

Highlands Council Meeting

Thursday, March 21, 2024



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

Award Recommendation for Council Consideration

Consulting Firms

Remington & Vernick Engineers

Verdantas LLC

Neglia Group

Investment

3-year contract

\$25,000/year maximum

Payment based on work conducted

