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May 4, 2020

Keep Angleton Beautiful Board

RE: CITY BRANDING - Dated May 4, 2020

Dear City Council:

We, Keep Angleton Beautiful board members, have been involved in the City Branding development process and would like to provide individual input for consideration at the May 12 City Council meeting.

- The KAB group was tasked with assisting in selecting branding for City Council to consider. We have spent countless hours listening to presentations, studying the suggestions, providing feedback, attending and participating in public forums etc. The community was given several opportunities to attend meetings to provide feedback. We feel that the branding we are recommending is an exciting representation of our hearts symbolizing the past and present and the diamond/crossroads is a window looking into the future as Mayor Perez noted at one of the public meetings. The City needs its own branding - the City is growing - it is likely there will be another high school one day. I went to high school in Texarkana and we had several high schools all with their own identity and branding that was completely different from the City. We did have a number of discussions about the purple pride the City has and that will not go away as we brand the City. The purple pride will ALWAYS be in Angleton! It's all about educating the community - most don't understand the concept and intention behind branding - we as leaders must be tasked with telling the branding story - with educating the community on the City's vision and how the City must have its own brand to market and pull businesses and families in to make Angleton their home.
- I read the comments and think that AISD has done such a good job branding themselves over the years that the City and School get muddled. Many board members bleed purple too as Angleton Wildcats, but not everyone that lives in Angleton went to school here or has children here. We want to make a change and distinguish the government from the School. I can see developers coming in the future and establishing communities with schools. They will be part of Angleton, but if we keep the school district muddled it could look like they are separate from the city. We need to be future thinking. I think the large heart is a gateway sign to downtown, but the other gateway signs need to be modernized. I



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think the message needs to be repeated that school pride and city pride are both equally important, but do not need to look the same in a growing community. Keeping the city small has been an issue with Angleton for a very long time.

- We need to prepare for future expansion of the city and a possibility of another high school one day that may not be purple. I am very proud to live in a city that has so much school pride, but it doesn't have to be the branding for our city.
- We need to enhance the heart and add some purple to the color scheme.

Please consider our input when deciding on how the City will proceed with City Branding.

Sincerely,
Keep Angleton Beautiful Board
City of Angleton