

Shauna Moulton

From: City of Maitland <smoulton@itsmymaitland.com>
Sent: Friday, July 08, 2016 10:13 AM
To: Shauna Moulton
Subject: Have Your Say on the Branding and Marketing Plan

Our Town
Maitland
2016 DOWNTOWN MASTER PLAN UPDATE



**PRESS
RELEASE**

Have Your Say on the Branding and Marketing Plan

MAITLAND, Fla. - The City of Maitland invites residents and the public to attend and participate in upcoming meetings spotlighting the marketing and branding of Maitland's Downtown and its West side.

"Maitland has worked for years on physically structuring Maitland's Downtown with buildings, streets, and green space," said CRA Manager Charles Rudd. "Now we are working on the intangible aspect -- the image, the feel, and the emotion of Downtown. We strive to create an identity that Maitland residents can relate to, to draw in businesses and visitors to Maitland, and to support the redevelopment of both Downtown and the West Side."

Arnett Muldrow & Associates, tasked by the City Council to create a branding and marketing plan and conduct a market analysis, will host two public meetings next week to present their findings and to gather input from residents.

The two public meetings will culminate with an unveiling of two proposed logos, one to represent the Downtown and the other to represent the West Side, at a City Council/CRA Board workshop.

The goals of the Branding and Marketing Plan include:

- Identification and definition of Maitland's Downtown and West Side.
- Creation of logos for the Downtown and West Side to create a sense of place, such as wayfinding signs and banners.
- Marketing the City to visitors, prospective residents, prospective businesses,

and commercial investors.

Public Meeting for Downtown

Tuesday, July 12, 2016

7:00 p.m.

Maitland Presbyterian Church Hall

341 N. Orlando Avenue

The image and marketing of Downtown Maitland will be examined and discussed.

Public Meeting for the West Side

Wednesday, July 13, 2016

7:00 p.m.

Venue on the Lake

641 S. Maitland Avenue

The image and marketing of the West Side of Maitland will be explored and discussed.

City Council/CRA Board Workshop

Thursday, July 14, 2016

Noon

Maitland City Hall Council Chambers

1776 Independence Lane

The presentation will include the results of the market analysis and the unveiling of the proposed Downtown and West Side logos.

For more information, please visit the black link on the homepage of www.itsmymaitland.com called "Downtown Master Plan Update - Our Town Maitland."

A sentence in a community profile for Chicago, an Arnett Muldrow client, on Arnett Muldrow's website states: "One thing is universally true: people want to feel like they live in a special place, a place that has its own unique character."

Our Town Maitland



2016 DOWNTOWN MASTER PLAN UPDATE



**BRANDING AND MARKETING PLAN!
REVEAL OF THE BRAND AND MARKETING ANALYSIS
THURSDAY, JULY 14TH
NOON
MAITLAND CITY HALL COUNCIL CHAMBERS
1776 INDEPENDENCE LANE**

**SEE THE PROPOSED DOWNTOWN
AND WEST SIDE LOGOS
AND THE RESULTS OF THE MARKET ANALYSIS**
FOR MORE INFORMATION VISIT: WWW.ITSMYMAITLAND.COM



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