

## Richland County Rules and Resolutions Committee & Ethics Board

### Agenda Item Cover

**Agenda Item Name:** Richland County Branding

<b>Department</b>	Richland Economic Development	<b>Presented By:</b>	Jasen Glasbrenner – Director
<b>Date of Meeting:</b>	11/4/2021	<b>Action Needed:</b>	Motion
<b>Disclosure:</b>	Open Session	<b>Authority:</b>	Committee Structure, Section D
<b>Date submitted:</b>	11/3/2021	<b>Referred by:</b>	None

#### **Recommendation and/or action language:**

Motion to accept and forward County Branding Effort Outline and resolution to the County Board.

#### **Background:**

The County Branding Effort is being proposed in response to recent county strategic planning research conducted by Southwest Wisconsin Regional Planning Commission, recent discussions of the Rules and Resolutions Committee in regard to a County Flag, and a continued collaborative effort by Richland Economic Development to promote Richland County.

The goal of this branding effort is to execute a process that results in a Branding, Signage and Wayfinding Plan Document for Richland County. The City of Richland Center will also be moving through this process simultaneously which will provide an excellent opportunity for the County and the County Seat – Richland Center to develop a branding image that is complementary.

Key elements of this proposal;

- The creation of the brand will be conducted by a branding professional – Kristin Mitchell Design <http://kristinmitchelldesign.com/>
- The process will be facilitated by a core work group including Jasen Glasbrenner – Richland Economic Development, Kate Koziol – Southwest Regional Planning Commission and Kristin Mitchell – professional branding consultant
- The process will be informed by a seven-person County Committee on Branding – see attached Richland County Branding Effort Outline for suggestions on committee membership
- It is anticipated that the process will result in a County logo, motto, flag, and branding elements for all road signage, vehicle signage, building signage and county departments letterhead, business cards, and the website
- The process is likely to take around 6 months
- Costs covered by USED A Grant - the Cost of the branding effort and creation of a Branding Manual for Richland County is being covered by the USED A – Flood Recovery and Economic Resiliency Grant that is being administered on behalf of Richland County by Southwest Wisconsin Regional Planning Commission.
- Costs to implement and create physical branding items are not covered.

## Richland County Rules and Resolutions Committee & Ethics Board

### Agenda Item Cover

#### Attachments and References:

Attachment A: Branding Effort Outline	Attachment B: Proposed County Branding Resolution
Attachment C: County Branding Images	

#### Financial Review:

(please check one)

<input type="checkbox"/>	In adopted budget	Fund Number	
<input type="checkbox"/>	Apportionment needed	Requested Fund Number	
<input type="checkbox"/>	Other funding Source		
X	No financial impact	Covered by USED A Grant administered by Southwest Regional Planning Commission	

**Richland County Rules and Resolutions Committee & Ethics Board**

**Agenda Item Cover**

**Approval:**

**Review:**

\_\_\_\_\_  
Department Head

\_\_\_\_\_  
Administrator, or Elected Office (if applicable)

---