



City Identity Refresh

Reporting



Open, transparent and connected

Reporting on our brand refresh project is an important part of ensuring transparency, accountability, and long-term success for North Port. Unlike private companies, we operate in a public trust environment, where every dollar and decision should be clear to you, the community. That's why we're committed to two types of reporting throughout this project.

The first is community reporting, where we'll keep you informed about the project's progress, milestones, and next steps, so you always know what's happening and how you can be involved. The second is performance reporting, where we'll share how the brand refresh is performing through key measures like community engagement, economic growth, and civic pride.

Together, these two types of updates will ensure the process is open, measurable, and meaningful for our residents.

One of our top priorities is public accountability and fiscal transparency. This project is funded by taxpayer dollars, and we want you to know how your money is being spent, the progress we're making, and why certain decisions are made. Our goal is to make sure every step is clear and responsible.

Just as importantly, we want to build community trust by keeping you involved along the way. This is your city, and your voice matters. We'll share survey results, community feedback, and opportunities to participate so that the final brand truly reflects the spirit and pride of North Port.

And finally, we'll share updates that show the impact of this investment. A city brand is about more than just a logo. It helps attract new businesses, visitors, and talent, builds resident pride, and strengthens North Port's reputation. By sharing these stories and results, we can show how this refresh is helping our city grow and thrive.

By documenting each step and keeping you informed, we are also creating a historical record for the future. This means that future leaders will understand the foundation of our city's identity and can keep it consistent for years to come.

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Performance Reporting

Civic pride

When benchmarking civic pride for the City of North Port brand refresh, our survey questions should capture our citizens' emotional connection to the city, engagement and advocacy behaviors (e.g., willingness to recommend or participate) and visual and messaging recognition of the city's current identity. Questions will include:

- On a scale of 1-10
 - How proud are you to say you live in North Port?
 - Do you feel a sense of belonging to the City of North Port?
 - How likely are you to recommend North Port as a great place to live, work, or visit to family/friends?
 - How likely are you to participate in city programs, events, or initiatives?
 - How recognizable is the City of North Port's current logo to you?
 - How recognizable is the City of North Port's typography and colors to you?
 - Does the current city logo and branding reflect who we are as a community?
 - How strongly do you feel connected to North Port's identity today?

Six and 12 months after the launch of the new brand, we will send the same questions to survey respondents to measure movement in pride and perception.

Economic growth

As part of evaluating the success of North Port's brand refresh, we will track key economic growth indicators to understand how our updated city identity supports business attraction and economic development. Over the 12 months prior to the brand refresh and the 12 months following the launch, we will monitor:

- Number of new businesses: comparing the total number of new business registrations year-over-year to identify growth trends.
- Types of new businesses: tracking the industries and sectors of incoming businesses to determine alignment with city economic development goals.
- Employment impact: recording the number of employees hired by these new businesses to assess job creation and workforce expansion.
 - Projected revenue contributions: estimating revenue generated by new businesses to evaluate the brand's potential impact on local tax base and economic vitality.

This analysis will provide quantifiable insight into how the refreshed city brand influences business attraction and overall economic growth.

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Global reputation

When benchmarking global reputation for the City of North Port brand refresh, our survey questions should capture our citizens perceptions of city reputation internally and externally. Questions will include:

- On a scale of 1-10:
 - When you think about the City of North Port, are your thoughts positive or negative?
 - North Port reflects the kind of community I want to live in?

Six and 12 months after the launch of the new brand, we will send the same questions to survey respondents to measure movement in global reputation. We will also track brand sentiment using our current sentiment reporting tools, to gauge global sentiment in the 12 months prior to the refresh and in the 12 months post refresh.

Investment and talent

As part of evaluating the success of North Port's brand refresh, we will track a number of key data points to determine our success in relation to investment and talent.

We will work closely with the City's Economic Development Division to look at business investment in the 12 months prior to the refresh and the 12 months after the refresh to determine growth in relation to:

- Number of new businesses, types of new businesses, new jobs created by these new business and the square footage of new businesses

We will also work closely with the Human Resources Department at the City of North Port to gauge the impact within our own organization tracking the following data:

- No of applications per role advertised
- Time to hire from job posting to job start date
- Attrition levels

Market differentiation

When benchmarking global reputation for the City of North Port brand refresh, our survey questions should capture our citizens perceptions of city differentiation internally and externally. Questions will include:

- On a scale of 1-10:
 - How would you rate North Port's reputation compared to neighboring cities?

Six and 12 months after the launch of the new brand we will send the same questions to survey respondents to measure movement in market differentiation.

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Community Reporting

As we move through the stages of the brand refresh, keeping our community informed and involved will remain a top priority. This project belongs to all of North Port, and we want our residents, businesses, and community partners to feel connected to the journey every step of the way.

We will use the project page to share regular updates on our progress, including:

- Milestone achievements, such as the completion of research, design concepts, and public input phases.
- Opportunities for engagement, like surveys, open houses, or online discussions where residents can share their feedback.
- Behind-the-scenes insights, highlighting the work that goes into creating a thoughtful, fiscally responsible, and meaningful city identity.
- Next steps in the process, so the community knows what to expect as the program moves forward.

By providing transparent and timely updates, we aim to build trust and excitement around the new brand and ensure that the final identity reflects the spirit, pride, and aspirations of North Port. We invite you to check back often as we continue to share our progress and milestones on this page.



**For more information
on The City of North
Port Identity Refresh
please visit the project
page:**

NorthPortFL.gov/Refresh