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Title: Presentation from the Franklin Riverwalk and Trails Committee Regarding the Franklin Trails Brand Strategy and Brandmark Development

Sponsors: Lisa Clayton

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6/27/2019	1	Capital Investment Committee	acknowledged	

DATE: June 12, 2019

TO: Board of Mayor and Aldermen

FROM: The Franklin Riverwalk & Trails Committee
Lisa Clayton, Parks Director

SUBJECT:

Presentation from the Franklin Riverwalk and Trails Committee Regarding the Franklin Trails Brand Strategy and Brandmark Development

Purpose

The purpose of this memo is to provide information to the Franklin Capital Investment Committee (CIC) concerning the potential adoption of the community-based brand strategy and brandmark development to be utilized throughout the City of Franklin for all connectivity purposes and within the parks system.

Background

The Franklin Riverwalk and Trails Committee, comprised of community and city leaders has been working collectively to establish strategic direction and advocacy for the creation of trails, greenways and blueways with the purpose of improving quality of life by connecting city parks, neighborhoods, historic resources and area attractions. The community lead group has worked with area consultants to assist with developing a "Brand Strategy" while developing a specific vision for the group. The vision statement states, "Connecting the Franklin Community through trails, greenways and blueways to improve the quality of life." The group meets monthly at the Eastern Flank Battlefield Park facility. City Departments such as Parks and Planning engage regularly to share City approved master plans and exchange ideas about the best way trails and

blueways can be branded to appeal to all citizens within Franklin, Williamson County and tourism.

Financial Impact

The City's financial involvement was a partnership of \$2,500 between Parks, Williamson County Visitors Bureau and Friends of Franklin Parks organization paying equally. Friends of Franklin Parks was the lead organization to hire the consultant to formulate the plan before the committee today.

Recommendation

The presentation is provided to receive direction from the CIC members and make a formal recommendation to the Board of Mayor and Alderman with adopting the brandmark development for use within the City's parks trail system and multipurpose trails throughout the City.