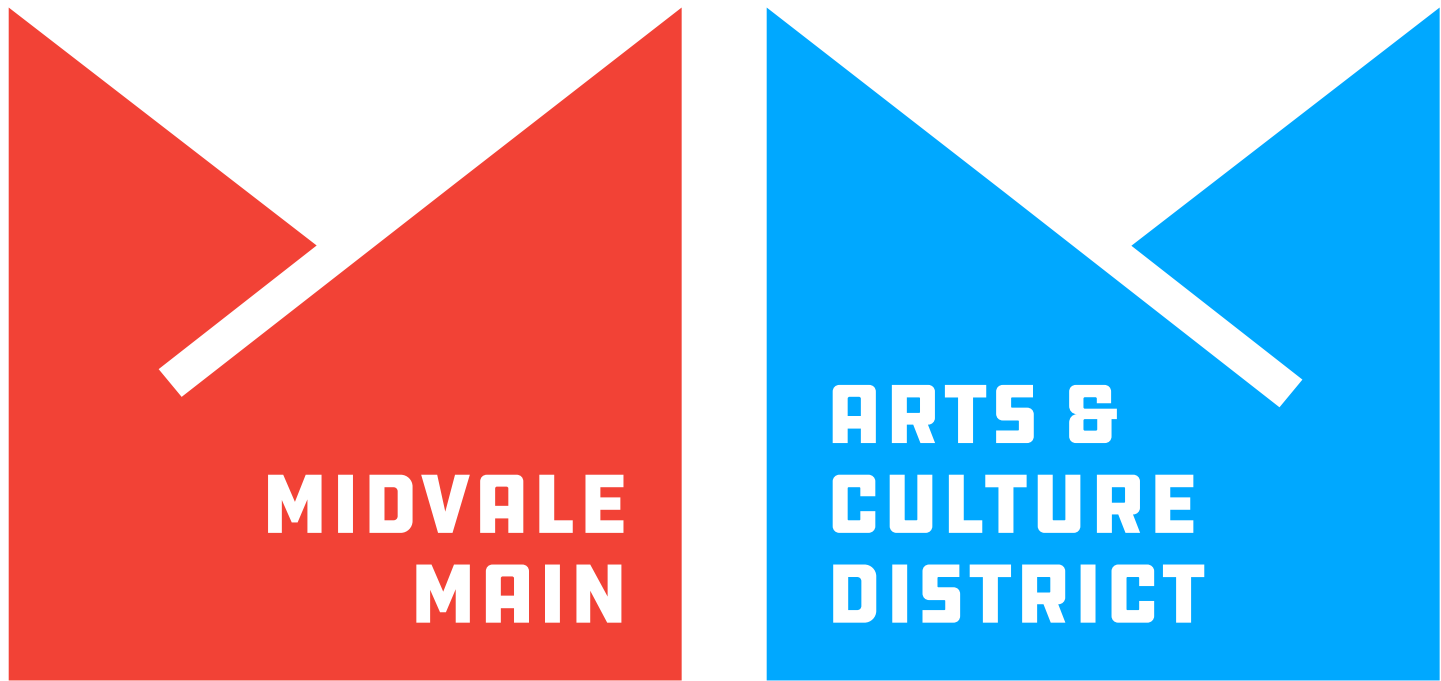
There's an inherent link between art and culture. We selected a visual language based in geometry to demonstrate and capitalize on that connection. This approach brings great flexibility for use across a myriad of applications.

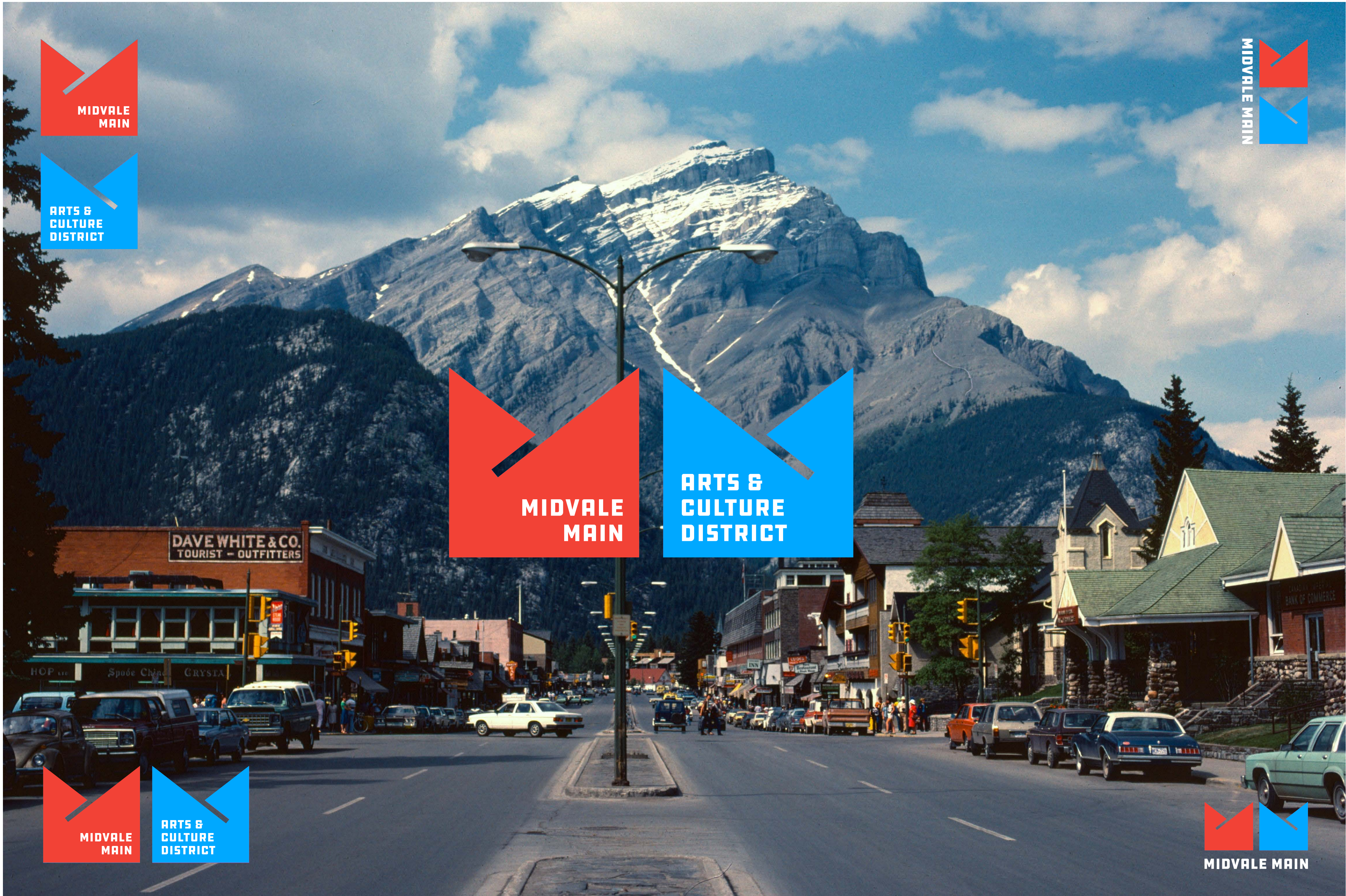






The meeting of the valley, mountains and the sky can be seen when the full pattern is drawn out. When you isolate 2 of the segments of the pattern, you get the modern double M logo. It is a logo in a similar vein as the original but with an elevated modern look.





MIDVALE
MAIN

ARTS &
CULTURE
DISTRICT

MIDVALE
MAIN

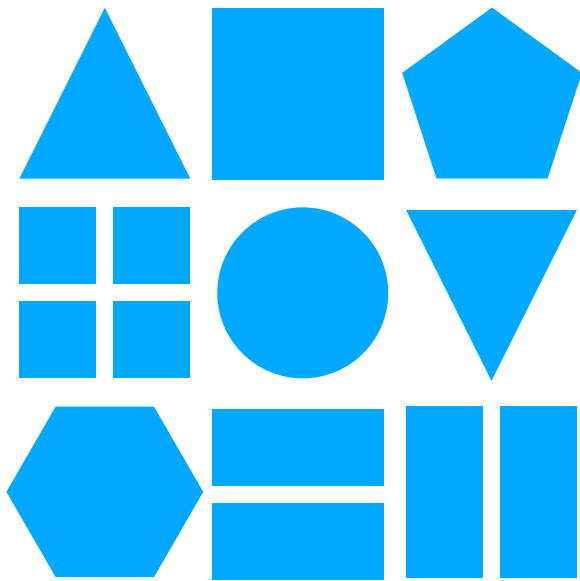
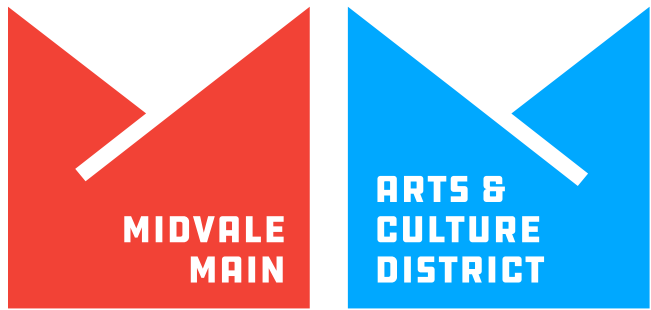
ARTS &
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MIDVALE MAIN

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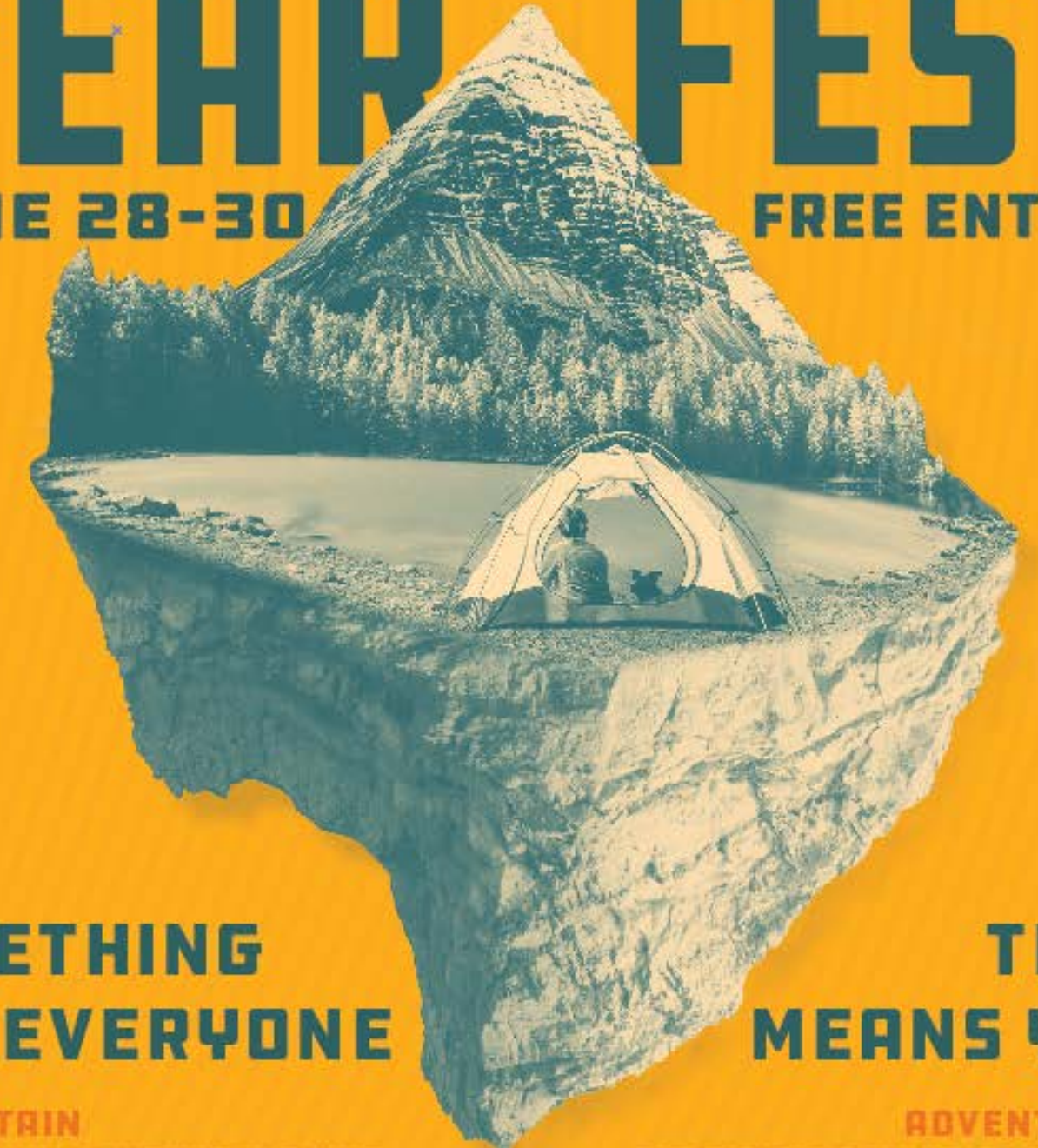
MIDVALE MAIN





ADVENTURE GEAR FEST

JUNE 28-30 FREE ENTRY



SOMETHING FOR EVERYONE

MOUNTAIN
TRAIL RUNNING/MOUNTAIN BIKING
CAMPING/HIKING
CLIMBING

ROAD
RUNNING
CYCLING
LONGBORDING

WATER
STAND-UP PADDLE BOARD
WHITEWATER
SURFING

THAT MEANS YOU

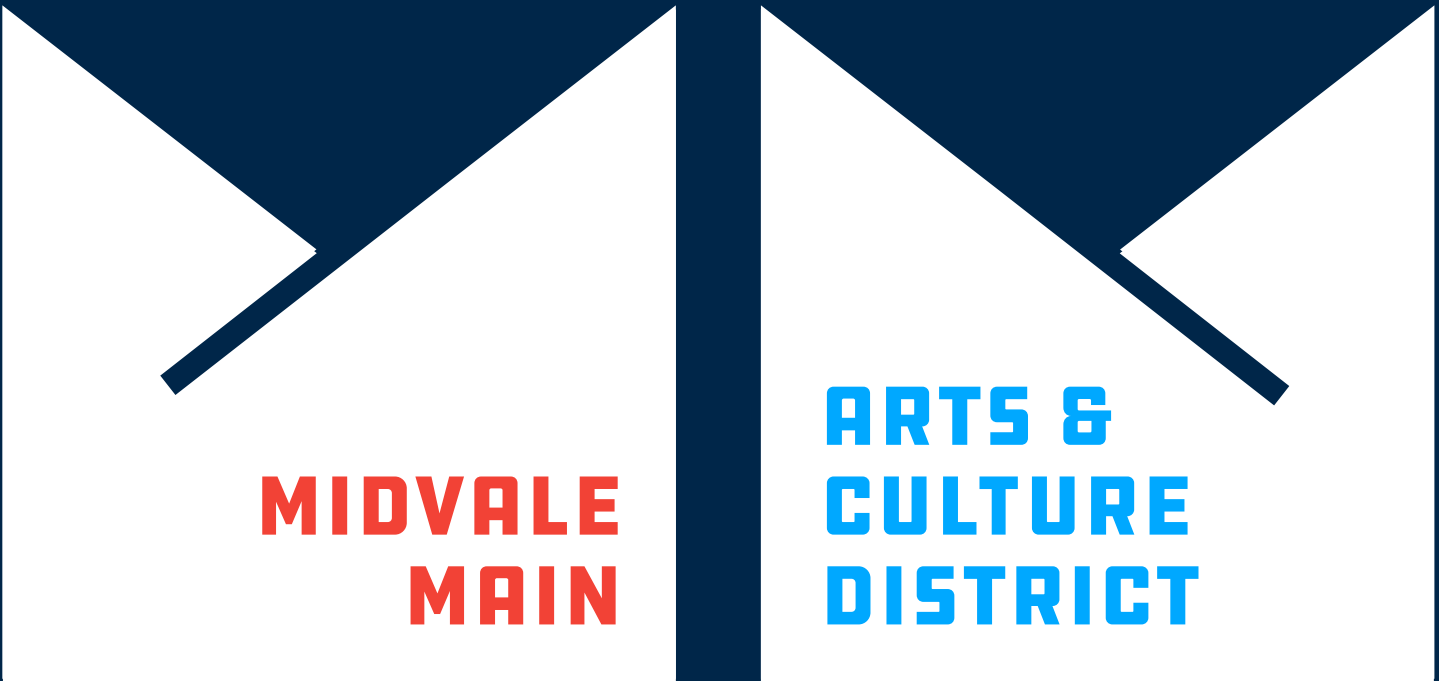
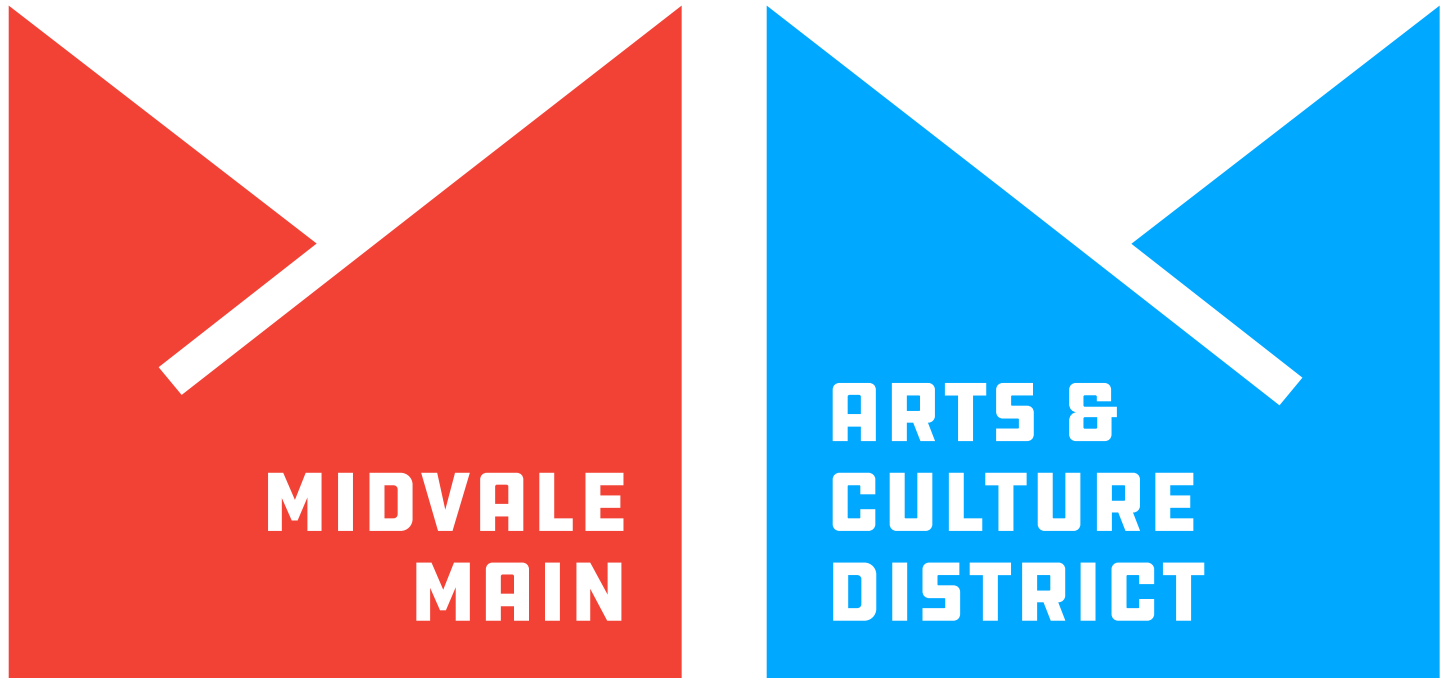
ADVENTURE
EXPEDITIONS/ADVENTURE TRAVEL
OVERLAND TRAVEL
MOUNTAIN ACTIVITIES

SNOW
SKIING
SNOWBOARDING
BACKCOUNTRY

ART & CAUSES
OUTDOOR PHOTOGRAPHY
NONPROFITS
PRINTING

PLUS YOU GET A FREE GOLF BALL BY MIDD...





Design Two

SAY IT WITH SYMBOLS



MEANING IN PATTERNS

From tartans to tapa, artisans have imbued patterns with symbolism and meaning across cultures and geographies. They can capture histories, deliver information, reflect the natural world around us, and even give a sense of belonging.

How might we, as modern artisans, capture the spirit of the Midvale Art and Culture District with our own symbolism and patterns?





**FLAT ROOF
ARCHITECTURE**



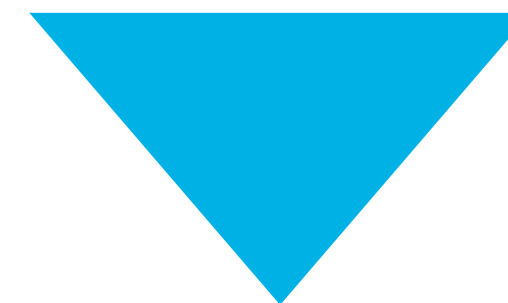
INTERSECTIONS



**TAPESTRY OF
CULTURES**



**MOUNTAINS &
VALLEYS**



**POSSIBILITIES
FOUND HERE**



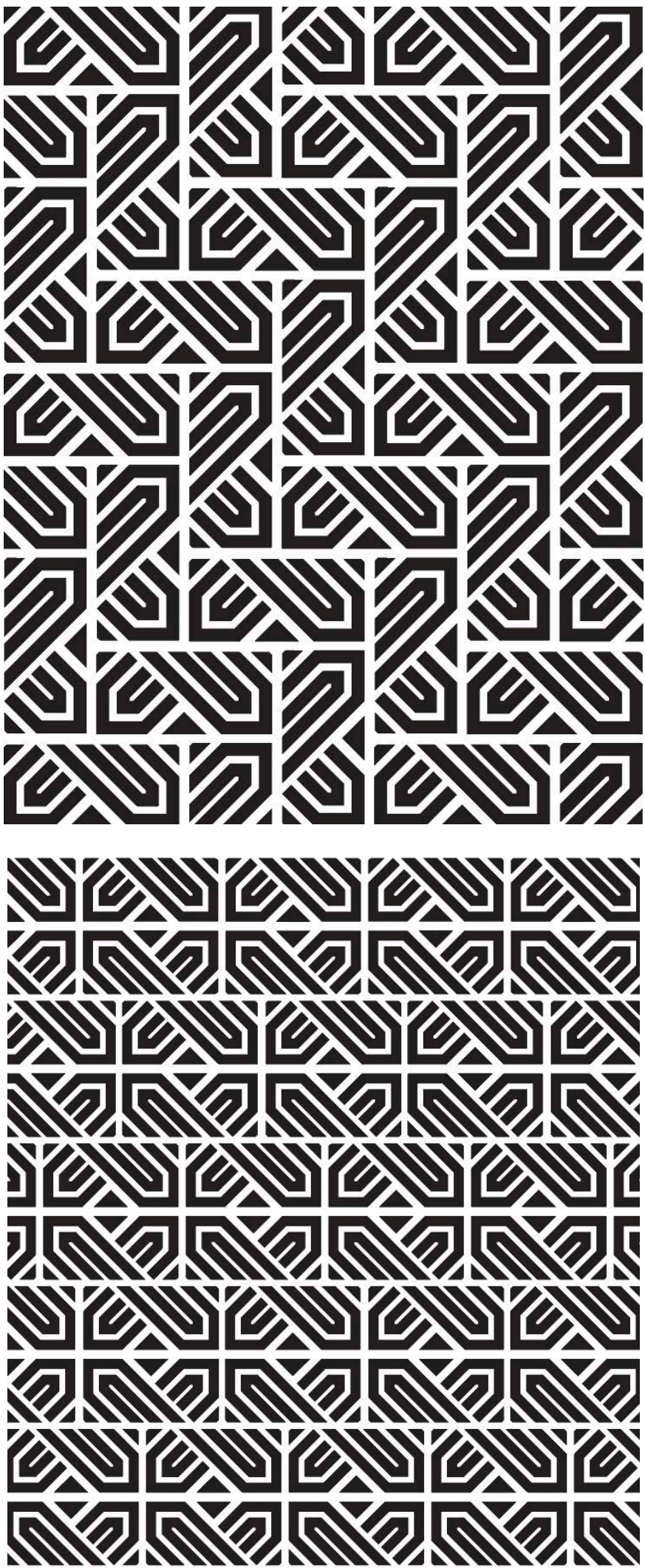
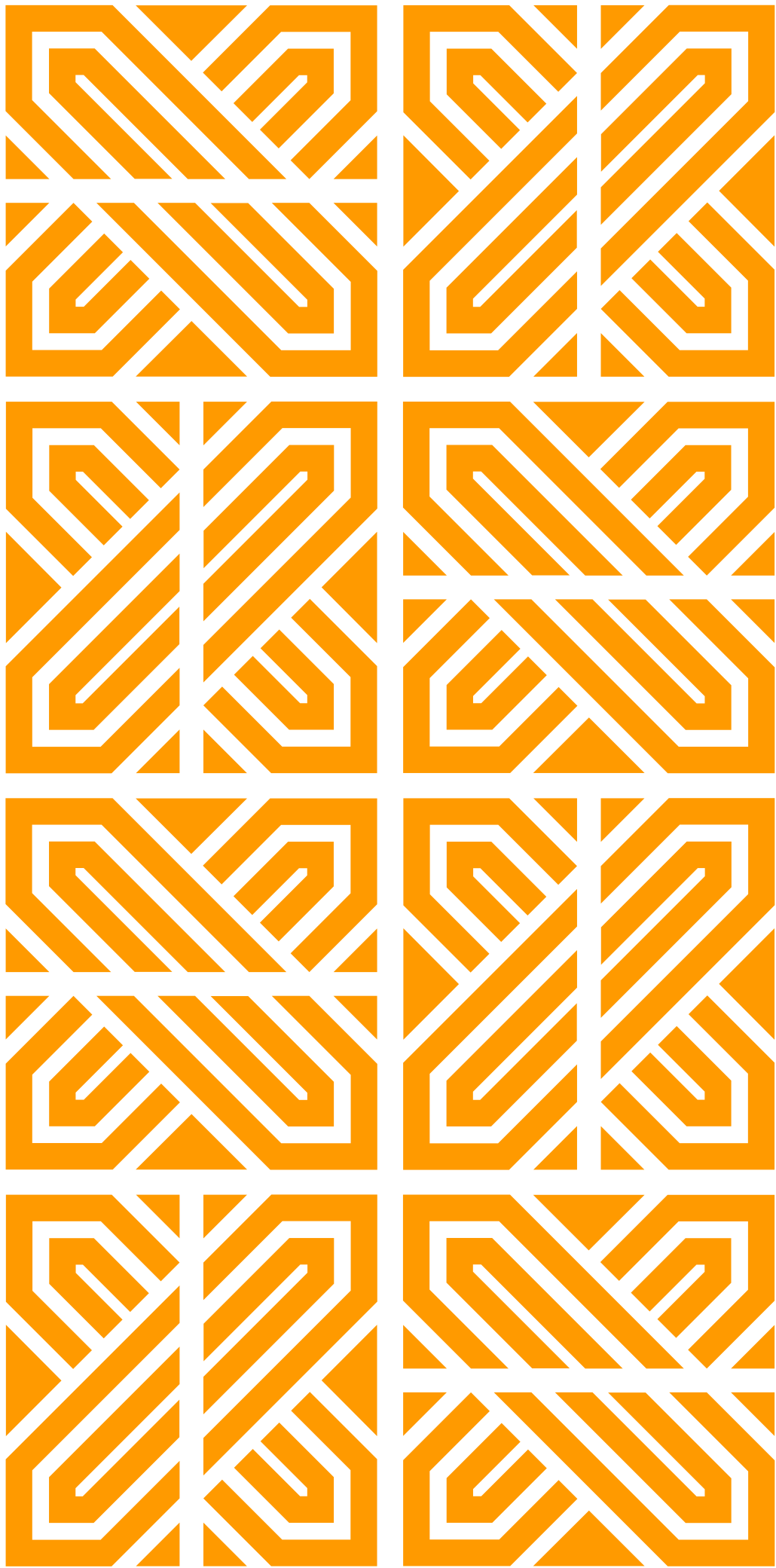
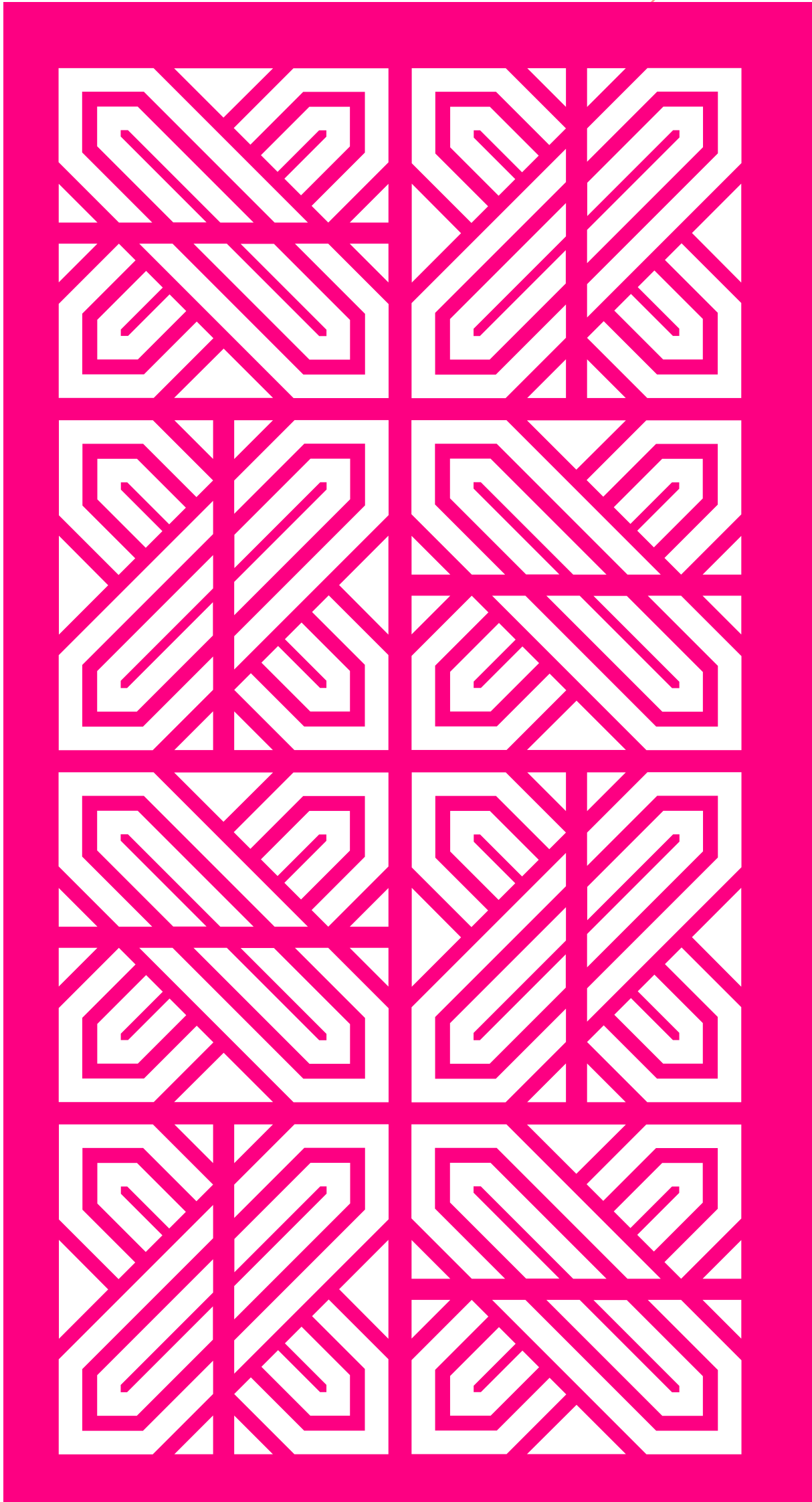
MIDVALE MAIN
ARTS & CULTURE DISTRICT



MIDVALE MAIN
ARTS & CULTURE DISTRICT



MIDVALE MAIN
ARTS & CULTURE DISTRICT







ADVENTURE GEAR FEST

JUNE 28-30

FREE ENTRY



SOMETHING FOR EVERYONE

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TRAIL RUNNING/MOUNTAIN BIKING
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THAT MEANS YOU

- ADVENTURE
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NONPROFITS
PRINTING

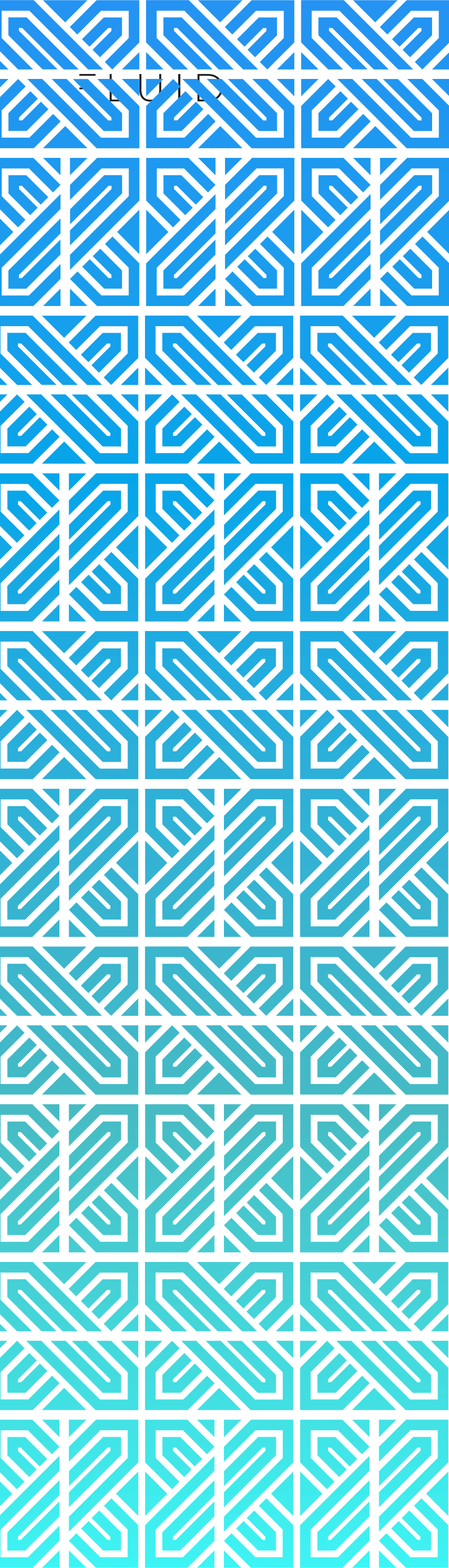


MIDVALE MAIN
ARTS & CULTURE DISTRICT

PLUS YOU GET A FREE HALF DAY AT WORK...







FLUID



Design Three

¡DYNAMIC EXPRESSION!



DIFFERENT STROKES

One of the beautiful parts of diverse cultures is that each can create a representation of any one thing that is wildly different from the other cultures' expression of the same thing—whether in art, language, food, or music.

What makes art (and more broadly: creativity) exciting is the potential that such new and unexpected things could materialize at any moment. We humans laud and revel in the things we've never seen or experienced before.

That creative power is at the root of this design approach— capturing the diversity and infinite potential of expression in both bold and subtle ways.

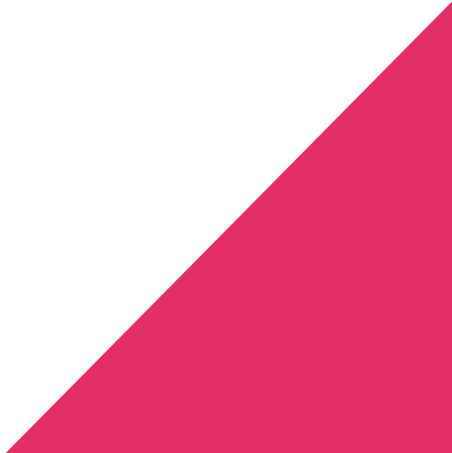


MIDVALE MA!

ARTS & CULTURE DISTRICT

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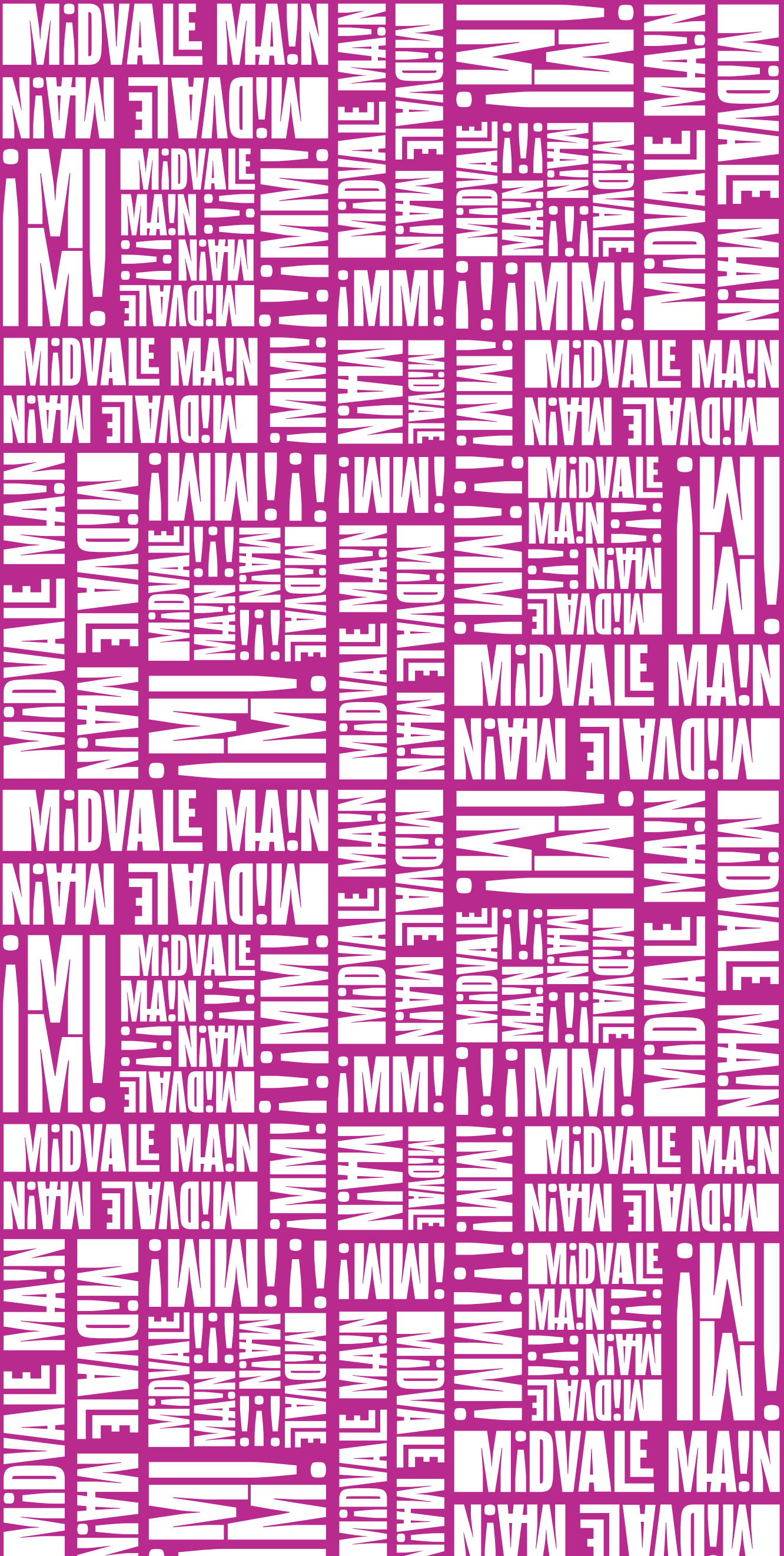
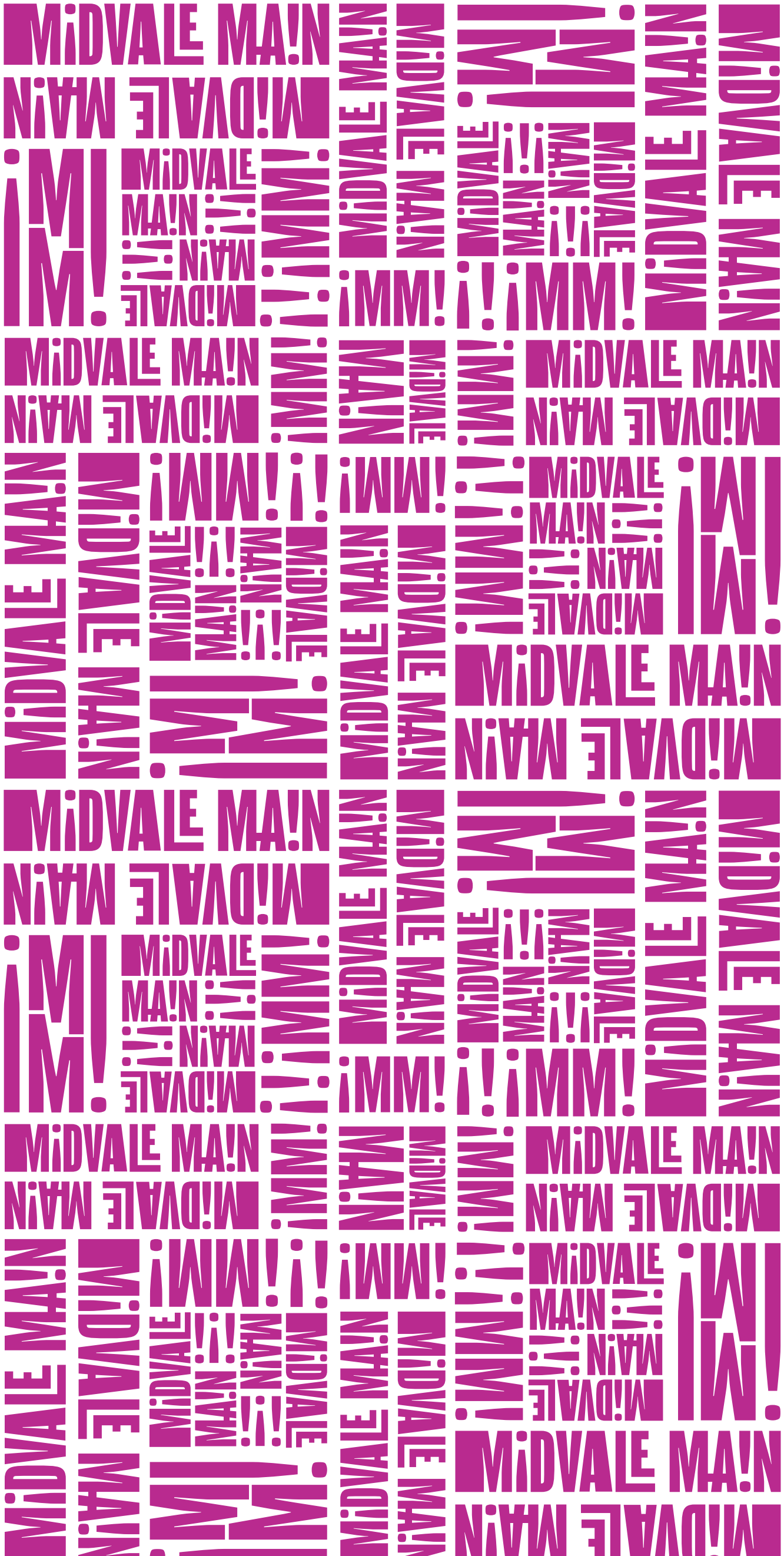
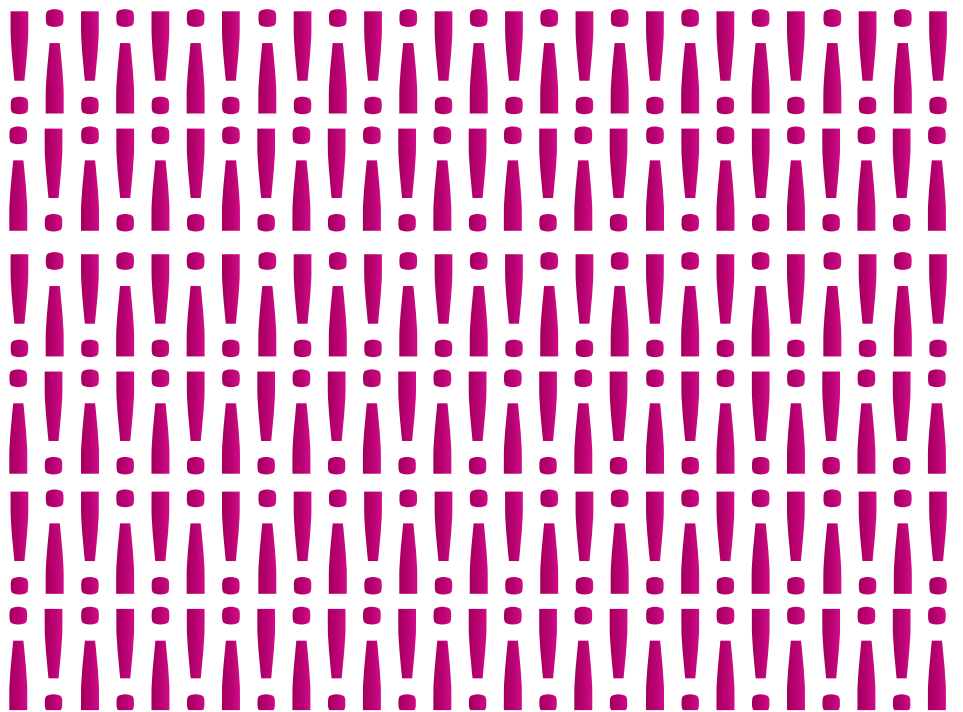
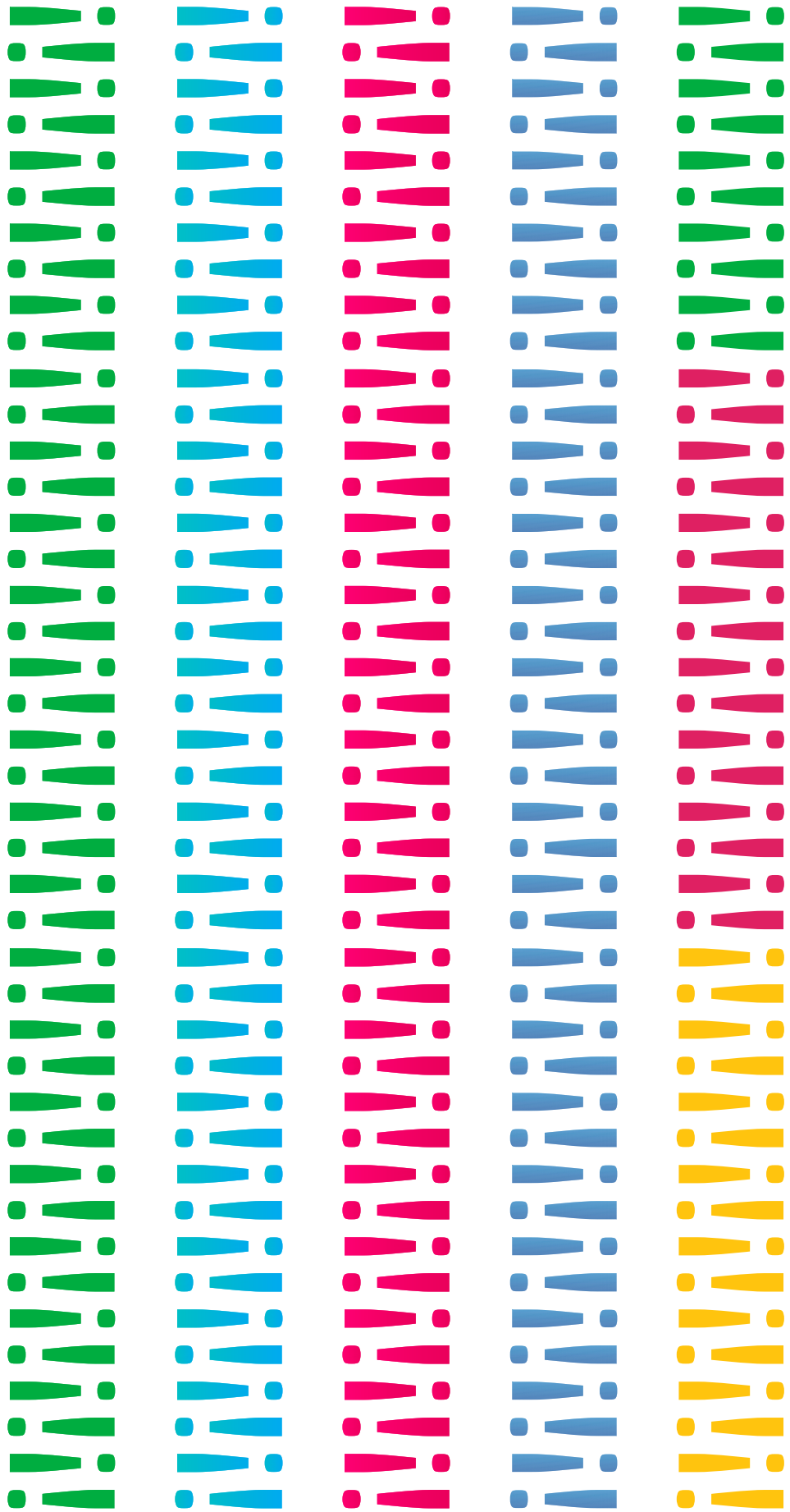
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ADVENTURE GEAR FEST
JUNE 28-30 FREE ENTRY



SOMETHING FOR EVERYONE

MOUNTAIN
TRAIL RUNNING/MOUNTAIN BIKING
CAMPING/HIKING
CLIMBING

ROAD
RUNNING
CYCLING
LONGBORDING

WATER
STAND-UP PADDLE BOARD
WHITewater
SURFING

THAT MEANS YOU

ADVENTURE
EXPEDITIONS/ADVENTURE TRAVEL
OVERLAND TRAVEL
MOUNTAIN ACTIVITIES

SNOW
SKIING
SNOWBOARDING
BACKCOUNTRY

ART & CAUSES
OUTDOOR PHOTOGRAPHY
NONPROFITS
PRINTING

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PLUS YOU GET A FREE HALF DAY AT WORK...



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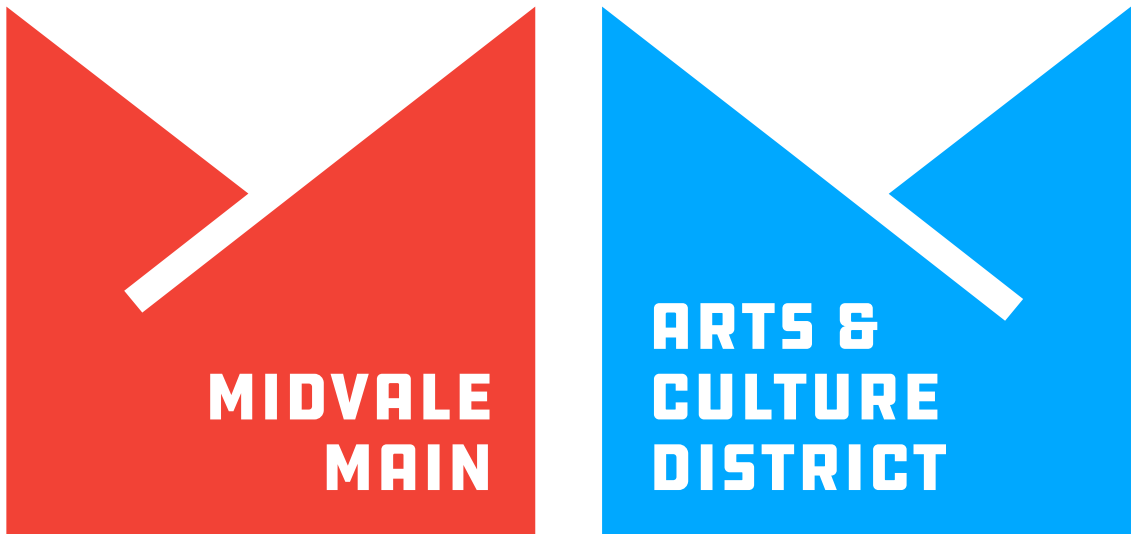


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THANK YOU.

