

Thank you for your comments on the proposed brand and tagline for Dunedin. This proposal is the result of a 9 month research process which included:

- A citizen-based survey to Dunedin residents that was publicly announced and made available through Dunedin's website with a link to Facebook and Twitter;
- Focus groups with small, medium, and large sized businesses;
- Meetings with various stakeholders in the community (e.g., major employers, hospitality industry, civic organizations, etc.); and
- Input and representation from citizen advisory boards and committees, the Chamber of Commerce, Visit Dunedin, Downtown Merchants and other community groups.

The backdrop for this research was the heightened emphasis which the City and City Commission has placed on economic development, which includes attracting visitors, businesses and residents to the City. The City believes that successful economic development will result in a sustainable tax base which in turn will mean maintaining the quality level of services for which the City is known.

An analysis of the survey results (over 550 citizens responded) showed that the City's natural features—Honeymoon Island, waterfront, Pinellas Trail and green space—ranked highest with the respondents. Coupling this data with the City's interest in economic development, the branding and marketing firm working with the City created a brand and tagline intended to present the City of Dunedin as a place with unique assets and ambience—a place to live, work and do business.

The brand and tagline will be used with a marketing campaign—"Dunedin Dun Our Way—" which will allow for any group or attraction, such as the Highland Games, the Toronto Blue Jays, Mardi Gras, Dunedin Fine Art Center, Dunedin Historical Museum, etc., to partner with the brand.

In order to better understand the logo and tagline suggested by the consultant, along with the recommended marketing campaign, you can go to Dunedin's web page, Dunedingov.com (January 19th) and click on "branding" to listen to the presentation given.

For more information on the process by which this brand and tagline were developed, we have available the Survey Results and a CD of the presentation of the brand and tagline made to the Dunedin City Commission at its January 19, 2012 meeting. Please contact Courtney King at 298-3015 if you would like any of these materials.

On a final note, the City Commission will be meeting in March (check the Dunedin web page for exact date, probably March 1) to deliberate further on Dunedin's brand image and tagline. No final decisions have been made, and public feedback is encouraged and will be considered. Thank you.