



City of San Marcos

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NEWS

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For Immediate Release

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City Launches Online Public Survey for Branding Initiative Public Encouraged to Participate

The City of San Marcos has launched an online public survey as part of the community-wide branding initiative that began late last year.

The survey is intended to help identify San Marcos' unique assets through citizen input. The results will be analyzed along with other studies already conducted by the City, including the Greater San Marcos Plan, the Downtown San Marcos Plan, the 2006 Community Survey and other reports.

The goal of the project is to develop a unique San Marcos "brand" that can be used to enhance tourism, economic development and marketing of San Marcos by many community organizations.

"Developing a solid brand for San Marcos is vitally important in attracting new businesses and visitors to our community," said Branding Task Force Chair Pam Couch. "The brand we develop through this process needs to be authentic and true to who we are as a community, so public input is critical to our success. We strongly encourage citizens to log on and participate in the survey."

"The branding process asks questions like, 'what do we want to be known for? How do we stand out from other communities? What comes to mind when people think of San Marcos?' she added.

The survey will be posted on the City of San Marcos homepage at sanmarcostx.gov

The city branding initiative was launched in November. The research phase of the project is expected to conclude in February, and will serve as the foundation for the creative execution of the brand which will include a new logo and tagline for the city, as well as a brand standards guide and marketing plan to attract tourism and new jobs to San Marcos.

The survey is open to all San Marcos citizens and can be accessed by visiting:
<http://www.surveygizmo.com/s/233935/city-of-san-marcos-public-branding-survey>

The survey will close at 6 p.m. on Sunday, February 28, 2010.

KGBTexas and TateAustinHahn are consulting with the City of San Marcos on the Branding Project. The City Council appointed a nine-member Branding Task Force in November to guide the project. Funded through hotel occupancy revenues saved over the last several years, the project is expected to conclude this summer.

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