

# Branding and Marketing Plan for the Highlands Region



# **Award Recommendation for Council Consideration**

## **Consulting Team**

#### **North Star**

- Place branding and marketing expertise
- Past experience w/regional branding
- Proven process

#### **Contract award**

#### Up to \$200,000

- \$130,00 for 3 phases
- •\$45,000 for potential website (estimate)
- \$10,000 for additional expenses











# **GIS Contracts**



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## **Consulting Firms**

Remington & Vernick Engineers

Verdantas LLC

Neglia Group

#### Investment

3-year contract

\$25,000/year maximum

Payment based on work conducted



