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CONTACT: Alisha Burrow, City of Buda Tourism Department, (512) 312-0084

CITY OF BUDA SEARCHES FOR FIRM TO ASSIST IN
CITY MARKETING/BRANDING INITIATIVE

The City of Buda is currently in the process to begin its search for a consulting firm to help the community establish a brand which bridges a variety of interest groups and presents a common theme. While it takes more than a catchy slogan and logo to have a successful branding campaign, the intent is to have a unifying theme and message about the City of Buda which harmonizes City government, tourism initiatives, special events, parks and recreation amenities, Buda's cultural and historical assets, and other advocates for city marketing.

“A brand conjures up an image at the mere mention of the City's name. Its goal is clear: to appeal to and to entice visitors, residents, economic development, the arts, a better education system - everything that makes a city sustainable and desirable” said Alisha Burrow, Tourism Director. The City of Buda seeks a compelling brand that will concentrate on the experience (tangible or intangible) that future residents, prospective businesses and potential visitors will find in Buda and Buda's ability to deliver on that promise.

The City of Buda is currently receiving RFPs from various firms specializing in community-based branding. Applicants are encouraged to provide examples of previous work and client testimonials for their effective branding and marketing programs. Of special interest will be examples of work completed for small communities similar to Buda.

For more information about the City of Buda's city marketing initiative, please contact the City of Buda at (512) 312-0084.