



Economic Development
Brand Presentation
Monday, June 21, 2021

City of Goodyear
Lori Gary
Economic Development Director

Highnoon
Katie Fleming
Brand Strategist

Agenda.

- ① Where we started
- ② Why we are rebranding
- ③ The brand process
- ④ Next steps

Geared for Growth campaign.

- Originated in 2015
- Positioned the city as young, developing, and preparing for growth
- Targeted the manufacturing, distribution, and industrial market sectors
- Conveyed growth potential for businesses



The power of a brand.

- Establishes a specific identity
- Inspires and educates decision makers
- Builds trust
- Capitalizes on differentiators
- Articulates the mission, vision, and values
- Conveys a personality and voice of its own
- Promises truth and reality



Highnoon

An aerial photograph of a desert landscape at dusk or dawn. In the foreground, a winding road leads towards a body of water, possibly a lake or reservoir. The water reflects the light from the sky. To the right of the road, there is a residential area with houses and some commercial buildings. In the background, a range of rugged mountains is visible under a dark sky. The overall scene is a mix of natural and developed land.

**The brand
process.**

Brand intelligence.

- Stakeholder interviews and survey
- Competitors
- Brand audit
- Key takeaways



Key takeaways.

- Pro-business mindset – creating a true partnership
- Sense of pride in the city
- Lack of a distinct identity/uniqueness
- Economic Development described as...
 - Professional with a can-do attitude
 - Data-driven, serious, innovative
- City of Goodyear described as....
 - Fun and light-hearted

An aerial photograph of a desert landscape at dusk or dawn. In the foreground, a winding road leads towards a small town or village. A large, calm lake is situated in the middle ground, reflecting the sky. The background is dominated by a range of rugged, brown mountains under a dark, overcast sky. The overall mood is serene and expansive.

**Identity
creation.**

Brand dimensions

WHAT the brand is:

Goodyear Economic Development is an **Adaptable Advocate**

WHY the brand exists:

Goodyear Economic Development is driven by **Exceptional Devotion**

WHO brings the brand to life:

The Goodyear Economic Development team demonstrates **Audacious Grit**

HOW the brand comes to life:

Goodyear Economic Development creates **Personable Partnerships**

Mission and vision.

Goodyear Economic Development's **MISSION** is to provide organizations with the highest standard of quality and service through passionate collaboration and business dexterity.

The Goodyear Economic Development's **VISION** is to be a catalyst for excellence and embody the community of the future.

You're in Good company.



The visual campaign brand element emphasizes differentiators such as a skilled **workforce**, sense of **community**, and **growth** potential.

Additionally, this concept highlights the brand dimensions of **Adaptable Advocacy**, **Personable Partnerships** and showcases a confident yet approachable brand character.

Identity creation.



Industry

Imagery.

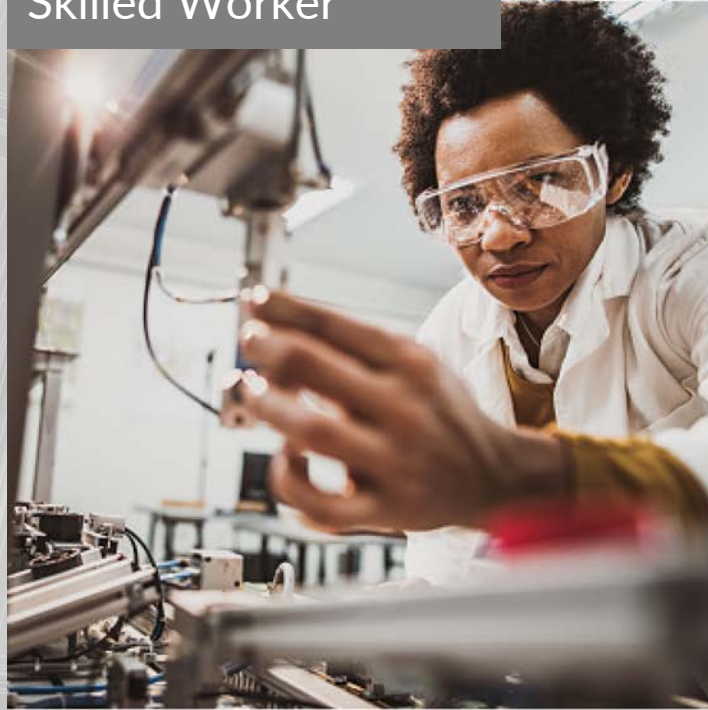


Identity creation.



Skilled Worker

Imagery.



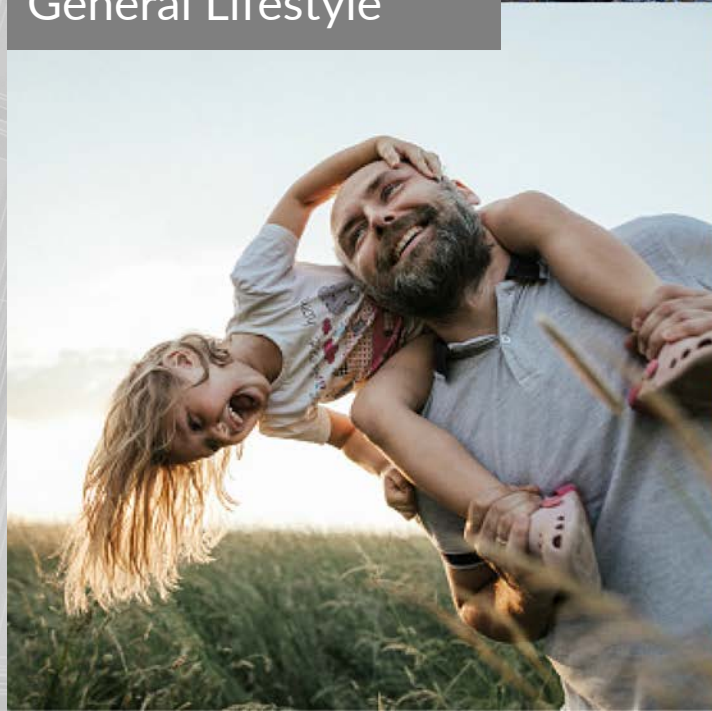
Identity creation.



General Lifestyle



Imagery.



Identity creation.



Technology

Imagery.



An aerial photograph of a desert landscape at dusk or dawn. In the foreground, a multi-lane road curves through a residential area with small houses. A large, calm lake sits in the middle ground, reflecting the sky. The background is dominated by a range of rugged, brown mountains under a hazy sky. The entire image has a dark, muted color palette.

**Next
steps.**

Next steps.

Trade Publications

Print Ads:

AZ Business magazine

AZRE

Area Development

Site Selection

Circulation:

160,000 magazines annually

(average 32,000 per issue)

Readership:

625,000 impressions annually

(average 125,000 per issue)



Next steps.

Digital Advertising

Digital Ads:

Google Advertising

LinkedIn

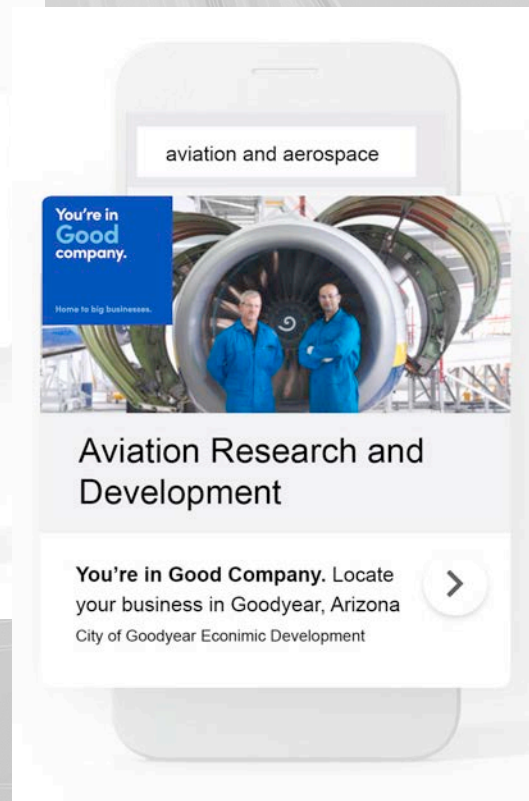
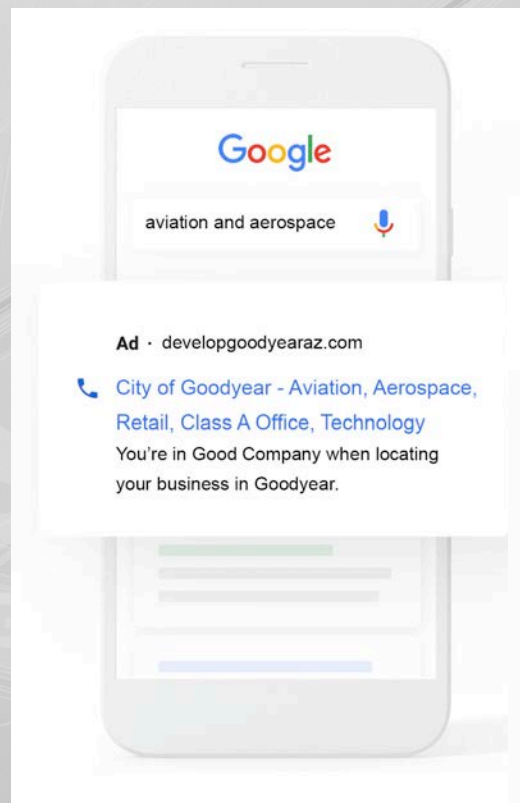
Area Development

Site Selection

AZ Big Media

Impressions:

Estimated 12 million+ annually



Next steps.

Digital Advertising

Digital Ads:

Google Advertising

LinkedIn

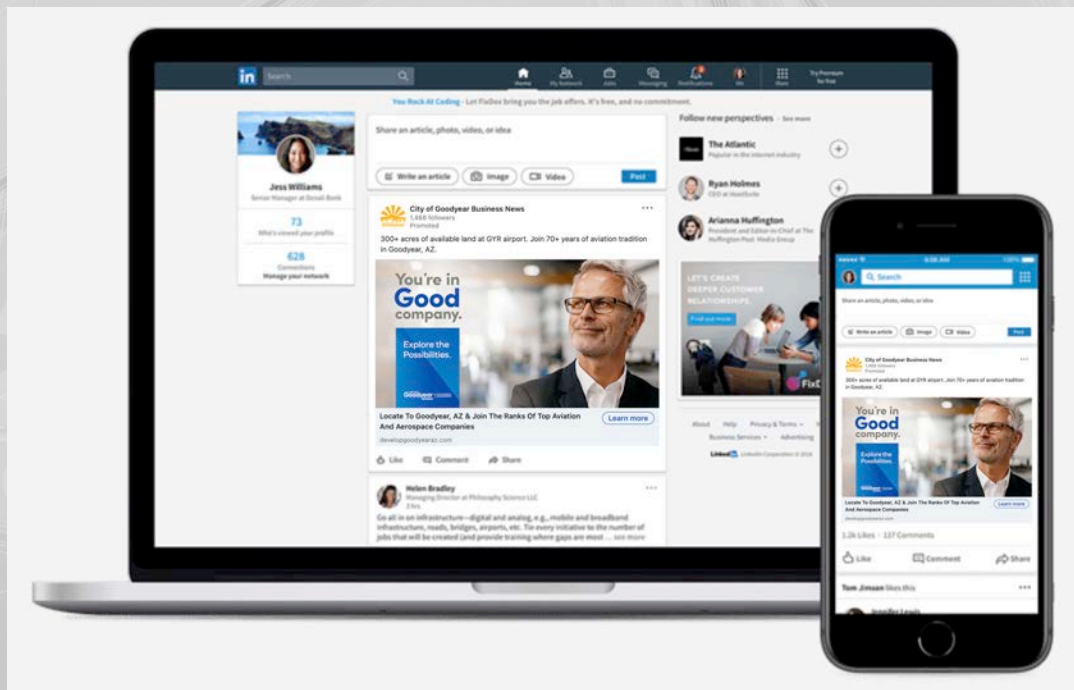
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The screenshot displays the Area Development website. At the top, there's a navigation bar with 'Consultants Forum | Advertise' on the left, the 'AREA DEVELOPMENT' logo in the center, and a 'SUBSCRIBE' button with a 'Renew' link on the right. Below the navigation bar, there's a search bar and a list of categories: SITE SELECTION, FACILITY PLANNING, WORKFORCE DEVELOPMENT, BUSINESS+PLACE, and AD EDITORIAL BOARD. The main content area features a large green banner with the text 'Home to big businesses. When you move to Goodyear, you're in good company.' Below this, there's a section titled '2021 Gold & Silver Shovel Awards Recognize State and Local Economic Development Efforts' with an illustration of a person using a shovel. To the right of this section, there are three smaller articles: '2021 Gold & Silver Shovel Awards Project of the Year: Tesla Picks Texas for Its Latest Gigafactory', '2021 Gold & Silver Shovel Awards Project of the Year: Microsoft Chooses Atlanta For New AI/Cloud Computing Facility', and '2021 Gold & Silver Shovel Awards Project of the Year: Centene Chooses Charlotte for Regional HQ/Technology Hub'. The bottom of the page has a sidebar with 'Area Development' subscription information, 'State Resources', and 'Site Selection'. The main content area also includes 'RECENT FEATURES' with articles like 'A New Approach to Energy Savings for Your Next Manufacturing Plant' and 'A Renewed Focus on Workforce Diversity', and 'CONTRIBUTED CONTENT' with articles like 'Speed to Market Is Key in Landing High-'. There's also a 'NEWS ITEMS' section with a list of recent news items.

Consultants Forum | Advertise

AREA DEVELOPMENT

SUBSCRIBE Renew

FOLLOW SEARCH

SITE SELECTION FACILITY PLANNING WORKFORCE DEVELOPMENT BUSINESS+PLACE AD EDITORIAL BOARD

Home to big businesses.
When you move to Goodyear, you're in good company.

2021 Gold & Silver Shovel Awards Recognize State and Local Economic Development Efforts

2021 Gold & Silver Shovel Awards Project of the Year: Tesla Picks Texas for Its Latest Gigafactory
Tesla's assembly operation is going up on a 2,100-acre site near Del Valle, where a partnership with the local school district to train high school students helped seal the deal.

2021 Gold & Silver Shovel Awards Project of the Year: Microsoft Chooses Atlanta For New AI/Cloud Computing Facility
The promise of a robust talent pool from area universities, as well as proximity to other tech giants, helped solidify Microsoft's decision to locate a new facility in Atlanta.

2021 Gold & Silver Shovel Awards Project of the Year: Centene Chooses Charlotte for Regional HQ/Technology Hub
Expected to create 3,200 jobs, the Centene project is the largest single job announcement in the history of North Carolina's incentives program.

2021 Gold & Silver Shovel Awards Recognize State and Local Economic Development Efforts

Where's the Talent: Jobs Outlook in the Fastest Growing U.S. Cities

A Turnkey Approach to Manufacturing Location Decisions

Area Development

ASSET / FACILITY MANAGEMENT

A New Approach to Energy Savings for Your Next Manufacturing Plant

WORKPLACE TRENDS

A Renewed Focus on Workforce Diversity

RECENT FEATURES

NEWS ITEMS AROUND THE WEB

ExxonMobil Upgrades Baton Rouge, Louisiana, Refinery
06/14/2021

XL Fleet Opens Wixom, Michigan, R&D Tech Center
06/14/2021

Materials Research Group Plans Beaufort, South Carolina, Manufacturing Plant
06/11/2021

Intertape Polymer Group Expands Blythewood, South Carolina, Plant
06/11/2021

Charleston Coffee Roasters Expands North Charleston, South Carolina, Operations
06/11/2021

Lyon Shipyard Expands Norfolk, Virginia, Maritime Facility
06/10/2021

Simple Logistics Solutions Establishes Nashville, Tennessee, Operations Center
06/10/2021

CONTRIBUTED CONTENT

Speed to Market Is Key in Landing High-

State Resources

Site Selection

Business Globalization / Next Shoring

Consultants Forum Insights

Corporate Exec Survey Results

COVID-19 Response

Economy / Market Analysis

Government Policy /

Next steps.

Digital Advertising

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Area Development

Site Selection

AZ Big Media

Impressions:

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The screenshot displays the homepage of SITE SELECTION MAGAZINE. At the top, the logo is prominent, followed by a navigation bar with links for ISSUES & ARCHIVES, DIGITAL EDITION, MAGAZINE SUBSCRIPTIONS, NEWSLETTER SUBSCRIPTIONS, ADVERTISE WITH US, INDUSTRY EVENTS, and ABOUT SITE SELECTION. A search bar with the text 'ENHANCED BY Google' is located in the top right corner. Below the navigation bar, a large featured article titled 'FLORIDA POWER & LIGHT COMPANY How FPL Powers the Tech Landscape in Florida' is shown with a cityscape image. To the right of this article is a Goodyear advertisement featuring a woman's face and the text 'You're in Good company.' Below the featured article, there are three columns of content. The first column, under the heading 'FEATURES', includes articles on 'HEALTH TECH & LIFE SCIENCE CENTERS' and 'WATER SUPPLY'. The second column, under 'AREA SPOTLIGHTS', features articles on 'NEW! QUEBEC', 'NEW! KENTUCKY', 'FLORIDA', and 'OHIO'. The third column, under 'INVESTMENT PROFILES', includes articles on 'NEW! FLORIDA POWER & LIGHT COMPANY', 'NEW! SOUTH CAROLINA PORTS', and 'SALT RIVER PROJECT, ARIZONA'. Each article snippet includes a title, a brief description, and a 'READ MORE' button.

SITE SELECTION MAGAZINE

ENHANCED BY Google

ISSUES & ARCHIVES | DIGITAL EDITION | MAGAZINE SUBSCRIPTIONS | NEWSLETTER SUBSCRIPTIONS | ADVERTISE WITH US | INDUSTRY EVENTS | ABOUT SITE SELECTION

FLORIDA POWER & LIGHT COMPANY
How FPL Powers the Tech Landscape in Florida

You're in Good company.
Explore the Possibilities.
Goodyear

FEATURES

HEALTH TECH & LIFE SCIENCE CENTERS
'Line of Sight' Drives Fujifilm Diosynth Biotechnologies' \$2B Project to North Carolina
What does the world of photography have to do with the drug business? It's all about having the right chemistry.
[READ MORE](#)

WATER SUPPLY
Could This Be the Dawn of the Water Belt
A movement afoot in northeast Ohio aims to leverage Lake Erie for big-ticket manufacturing investment.
[READ MORE](#)

NORTH AMERICAN AUTOMOTIVE
Demand Puts EV Battery Production in the Fast Lane
Electric vehicle momentum dots the map with vehicle and battery plant investments.
[READ MORE](#)

Q&A AMAZON
Working Backwards from the Customer Drives Amazon's Relentless Forward Momentum
A conversation with Amazon Head of Worldwide Economic Development Holly...

AREA SPOTLIGHTS

NEW! QUEBEC
Québectricity
Two electric mobility projects pick Québec.
[READ MORE](#)

NEW! KENTUCKY
From Hoop Dreams to Workforce Reality
How a highly decorated coach is transforming cradle-to-career prep in Kentucky.
[READ MORE](#)

FLORIDA
Florida & the Healing Powers of Sunshine
Aerospace firm flies from Reno to Melbourne in quest for talent and growth.
[READ MORE](#)

OHIO
How a Fintech's HQ2 Search Ended in Ohio's Capital City
Plus glimpses into Ohio's agreement with GM, new pharmaceutical capabilities at Rickenbacker International Airport and Kroger's e-commerce growth in the state.
[READ MORE](#)

UNITED KINGDOM
Evolving by Devolving
The BBC's latest strategy for the digital age...

INVESTMENT PROFILES

NEW! FLORIDA POWER & LIGHT COMPANY
How FPL Powers the Tech Landscape in Florida
Florida Power & Light Company is helping Florida become more sustainable even as the utility company plays a leading role in bringing new jobs and industry to the state.
[READ MORE](#)

NEW! SOUTH CAROLINA PORTS AUTHORITY
History in the Making
SC Ports Sees Record Numbers, Opens First U.S. Container Terminal in 12 Years
[READ MORE](#)

SALT RIVER PROJECT, ARIZONA
Where Water Resiliency Is at Full Pool
Billions of dollars in projects from companies are moving forward in the Phoenix region despite a 25-year megadrought.
[READ MORE](#)

Next steps.

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Area Development

Site Selection

AZ Big Media

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The screenshot displays the AZ Big Media website interface. At the top, the navigation bar includes the AZ Big Media logo and links for Business, Real Estate, Lifestyle, Banking Arizona, Publications, and Awards & Events. The main content area features a large article titled "Walmart plans \$71.8M in Arizona store improvements" with a photo of a worker. To the right, there's a "Site Sponsor" section for "You're in Good" and a "Most Recent Business News" section with several headlines. Below the main article, there's a "Like what you're seeing?" section with a link to "AZ BUSINESS PUBLICATIONS". The "Business Leaders" section includes articles about various business figures. The "Business Angels" section features an article about a woman who started a business. On the right side, there are three large rectangular boxes labeled "POSITION 2 300X250 Rotating 2-4", "POSITION 3 300X250 Rotating 2-4", and "POSITION 4 300X250 Rotating 2-4".

Next steps.

A man with glasses and a dark t-shirt is sitting at a desk, working on a computer. He is looking at a large monitor that displays a glowing blue circular graphic. The background is dark with out-of-focus city lights, creating a bokeh effect. The scene is framed by a dark, geometric shape on the left side.

You're in
Good
company.

The only limit is your imagination.

CITY OF
Goodyear | ECONOMIC
Arizona DEVELOPMENT

Next steps.

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CITY OF
Goodyear
Arizona | ECONOMIC
DEVELOPMENT

Next steps.

Home to big businesses.

When you move to Goodyear, you're in good company.



Explore Goodyear



Next steps.

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company.

Home to big businesses.



When you move to Goodyear,
you're in good company.



Next steps.



**You're in
Good
company.**



Explore the
Possibilities.

**CITY OF
Goodyear
Arizona**

ECONOMIC DEVELOPMENT

Next steps.



You're in
Good
company.

Explore the
Possibilities.

CITY OF
Goodyear
Arizona

ECONOMIC
DEVELOPMENT

Thank you.