

Brand and Image

November 4, 2020



SHAKOPEE | MN

COMMUNITY PRIDE SINCE 1857

City of Shakopee | 485 Gorman St., Shakopee MN 55379 | 952-233-9300 | www.ShakopeeMN.gov

Strategic Initiative – Brand and Image

- Added by council and key leaders to 2020-2023 strategic plan
- Driven by a couple of factors
 - Low “image” results in community survey
 - Sense that there is some cognitive dissonance in survey results
 - We need to do a better job of identifying ourselves – so that others may identify us (organizational)
 - We need to help identify and accentuate the strengths of the community and build upon them
 - Council and key leaders want us to communicate more consistently



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What does our brand need to be and what will it do for Shakopee?

- Authentic
 - Convincing
 - Inclusive
 - Consistent
 - Versatile
- Communicate our values and what Shakopee has to offer
 - Develop Shakopee's competitive identity - increasingly important to economic success and well being
 - Build trust with residents, businesses, etc... if we are consistent

Brand vs. Image

Brand is:

- Within our control
- How we choose to look
- How we choose to act
- How we choose to talk
- What we choose to do



Brand
Influences
Image

Image is:

- Not 100% within our control
- How people interpret our look
- How people interpret our actions
- How people interpret what we say
- How well people understand what we are doing and why

One Brand - Two Image Perspectives

Our Brand Influences

- How people view the City of Shakopee as an organization
 - Our departments
 - Our people
 - The elected body
- How people view the city of Shakopee as a community
 - Our neighborhoods
 - Our residents
 - Our businesses

Proposed Brand



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INNOVATING. ENTERTAINING. THRIVING.

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Innovating

What does Innovating mean?

- Shakopee has a deep and diverse group of innovative businesses and organizations and the community supports them.
- The city is an innovative organization that thinks forward creatively to improve all our business lines – public safety, infrastructure, development and recreation.

How Shakopee is Innovating.

- Proactive policing unit
- Sewer lining
- Paperless permitting
- Academies of Shakopee, Innovation Center
- Dimation, KEB, Bayer, RAHR

Entertaining

What does Entertaining mean?

- Shakopee has a unique variety of options for entertainment, enjoyment and relaxation. We are an active, family focused community that has something for everyone.
- The city is an organization that works to build community, to bring people together and supports our entertainment destination.

How Shakopee is Entertaining.

- Valleyfair, Canterbury, etc...
- Parks, trails
- Sports
- Improving dining, etc...
- Events (pre and post covid)

Thriving

What does Thriving mean?

- Shakopee is a safe, diverse, welcoming, growing and economically strong community
- The city is an organization that supports community-oriented employers in growing and innovative industries and building community.

How Shakopee is Thriving

- Equity team
- Diversity alliance
- CAPS/Academies
- Community policing/safety
- Economic data
- Affordable

Next steps

- We do not intend a large scale rebrand – colors, basics of the logo will remain the same
- Today - Council, input guidance and support
- Next 90 days - Develop communications strategic plan and tactical plan