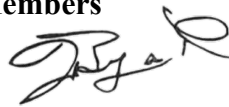




Memorandum

DATE: June 13, 2025

TO: Chair and Redevelopment Agency Board Members

THROUGH: Jackie Bryant, Executive Director 

FROM: John Wirtz, Economic Development Marketing Program Manager
Bryan McArdle, Revitalization Manager

DEPT: Redevelopment Agency

SUBJECT: Redevelopment Agency Rebrand Project

The Reno Redevelopment Agency is undergoing a rebranding effort. Following an open Request for Qualifications (RFQ) process, [Resonance Consultancy](#) was selected on February 25, 2025, to lead and advise on the project.

Based on Resonance's submitted proposal, the rebranding process is organized into three distinct phases:

1. Discovery & Research
2. Brand Strategy & Messaging
3. Visual Identity

We are currently nearing the completion of Phase 1: Discovery & Research. This phase focuses on gathering insights from stakeholders and the broader community. To ensure inclusive and meaningful engagement, three outreach methods have been employed:

- Individual stakeholder interviews
- Group roundtable discussions
- A community survey

These efforts are designed to inform the next stages of the rebranding process by capturing a diverse range of perspectives and priorities.

The Chair and Redevelopment Agency Board members have been invited to participate in a dedicated interview with Resonance and are also encouraged to complete the [Community Survey](#).

Upon completion of Phase 1 in late June, Resonance will begin developing the brand strategy and messaging framework in Phase 2, using input collected during the discovery phase. This second phase is expected to be completed by late July.

Phase 3, Visual Identity, will build on the foundation created in Phase 2 and lead to the development of visual brand elements such as logos, color palettes, and typography. We anticipate this final phase will be completed by late September or early October.

The primary goal of this project is to establish a distinct and recognizable brand identity for the Redevelopment Agency. Once the brand identity and visual elements are finalized, we plan to launch a new website and social media presence by mid-October to support and amplify the rebrand.