

Branding and Marketing the Falls Church Community

A Falls Church Economic Development Authority
Development Forum Series
Tuesday, October 7th, 2008
Training Center – City Hall
6:30 pm to 8:30 pm

The Falls Church Economic Development Authority Board, in coordination with the Falls Church Chamber of Commerce, is hosting presentations from experienced marketing firms to advise us the direction and actions the community can take to develop an effective program to promote the City.

Four companies have been invited to address us and three are based in the City of Falls Church, including Smith Gifford, Brotman, Winter and Fried, and Crabtree and Company. The firms will share their insights about the best approach for shaping and implementing a branding and marketing strategy for the City.

Each firm will make a 20-minute presentation covering:

1. The firm's qualifications and experience in working with cities, other governmental units or clients with similar characteristics.
2. Advice on what the community needs to do to brand and market itself effectively.
3. Estimate of the levels of financial commitment necessary to launch and sustain the programming recommended.

Based in part on the guidance from this session, the EDA will issue a Request for Proposals to engage a firm to work with City leadership and City staff to develop a marketing and branding program for Falls Church.

EDA Development Forums are public sessions focusing on important aspects of economic development supporting the critical EDA goal of public education and informed decision making. The session will begin at 6:30 p.m. sharp.

The City of Falls Church is committed to the letter and spirit of the Americans with Disabilities Act. To request a reasonable accommodation for any type of disability call (703) 248-5491, (TTY 711).