



Staff Report

TO: City Council
FROM: Julie Van Hook, Public Information Officer
DATE: February 18, 2025
SUBJECT: Economic Development Marketing Slogan

Description This report presents a few economic development slogans for consideration aimed at enhancing the city's brand identity and business appeal. The slogans are designed to reflect the city's growth, innovation, and commitment to economic vitality. It aligns with our strategic goals to attract new businesses, support existing enterprises, and promote a thriving local economy.

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 ourselves from competing cities
- Serve as a point for economic initiatives and on promotional materials
- Enhance engagement with stakeholders, including businesses, investors and residents.

Based on proposals presented to the Economic Development Committee and their feedback, the following slogans have been developed:

1. Elevating Business, Growing Communities
2. Elevating Your Vision, Building Your Dreams
3. Build Your Vision, Elevate 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.

Fiscal Impact:

The cost to prepare this staff report was approximately \$50.00.

Recommended Action:

Staff recommends that the City Council consider the proposed slogans from the Economic Development Committee and provide direction on the preferred option.