

NORTH STAR

San Carlos BrandPrint
May 7, 2009

San Carlos BrandPrint

Introduction

Branding moves communities from good to great

Selecting a branding partner is a big decision. You want to be a good steward of public funds. You want outcomes that grow your community. You want a process that results in consensus and teamwork.

Having provided more complete branding solutions to more communities than any other branding company, North Star Destination Strategies is *the* industry leader when it comes to helping communities identify the optimum brand that will move them from good to great.

Our success is based on an integrated process called Community BrandPrint, which combines research, strategy, creativity and action. We pull everyone together in the process to speak in one voice, ensuring that you will receive the greatest possible return for your communication investments.

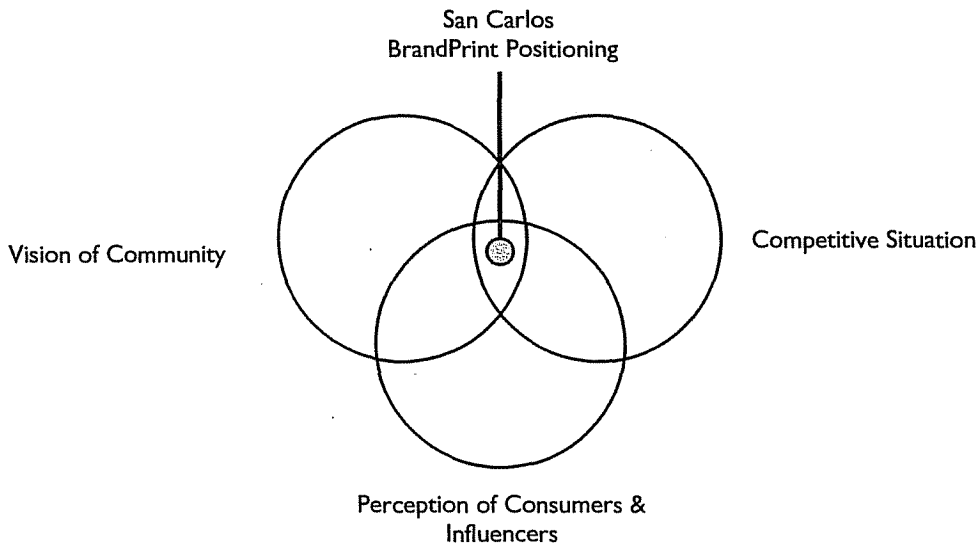
But we do more than help your community find its unique brand voice; we provide direction and ideas for bringing a two-dimensional brand to life in your three-dimensional community. Ultimately our goal is to inspire a critical mass of public and private sector businesses and organizations to create things – laws, signage, art, products, entertainment, etc. – that support and promote your brand. That is when the real “buzz” about your community will start to be heard.

As you review this proposal keep in mind that no standard formula for creating a successful community brand exists. It must be a collaborative process that takes into account your current situation, your resources, your strengths and your goals. But North Star understands budget constraints and has streamlined and standardized aspects of our BrandPrint program to make it as cost effective as possible.

Philosophy

We believe that through research, strategy, creativity and action, your brand can connect the soul of your community to the heart of your consumers.

Through the **Community BrandPrint** process, we determine San Carlos's most distinct promise by triangulating your competitive situation, the vision of your stakeholders and the perceptions of your consumer. From that promise, we craft a brand strategy that positions San Carlos in the minds of residents, non-residents, existing businesses and new businesses. Then, we develop powerful brand action ideas and effective communication, all of which reinforce the positioning and assure brand equity and growth.



Client List

Please see the list below as well as the enclosed case studies as examples of similar projects completed.

Abilene, TX	Georgetown, KY	Mobile, AL
Alliance, NE	Glasgow, KY	Monticello, IN
Anchorage, AK	Glendale, AZ	Montrose, CO
Arlington, TX	Goldsboro/Wayne Co., NC	Moose Jaw, SK
Augusta, GA	Grand Prairie, TX	Overland Park, KS
Bay City, MI	Grand Rapids, MN	Peoria, AZ
Beaumont, TX	Grand Rivers, KY	Plano, TX
Boyer County, MI	Grapevine, TX	Port Arthur, TX
Brookings, SD	Greeley, CO	Providence, RI
Calhoun County, AL	Gwinnett County, GA	Reading and Berks Co., PA
Cape Girardeau, MO	Hattiesburg, MS	River Parishes, LA
Chandler, AZ	Henry County, GA	Rome, GA
Charlottesville, VA	Hibbing, MN	Santa Rosa, CA
Cloverdale, CA	Hopkinsville, KY	Sebastopol, CA
Coachella Valley, CA	Jackson, MS	Seward, AK
Columbus, GA	Kenai Peninsula, AK	Shawnee, KS
Columbus, IN	Killeen, TX	Shenandoah, TX
Concord, NC	Kirkland, WA	Shreveport-Bossier City, LA
Conyers, GA	Lancaster, CA	Southwest/Lake Charles, LA
Corinth, MS	Lansing, MI	Spartanburg, SC
Dayton, OH	La Porte, TX	Springfield, MA
Dothan, AL	Lauderdale Lakes, FL	Sumner County, TN
Douglasville, GA	Lawrence County, TN	Susquehanna Valley, PA
Dublin, OH	Luzerne County, PA	Texarkana, TX
Estherville, IA	Madison, AL	Tulare County, CA
Fairbanks, AK	McKean County, PA	Uvalde, TX
Farmington, MI	McKinney, TX	Victoria, TX
Forest City, IA	Meridian, MS	Warrensburg, MO
Fort Collins, CO	Mesquite, TX	Williamsburg, VA
Frisco, TX	Miami Gardens, FL	Williamson County, TN
Gainesville, FL	Missouri City, TX	Yarmouth, MA



One of the often-neglected responsibilities of community governments and leaders is the job of building a reputation that is fair, honest and powerful. Whether leading a small town or a world power, leaders owe it to their individual and institutional constituents to dig out the “competitive identity” of their region. This identity comes from the history, the culture, the geography and the society of the place – as such, it should be an accurate reflection of the genius and the will of the people.

Congratulation to San Carlos for taking the first step in digging out your unique competitive identity! Having provided more complete branding solutions to more communities than any other branding company, North Star is the industry leader in place branding. We are the only company to combine research, strategy, creativity and action in one program specifically for communities.

At the completion of the San Carlos BrandPrint, North Star will have discovered your optimum brand positioning, the best use of resources to leverage your equity in that brand and the ideal creative message to positively influence residents, non-residents, existing businesses and new businesses. We will also have developed a set of comprehensive action initiatives designed to take that brand identity and make it come to life in every corner of your community.

We are delighted with this opportunity and would consider it an honor to work with you and San Carlos.

Don McEachern
CEO

Date