



A FOUNDATION OF SUPPORT

P.O. Box 82552
Lincoln, NE 68501-2552

1300 O Street
Lincoln, NE 68508

p: 800.850.8397
f: 402.479.6658

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Molly Kapeluck
City of Green
PO Box 278
Green OH 44232-0278



2017 AUG 14 PM 11:00
GREEN CITY COUNCIL

Dear Molly Kapeluck,

I am writing to offer our creative services for re-establishing your community brand. FES Marketing specializes in branding and promotion for communities and community-based organizations.

FES is a nonprofit organization committed to helping communities grow and thrive by helping them project a unique and compelling identity, or community brand. This is the foundation for your community to rally your citizens and have a clear message to better attract new residents, visitors and business.

Your brand is more than a new logo, it is an expression of what makes your community or organization unique and attractive. It is a clear and consistent message that should be used across your website and all of your promotional materials.

I invite you to explore some of our case studies at FES.org/marketing, and if you would like to learn more, please feel free to email or call me directly. As a nonprofit, we can deliver a world-class brand at nonprofit prices.

I look forward to helping your community thrive!

Mike Murray
Director of Communications
Phone: 402-479-6667
Email: mikem@fesorg
Website: fesmarketing.org

Enclosure

COMMUNITY BRANDING



SPOTLIGHT YOUR COMMUNITY

FES has the experience to help you stand out.



LET US HELP YOUR COMMUNITY STAND OUT.

Let us help you create a community brand that projects your unique community pride.

FES will go beyond logo design. We will craft a community brand that captures your compelling story and gives people a reason to like you – a reason to be drawn to your community. This includes a logo, but it also includes messaging to tell your story and help to promote your community.

CASE STUDIES

BEATRICE

A once tight-knit, blue-collar community had experienced changes after factory closings and the recession. Beatrice needed to breathe new life into its community to help rally citizens and attract new businesses.

Our research showed that this community's pride came from a proud history as the first homestead site and a proud sense of self-reliance and optimism despite the challenges they were facing. The new brand celebrates the town's proud heritage and invites everyone to join in and stake their claim to a bright future.



The new brand was launched with an event at the Homestead National Monument. FES marketing helped organize this and the coverage from local TV stations and newspapers.



“Our community now has a compelling message. We have seen a lot of growth since launching the new brand”

Tobias Templemeyer
City Manager, Beatrice, NE



OUR MISSION IS TO KEEP COMMUNITIES CONNECTED AND THRIVING.

CRETE

The community of Crete, Nebraska has a uniquely diverse economy with a liberal arts college and a handful of industries that attract blue-collar workers and families. But its population is also diverse with a high percentage of Hispanic and other ethnicities. This diversity is unique compared to surrounding communities and is also a reason why the community has been steadily growing and thriving.

FES worked with Crete to create a new community identity that would help promote its unique story. To explain that the community has embraced diversity as an opportunity that has helped keep them in motion as they continue to thrive.



The new branding is being applied to social media, signage, stationary, promotional items and the website.



“FES captured the essence of the Crete community and delivered a powerful new brand.”

Tom Ourada
City Administrator, Crete, NE

COMMUNITY BRANDING

FES Marketing is a nonprofit organization with a mission to keep communities connected and thriving.

FOR ALL INQUIRIES:

Mike Murray

Director of Communications
402.479.6667
mikem@fes.org

Visit fesmarketing.org to view project samples and learn more about us.



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