
MEMORANDUM



TO: Mayor Walker and Councilors
FROM: Heather Brooks, Community Development Manager
SUBJECT: **This is Princeton Marketing Update**
DATE: June 21, 2022

Message: The City of Princeton Council has approved \$20,000 for a marketing campaign. The majority of these dollars were to be utilized in collaboration with CEL Marketing, a company from the Minneapolis area that specializes in school and government marketing campaigns. Due to an inability to meet deadlines, City Staff have made the decision to terminate the contract with CEL Marketing.

With effort to continue the marketing campaign, a group of stakeholders have been meeting weekly to push out a campaign designed as "This is Princeton". The group has included City Staff, ISD 477 staff, the Princeton Area Chamber of Commerce, Kitzman Creations, and Innovative Communication Strategies. By bringing the campaign in-house and focusing on hiring local businesses to assist in marketing, City Staff feel that Princeton will be captured in the best possible light. This group holds a mixture of individuals that work and/or reside within Princeton School District.

City of Princeton Staff, ISD 477, and the Princeton Area Chamber of Commerce have agreed to hold true to the original agreement and are each financially supporting this campaign. Kitzman Creations is a local company that specializes in photography and videography services. Kitzman Creations has been hired as part of this campaign to capture quality images and videos. Innovative Communication Strategies is owned another local individual specializing in marketing strategies and campaign management. Both bring creativity and a strong vision for Princeton. A budget has been established in order to ensure both companies can provide quality work with the remaining funds available for this campaign.

The campaign will center around a "Live here, work here" theme. The campaign kicked off during the Princeton Parade, leveraging marketing dollars from the Explore MN Grant. There will be 12 taglines to highlight specific organizations and businesses. These taglines include: Work Here, Learn Here, Shop Here, Network Here, Dine Here, Explore Here, Worship Here, Play Here, Be Healthy Here, Be Safe Here, Retire Here, and Serve Here. The overall message is "This is Princeton MN. Live Here, Work Here, Tell Your Story Here."

With the assistance of the City's summer interns, we have created a tab on the City website to include this messaging, as well as an Instagram page. Attached you will find a strategic marketing plan created by City Intern Paige Johaneson. Below you will find an example of a logo to be used in this campaign, designed by Innovative Communication Strategies.

I will be available virtually at the Council meeting to address any questions.

Thank you!

THIS is
PRINCETON
Live Here, Work Here, Explore Here

The logo consists of the text "THIS is PRINCETON" in a serif font. The word "PRINCETON" is in a larger, bold font. To the right of the word "PRINCETON" is a circular orange compass rose icon. Below the text is the tagline "Live Here, Work Here, Explore Here" in a smaller, italicized serif font.