

Integration and Facilitation Plan of  
the "Research Valley" Brand  
by the  
City of College Station

Coordinated by:

Department of Economic Development

City of College Station

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## **PURPOSE**

The purpose of the branding initiative is "to become known as a world-class community that revolves around our world-class research institution where residents can enjoy a superb quality of life". Branding recognizes the importance communication plays in sustaining and enhancing the region's position within the global economy. The marketing message, image and brand must be consistent throughout, and the community must speak as one voice. The marketing plan calls for both cities, other communities in the region, and TAMU to incorporate the Research Valley brand.

The Research Valley brand targeted audiences include: site selectors, biotechnology, information/technology, Texas A&M University, and retention/expansion of existing industry.

## **STRATEGIC PLAN**

The Research Valley branding efforts are supported by the Economic Development Vision of the City of College Station Strategic Plan, Strategy #5: "We will encourage and integrate the city's economic development efforts with the Research Valley Partnership" and "Incorporate Research Valley Partnership Branding".

## **BACKGROUND**

The Research Valley Partnership (RVP) is the umbrella organization charged with marketing the community and promoting economic development. The RVP has made several presentations to City Council regarding their Marketing Plan and requested that the City develop a plan that would integrate and facilitate the Research Valley brand into the City's image and marketing efforts.

During development of the RVP's marketing plan, site selectors were interviewed and provided the following input:

- Brand the area...it has no identity to outsiders
- Act regionally
- Use publicity to increase the credibility of our message
- Enhance the websites
- Brand the region

**BENEFITS:**

- Creates a vision of the future
- Ties to TAMU's tradition of helping others make life better
- Immediately recognize highly educated workforce
- Valley says green...beautiful place
- Valley...special to area residents
- Creates opportunities for national publicity and national identity
- Attracts companies looking for leading edge technologies
- Implies diversity and acceptance of new ideas and ways of doing things
- More research dollars flowing through the regional economy
- Cluster effect of companies wanting to be near the development of newest technologies
- Unifies the community message

**DEPARTMENTAL PARTNERS**

The Department of Economic Development of the City of College Station has been working with numerous City departments in an effort to assist in the Research Valley branding campaign for the Research Valley Partnership. In addition to Economic Development, the departments that have been involved include:

- Parks
- Development Services
- Communications
- Public Works
- College Station Utilities

#### **COLLEGE STATION INITIATIVES ACCOMPLISHED TO DATE**

As of February 2004, the City has adopted "Heart of the Research Valley" as one of its key slogans. Additionally "Research Valley" has been incorporated in multiple communication venues as follows:

##### Print Materials

- Placing the Research Valley logo on fax cover sheets
- Placing the Research Valley logo on economic development marketing materials
- Incorporated Research Valley and featured article in the City's Annual Report

##### Electronic Materials

- Incorporated "Heart of the Research Valley" on the City's web page
- Added Research Valley Partnership to web site as a link
- Attached "College Station - Heart of the Research Valley" to emails

## Television

- College Station Utilities is using the slogan "Powering the Heart of the Research Valley" in television commercials

## **PROPOSED INITIATIVES**

The City of College Station will continue to brand itself as the "Heart of the Research Valley". The following venues have been identified as media that Research Valley can be incorporated into:

### Print Materials

- Placing the Research Valley logo on the Development Services Newsletter
- Placing the Research Valley logo on the Police Department Annual Report
- Research Valley will be incorporated into Parks Department brochures
- Placing Research Valley on the Parks Calendar
- Placing Research Valley on Xtra ed program fliers
- Placing Research Valley in the Citizen Involvement brochure
- Placing the Research Valley logo on the water quality report
- Incorporate Research Valley marketing strategies and logo into all print material developed through the city economic development office
- Incorporate Research Valley into press releases

## Television

- Incorporated RVP video, images or messages on Channel 19

## Facilities & Vehicles

- Place Research Valley logo at entrances to all City buildings
- Place Research Valley logo in rear window of City cars and trucks
- Add Research Valley logo to gateways and beautification projects
- Add Research Valley logo to Business Center signage

## **FUTURE CONSIDERATIONS:**

- Consider renaming street in the existing business park and/or new corporate campus (example Lakeway Drive)
- Consider adding logo or theme to new water towers or when existing towers are painted
- Incorporate the following messages as opportunity arises:
  - Nationally ranked as one of the most livable and fastest growing U.S. Metropolitan areas
  - Located in the metropolitan center of Texas with more than 16 million people living within 200 miles
  - Home to the nation's largest engineering school.
  - Well connected globally through Texas A&M and The System, and as home of the George Bush Presidential Library
  - Ranked as one of the top five "most wired" cities in the U.S.
  - A combination of traditional values, innovation and technology in a family-oriented setting, nurturing success

## **FUNDING REQUIREMENTS**

In order to implement the gateway and beautification projects, additional funds will be required. It is anticipated that Service Level Adjustments (SLAs) will be requested during the Fiscal Year 2004-2005 budget process for these items. All other initiatives that have been identified to date should not require additional funding.

## **CONCLUSION**

The City of College Station is committed to assisting the Research Valley Partnership's branding campaign. The Information listed above is not intended to be a comprehensive list. "Research Valley", "Heart of the Research Valley" and the Research Valley logo will be included on an ongoing basis as opportunities present themselves. The City is anticipating input from the Research Valley Partnership in other ways that "Research Valley" can be incorporated throughout the community.