



NEWS Release

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RICHMOND MAYOR KICKS-OFF BRANDING AND MARKETING CAMPAIGN

Richmond, CA - Mayor Tom Butt announced today that he's raised more than half the funds from the private businesses for his estimated \$100,000 branding and marketing initiative and will be moving forward to begin the first of his two phase project.

"The business community eagerly stepped forward," said Mayor Butt who is continuing his fundraising efforts and has partnered with the [Richmond Main Street Initiative](#) for the citywide project. "The businesses recognized the value of moving the city's image from a history of negativity to a more attractive reality."

Nashville-based [North Star Destination Strategies](#) has been selected to complete phase one of the initiative which will include a comprehensive market research survey to find out what makes Richmond such a unique city in the Bay Area.

"North Star has helped more than 200 municipalities rebrand their cities," said Mayor Butt.

North Star's research will include an assessment of the environment; stakeholder vision, visitor profiling, demographics and psychographics of residents and consumers; perceptions of consumers outside of Richmond; and a review of current communications and the competition.

Once phase one is completed, phase two will develop a comprehensive branding and marketing strategy for Richmond.

"Phase two will include extensive and meaningful outreach to our Richmond community stakeholders to help us develop our city's message," said Mayor Butt. "No one knows how to market our city better than our own residents."

The Bay Area is leading the country in an economic boom, but the beneficial impacts are still slow to reach Richmond. We do not want to be left behind, and the results of the branding and marketing study will enable Richmond to put our best foot forward and share in the benefits.

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