



City Council Work Session
Municipal Court and Council Chambers
14455 W. Van Buren St., Suite B101
Goodyear, AZ 85338
Monday, June 21, 2021
5:00 PM

Mayor
Georgia Lord

Vice Mayor
Brannon Hampton

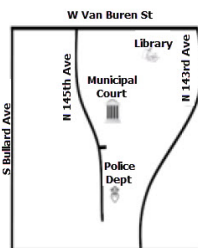
Councilmember
Joe Pizzillo

Councilmember
Sheri Lauritano

Councilmember
Wally Campbell

Councilmember
Bill Stipp

Councilmember
Laura Kaino



**CITIZENS COMMENTS/APPEARANCES FROM THE FLOOR
(FOR REGULAR MEETINGS ONLY)**

Please complete a speaker card and submit it to the City Clerk prior to the meeting being convened, if possible. Each speaker is limited to three (3) minutes. Once the City Clerk has called your name, step up to the lectern and begin by clearly stating your name for the record and whether you are a Goodyear resident.

NON-AGENDA ITEMS

Members of the public may address the City Council regarding any non-agenda item within the jurisdiction of the City Council. The City Council will listen to comments and may take any of the following actions:

- Respond to criticism.
- Request that staff investigate and report on the matter.
- Request that the matter be scheduled on a future agenda.

AGENDA ITEMS

Members of the public may address the City Council regarding any item on the Consent, Public Hearing and/or Business portions of the agenda. Each speaker's name will be called in turn once the item has been reached and after City staff have completed their presentation.

PROCEDURES

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Goodyear City Council and to the general public that the Council of the city of Goodyear will hold a meeting open to the public. Public body members of the city of Goodyear will attend either in person or by telephone conference call and/or video communication. The Goodyear City Council may vote to go into Executive Session, pursuant to A.R.S. § 38-431.03(A)(3), which will not be open to the public, to discuss certain matters. Meetings are conducted in accordance with the City Council Meetings Council Rules of Procedure adopted by Resolution No.2018-1879



City Clerk's Office: 190 N. Litchfield Rd, Goodyear, AZ 85338 (623) 882-7830
www.goodyearaz.gov/cityclerk
City Council Meeting Live Broadcast: <https://www.facebook.com/goodyearazgov/videos>

CALL TO ORDER**ROLL CALL****AGENDA ITEMS FOR DISCUSSION**

ALL ITEMS LISTED ARE FOR DISCUSSION ONLY. NO ACTION CAN NOR WILL BE TAKEN.

1. ECONOMIC DEVELOPMENT NEW BRANDING CAMPAIGN PRESENTATION

Staff will review the new Economic Development brand and provide the Council with information on the next steps in marketing the community utilizing the new brand. (Lori Gary, Economic Development Director, and HIGHNOON Representative(s))

ADJOURNMENT

THE CITY OF GOODYEAR ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48-hour advance notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (623) 882-7830 or Arizona Relay (TDD) 7-1-1 to request an accommodation to participate in this public meeting.

LA CIUDAD DE GOODYEAR PROCURA HACER TODA JUNTA PUBLICA ACCESIBLE A PERSONAS CON DISCAPACIDADES. Con un aviso de 48 horas por adelantado se puede proveer asistencia especial a personas con discapacidades visuales o auditivas durante la junta. Se harán adaptaciones razonables con previa solicitud para personas con discapacidades o para residentes que no hablan inglés. Favor de llamar a la Secretaria Municipal al (623) 882-7830 o Retransmisión de Arizona (TDD) 7-1-1 para solicitar adaptaciones para participar en la junta pública.

POSTING VERIFICATION

This agenda was posted on 6/16/2021 at 4:45 p.m. by (PP).

AGENDA ITEM #: 1.
DATE: 06/21/2021
AI #:278



CITY COUNCIL ACTION REPORT

**SUBJECT: ECONOMIC DEVELOPMENT NEW BRANDING CAMPAIGN
PRESENTATION**

STAFF PRESENTER(S): Lori Gary, Economic Development Director, and
HIGHNOON Representative(s)

OTHER PRESENTER(S):

Katie Fleming, Brand Strategist, HIGHNOON

SUMMARY

Review of the new Economic Development brand

FISCAL IMPACT

None

BACKGROUND AND PREVIOUS ACTIONS

In 2015, the Economic Development Department launched the Geared For Growth brand and aligned the subsequent marketing campaigns around Goodyear's preparation and opportunity for growth.

The community has now grown beyond the brand which was developed and established over six years ago. Accordingly, staff began developing a new brand in July 2020 to establish a clearly articulated and compelling position for the city of Goodyear's economic development. The brand capitalizes on differentiators in the marketplace and sets the stage for the successful communication of our brand in the future.

Our brand is our audience's ability to understand and articulate our mission, vision, and values. The economic development brand will act as an extension of the city of Goodyear brand with a personality and voice of its own.

STAFF ANALYSIS

Goodyear is a city of unlimited potential. With a mantle full of awards backing the growth opportunity of Goodyear, we continue to attract industry leaders and quality residents. As research revealed, many key stakeholders believed there was a need to create a unique identity for the Goodyear economic development brand. The rapidly changing technological landscape has enabled businesses and consumers to connect with brands faster and more frequently than ever before.

As in, where before you might have seen a newspaper ad once a week, now you are bombarded with impressions through multiple channels – so a strong and consistent branding message is important to stand out amongst the crowded landscape.

Staff turned to the advertising and marketing professionals at Highnoon, a full-service advertising agency recognized as one of Arizona's top marketing and consulting firms, to reimagine, redesign, and reinvigorate the Goodyear business brand. With other clients like the State of Arizona, ADOT, Cisco and Oregano's, to name a few, staff was confident they could succeed in telling our story. Staff is excited to share the strategy that was integrated directly with creative in developing a new economic development brand identity.

Based on this comprehensive process, including multiple team workshops, stakeholder surveys, one-on-one interviews, competitor analysis, brand audit, SWOT analysis, and key insights provided by the agency, the Economic Development staff is eager to continue to move forward with the team's brand mission and vision by creating both digital and print advertising and launching the new brand with a strategic media strategy.

Attachments

EcDev Brand Presentation



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. In the background, a range of rugged mountains is visible under a hazy sky. The overall scene is serene and expansive.

**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 body of water, possibly a reservoir or lake. 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 tone is dark and moody, with a focus on the natural beauty of the landscape.

**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.

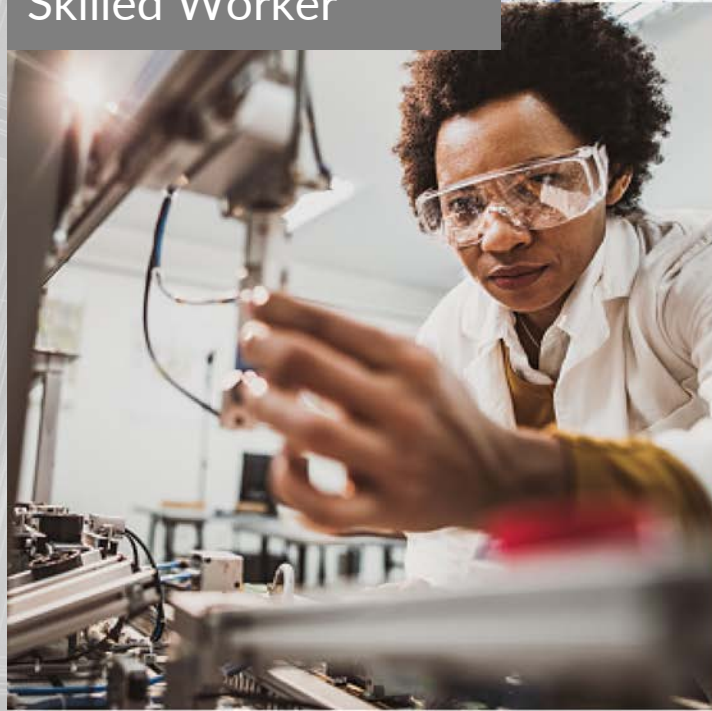


Identity creation.



Skilled Worker

Imagery.



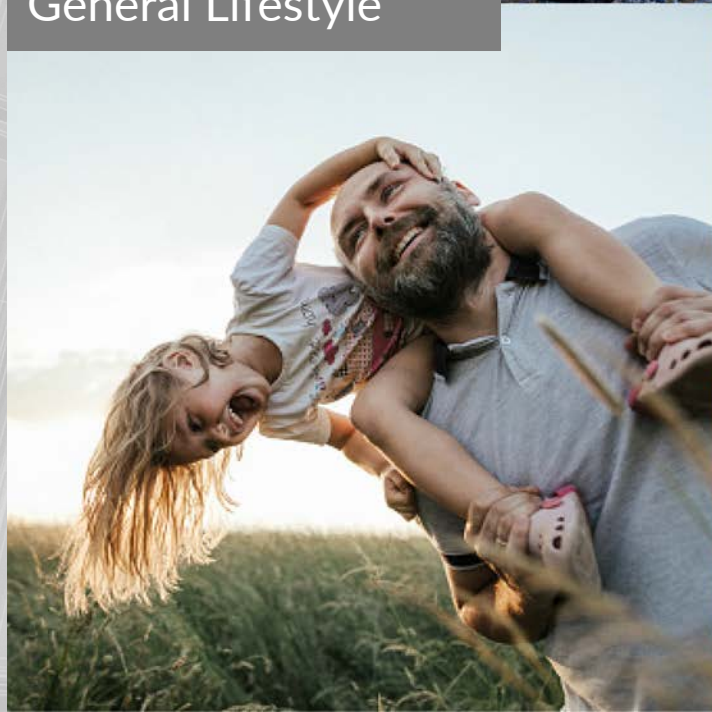
Identity creation.



General Lifestyle



Imagery.



Identity creation.



Technology

Imagery.



An aerial photograph of a desert landscape at dusk or dawn. In the foreground, a multi-lane highway curves through the scene. To the right of the road, a residential neighborhood with small houses is visible. A large, calm lake sits in the middle ground, reflecting the sky. In the background, a range of rugged, brown mountains stretches across the horizon. The entire image has a dark, muted color palette with a white rectangular box in the lower right corner containing the text.

**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

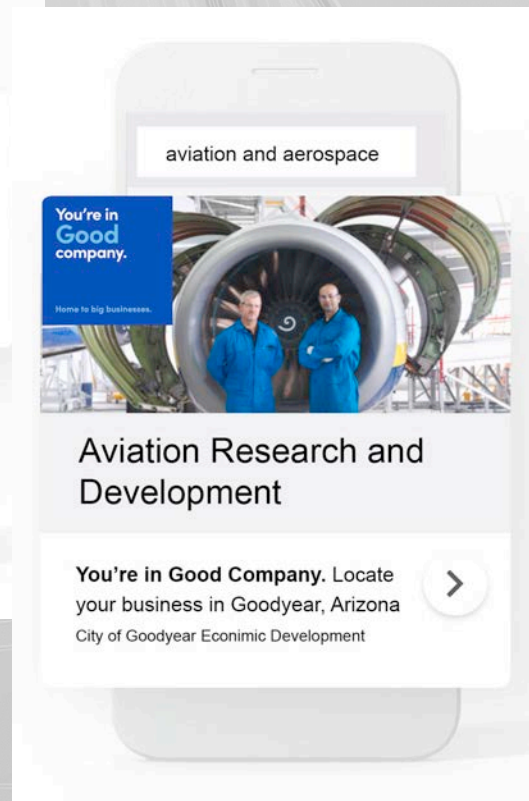
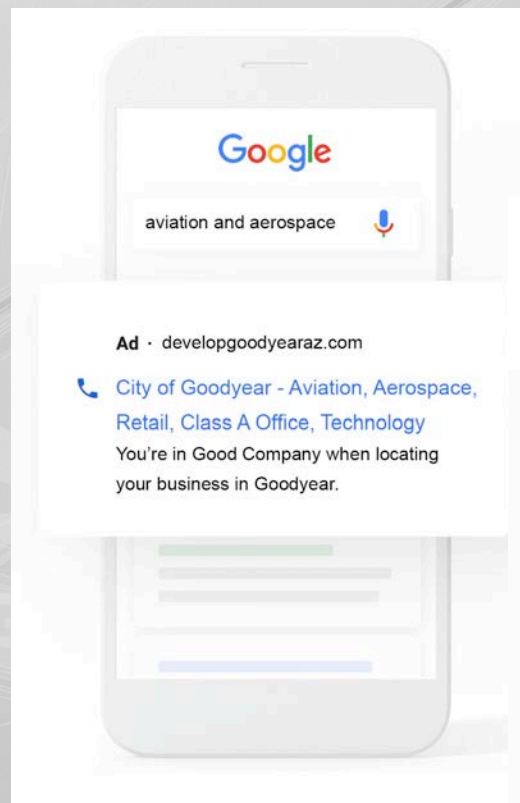
Area Development

Site Selection

AZ Big Media

Impressions:

Estimated 12 million+ annually



Next steps.

Digital Advertising

Digital Ads:

Google Advertising

LinkedIn

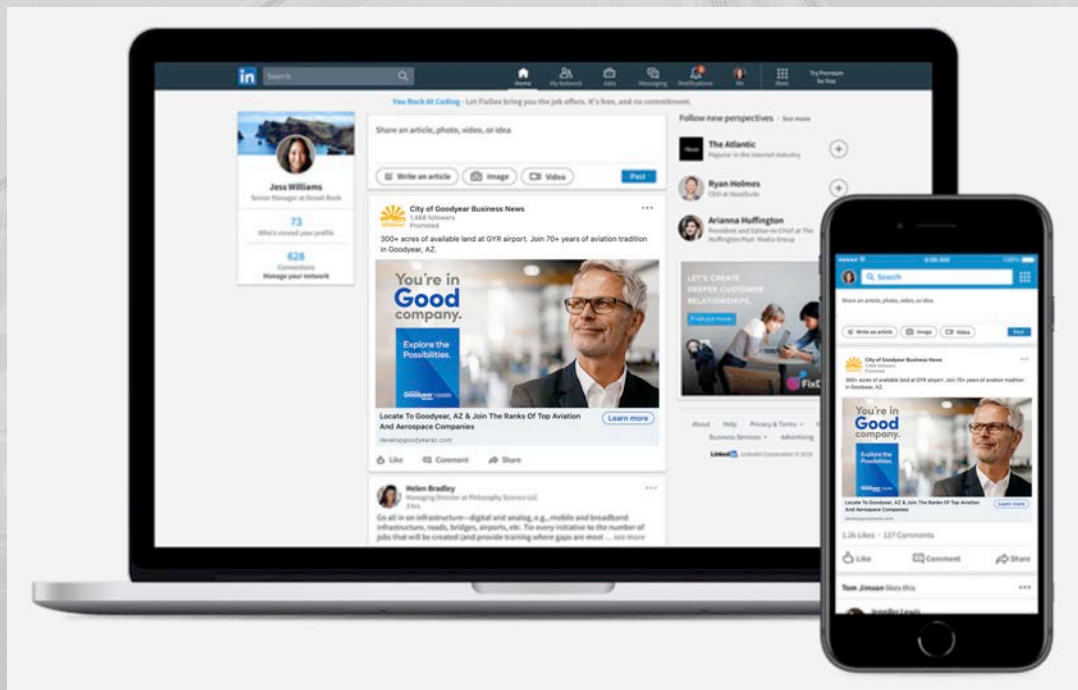
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Next steps.

Digital Advertising

Digital Ads:

Google Advertising

LinkedIn

Area Development

Site Selection

AZ Big Media

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The screenshot displays the homepage of the Area Development website. At the top, there is a navigation bar with links for 'Consultants Forum | Advertisers', a 'SUBSCRIBE' button, and a 'Renew' link. Below this is a header section with the 'AREA DEVELOPMENT' logo and social media icons for 'FOLLOW' and 'SEARCH'. 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.' and an image of a Goodyear tire. Below the banner, there is 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 columns of text detailing award winners: Tesla's Gigafactory, Microsoft's Atlanta facility, and Centene's Charlotte hub. The bottom of the page includes a 'RECENT FEATURES' section with articles like 'A New Approach to Energy Savings for Your Next Manufacturing Plant' and 'A Renewed Focus on Workforce Diversity'. There is also a 'NEWS ITEMS' section with a list of recent news items and a 'CONTRIBUTED CONTENT' section with an article titled 'Speed to Market Is Key in Landing High-'. The left sidebar contains a 'Subscribe' button, 'Current Issue', 'Past Issues', 'State Resources', and 'Site Selection' links.

Consultants Forum | Advertisers

SUBSCRIBE Renew

AREA DEVELOPMENT

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
"There's a pipeline five miles away, so access to natural gas won't be a problem... right?"
Continue »

WORKPLACE TRENDS
A Renewed Focus on Workforce Diversity
Recent social unrest has brought to the forefront the importance of focusing on diversity and inclusion issues as companies make their location decisions.
Continue »

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-

MANUFACTURING / INDUSTRIAL
Latest Trends in the Industrial

Subscribe
Current Issue
Past Issues
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

Digital Ads:

Google Advertising

LinkedIn

Area Development

Site Selection

AZ Big Media

Impressions:

Estimated 12 million+ annually

The screenshot displays the homepage of SITE SELECTION MAGAZINE. At the top, the logo is on the left, and social media icons (Twitter, LinkedIn, Facebook, Instagram, YouTube, RSS) are on the right, along with a search bar labeled "ENHANCED BY Google". Below the header is a navigation bar with links: ISSUES & ARCHIVES, DIGITAL EDITION, MAGAZINE SUBSCRIPTIONS, NEWSLETTER SUBSCRIPTIONS, ADVERTISE WITH US, INDUSTRY EVENTS, and ABOUT SITE SELECTION.

The main content area features a large banner for "FLORIDA POWER & LIGHT COMPANY" with the headline "How FPL Powers the Tech Landscape in Florida". To the right of the banner is an advertisement for "You're in Good company." featuring a woman's face and the Goodyear logo.

Below the banner are three columns of featured articles:

- 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 [READ MORE](#)
- 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 series of documentaries on the [READ MORE](#)
- 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.

Digital Advertising

Digital Ads:

Google Advertising

LinkedIn

Area Development

Site Selection

AZ Big Media

Impressions:

Estimated 12 million+ annually

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.

You're in
Good
company.

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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.

You're in
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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.