



Staff Report

TO: Economic Development Committee Members
FROM: Julie Van Hook, Public Information Officer
Joseph Cale, Management Analyst
DATE February 12, 2025
SUBJECT: Establishing Economic Development Slogan

Description Proposal for Economic Development Slogan for Marketing Materials.

Background and Analysis:

Effective marketing is crucial to helping attract businesses, investors, and residents to Beaumont. A well-crafted slogan serves as a concise and memorable message that represents the City's economic strengths and vision for the future.

Given the ongoing efforts to promote business growth, it is important to establish a clear and compelling slogan that aligns with our economic development strategy for the future.

The City has been working on developing a slogan that reflects business growth, opportunity, innovation, and quality of life. A strong slogan will:

- Reinforce City identity as pro-business
- Differentiate Beaumont from competing cities
- Serve as a point for economic initiatives and on promotional materials
- Enhance engagement with stakeholders, including businesses, investors and residents.

After considering various options, the proposed slogans have been developed:

1. Elevated and Moving Fast at the Pace of Business
2. Elevated and Business Ready
3. Elevating Business, Empowering Dreams
4. Elevate Your Vision, Build Your Future

Considerations:

- **Brand Consistency:** It is important that the slogan aligns with the City's existing branding and communications strategy. It should be easily integrated into existing marketing materials and digital platforms.
- **Audience Appeal:** The slogan should resonate with a variety of stakeholders, including entrepreneurs, investors, and the local community.
- **Memorability:** The chosen slogan should be catchy, easy to remember, and concise.
- **Adaptability:** The slogan should be flexible enough to be used in a wide range of marketing contexts, from digital media to print advertising.

Recommended Action:

Discussion of the proposed slogans and provide direction on the preferred option.