



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

FROM: Kirk W. Kincannon, Executive Director

DATE: April 12, 2017

Agenda

Committee of the Whole
Wednesday, April 12, 2017 – 6 p.m.
Boardroom – Herrity Building
Chairman: William G. Bouie
Vice Chair: Mary Cortina

1. Branding Focus Group with Consultant – Discussion*

*Enclosures



If accommodations and/or alternative formats are needed, please call (703) 324-8563. TTY (703) 803-3354

Committee Agenda Item
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DISCUSSION

Branding Focus Group with Consultant

The Park Authority's Financial Sustainability Plan includes an initiative entitled Signage and Branding (C11), which is a project to evaluate and update the agency's branding and signage. The first phase of the project includes evaluation and updating of the Park Authority's main identity, as well as those of RECenters and golf, and creation of entrance signage concepts that will subsequently be used to update entrance signage at RECenter and golf course facilities. Staff provided an overview of the project in the Committee of the Whole on December 14, 2016.

The branding project was initiated with a kick-off meeting on January 31, 2017 involving the project team and consultants from SmithGifford and Brand Planning, LLC. Since then, the consultants have been fully engaged in the initial research phase of the project. Among the tasks included in the research phase is a focus group with the Park Authority Board. Dr. Cleve Corlett, President of Brand Planning, LLC, will moderate the focus group discussion with the Board during the Committee of the Whole meeting on April 12, 2017.

Dr. Corlett has over 25 years' experience overseeing branding efforts. His client list is long and varied, and includes many well-known corporate and non-profit organizations such as Adobe, Nestle, Oscar Mayer, Pep Boys, Anthem Blue Cross and Blue Shield, the Virginia Lottery, Choice Hotels International, McDonald's, Sallie Mae, PNC Financial Services, ExxonMobil, The Washington Post, and the National Trust for Historic Preservation.

ENCLOSED DOCUMENTS:

None

STAFF:

Kirk W. Kincannon, Executive Director
Sara Baldwin, Deputy Director/COO
Aimee L. Vosper, Deputy Director/CBD
Barbara Nugent, Director, Park Services Division
Nick Duray, Marketing Services Manager, Park Services Division
Judy Pedersen, PIO