

Appendix D: Branding and Marketing Implementation Matrix

WHAT	HOW	WHO		WHEN	HOW MUCH
		Potential Lead Entity(ies)	Key Support Entity(ies)		
Confirm refreshed logo	Empanel group of public/private leaders to review and approve logo changes	COM MCC DCED	Delaware County Tourism	M1-3	n/a
Schedule City logo conversions	City of Manchester determines conversion process for city-branded media, equipment, materials, etc. City estimates conversion costs and approves year one budget	COM		M3-6	Variable depending on conversion schedule
Engage with businesses	Outreach to Manchester businesses to announce and promote new logo Encourage local adoption of new logo Discuss opportunities for customized “family, community, opportunity” logo badges	MCC DCT	COM DCED	M3-8	Stickers/badges/signage – cost range = \$1,000-\$2,500
Enhance social media and external marketing	Refresh online and social media with new logo, branding, and tagline Create external ads using new logo and tagline (if desired) Determine external advertising buys and frequencies Measure impact of external campaign	MCC DCT DCED	COM	M6-12	Website refresh - \$1,000-\$1,500 Ad development \$500-\$750 External campaign - \$2,500-\$4,000

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		Potential Lead Entity(ies)	Key Support Entity(ies)		
Determine longer-term external marketing tactics	<p>Conduct collaborative discussions with staff and top leadership to determine potential for additional external campaign opportunities (potentially including highway billboards, sponsorships, regional and/or national ad campaign)</p> <p>Identify resources to support priorities</p>	<p>MCC</p> <p>DCT</p> <p>DCED</p>	<p>COM</p>	<p>M8-12</p>	<p>Variable based on selected campaign(s)</p>
Formalize wayfinding plan	<p>Establish support for development of wayfinding system</p> <p>Design wayfinding signage using Placemaking Plan as baseline design</p> <p>Determine need for district/site specific designs</p> <p>Confirm locations for wayfinding signage</p> <p>Approve budget</p> <p>Design, fabricate, and install signs</p>	<p>COM</p>	<p>MCC</p> <p>DCED</p> <p>DCT</p>	<p>M12-18</p>	<p>Variable based on # of signs and # of designs – likely cost range:</p> <p>Planning & Design: \$20,000–\$45,000</p> <p>Fabrication & Implementation: \$75,000–\$200,000</p>