

# DEFINE AN IDENTIFIABLE BRAND

Q4 Update FY2013



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## CREATING THE CITY'S BRAND

Arlington's branding initiative is moving forward as we continue to take the next steps in developing a marketing framework, a business culture and a new mindset for what Arlington stands for in the local and global marketplace. A destination brand tells our story, setting the tone as to how we see our city's future take shape.

Our branding efforts are critical to increasing our tourism potential, developing more business opportunity for our city and inspiring pride within our residents. The City's brand will also provide recruitment opportunities for our educational institutions, highlight our city's diversity, provide support for our entertainment and convention expansion, and build on our cultural district and downtown.

The City's branding initiative is a creative process and a collective effort between the City's Office of Communication and Experience Arlington. It involves data and dialogue — from consumer research gathered from visitors to Arlington and North Texas' feeder markets, to one-on-one interviews with key stakeholders. Through more than 60 interviews with stakeholders and leaders, led by branding consultant Jeff Mirgilia, we've gathered a considerable amount of intelligence and key insights that start to build a brand that's relevant to today's traveler, professionals, residents and potential businesses as a destination of choice to visit, work and live right here in Arlington.

A Branding Committee has been created which includes representatives from AISD, Arlington Tomorrow Foundation, City of Arlington, Dallas Cowboys, Downtown Arlington, Experience Arlington, General Motors, local businesses, Six Flags, Texas Rangers and UT Arlington. As one participant noted, this is one of the few times that representatives from all of those groups have been assembled. Building on that momentum, the committee will meet monthly to discuss ways to build, launch and sustain the City's new brand. Key goals for the group include: creating coordinated talking points that can be utilized by all of the groups to tell Arlington's story, looking for areas for cross promotion and maintaining open lines of communication.

City of Arlington, TX  
817.459.6100  
[www.arlingtontx.gov](http://www.arlingtontx.gov)



# HIGHLIGHTS

## APD ACHIEVES MILESTONES IN SOCIAL MEDIA EFFORTS

Arlington Police continues to achieve numerous milestones with its social media philosophy. In late summer, APD launched a campaign entitled, "Summer of 10,000" that emphasized surpassing the 10K mark on Twitter and Facebook. The department achieved this milestone and now touts over 25,000 followers across its social media platforms.

There has been an equal emphasis with the department's video production services. APD received an award for the most innovative use of social media this summer for its bi-weekly Inside APD show. The department regularly rotates hosts and community members through shows in order to market and brand the department and tell stories of the great police work being performed.

The department was recently selected to teach at the International Association of Chiefs of Police. Team members provided valuable guidance and training to police executives and other public information officers from around the world during this conference. Arlington is now ranked #3 out of the entire country on Twitter followers and #10 for Facebook Likes with departments similar in size.

The department also was awarded the Social Media Leadership Award from Connected Cops this summer. This award recognizes the innovative work being done by police departments utilizing social media. Nominations came in from across the globe and winners were honored in August.

## OFFICE OF COMMUNICATIONS

The City of Arlington's social media pages are seeing strong growth. For September through November, the City's Facebook page saw 11% growth with high rates of user engagement. Overall, Arlington's Facebook page continues to have the largest number of Likes of any community in North Texas, far outpacing Fort Worth and Dallas.

We are also seeing steady growth on the City's Twitter pages. Parks and Recreation had 58% growth in the last three months. The City's main page saw 20% growth and is nearing 6,000 followers.

In addition, MyArlingtonTX.com had one of its biggest page view days ever in November with a story about George Strait's last concert, which will happen at AT&T Stadium. The post garnered almost 5,000 views.

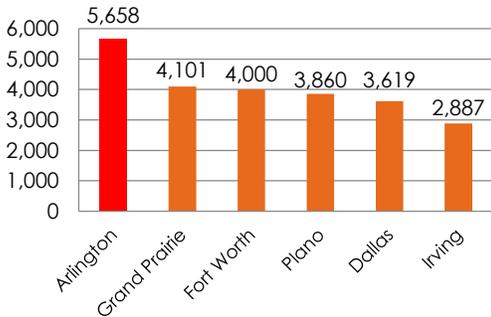


APD was selected to teach a session about the use of social media at the 2013 International Association of Chiefs of Police.

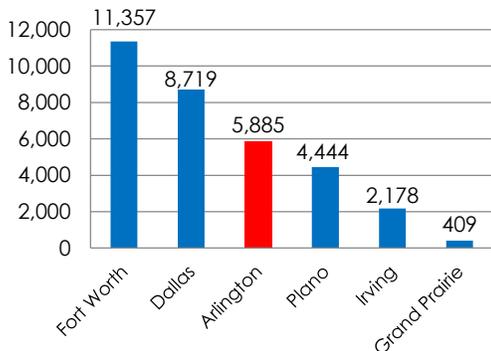


On behalf of APD, Lt. Christopher Cook, far right, receives the Social Media Leadership Award from Connected Cops in August.

### Area City Facebook Comparisons 12/3/13



### Area City Twitter Comparisons 12/3/13

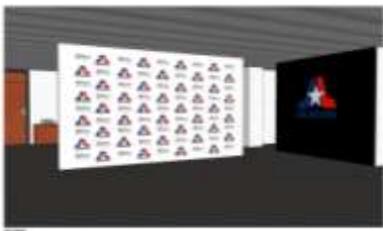


# UPDATES

## CITY'S BROADCAST STUDIO UNDERWAY

The plans are finished for the new broadcast studio, to be built in the Office of Communications suite at City Hall. Currently, City construction specialists are working out the details on electrical and wiring. The project should go out to bid the beginning of January with a target construction date of February 1.

The studio will include the latest advanced technology and staging and will allow OOC to vastly increase its programming on all of the City's various media outlets, particularly the government channel, MyArlingtonTX.com and Arlington's YouTube page. Additionally, the City will open up the use of the space to AISD and UT Arlington for news conferences and other tapings, further strengthening our partnership with both.



## WEBSITE REVAMP UPDATE

Last September, Council approved a contract for a Dallas digital marketing agency to handle the design and launch of the City's new website. The company, Imaginuity, has already met several times with the departments that are a part of the first phase of the project, which are Water, Fire, Police, Economic Development, Community Development & Planning, and Financial and Management Resources.

So far, a site map has been created for the website's homepage and for each department's web page. Departments are now working with Imaginuity on the design of the new site. The goal is to streamline the information we provide by updating the content, reorganizing the information, and eliminating unnecessary and/or outdated pages. This will enable the City to provide a more efficient and user-friendly site that also conveys a cohesive look throughout the website and it will provide a more unified message between departments. The project is on schedule with a completion date of April 2014.



In April, the nation will focus on Arlington as AT&T hosts the 2014 NCAA Final Four. The tournament is expected to bring hundreds of millions of dollars to the region and generate big headlines for the stadium and Arlington. Here are some key facts from the Final Four's economic study:

- First Final Four to be held in the region in 28 years
- Regional economic impact: \$276 M
- Arlington's economic impact: \$55 M
- A record-setting 85,000 fans are expected to attend each game
- National Semifinal Games is on Saturday, April 5
- National Championship Game is on Monday, April 7

In addition to the games, there will be dozens of events throughout North Texas connected to the tournament, including:

- Reese's Final Four Friday: 12-4 pm watch team practice, AT&T Stadium
- College All-Star Game, AT&T Stadium
- NCAA Concert Series runs 3 days and includes national and regional acts
- Bracket Town with interactive basketball activities
- Coca-Cola NCAA Youth Clinic, Elzie Odom Recreation Center
- Northwestern Mutual Road to the Final Four 5K, downtown Dallas

The combination of the games, events and media coverage will provide an opportunity for Arlington to showcase the City and further position Arlington as a destination for major events.

# BRANDING EFFORTS

## ECO-MAN DEBUTS TO ENTHUSIASTIC FANS

In the weeks leading up to Ecofest Arlington 2013, the Arlington Parks and Recreation Department Marketing Division saw an opportunity to develop and brand an eco-friendly character to help younger demographics identify with our local government. This was the beginning of Eco-man.



The very first YouTube video of the series, *Eco-man: The Beginning*, aired on Sep 12, 2013. Before the event date on September 21, 2013, the video garnered more than 10,000 views, contributing to a 15.4% increase in average event attendance from previous years. Adults and children alike who saw the video online, and loved it, were thrilled when Eco-man made his debut appearance at Ecofest.

Since Ecofest Arlington, Eco-man has become a symbol which other departments are eager to use to promote environmental awareness and education. The Eco-man image has been used in water bill inserts for the Arlington Water Department. Eco-man also played the mascot for the City of Arlington's "Grease for Greens" event. The future of Eco-man will likely be a branding tool for several City departments through new media in the form of videos, comics and other various marketing collateral.



## CITY CO-HOSTS BRANDING CONFERENCE

The Arlington Parks and Recreation Department in conjunction with the City of Grand Prairie is hosting Brand+Aid. The two-day conference features a dynamic group of industry experts that will provide inspiration and information related to marketing and social media. While the majority of attendees are from recreation departments across the state and country, the content is applicable to anyone seeking to improve their brand.

Brand+Aid will be held Jan. 22 & 23, 2014, at the Ruthe Jackson Center in Grand Prairie, Texas. For additional information and to register, please visit

[brandaidconference.com](http://brandaidconference.com).



The Sprit of Arlington is the one-stop shop for all holiday events in Arlington.

Visit the website to learn more about the 3<sup>rd</sup> Annual Christkindl Market which is fashioned in the tradition of markets held throughout Germany during the holiday season. The website also features other family-friendly events as well information about hotel accommodations.

<http://www.spiritofarlington.com/>