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City officials seek branding input

By [Bill Peterson](#) | February 2nd, 2010 | Category: [San Marcos](#), [Top San Marcos](#) | [No Comments](#) »

STAFF REPORT

As part of a city branding initiative begun late last year, San Marcos officials have launched an online public survey intended to help identify San Marcos' unique assets through citizen input.

The results will be analyzed with other studies already conducted by the city, including the Greater San Marcos Plan, the Downtown San Marcos Plan, the 2006 Community Survey and other reports as the city develops a "brand" that can be used to enhance tourism, economic development and marketing of San Marcos by many community organizations.

"Developing a solid brand for San Marcos is vitally important in attracting new businesses and visitors to our community," said Branding Task Force Chair Pam Couch. "The brand we develop through this process needs to be authentic and true to who we are as a community, so public input is critical to our success. We strongly encourage citizens to log on and participate in the survey ... The branding process asks questions like, 'what do we want to be known for? How do we stand out from other communities? What comes to mind when people think of San Marcos?'"

The survey will be posted on the City of San Marcos homepage at sanmarcostx.gov.

The city branding initiative was launched in November. The research phase of the project, scheduled to end in February, will serve as the foundation for the creative execution of the brand, which will include a new logo and tagline for the city, as well as a brand standards guide and marketing plan to attract tourism and new jobs to San Marcos.

The survey is open to all San Marcos citizens at <http://www.surveygizmo.com/s/233935/city-of-san-marcos-public-branding-survey>

The survey will close at 6 p.m. on Feb. 28.

KGBTexas and TateAustinHahn are consulting with the city on the branding project.

The San Marcos City Council appointed a nine-member branding task force in November to guide the project. Funded through hotel occupancy revenues during the last several years, the project is expected to conclude this summer.

Tags: [2006 Community Survey](#), [Downtown San Marcos Plan](#), [Greater San Marcos Plan](#), [KGBTexas](#), [Pam Couch](#), [San Marcos](#), [TateAustinHahn](#)