

June 20, 2006

TO: Honorable Mayor and City Council Members

FROM: Denny L. Arnold, City Manager

SUBJECT: Tourism – Branding

On May 30, 2006, I gave you a memo in which I reported on the TML Seminar on tourism that I attended in April in Austin. A key point made by three professional tourism expert speakers at that conference was that a community should undergo a “branding” initiative, or develop its own unique “brand.” Branding is an exercise to determine the image of a community, or the image of itself the community wants to portray to itself and to the outside world.

The cover story in the June 2006 Public Management (the International City/County Management Association magazine) provides a clearer understanding about creating a brand for a community, both the need and the process. I have copied and attached that article to this memo.

Over the years, I have witnessed the many separate efforts by various groups in Victoria as they have struggled to create their own brand or image. While all of these groups are a vital part of our community, and sub-brands could be developed to distinguish their image, it is clear to me that a unified effort to create a single brand is needed. Branding could (and should) become an important part of our community’s strategic plan development.

If it meets with your approval, I would like to assign O.C. Garza to coordinate the process of building a brand. In addition to his leadership and public relations abilities, he is an active member in the Victoria Ad Federation, a group of business leaders that could play a key role in the branding process. Other organizations that should be included in the planning or forming of a brand are the Chamber of Commerce, Convention and Visitors Bureau, Victoria County Historical Society, Cultural Council, University of Houston-Victoria, The Victoria College, etc.

DLA:rm  
Attachment

xc: Phyllis Hunt