



Life Connected.

**ECONOMIC DEVELOPMENT CORPORATION REGULAR MEETING
BOARD OF DIRECTORS
112 N COLORADO ST
TUESDAY, NOVEMBER 4, 2025
12:00 PM
AGENDA**

I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:

II. OPEN FORUM

Open Forum is for information only. If you wish to speak, please inform the Presiding Officer. Speakers are limited to three (3) minutes. The Corporation can take no action. No charges and/or complaints will be heard against any appointed or elected official or employee of the city that are prohibited by law.

Please note Anyone wishing to furnish the Corporation with copies/handouts regarding their item of interest must provide 9 copies and present them to an employee for distribution to the Corporation.

III. EXECUTIVE SESSION:

As authorized by Section 551.071 of the Texas Government Code, the Regular Meeting may be convened into Closed Executive Session for the purpose of seeking confidential legal advice from the CEDC Attorney on any agenda item listed herein. (Closed to Public as provided in the Texas Government Code.)

Section 551.087 of the Texas Government Code to discuss or deliberate regarding commercial or financial information that the CEDC has received from a business prospect, and or to deliberate the offer of a financial or other incentive with a business prospect.

1. Discussion regarding an incentive application for a development generally located at 1413 E. Sunset Blvd.
2. Discussion regarding downtown TIRZ projects.
3. Discussion regarding a possible development generally located at 311 N. Louisiana Dr.
4. Discussion regarding an incentive application for a development generally located at 201 W. Walnut St.

Reconvene into Open Session The Celina EDC will now reconvene into Regular Session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any action necessary regarding the items discussed in executive session.

IV. PRESENTATION:

- A. Staff Updates

V. ACTION ITEM:

- A. Regular EDC Board Meeting Minutes - October 7, 12:00pm

- B. Consider and act to approve a Resolution adopting the results of the Celina Economic Development Corporation and Downtown Celina's marketing and branding study. (Satarino)

VI. WORKSESSION:

- A. Discussion regarding the Local Business Support Program (LBSP).

VII. ADJOURNMENT:

The Celina Economic Development Corporation is wheelchair accessible. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf, or hearing impaired, or readers of large print, are requested to contact the City Secretary's Office at 972-382-2682, or fax 972-382-3736 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

“I, the undersigned authority, do hereby certify that the Notice of Meeting was posted on the bulletin board at Economic Development Corporation of the City of Celina, Texas, a place convenient and readily accessible to the general public at all times and said Notice was posted on the following date and time: _____ at ____:_____ and remained so posted continuously for at least three (3) business days prior to the scheduled time of said meeting.”

Staff Liaison



Life Connected.

**ECONOMIC DEVELOPMENT CORPORATION REGULAR MEETING
BOARD OF DIRECTORS
112 N COLORADO ST
TUESDAY, OCTOBER 7, 2025
12:00 PM
MINUTES**

I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:

President Bissett called the meeting to order at 12:00 PM.

Members Present:

President Clint Bissett
Vice President Andrew Donaldson
Secretary Cindy Peters
Board Member Cody Hunter
Board Member Ryan Wilcox
Board Member Shane Lambert

Members Absent:

Board Member Rocky Hussman

II. OPEN FORUM

Open Forum is for information only. If you wish to speak, please inform the Presiding Officer. Speakers are limited to three (3) minutes. The Corporation can take no action. No charges and/or complaints will be heard against any appointed or elected official or employee of the city that are prohibited by law.

Please note Anyone wishing to furnish the Corporation with copies/handouts regarding their item of interest must provide 9 copies and present them to an employee for distribution to the Corporation.

III. PRESENTATION:

A. Discussion regarding an incentive application for a development generally located at 201 W. Walnut St.

President Bissett moved Executive Session prior to Presentation.

Caleb Lavey spoke regarding the item.

IV. EXECUTIVE SESSION:

As authorized by Section 551.071 of the Texas Government Code, the Regular Meeting may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the CEDC

Attorney on any Agenda Item Listed Herein. (Closed to Public as Provided in the Texas Government Code.)

The CEDC Board convened into executive session at 12:01pm.

Section 551.072 of Texas Government Code to discuss or deliberate the purchase, exchange, lease or value of real property.

Section 551.074 of Texas Government Code to discuss or deliberate personal matters to evaluate performance and duties, of a public officer or employee.

Section 551.087 of the Texas Government Code to discuss or deliberate regarding commercial or financial information that the CEDC has received from a business prospect, and or to deliberate the offer of a financial or other incentive with a business prospect.

1. Discussion regarding an Development, Incentive, and Facilities Agreement with Trinity Celina, LLC.
2. Discussion regarding Project Kingsmen.
3. Discussion regarding Project Jasper.
4. Discussion regarding Project Auburn.
5. Discussion regarding Project Ruby.
6. Discussion regarding an Amendment to an Economic Development and Performance Agreement with BARM Group, Inc.
7. Discussion regarding an incentive application for a development generally located at 201 W. Walnut St.

Reconvene into Open Session The Celina EDC will now reconvene into Regular Session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any action necessary regarding the items discussed in executive session.

The CEDC Board reconvened into open session at 1:40pm.

V. ACTION ITEM:

- A. Consider and act upon a Resolution appointing a CEDC Board President, Vice President, Secretary, and Treasurer. (Satarino)

Upon a motion by Vice President Andrew Donaldson and a second by Secretary Cindy Peters, the Board voted six (6) for and none (0) opposed to approve a Resolution appointing Clint Bissett as CEDC President, Andrew Donaldson as CEDC Vice President, Cindy Peters as CEDC Secretary, and Shane Lambert as CEDC Treasurer. The motion carried 6-0.

- B. Consider and act upon a Resolution adopting the 2025 CEDC Marketing and Branding Guidelines. (Thomas)

Melissa Thomas spoke regarding the item.

No action was taken by the CEDC Board.

C. Consider and act upon an Amendment to an Economic Development and Performance Agreement with BARM Group, Inc. (Satarino)

Upon a motion by Board Member Cody Hunter and a second by Board Member Ryan Wilcox, the Board voted six (6) for and none (0) opposed to approve a First Amendment to an Economic Development and Performance Agreement with BARM Group, Inc. The motion carried 6-0.

D. Consider and act upon an Economic Development and Performance Agreement with CJS Family Properties, LLC. (Satarino)

Upon a motion by Board Member Ryan Wilcox and a second by Board Member Cody Hunter, the Board voted six (6) for and none (0) opposed to table the item to the November 4, 2025 Regular EDC Board Meeting. The motion carried 6-0.

E. Regular EDC Board Meeting Minutes - September 2nd, 12:00pm

Upon a motion by Board Member Cody Hunter and a second by Vice President Andrew Donaldson, the Board voted six (6) for and none (0) opposed to approve the Regular EDC Board Meeting Minutes - September 2nd, 12:00pm. The motion carried 6-0.

VI. ADJOURNMENT:

President Bissett adjourned the meeting at 2:07 PM.

President

Date



Life Connected.

EDC
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From:
CC: Anthony Satarino, Executive Director of Economic Development
Initiated
by:
Date: November 4, 2025
Re: Consider and act to approve a Resolution adopting the results of the Celina Economic Development Corporation and Downtown Celina's marketing and branding study. (Satarino)

Action Requested:

Consider and act to approve a Resolution adopting the results of the Celina Economic Development Corporation and Downtown Celina's marketing and branding study. (Satarino)

Background Information:

In December 2024, the Celina Economic Development Corporation (CEDC) Board and City Council approved a branding initiative with North Star Place Branding & Marketing to develop a comprehensive strategy to refresh and rebrand the EDC's marketing assets and collateral. This initiative was launched to strengthen Celina's economic identity, modernize the EDC's marketing presence, and ensure messaging remains aligned with Celina's rapid growth and evolving strategic priorities. Up until this point, the EDC's marketing efforts have been heavily focused on Downtown. With significant commercial development forthcoming along Preston Road and the Dallas North Tollway, the EDC recognizes the need for a broader marketing approach that represents opportunities across the entire city. At the same time, Downtown remains a key priority as identified by both City Council and the EDC Board. To address these dual objectives, the decision was made to create two distinct branding pathways: one for the EDC and a separate brand for Downtown. This approach allows the EDC to expand its citywide marketing efforts while continuing to highlight and invest in Downtown as a critical economic and cultural anchor.

The effort also supports key objectives within the 2025–2028 Economic Development Strategic Framework, including business recruitment, destination development, and enhanced communication with residents, visitors, and investors. The rebrand was undertaken to unify

Celina’s messaging under a cohesive identity, differentiate Downtown from other commercial corridors, and equip the EDC with updated tools to tell Celina’s growth story more effectively. As Celina continues to experience unprecedented development, ensuring that branding reflects the community’s character and future vision is essential for maintaining a competitive position in the regional market.

Recognizing Downtown’s role as a unique destination, North Star developed a dedicated Downtown branding strategy separate from the broader EDC initiative. Unlike the DNT and Preston Road corridors, Downtown required a tailored approach to highlight its historic character, walkable environment, and cultural offerings. This strategy addresses Downtown’s specific needs, positioning it as a vibrant hub for business, culture, and tourism while reinforcing its importance in shaping the City’s overall image. A separate Downtown strategy ensures this key area receives focused attention while remaining consistent with the broader City brand.

North Star’s methodology began with extensive qualitative and quantitative research prior to any creative work. Through interviews and surveys with a broad cross-section of stakeholders—including community members, business owners, developers, City staff, and regional partners—North Star provided detailed insights into both the City’s and the EDC’s current market perceptions and opportunities. These findings informed the development of updated creative elements, including revised logos, messaging pillars, and collateral guidelines for both the EDC and Downtown Celina.

To guide the creative process, the EDC established a branding committee composed of the EDC Executive Director, the EDC Marketing and Tourism Director, and the City’s Director of Marketing & Communication. This committee met regularly throughout the project to review and refine key deliverables. Once draft straplines, logos, and creative concepts were finalized, community stakeholders were invited to participate in review sessions. In September 2025, six brand update sessions were held, and 28 stakeholders provided feedback on the creative presentations for each brand. Feedback was strongly supportive of Downtown differentiation and highlighted enthusiasm for refreshed marketing assets that reflect Celina’s growth trajectory and community character.

North Star has provided a comprehensive implementation guideline to support the phased rollout of the new branding strategy. This includes recommendations for updating digital platforms, marketing collateral, and promotional materials, as well as strategies for coordinated messaging across campaigns. The EDC will integrate these guidelines into its FY 2026 marketing and communications efforts to ensure a consistent and impactful launch. Ongoing performance metrics and stakeholder feedback will help measure the effectiveness of the rebrand and guide future refinements.

Legal Review:

There are no legal considerations at this time.

Supporting Documents:

- 1. Celina EDC - Reso - CEDC and Downtown Celina Marketing and Branding Study
- 2. EDCB - Action - EDC Marketing and Branding FINAL

Financial Consideration:

There are no financial considerations at this time.

Staff Recommendation:

N/A

RESOLUTION NO. _____

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CELINA ECONOMIC DEVELOPMENT CORPORATION, A TYPE A ECONOMIC DEVELOPMENT CORPORATION, APPROVING THE RESULTS OF THE CEDC AND DOWNTOWN CELINA MARKETING AND BRANDING STUDY; AND PROVIDING FOR AN IMMEDIATE EFFECTIVE DATE.

WHEREAS, the Celina Economic Development Corporation (hereinafter referred to as the “CEDC”), is an economic development corporation operating pursuant to Chapter 504 of the Texas Local Government Code, as amended (also referred to as the “Act”), and the Texas Non-Profit Corporation Act, as codified in the Texas Business Organizations Code, as amended; and

WHEREAS, the CEDC is charged with promoting the City’s commercial areas and Downtown through external marketing efforts targeted toward investors, businesses, and visitors regionally and nationally; and

WHEREAS, the CEDC is implementing a dual marketing strategy that acknowledges the City’s broad commercial opportunities while elevating the distinct character and offerings of Celina’s authentic Texas Downtown; and

WHEREAS, *Exhibit A*, the Final Report prepared by North Star Place Branding & Marketing, details the creative implementation assets and deliverables, inclusive of proposed brand activations, implementation strategies and tactics, and associated budget allocation; and

WHEREAS, the Board of Directors of the CEDC hereby authorize and approve the results of the CEDC and Downtown Celina Marketing and Branding Study, a copy of which is attached hereto as ***Exhibit A***, and are incorporated herein for all purposes.

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CELINA ECONOMIC DEVELOPMENT CORPORATION, AS FOLLOWS:

Section 1. That the foregoing recitals are hereby found to be true and correct legislative findings of the Celina Economic Development Corporation and are fully incorporated into the body of this Resolution.

Section 2. That the Board of Directors of the CEDC to hereby authorize and approve the results of the CEDC and Downtown Celina Marketing and Branding Study, a copy of which is attached hereto as ***Exhibit A***, and are incorporated herein for all purposes.

Section 3. This Resolution shall become effective from and after its passage.

DULY RESOLVED by the Board of Directors of the Celina Economic Development Corporation on this the _____ day of November, 2025.

Clint Bissett, President

ATTEST:

Cindy Peters, Secretary

Exhibit A

[Celina EDC and Downtown Celina Marketing and Branding Study: Final Report]

NORTH  STAR

+ Celina, TX

Final Report
September 2025

Introduction

About North Star Place Branding + Marketing

North Star Place Branding + Marketing comprises over a dozen talented individuals dedicated to growing brands through integrated marketing solutions. North Star offers place-based organizations a combination of research, strategy, creativity, and action through a process called BrandPrint. Each BrandPrint provides direction for an organization's brand development, like a blueprint guides the construction of a home. And just like a blueprint, the priorities and targets of each BrandPrint are stated in clear and unambiguous language. The resulting brand personality is as revealing as an individual's fingerprint and just as unique.

About the BrandPrint Process

Through the BrandPrint process, North Star determines Celina Economic Development's most relevant and distinct promise. Then the same was derived for Downtown Celina. From those promises, we create strategic platforms intended to generate brand positions in the minds of residents, stakeholders, investors, and visitors to Celina. We then develop a compelling creative identity to support each strategy, a range of deliverables showing that creativity in use, and an integrated action plan for bringing the brands to life. Each of these tools reinforces Celina's strategic positioning and ensures brand equity and growth.

About the Branding Partner

Celina Economic Development contracted with North Star to determine the organization's true, unique, and relevant brand position and help the organization and the community it serves reflect its distinction.

Executive Summary

KEY FINDINGS

North Star conducted research to identify what differentiates Celina from competitors. We set out to learn the perceptions and beliefs of stakeholders and influencers as well as understand the competitive situation. North Star then worked collaboratively with Celina to determine a strategy to guide the branding of the City's Economic Development and Downtown promotion efforts.

Strengths: Trust and value are some pillars of doing business in Celina. There's a collaborative local government, teams that are ready to making business happen, and a community that values relationships and keeping their word. Residents in Celina are skilled, top-tier talent, and ready to make things happen. Research shows that education is highly valued, and that support is felt throughout the school district and Collin College. There's a certain way of doing things in Celina, and some would call them old-fashioned. Celina would just call it traditional. It's easy to buy into the Celina spirit. Living here really does feel like "life connected," as the events are a cornerstone of the community. There's a strong tax base and a lot of open land. This is a place of opportunity for individuals, businesses, events, corporations, and more.

Challenges: With as much explosive growth as has occurred, it's natural that residents are concerned the City government isn't prepared to keep up with the impending growth, and the speed in which it's coming. Research suggests that the City can be difficult to work with for business owners, while others suggest that's the City being cautious and strategic, in order to accommodate the growth. While people are naturally migrating north to Celina, there's a perception that it's just so far away. Individuals in the Metroplex see no reason to drive "all the way" to Celina, when they can have everything Celina offers, much closer. The challenge will be to find the right target audience and market to them specifically, cutting through the noise to highlight the reasons someone should move here, or bring their business.

Executive Summary

KEY FINDINGS

Opportunities: Because of natural northward expansion of the Metroplex, Celina's growth is of no surprise. Coupled with all the amenities and high quality of life, Celina is the premier choice for new residents. Downtown has always had high awareness for their ample and well-run events. This branding initiative is set out to recruit entrepreneurial, unique, small to midsize businesses that will complement the historic, charming, vibrant downtown square and entertainment district.

As new residents move in, the EDC is focused on providing high quality of life from a working lens. The big picture is to recruit corporate campuses, major employers, entertainment, biotech life sciences companies and more.

Celina is ready for opportunity. There are plenty of shovel-ready sites, space to scale, great value, and modern infrastructure.

Summary: As one of the fastest-growing cities in the country, Celina is experiencing explosive growth. Partnering with the Celina Economic Development Corporation, the mission is to attract new businesses, increase jobs and sales tax, and stand out in the marketplace. The need was to rebrand and enhance Celina's EDC and Downtown marketing initiatives, to ultimately bring more people to Celina.

The new brand for the EDC is a bold promise, signaling that despite the rapid growth, Celina still offers the best Texas opportunity and this is a place where thriving enterprise and a good life can be built without compromise.

Downtown uses a playful declaration that Celina offers the best of Texas. It conveys that downtown amplifies the quintessential Texas experience; genuine friendliness, pride, and community spirit.

Both brands together now partner well in a visual way with the slightly revised City logo to bring unison and conformity to all the groups, to clearly signify that Celina is the right choice.

Executive Summary

Research data was analyzed for trending insights that hone in on the Celina Economic Development story. These insights were funneled into a strategic brand platform, also known as your strategic DNA. Just as an individual's DNA influences everything from how that person looks to how that person acts (as well as their health and vibrancy), Celina Economic Development's DNA should be the foundational touchstone for all positive planned action in your community, from marketing to events to initiative development.

Target Audience: *For those who believe wide-open spaces should mean wide-open opportunity,*

Frame of Reference: *Celina, rising at the frontier of North Texas growth*

Point-of-Difference: *Is a city where character and connection still drive progress*

Benefit: *So you can seize your moment in a place where the deals are honest, the doors are open, and the timing's just right.*

Executive Summary

DOWNTOWN CELINA STRATEGIC DNA

Research data was analyzed for trending insights that hone in on the Downtown Celina story. These insights were funneled into a strategic brand platform, also known as your strategic DNA. Just as an individual's DNA influences everything from how that person looks to how that person acts (as well as their health and vibrancy), Downtown Celina's DNA should be the foundational touchstone for all positive planned action in your downtown, from marketing to events to product development.

Target Audience: *For neighbors, newcomers, and next-big-thing believers,*

Frame of Reference: *Downtown Celina, the heartbeat of one of America's fastest-growing cities,*

Point-of-Difference: *Is where the pace of progress still makes room for connection,*

Benefit: *So you can build a life, a livelihood, or a weekend around a front porch spirit and forward momentum.*

Executive Summary

CREATIVITY

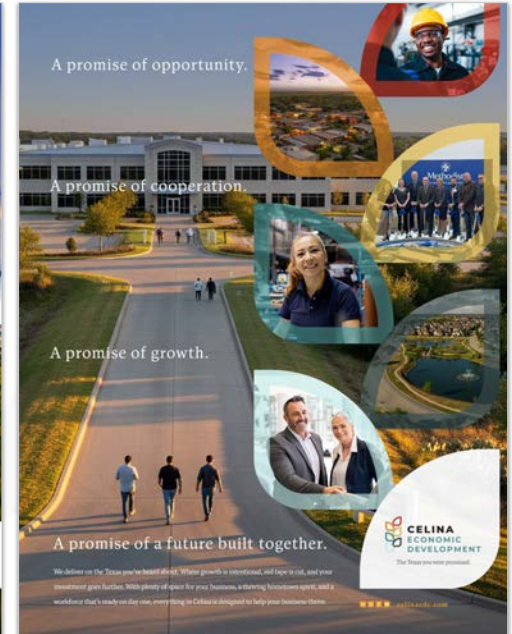
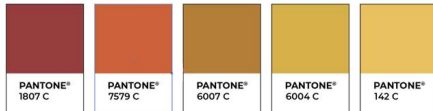
The final package of foundational creative tools strategically supports the Celina Economic Development and Downtown Celina brand platforms. These tools layer personality on top of the strategy in order to make an emotional connection with the consumer. They include a narrative (for Downtown Celina), tagline, logo, color palette, and creative executions. Together they begin to tell the Celina story in a compelling and memorable way.

Executive Summary

The Celina brand action plan contains a multitude of ideas—large and small—for integrating the brand into Celina’s Economic Development marketing and promotions. Ideas touch on site selector outreach, new new business relations, organizational branding,, and more. Many deliverables were designed using the visual brand identity and brand language to serve as a guide for putting the brand to work. The collage below is a sampling.



The Texas you were promised.



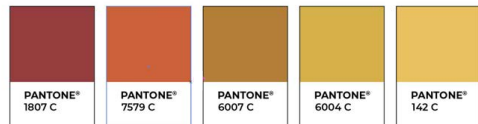
Executive Summary

DOWNTOWN CELINA CREATIVE

The Celina brand action plan contains a multitude of ideas—large and small—for integrating the brand into the Downtown Celina’s marketing and promotions. Ideas touch on infrastructure, new products to support the strategy, events, merchandise, and more. Many deliverables were designed using the visual brand identity and brand language to serve as a guide for putting the brand to work. The collage below is a sampling.



Texas Squared.

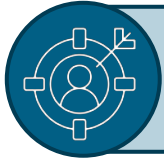


STRATEGY

Celina Economic Development DNA Platform

DNA Platform Framework

DNA STATEMENT



Target Audience: To whom Celina has the most appeal



Frame of Reference: Geographic context of Celina



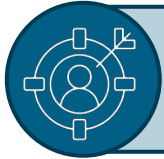
Point-of-Difference: What makes Celina special



Benefit: Why it should matter to the consumer

Celina DNA Platform Statement | EDC

DNA STATEMENT



For those who believe wide-open spaces should mean wide-open opportunity,



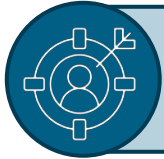
Celina, rising at the frontier of North Texas growth



is a city where character and connection still drive progress



so you can seize your moment in a place where the deals are honest, the doors are open, and the timing's just right.



For those who believe wide-open spaces should mean wide-open opportunity,

- Speaks directly to site selectors, developers, and business leaders seeking space to scale, freedom to choose, and a business-friendly environment.
- “Wide-open spaces” evokes Celina’s physical landscape and growth potential, while “wide-open opportunity” reframes that space as untapped economic promise.



Celina, rising at the frontier of North Texas growth

- “Frontier” taps into Texas spirit — rugged, ambitious, full of potential — while also positioning Celina at the edge of regional momentum.
- Signals that Celina isn’t just growing; it’s on the leading edge of the fastest-growing corridor in the country.



is a city where character and connection still drive progress

- “Character” communicates that integrity, hospitality, and high standards are part of doing business here — not just community values, but business ones.
- Highlights Celina’s intentional approach to growth, differentiating it from other fast-growing but more impersonal cities nearby that may have lost their unique character in their quest for growth.
- Emphasizes a quality of life that is rare in a quickly developing region, which can help attract and retain talent that may be seeking out a place to live that feels authentic.
- “Connection” references both the strong network of local support and the ease of working with a municipality that prioritizes relationships and responsiveness.
- The inclusion of “connection” intentionally references the city’s brand (“Life Connected”), signalling that the success of the EDC’s efforts is intertwined with Celina’s identity.

Strategy Rationale

DNA STATEMENT



so you can seize your moment in a place where the deals are honest, the doors are open, and the timing's just right.

- This line invites decision-makers to act now, while Celina is still forming — and before competition increases.
- “Deals are honest” reflects a trust-based business culture that sets Celina apart from more impersonal business relationships.
- “Doors are open” nods to access, flexibility, and partnership with city leadership.
- “Timing’s just right” wraps it all together with a compelling call to action rooted in opportunity.

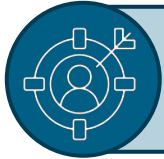
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STRATEGY

Downtown Celina DNA Platform

DNA Platform Framework

DNA STATEMENT



Target Audience: To whom Celina has the most appeal



Frame of Reference: Geographic context of Celina



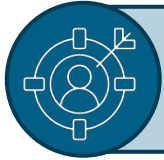
Point-of-Difference: What makes Celina special



Benefit: Why it should matter to the consumer

Celina DNA Platform Statement | Downtown Celina

DNA STATEMENT



For neighbors, newcomers, and next-big-thing believers,



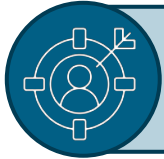
Downtown Celina, the heartbeat of one of America's fastest-growing cities,



is where the pace of progress still makes room for connection,



so you can build a life, a livelihood, or a weekend around a front porch spirit and forward momentum.



For neighbors, newcomers, and next-big-thing believers,

- “Neighbors” directly addresses existing residents who are invested in both the community’s evolution and traditions.
- “Newcomers” includes both new residents and visitors, welcoming fresh energy and diverse perspectives.
- “Next-big-thing believers” appeals to entrepreneurs, trendsetters, and visionaries attracted by downtown’s potential and who want to contribute to something exciting and meaningful.



Downtown Celina, the heartbeat of one of America's fastest-growing cities,

- "Heartbeat" positions downtown as central, emotionally resonant, and vital to the city's identity.
- Mentioning Celina's status as "one of America's fastest-growing cities" adds a compelling backdrop of momentum, creating urgency and excitement around the unique opportunities downtown offers.



is where the pace of progress still makes room for connection,

- This line reflects a rare balance: a place moving forward without losing its humanity.
- “Progress” acknowledges downtown revitalization and investment, while “connection” nods to its people-first atmosphere — where you can still wave at strangers, linger at the counter, and see familiar faces across the square.
- The inclusion of “connection” also links Downtown Celina’s identity to the city’s (“Life Connected”).

Strategy Rationale



so you can build a life, a livelihood, or a weekend around a front porch spirit and forward momentum.

- This line speaks to residents, business owners, and visitors alike, highlighting downtown’s versatility and appeal.
- “Front porch spirit” evokes a strong sense of Texas tradition, hospitality, and neighborliness, and “spirit” reflects the distinct sense of community pride — especially around Celina’s beloved Bobcats.
- “Forward momentum” reassures that while the past is honored, downtown is moving confidently into its next chapter, which feels vibrant and exciting. ;Momentum is forward movement that is in control but still propulsive.

CREATIVITY

Creativity

TOOLS FOR BRINGING THE BRAND TO LIFE

The following creative expressions will help bring the Celina Economic Development and Downtown Celina brands to life. This Brand Identity Guide should serve as a blueprint for the creative rendering of your new brands. With the exception of the logo, files do not represent camera-ready art.

A Creative Committee, identified by brand drivers in Celina, was charged with evaluating and selecting the foundational tools in the Brand Identity Guide. All creative decisions were made using the strategic brand platforms as inspiration. Those tools include:

- Logo, line, and color palette
- Graphic Standards Guide
- Brand narrative
- Creative expressions of the brand (in the form of a full page ad)

Every creative element in this Brand Identity Guide represents North Star's best suggestions for how to put your new brands to work creatively. These creative elements guide and inform the tactic-driven Action Plan that follows in the next section.

Note: All final logos are included in the Google Drive folder in both JPEG and Vector/EPS format. We encourage you to share this folder with branding partners, organizations, vendors, or other outlets requesting a copy of the logo. All files for the creative deliverables contained in this section are also included in your Google Drive folder.

Creativity

Strapline Trademark

*North Star ran a search for the Celina Economic Development and Downtown Celina straplines on the United States Patent and Trademark Office's Electronic Search System. North Star highly recommends that Celina pursue trademark protection of the straplines along with the new logos. By trademarking the logo and line together, we ensure that the identity is protected from usage by other communities or conflicting parties. North Star's trademark search is documented in **Appendix C1 and C2**.*

Warranty of Original Logo Art, Online Logo Search, & Client Trademark Obligations

With regard to the logos selected by Celina, North Star tested them with a basic online image search ahead of finalization to determine if there are any known likenesses or conflicts. The art within the logos is an original creation and will become the property of the City of Celina, but the online image search is not an exhaustive search tool. Ultimately, seeking a trademark for the logo will be the responsibility of the City.

Stock Imagery & Typography Obligations of Client

Stock photography and typography used for the demonstration of creative concepts is not delivered, intended, or licensed for Celina's use, and Celina shall not reproduce, modify, display, distribute, publish, or otherwise use them in any way without first obtaining and paying for its own usage rights and licenses with the appropriate stock image or typography provider. Additionally, Celina is responsible for securing rights to use locally oriented photos and other content provided to North Star and utilized in the educational website and in the Final Presentation or Final Report.

Trademark Obligations of Client

North Star conducted informal, cursory trademark, copyright, and/or other intellectual property searches as part of its creative development process. However, prior to using or publishing any materials, recommendations, or deliverables provided by North Star, the City of Celina should engage its own legal counsel to conduct trademark, service mark, copyright, and other intellectual property searches, reviews, clearances, and to receive formal professional and legal opinions on the availability of and right to use materials, trademarks, service marks, and other intellectual property.

CREATIVITY

Celina Economic Development



The Texas you were promised.

Logo Rationale:

The logo includes an icon of a wheat spike that converges and ascends. This icon creates a tie to the city's identity and conveys a sense of momentum and connection. This icon is paired with a clean sans serif two-toned wordmark. Together, the mark balances heritage and economic promise delivering Celina's unique human-centered opportunity in a professional and inviting way.

Strapline Rationale:

The strapline delivers a bold brand promise. Signaling that despite rapid growth, Celina still offers the best Texas opportunity and this is a place where a thriving enterprise and a good life can be built without compromise. The line also supports the idea that the economic development team is ready to go above and beyond and it is personally invested in your business success.

North Star ran a search for the Celina Economic Development strapline on the United States Patent and Trademark Office's Trademark online database. North Star highly recommends that Celina pursue trademark protection of the strapline along with the new logo. By trademarking the logo and line together, this will ensure that the identity is protected from usage by other communities or conflicting parties. North Star's trademark search is documented in Appendix C1.

Creativity

CELINA ECONOMIC DEVELOPMENT - COLOR PALETTE



Color Palette Rationale:

Building upon the Celina city palette, the new palette shared by Economic Development and Downtown Celina combines warm golds, orange, and red with cool blues and teals. This combination of natural and historic hues come together to create a palette that feels established, trustworthy and welcoming. The Economic Development brand features a variety of colors that reinforce the human connection, open opportunity, and grounded approach that is found in the Celina economic development team and its efforts.

Creativity

Visual Direction Rationale:

The visual direction for Celina Economic Development is rooted in authenticity and aspiration, bringing to life the idea behind "The Texas You Were Promised." Pairing iconic Texas imagery like the longhorn with a thriving business on the horizon communicates that heritage and opportunity coexist here and creates an arresting visual in a sea of economic development sameness.

Headlines focused on "Texas" and "a promise" create a confident and trustworthy tone that positions Celina as not only a location but a true partner in business success. The integration of the logo shapes as a framing device provides the opportunity to tell a full story in a clean and succinct way.

By balancing bold Texas imagery and open spaces with modern business contexts, the visual system builds credibility and interest with site selectors, investors, and entrepreneurs, while staying true to the character that sets Celina apart.



Creativity

All creative files are included in your Google Drive folder. As you introduce the brand, be sure to show the logo in the context of an execution rather than by itself. You want to avoid making this branding effort about a logo. North Star has produced a Brand Standards Guide for the brand in **Appendix D** to this report which provides some rules for implementation to ensure consistency and accuracy.

CREATIVITY

Downtown Celina



Texas Squared.

Logo Rationale:

The Downtown Celina icon is a colorful picture of unique pieces combining into a vibrant, active whole. This is paired with a wordmark that is crafted to present a slightly modern take on historic letter forms. Together, the logo features a graphic representation of the diverse offerings in downtown, full of connectivity, movement, and character.

Strapline Rationale:

The strapline is a playful declaration that Downtown Celina offers the best of Texas, concentrated. It clearly conveys that downtown amplifies the quintessential Texas experience: genuine friendliness, pride, and community spirit intensified. It also gives a nod to the square at the center of it all where many community gatherings take place. It is a memorable line that reflects both forward momentum and the authentic roots at the heart of Celina.

North Star ran a search for the Downtown Celina strapline on the United States Patent and Trademark Office's Trademark online database. North Star highly recommends that Celina pursue trademark protection of the strapline along with the new logo. By trademarking the logo and line together, this will ensure that the identity is protected from usage by other communities or conflicting parties. North Star's trademark search is documented in Appendix C.2

Creativity

DOWNTOWN CELINA - COLOR PALETTE



Color Palette Rationale:

Building upon the Celina city palette, the new palette shared by Economic Development and Downtown Celina combines warm golds, orange, and red with cool blues and teals. This combination of natural and historic hues comes together to create a palette that feels established, trustworthy and welcoming. The Downtown Celina brands blends a variety of colors to convey the variety of experiences available in downtown, its vibrancy, history, and all of the individuals that come together to make it unique.

Creativity

Visual Direction Rationale:

The Downtown Celina Visual Direction emphasizes energy, charm, and a spirit of togetherness aligning with the message of "Texas Squared."

The system uses bold, affirming headlines that are paired with imagery that celebrates everyday moments of shopping, dining, and authentic community experiences that reflect a downtown that is welcoming and alive with momentum.

This balance creates a system that delivers a message that is elevated and approachable at the same time. This system provides the flexibility to lean into the tagline, reinforce the brand pattern, and showcase compelling imagery in ways that will reinforce brand consistency while feeling unique and crafted for the medium.

DOWNTOWN CELINA - LOOKS



Creativity

A Brand Narrative was developed using artistic language to set the emotional tone for the brand. Its purpose is to help stakeholders, merchants, and local organizations connect the emotional story of the brand to their own situations. Each partner or organization should develop its own brand narrative leveraging the assets and language here for the community.

The Brand Narrative is critical to successful integration of the brand for a number of reasons:

- It can serve as a guide for users working to integrate brand tone and language into their own marketing and communications.
- It helps maintain consistency of tone and message among all users, thus preserving the integrity of the brand.
- It provides language users can replicate verbatim in their own communications when applicable.

Because of the inherent value in brand narratives, North Star recommends wide distribution of the copy, typically in tandem with the logo. Many of our clients use the strategic brand platform and the brand narrative together as a touch point for each new project or policy they initiate. In other words, "Does this idea support and further what makes us special?"

Creativity

DOWNTOWN CELINA - BRAND NARRATIVE

Downtown Celina: Texas Squared

Lots of places just grow and change and never look back. It's easy to get caught up in the momentum, and when you finally stop to catch your breath, your surroundings are unrecognizable. Guess that's why so many places in Texas just don't quite feel like Texas anymore. Sure, they're nice enough with their big neighborhoods and tiny yards, shopping meccas full of big box stores and chains, and Anywhere USA flavor if you're into that kind of thing. But for those who actually want some *Texas* in their Texas, have we got something special for you.

Just a quick drive north of Dallas, you'll find Celina, one of the fastest-growing cities in the country. You could be excused for assuming you'll find more of the same as you make the journey, but in Celina, we aren't swept up by our momentum. We are driving it just like a herd of longhorns right into everything you expect from and love about Texas.

The heartbeat of it all is Downtown Celina. Take a look and you will find uniquely Texan connections, hospitality, charm, and opportunity. It's all so concentrated that around here we call it Texas Squared.

Downtown Celina has a unique historic character that is hard to find. We don't just store our history in museum cases. We cherish it, celebrate it, plan a future that amplifies it, and live the best parts of it every day.

At the center of it all is the square. More than simply a gathering place, it's full of life and traditional entertainment. From Friday Night Markets and Movie Nights on the Square to seasonal events like our Beware! Of the Square Halloween celebration that brings visitors from all over the area, or Christmas on the Square with all the hometown feel and romance of a Hallmark movie, you will find a timeless charm that is the perfect example of Texas Squared.

Creativity

DOWNTOWN CELINA - BRAND NARRATIVE

If you're looking to build your Texas dream somewhere you can feel at home, Downtown Celina is the place. Full of local shops and restaurants, you'll find a group of entrepreneurs that cheer each other on, show up for grand openings and special events, and work together to see everyone succeed and thrive.

Shopping in Downtown Celina is a genuine Texas-style outing. Picture a stroll past storefronts full of unique offerings where every item comes with a story. You might sip a cup of locally roasted coffee while browsing boots, dresses, and home decor. As you stroll along, there's a glittering cowboy hat in the window that practically begs to be worn on your next date night or to the rodeo. You might start to notice a fair bit of orange as you browse. You see, that's the color of our beloved Cougars, Friday nights still mean family time and high school football around here. So shops will stock up for a community that cheers for their team year-round. Here, shopping means connecting with real people, not an app. Don't be surprised if you make a new friend, get a hug from the owner who remembers your name from last time, and start to feel like you might want to settle in and stay awhile. It's just that Texas Squared: more personality, more hospitality, and more connection every time you visit.

When hunger strikes, Downtown Celina serves up big Texas flavor. You'll find homestyle cooking, pies made from scratch, and of course, slow and low smoked brisket that is some of Texas's best. You'd better bring your appetite and the whole gang because we have something for everyone. TexMex, coffee shops, donuts, Italian, and an old-fashioned candy shop to top it all off. No cookie-cutter franchises here. In Downtown Celina, every bite comes with a heaping side of hometown pride spiced with a little extra Texas.

Put it all together and you'll see why Downtown Celina really is Texas Squared. We double down on everything that has always made the Lone Star State great: the genuine small-town hospitality, the true connections, unforgettable events, and enormous heart. We're growing fast, sure, but we'll never forget our roots, and we'll always save you a seat.

Welcome to Texas Squared.

Creativity

All creative files are included in your Google Drive folder. As you introduce the brand, be sure to show the logo in the context of an execution rather than by itself. You want to avoid making this branding effort about a logo. North Star has produced a Brand Standards Guide for the brand in **Appendix D** to this report which provides some rules for implementation to ensure consistency and accuracy.

Creative Deliverables

Creativity

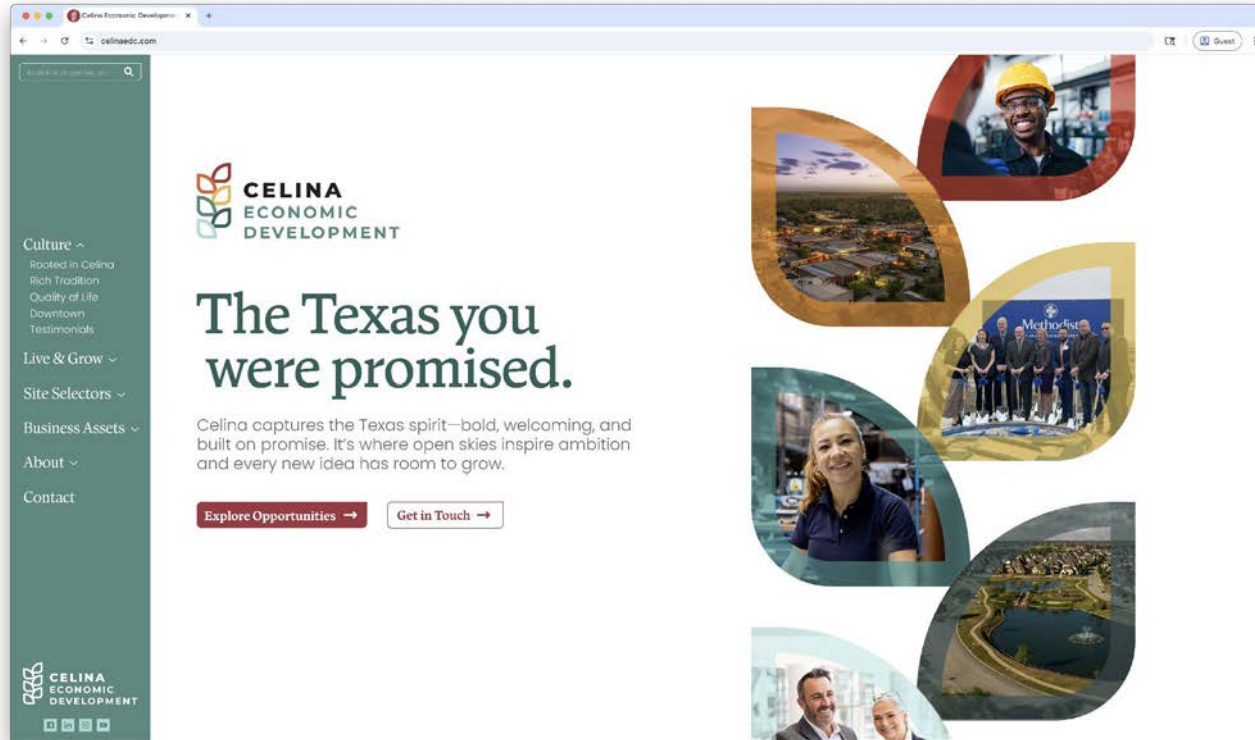
TOOLS FOR BRINGING THE BRAND TO LIFE

Using the foundational creative tools developed for the Celina Economic Development and Downtown Celina, North Star has developed a full slate of creative deliverables demonstrating how the Brand Identity can be used throughout the community. The majority of these deliverables were identified by the Celina brand project team as priorities, and some were recommendations or examples that North Star created to illustrate the tactics identified in the Celina Action Plan.

Creative deliverables are shown on the following pages.

Creativity

ECONOMIC DEVELOPMENT - WEBSITE



Creativity

ECONOMIC DEVELOPMENT – STATIONERY SYSTEM



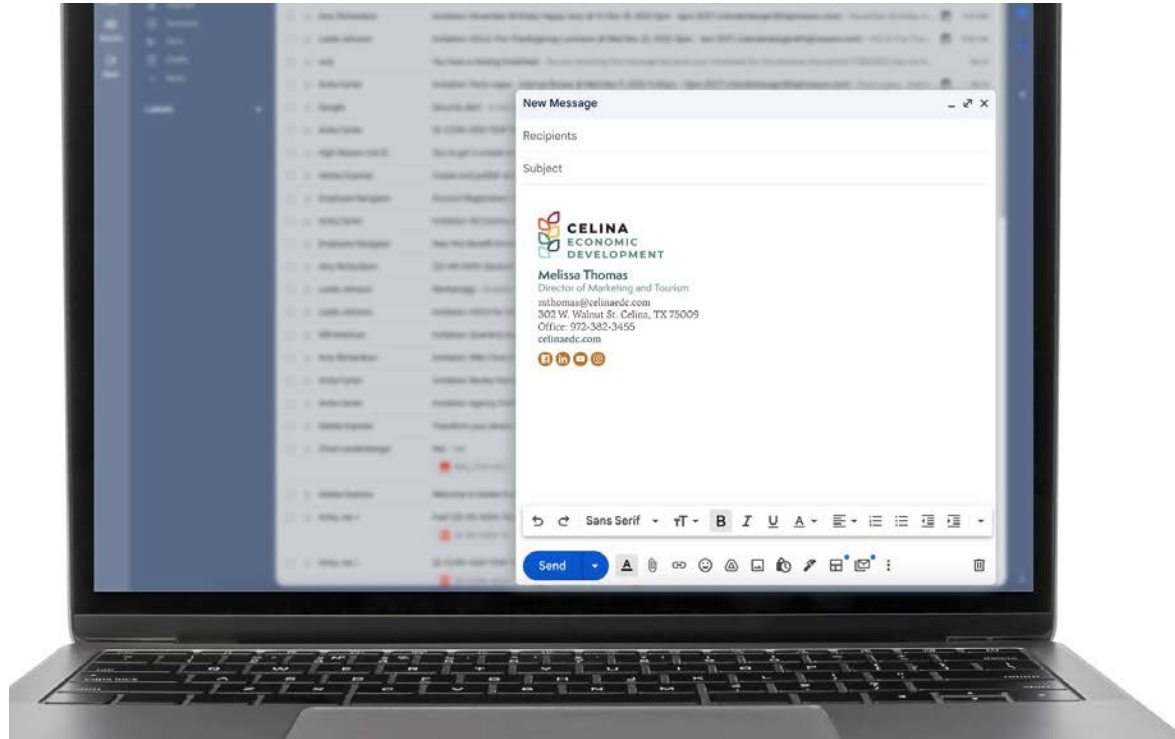
Creativity

ECONOMIC DEVELOPMENT - SOCIAL MEDIA



Creativity

ECONOMIC DEVELOPMENT - EMAIL SIGNATURE



Creativity

ECONOMIC DEVELOPMENT - TRADE SHOW



Creativity

ECONOMIC DEVELOPMENT - POLO SHIRTS



Creativity

ECONOMIC DEVELOPMENT - FOLDER & INSERTS



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Creativity

ECONOMIC DEVELOPMENT - DESK LONGHORN STATUE



Creativity

ECONOMIC DEVELOPMENT - BRANDED ART



Creativity



Creativity

ECONOMIC DEVELOPMENT - SOCKS



Creativity



Creativity

DOWNTOWN - FLAG



Creativity

DOWNTOWN - POLE BANNERS



Creativity

DOWNTOWN - ART INSTALLATION



Creativity

DOWNTOWN - PHOTO OP



Creativity

DOWNTOWN - BRANDED CROSSWALKS



Creativity

DOWNTOWN - HOPSCOTCH



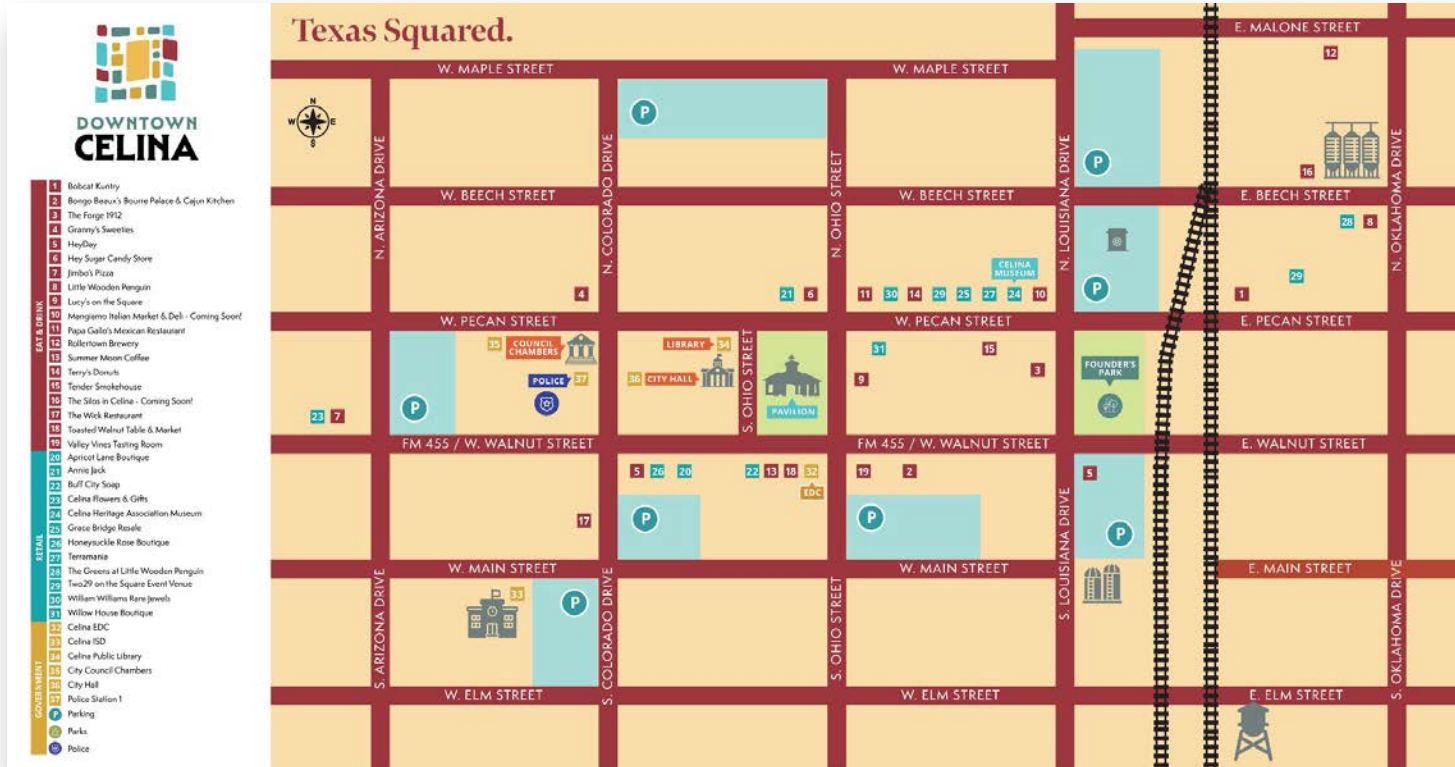
Creativity

DOWNTOWN - SHOPPING TOTE



Creativity

DOWNTOWN - MAP



Creativity

DOWNTOWN – SIDEWALK SIGN



Creativity

DOWNTOWN - WINDOW DECALS



Creativity

DOWNTOWN - CHRISTMAS MERCHANDISE



Creativity

DOWNTOWN - COLLECTABLE CHRISTMAS ORNAMENT



Creativity

DOWNTOWN - WRAPPING PAPER



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Creativity

DOWNTOWN - KOOZIES



Creativity

DOWNTOWN - LONGHORN HAT



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ACTION

Action

OVERVIEW

So you've got two powerful new brands that capture the essence of Celina today and tomorrow. Now what? Strategic implementation is the most critical, and often the most challenging, aspect of branding. The new Celina Economic Development and Downtown Celina brands aren't just about taglines and logos. They're about energy, connection, and the authentic experiences that set Celina apart in the region and beyond. **Successful implementation relies on strategies that move the brands off the page and into the streets, boardrooms, neighborhoods, and community gatherings becoming a part of the everyday lives of residents, business owners, prospects, and visitors.**

When the whole community rallies behind the story, momentum follows. We've seen it happen in other cities across the country, and Celina is uniquely positioned to make it happen bigger and bolder and we can't wait to see it.

The following ideas are designed to bring these brands to life in Celina and beyond. Most of these tactics should roll out over the first 6 to 36 months after launch to get the momentum flowing. Some are practical, immediate steps to ensure visibility and consistency. Others are bigger ideas that will help frame Celina clearly as both "The Texas You Were Promised" and "Texas Squared."

Together, these actions will add richness, texture, and dimension to Celina's brands embedding them as naturally into your story as your thriving economy, connected community, and vibrant downtown.

Action

OVERVIEW

Celina now has the advantage of two complementary brands that share the same spirit but speak to different audiences.

Celina Economic Development tells the story of wide-open opportunity, honest growth, and a business environment built on character and cooperation.

Downtown Celina captures the community heartbeat—the authentic charm, connection, and vitality of the square that multiplies everything people love about Texas.

Each brand has its own purpose, but together they create a full picture of what Celina offers: a thriving business climate, a welcoming community, and a lifestyle that balances forward momentum with timeless Texas spirit. Strategic implementation should ensure that both brands stand strong on their own while reinforcing one another, giving Celina a cohesive identity that is bigger than the sum of its parts.

Appoint & Empower a Steward of the Brand

ACTION

Successful implementation of the brands will require **accountability, passion, understanding, and respect** for the branding effort. It will also require cooperation and partnership with other organizations, businesses, and individuals.

For these reasons, the most important contribution the branding partners in Celina can make to the ongoing success of its economic development brand is **appointing or hiring a brand leader to champion the process.**



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Appoint & Empower a Steward of the Brand

ACTION

This position can be a net-new full-time position, or it could be someone with an existing position within the organization who would take on brand management tasks as part of their position. **However, we do not recommend assigning this position to an individual who already manages a full plate of job responsibilities.** Establishing a brand—especially during the first two years—can require a great deal of time.

We've provided a job description in [Appendix F](#) to help you find the perfect fit for this role. If you are appointing or assigning a brand manager to these responsibilities, the job description provided will give you a feel for the tasks this individual should manage.

And remember, **brand management by committee is a recipe for disaster; having a singular, empowered person who is passionate about Celina Economic Development and Downtown Celina** and the brands will pave the way for effective and substantial action.

266

Assess Community Touchpoints and Make a Plan

ACTION

Below is a preliminary list of touchpoints that should be updated as time and budget allow. The brand manager should review and add to the list during your first brand team meeting. Starting with the easily updatable or created assets will keep the project from feeling overwhelming, while also ensuring that nothing falls through the cracks. Divide the list into three categories:

1. Easy: Do immediately
2. Moderately difficult: Implement within the first year
3. Difficult: Revisit later (designate a time)

Phone greetings
Voicemails
Email signatures
Webpages
Letterhead
Publications
Packaging
Signage
Newsletters

Experiences
Proposals
Public relations, press releases
Public affairs
Marketing and advertising assets
Volunteer training/interactions
Events
Speeches
Maps
Vehicles

Name tags
Social media assets
Billboards
Posters
Buttons/pins
Gifts
Marketing partner resources
Sponsors
Local/state/national marketing
Networking events

Direct mail
Trade shows
Exhibits
Products
Presentations
Annual reports
Sales promotions
Videos
Anniversary celebrations
Logo variations for partners

Rebrand Key Touchpoints Immediately

ACTION

A few suggestions on how to integrate the brand visually and strategically into key touchpoints:

Stationery: It's obvious but vitally important. Every letter, envelope, business card, memo, and invoice issued should reflect the brand's graphic identity.

Give all involved a designated number of weeks/months to use up any existing stocks of stationery. Require reprinting to occur in the spirit of the brand.

Digital assets, such as presentation templates and email signatures, are critically important and cost little to update, so that should be done immediately.



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Rebrand Key Touchpoints Immediately

ACTION

A few suggestions on how to integrate the brand visually and strategically into key touchpoints:

Trade show displays: Use the new brand identity together with high-quality photography to present the Celina Economic Development identity in your trade show displays. Design the booth to incorporate the logo and strapline.

- Develop synergistic relationships so that you are aware of national conferences that are scheduled well in advance. Mine those conferences for opportunities that align with your target industries and innovative entrepreneurs in general. Cultivate leads with those planning to attend so you can introduce the advantages and opportunities of Celina.



Rebrand Key Touchpoints Immediately

ACTION

A few suggestions on how to integrate the brand visually and strategically into key touchpoints:

Press Releases: All releases should contain a closing statement/paragraph that supports the essence of the brand strategy and the community. This paragraph will serve as an ongoing resource to remind media about the brand message and purpose (the brand narrative can guide this language for Downtown Celina). One of the keys to successful branding (or any kind of persuasive communications) is to reiterate your strategy whenever possible.

Name tags: Offer all EDC employees name tags showcasing the brand. Consider offering co-branded name tags to downtown businesses or provide branded stickers to add to existing tags.



La Vista, NE



These suggestions are not intended to be an exhaustive checklist, but rather as a guide to help you get started.

Explain the Brand In-depth to Create Buzz and Buy-In

ACTION

Once the work of creating a brand identity is done, it becomes critically important to expand adoption of the brand so that stakeholders and prospects at the grassroots level **understand it, buy into it, and become ambassadors for it.**

Reach out to both public and private stakeholder groups positioned to help you more fully integrate the brands.

If you have selected/hired a brand manager, this person should make these educational presentations an early priority.



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Explain the Brand In Depth to Create Buzz and Buy-In

ACTION

Start by creating a branding deck that people can use to introduce and explain the brand. You should use this presentation with a variety of different groups in the community (and you can customize the presentation as appropriate for each different audience). The presentation should include:

- **An overview of the project:** Why was the project initiated? Who was involved?
- **A breakdown of the research:** What did you learn?
- **An explanation of the strategy:** Your strategic DNA platform and why it fits.
How will this approach help market what makes it special?
- **Examples of the creative:** Explain why particular colors and images were used, how Celina will be able to use these assets to create a stronger sense of economic momentum, encourage visitation, etc.
- **Future plans for the brand(s):** How do you plan to use the brand(s) immediately and in the long-term? What do you have planned to take the brand(s) beyond just a logo and strapline?
- **Avenues to get excited and get involved:** How can your audience participate in and benefit from the new brand(s)? Are there existing partnerships, activities, festivals, and events that could integrate your brand(s) messaging in the community?

272

Site Selector Outreach

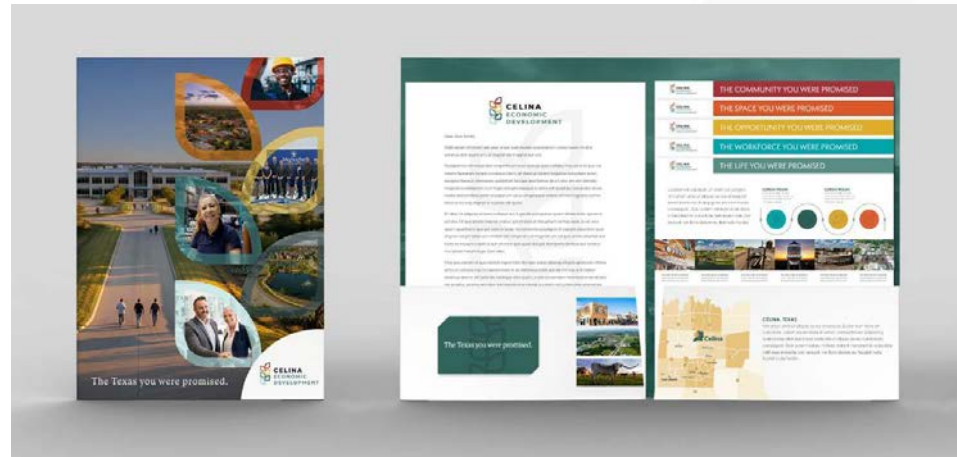
ACTION

Design **a new economic development kit to send to site selectors or new (or potential) business owners in town, depending on the need.**

Insert one sheets explaining tax incentives, available office space and land for development, workforce development efforts, and overall quality of life.

Include a letter from the mayor or economic development office along with a branded card in the appropriate slot.

Branded window decals, event brochures, photographs, and other information can also be included.



273

Organize an Annual “Delivering the Promise” Awards Ceremony

ACTION

Establish an annual gala event recognizing businesses, entrepreneurs, and community leaders who exemplify the spirit of “The Texas You Were Promised” through their contributions to Celina’s economic growth. Celebrate achievements in categories such as creating connections, community impact, opening doors, and opportunity maker—aligning each award with core brand values.

Winners receive custom-designed branded trophies, certificates of recognition, and the opportunity to be profiled across Celina Economic Development’s digital channels and publications. The event itself should feel like a celebration of connection and momentum—complete with inspiring stories, live entertainment, and branded décor that reinforces the city’s heritage and vibrant business community.

In addition to honoring excellence, the awards create a new tradition that fosters pride, visibility, and a culture of shared success.

274

Recruiting New Businesses

Create a “Welcome to the Texas You Were Promised” banner for red-carpet tours. Impress prospects with a banner that visually imparts the idea of Celina as a place where businesses can still expect a real Texas opportunity.

In addition to your website and collateral (folder), design a monthly or quarterly e-newsletter specifically for economic development prospects, partners, and stakeholders in the spirit of the brand to keep them informed about all the exciting things going on in Celina. You can also share video testimonials and other PR tools with the database.

When your brand presentation and printed materials are ready for prime time, host a meeting of top economic development stakeholders to introduce and explain the brand and how it will be used to foster economic momentum. Focus on creating the environment and activities that are friendly and encouraging to businesses, thereby disrupting expectations and accelerating outcomes. That includes any permitting, zoning, and other City practices that business organizations have to engage. The permitting and other City processes must match the strategy and be user friendly and expeditious. They must be emblematic of the brand.

ACTION



Clark County, NV

Welcoming New Businesses

ACTION

Welcome new businesses to Celina with a special gift. Provide longhorn desk statues that deliver the message “Welcome to the Texas You Were Promised” or subtly branded artwork to adorn the business’s new space. Deliver the gift with a letter from Economic Development and/or City leadership offering congratulations and any assistance they may need. Include other resources to help the business or their team settle into their new home (maps, event calendars, contact lists, etc.).



276

Activate the Brand with Downtown Businesses

ACTION

The resources and manpower to accomplish the goals of the Downtown Celina brand will be increased exponentially by marshalling the power of your downtown business owners. A team approach to activating the brand furthers the buy-in and adoption of the resulting work.

Hold regular meetings under the guidance of the brand leadership team.
Some ideas to get you started:

- Have a brand sneak peek meeting for all downtown businesses hand out window decals and talk about potential brand activation ideas. Encourage participants to brainstorm other ways the brand can be integrated into the downtown experience for residents and visitors alike.
- Offer people that participate in the brand a branded lapel pin that teases interest and questions.
- Develop a branding toolkit that businesses can use to put the brand to work. Include research and the explanation of the brand, camera-ready art of the logo, window decals for storefronts and cars, and a premium item. Offer the toolkit online or on branded USB drives.



277

Offer Co-Branding Opportunities

ACTION

Review the offerings of your downtown business community and look for brand extension opportunities.

A coffee house could offer blends inspired by the brand such as the 'Extra Texas' blend that wakes you up and gets you going. Help promote that branded blend by subsidizing Downtown Celina coffee cups or sleeves. Bars and restaurants are great partners to offer co-branded coasters. Business on one side; Downtown Celina on the other.

Ask downtown businesses to program their cash registers to add this line to the bottom of the receipt, under the business name: "Proud to be Texas Squared in Downtown Celina" to build brand awareness and community pride.

Offer branded shopping bags to local businesses at cost for them to sell or offer as a gift with purchase.



Downtown New Orleans, LA



Downtown Maryville, TN



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Downtown Events Squared

ACTION

Capitalize on Downtown Celina's popular events by infusing the new brand. Set up a Downtown Celina Selfie Station at each event. Consider adding a removable event banner to mark each occasion so locals can "collect" event photos each time.

Movie Night: host a Texas Squared night at the movies and screen a film that is set in or has a decidedly Texas flair. Offer attendees free Downtown Celina stickers and have other branded merchandise available for purchase.

Friday Night Market: give each vendor a special Texas-themed stamp and produce cards for participants to collect stamps to complete a "Texas Square" and trade it in for free branded merchandise or entry into a drawing for prizes from downtown businesses.



279

Holiday Celebrations Squared

ACTION

Make the holidays in Downtown Celina feel unmistakably Texas Squared. Launch a limited edition ornament each year produced with a local maker if possible and sold at downtown shops and holiday events. Pair those ornaments with branded wrapping paper sold by the roll and offered free at merchant gift-wrap stations (volunteer run or staffed by a local nonprofit organization for donations). This paper sends the message of the wonderful treasures in Downtown Celina far and wide. These physical representations of the brand anchor the seasonal story in Downtown Celina's hospitality and authenticity and gives visitors a reason to bring a piece of the square home with them.

Sell a collectable square hot cocoa mug that entitles the bearer to hot cocoa refills at participating businesses during weekend markets or events. Add layers of activation like a merchant "Texas Squared" window decorating competition or a holiday passport to Texas Squared gift giving.

Make the program feel generous and civic-minded to authentically reflect Downtown Celina's DNA. Tie one ornament or mug design to a community cause and donate a percentage of sales or do a "Buy One Give One" model with local charities.



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Marketing Plan

Plan Overview

MARKETING PLAN

This plan takes an integrated approach to marketing and communicating Celina's new Economic Development and Downtown brand identities, benefits, and key differentiators to help achieve its business and economic objectives.

This plan was developed by leveraging the insights from the branding process as well as through input received from the team in Celina. Specifically, the team provided, prioritized, and approved the community's business objectives and marketing strategies, which all informed the development of the full plan.

The North Star team built this plan with the understanding that Celina will outsource various aspects of its implementation. The budget and timelines are high-level estimates that should be scoped further with third-party vendors. North Star regularly supports communities to implement brands and marketing plans following the initial brand engagement and is able to manage all aspects of this plan that may require outsourcing. At Celina's request, it can form a separate agreement to help execute the plan or portions of it.

The plan includes both high-level and specific recommendations for approaches and tactics, where some elements (e.g., creative materials, media buys, and spend allocations) must be built out during plan execution. North Star has accounted for this development period within the plan budget and timeline.

Plan Overview

Below is a brief outline of what is included in this marketing plan.

- Economic and marketing objectives
- Target audiences
- Marketing strategy
- Tactical directions
- High-level timeline guidance
- Budget
- Recommendations for measurement and key performance indicators

Objectives

Marketing Objectives

The following objectives are organized into two categories: economic and marketing. The core of every marketing program are your **economic objectives: what you want the plan to ultimately achieve** and advance in your community. The **communications objectives support the business targets, establishing how the marketing program will drive broader community goals.**

Economic Objectives

- Increase visitation and tourism revenue
- Attract more office employers and corporate headquarters

Marketing Objectives

- Build awareness and understanding of Celina's:
 - Unique differentiators
 - Visitation opportunities
 - Economic advantages for businesses

Target Audiences

Target Audiences

Dallas-Fort Worth Residents

Insights & Opportunities:

- Target young to middle-age families
- Focus regionally to leverage proximity and build familiarity, with emphasis on northern half of DFW region

Developers & Site Selectors

Insights & Opportunities:

- Strong emphasis on business friendly environment & “quality of life essentials” (big box retailers + community character)
- Focus on all sectors; emphasis on office/corporate HQs

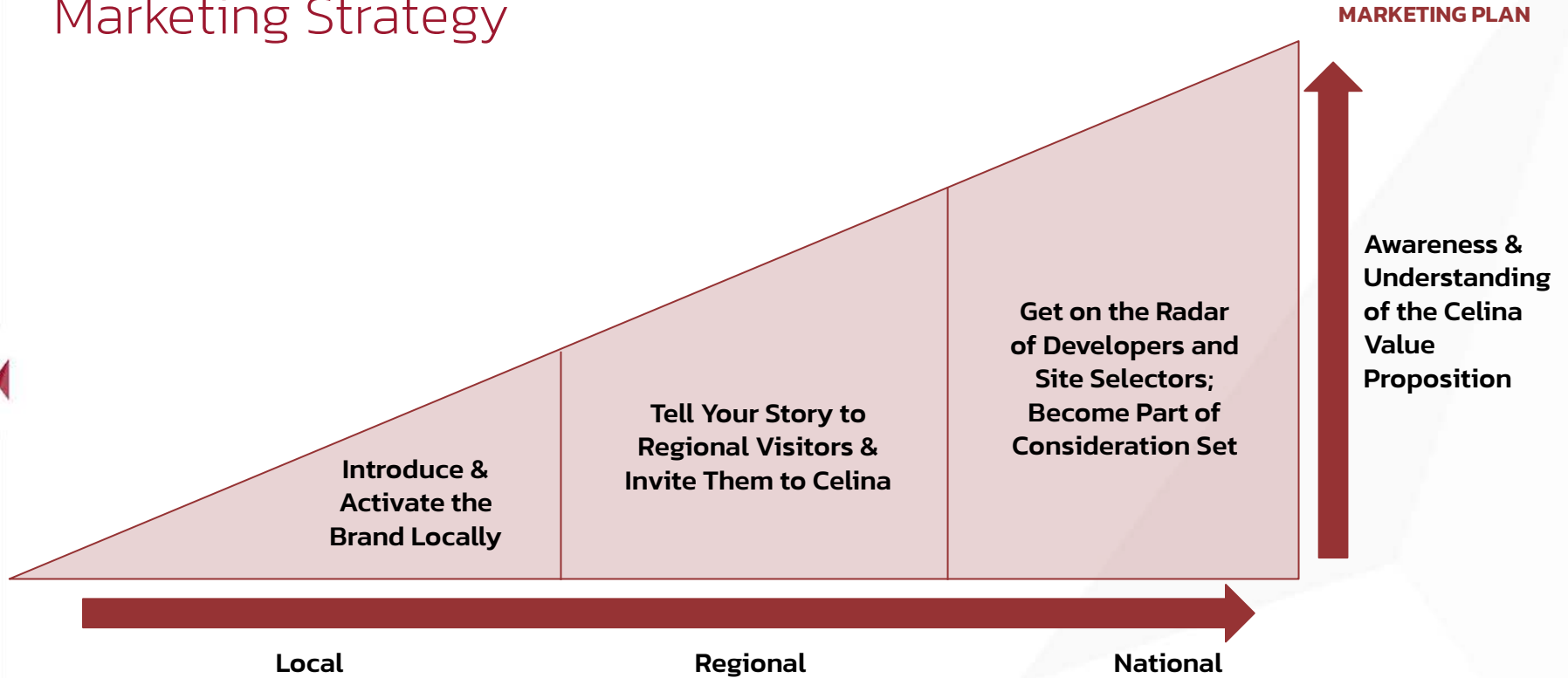
Existing Residents

Insights & Opportunities:

- Strong brand barometer & self-esteem
- Must protect sense of community

Strategy

Marketing Strategy



Marketing Strategy



Tactics

Part One: Local Brand Activation

Local Brand Introduction & Education

- Refresh Celina Economic Development's LinkedIn page (profile photo, cover photo, description, etc.) with the new look-and-feel and narrative of the brand.
 - Additionally, ensure key economic development leaders also update their LinkedIn personal profiles with customized LinkedIn cover photos showcasing the new brand.
- Create a short video that introduces the new economic development and downtown brands' key messaging and value proposition. This video should be effective in ensuring local stakeholders understand the brand positioning but it can also be used as a tool to introduce Celina's downtown to outside prospects, including potential visitors and site selectors.
- Organize a deskside briefing with the Celina Record to share/reinforce the Celina Economic Development's goals for the city and how the new brand positioning will play a role in telling its story effectively among key target audiences.
- Importantly, avoid a grand "ta-da" unveil in a centralized fashion either virtually or in-person. Focus on slowly implementing the brand across marketing channels, always alongside communicating the important role the brand (beyond the logo) will play in furthering advancing and bettering the community through economic development.

**These tactics should take place in the few months following the close of this project.*

Tactics

Part Two: Regional Visitation

The Path to Increasing Regional Visitation

- As Celina begins implementing the brand externally to achieve its core economic objectives, an initial focus is to build recognition among consumers in the Dallas–Fort Worth metroplex.
- Within Celina’s planned budget, it’s most effective path to achieving this objective is through:
 - **Regional public (media) relations**
 - **Ongoing paid media and influencer partnerships**
- The following slides outline recommendations in each of the above areas across the initial years of the marketing program.

Regional Public Relations

- Celina is an important piece of Dallas–Fort Worth’s rapid growth, and it should be part of the story being told around how that growth is being managed. This story has both regional and national components. For now, this portion of the plan focuses on media relations within the region.
- The Celina team should implement a public relations campaign among regional media, offering stories around how the city is becoming a hot spot in several ways: for relocators, but also for weekend visitors from across the region.
- An economic development leader should tell this story and discuss all of the past/current and future investments (including the brand) being made to ensure Celina is part of the conversation.
- In the future, as more initiatives receive funding, break ground or officially open, it should engage regional media via stories under embargo, sneak peek tours, ribbon cuttings, and more. The more regional media visit Celina, the more awareness it builds with prospective regional visitors or even businesses looking to relocate or expand within the region.

Target Regional Media

- Celina should target a variety of regional media, including but not limited to:



The Dallas Morning News

Star-Telegram FORT WORTH

FORT WORTH BUSINESS PRESS

STAR LOCAL MEDIA

aldíadallas

Regional Paid Media

- Regarding its regional objectives, Celina must balance the strong visibility and credibility resulting from periodic earned media with a focused paid media strategy, which produces a more consistent recognition leading to more top-of-mind awareness.
- North Star recommends a paid media mix involving:
 - Digital display and paid social media
 - Social media influencers and content creators
 - Select out-of-home (OOH) advertising

Digital Display & Paid Social Media

- Celina should continue to leverage its 'Life in Celina, TX' social media pages to promote the city as a destination among young-to-middle-age families in the northern half of the Dallas-Fort Worth metroplex.
- With paid social campaigns already running, it should expand the paid strategy to target the above people and areas within the metroplex regularly across the year.
- The content strategy should build awareness of Celina as an ideal weekend trip, featuring:
 - Key upcoming events and activities
 - "Man-on-the-street" interviews about what makes Celina (and certain events) special
 - Things to do in Celina on a Saturday or Sunday
 - Short videos that highlight various businesses in Downtown Celina
 - Notable AirBnBs in Celina
- Celina should also consider running regional digital display ads that provide the ability to retarget audiences who engage with Celina content. These ads should also be built around a content strategy that positions Celina as a "must" weekend visit for families in the Dallas-Fort Worth metroplex, leveraging the new brand's look-and-feel.

Influencers & Content Creators

- In addition to more traditional forms of paid media, Celina should engage influencers and content creators in the Dallas–Fort Worth market.
- The objectives of this engagement opportunity are two–fold: Celina raises more awareness of its weekend trip offerings, and it can involve local businesses by offering discounts and incentives through influencers.
- These content partnerships would primarily involve several Dallas–Fort Worth–based influencers and content creators visiting Celina on a Saturday or Sunday and visiting various assets that Celina has to offer—notably, its downtown as a whole, and the businesses and events that are present within downtown.
- Celina may focus on influencers and content creators that reach a broad set of audiences, with an emphasis on young–to–middle–age families. The following slide establishes initial recommendations, which can be built further in the activation period.

Target Influencers & Content Creators

MARKETING PLAN



kyrahenry_  [Follow](#) [Message](#) [+](#) [...](#)

877 posts 315K followers 1,449 following



stephaniecamillee [Follow](#) [Message](#) [+](#) [...](#)

605 posts 224K followers 3,472 following



dfw.topsites  [Follow](#) [Message](#) [+](#) [...](#)

480 posts 239K followers 696 following



malloryleerichardson  [Follow](#) [Message](#) [+](#) [...](#)

1,525 posts 350K followers 2,344 following



neelykins  [Follow](#) [Message](#) [+](#) [...](#)

3,257 posts 230K followers 4,103 following

Select OOH Advertising

- Celina should also consider the implementation of select out-of-home (OOH) advertising to complement its digital marketing efforts aimed at attracting regional visitation. If implemented, this OOH advertising should run only 1-2 times per year ahead of key events and activities appealing to young-to-middle-age families.

OOH Advertising Targets*:

- Billboards on high-traffic corridors on the northern half of the Dallas-Fort Worth metroplex, including US-75, Sam Rayburn Tollway, and Dallas North Tollway
- Shopping centers and family destinations in nearby communities, such as Stonebriar Centre (Frisco), Legacy West (Plano) and Downtown McKinney

**North Star can support Celina with a complete media plan with specific pricing and timing during the activation period.*

Tactics

Part Three: Developer & Site Selector Engagement

Site Selectors & Developers: Getting on Their Radar

- Celina Economic Development expressed a need to “be on the map” when it comes to key developers and site selectors. Opportunities are vast for a wide range of industries, particularly for high-end, mixed-use entertainment corridors, as well as office/corporate headquarter corporations.
- This portion of the marketing plan focuses on building the profile and visibility of Celina as an economic destination among site selectors and developers. North Star recommends activating in the following areas.
 - **Development of key collateral and other marketing material**
 - **Strategic public (media) relations at a national level**
 - **Engagement and networking opportunities with site selectors**

Creative Assets for Day One

- It is critical for Celina to possess a variety of creative assets to effectively tell its story to decision makers in the site selection arena. Early in plan execution, North Star recommends developing the following materials, leveraging the new brand identity.
 - One-page fact sheet on the Celina economy
 - Target industry one-pagers
 - An economic development two-pocket folder with inserts dedicated to the distinct strengths of Celina:
 - Gigabit capacity
 - Background on incentive opportunities
 - Available talent and workforce
 - Advantageous location
 - Quality of life

National Public Relations

- As one of the country's fastest-growing communities, Celina has the notoriety and credibility to be part of the economic and place making conversations at a national media level.
- On an ongoing basis, Celina should build relationships with key national reporters that cover a variety of topics from the U.S. economy and economic development to site selection and Celina's key industries.
- The goal is to serve as a resource for these reporters and ultimately earn coverage on the growth and ongoing evolution of Celina, including its role in the Dallas-Fort Worth economy.
- Importantly, national media is a marathon, not a sprint, and pays big dividends over time. The program requires constant focus and attention to not only cultivate stories over time, but also to pounce when an immediate opportunity in the news presents itself.
- The following slides offer a peek into national media angles and targets that the program should implement.

National Angles & Targets

MARKETING PLAN

Angle	Detail
From Farm to Fast Growth: How Celina is Becoming Texas' New Hot Spot for Families	Celina is one of the fastest-growing cities in the U.S., transforming from a small agricultural town into a thriving suburb and industry hub. Here's how they took advantage of Dallas-Fort Worth's stretching borders.
Celina: Downtown as an Economic Engine	Celina's downtown is the latest case study in how the right mix of strategic investments and historic preservation serves as an economic catapult that attracts both visitors and business.

Sample
Targets:



Bringing the Media to Celina

- In addition to pitching stories about Celina, the team should invite target reporters to Celina to experience the city for themselves.
- These “Media FAM Tour” trips should include a full schedule of visits and interviews with key stakeholders relevant to the reporter’s editorial focus. For example, trips often include:
 - A driving tour of the city
 - Interviews with city and economic development leadership
 - Visits to key businesses and community assets
- These trips are effective as many reporters in the site selection and economic development space make them, and they are strong relationship builders. They frequently result in coverage in the weeks and months following the visit.

Site Selectors Guild

- To begin building its visibility and profile among site selectors, North Star recommends that Celina join the Site Selectors Guild, the leading association for professional site selection consultants, as a Guild Partner.
- The Guild Partner Program offers economic development organizations (EDOs) enhanced access to site selection consultants through intimate, partner-only networking events, and ultimately aims to build strong working relationships between economic development professionals and the industry's top site selection consultants.
- Benefits:
 - Attend small partner-only networking events with site selectors four (4) times per year.
 - Sponsor and attend the Annual Conference and Fall Forum
 - Participate in Guild research and thought leadership programs
 - Listed on the Site Selectors Guild website
- Becoming a Guild Partner is a strong first step toward building key relationships and being part of the consideration set among top site selectors in the U.S.

Inbound FAM Tours

- A key strategy for build relationships and Celina's profile among site selection consultants involves getting consultants' boots on the ground. FAM tours are a highly effective tactic to get corporate location decision influencers in-market and educated on target industry capability and preparedness.
- Celina should coordinate an annual, inbound familiarization (FAM) tour with a shortlist of (4-5) site consultants that takes place over two to three days. It should structure an itinerary that demonstrates the area's key advantages, is a memorable experience for the participants and nurtures relationships with the attending 4-5 site selection consultants.
- The first step involves establishing a targeted list of site selectors to invite based on their target industry focus. From there, the team should conduct all outreach and manage travel arrangements with the site selectors.
- It should also provide a briefing book to key Celina participants that details the tour itinerary and provides bios and background information on each site selector.
- Celina must also manage follow-up communications after the tour and conduct a post-FAM tour survey to inform the planning and effectiveness of future trips.

SEO Strategy

- Given Celina's presence in a fast-growing and in-demand state, a smart SEO strategy will elevate Celina's story by increasing the city's visibility with developers and other business/site selection decision-makers. It should pursue the following.
- Conduct an SEO audit to inform the ongoing optimization of the Celina website in the eyes of search engines. These will help uncover technical improvements and a keyword and content strategy moving forward.
- Execute technical improvements leveraging the audit findings. These improvements may include fixing duplicate meta titles and descriptions, correcting external links with non-descriptive or no anchor text, adding metadata or revising metadata to be more SEO-friendly and more.
- Revise several website pages to improve ranking ability with search engines. This work should involve revising content to include important supporting keywords and terms needed to rank for target keyword(s), revising/adding metadata, adding needed internal and/or external linking, and revising content to be Google-friendly.
- Bridge content gaps and further improve search rankings by posting at least six (6) blog posts annually.

Budget Allocation

Budget Allocation

Year 1: Getting Started

MARKETING PLAN

Activity	Budget Level
Brand Introduction & Value Proposition Video	\$25,000
Local & Regional Public (Media) Relations	\$40,000
Paid Media: Regional Digital/Social	\$20,000
Paid Media: Influencer Partnerships	\$10,000
Initial Creative Asset Development	\$25,000
Site Selectors Guild Partner Program	\$2,500
SEO Audit & Initial Technical Improvements	\$17,500
Total:	\$140,000

Budget Allocation

Year 2: Ramping Up

MARKETING PLAN

Activity	Budget Level
Regional & National Public (Media) Relations	\$70,200
Media Visits (2 Annually)	\$3,000
Paid Media: Regional Digital/Social	\$30,000
Paid Media: Influencer Partnerships	\$20,000
Paid Media: Regional OOH	\$15,000
Additional Creative Asset Development	\$10,000
Site Selectors Guild Partner Program	\$2,500
Site Selector FAM Tour (Professional Services Fee + Expenses)	(\$25,000 + \$20,000)
Ongoing SEO Improvements, Page Optimization & Reporting	\$36,000
Total:	\$231,700

Budget Allocation

Year 3: Aggressive Marketers

MARKETING PLAN

Activity	Budget Level
Regional & National Public (Media) Relations	\$84,000
Media Visits (2 Annually)	\$3,000
Paid Media: Regional Digital/Social	\$50,000
Paid Media: Influencer Partnerships	\$30,000
Paid Media: Regional OOH	\$25,000
Additional Creative Asset Development	\$10,000
Site Selectors Guild (Partner Program + Annual Conference Sponsor)	(\$2,500 + \$10,000)
Site Selector FAM Tour (Professional Services Fee + Expenses)	(\$25,000 + \$20,000)
Ongoing SEO Improvements, Page Optimization & Reporting	\$36,000
Total:	\$295,500

Year One Timeline

Timeline Breakdown by Tactic

MARKETING PLAN

Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Finalize plan & responsibilities	Shaded														
Brand video		Shaded	Shaded	Shaded											
Initial creative asset dev.		Shaded	Shaded	Shaded	Shaded										
Local/regional PR				Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
Paid media implementation*						Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	
Site Selectors Guild Partner				Shaded											
SEO audit & initial improvements			Shaded	Shaded	Shaded	Shaded									

**Shading represents potential period; exact timing dependent on complete media plan (budget/chosen tactics)*

Key Performance Indicators

Key Performance Indicators

Regional Visitation:

- Benchmarking and ongoing changes in overnight Airbnb stays
- Increases in 'Life in Celina' social media following and engagement (likes/reactions, shares, story views)
- Earned media hits by depth of article, extent of Celina official quoted, tier of media, readership/viewership
- Advertising equivalency of earned media
- Paid media engagement (impressions, clicks, conversions, etc.)
- Engagement with codes or promotions offered through regional influencers
- Brand barometer score every 2-3 years

Site Selector & Developer Engagement:

- Earned media hits by depth of article, extent of Celina official quoted, tier of media, readership/viewership
- Advertising equivalency of earned media
- Number of reporter visits to Celina and resulting coverage
- Increases in Celina Economic Development LinkedIn following and engagement (likes/reactions, reposts, etc.)
- Number of reporter visits to Celina and resulting coverage
- Paid media engagement (impressions, clicks, conversions, etc.)
- New relationships and leads from Site Selectors Guild involvement
- Response and acceptance rate of site selectors re: inbound FAM tours, and resulting site inquiries
- Changes in website traffic and search authority due to SEO program

Key Messaging

Celina's story, *The Texas You Were Promised*, is both an emotional promise and a pragmatic offering. The messaging here combines heartfelt authenticity with measurable readiness. Celina delivers both. Use this messaging consistently, and always back up the claims with action and proof. When the story is true, and the evidence is visible, the decision to choose Celina becomes obvious.

Core Positioning

KEY MESSAGING

Celina delivers “*The Texas You Were Promised,*” wide-open opportunity with honest deals, authentic community character, and the infrastructure to scale. Here, businesses grow in an environment where character and connection still drive progress.

Why it matters:

Celina uniquely combines rapid, strategic growth with small-town trust and quality of life, a rare investor-friendly place where development is built on relationships, not just spreadsheets.

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What does “The Texas You Were Promised?” Mean?

KEY MESSAGING

- **Ready for Opportunity** – shovel-ready sites, plenty of space to scale, value, and modern infrastructure (fiber, utilities, tollway access)
- **Trust & Value: Honest Partnerships** – collaborative local government, a team ready to help you make it happen, and an environment built on relationships and fair deals
- **People & Place: Life that Fits** – a skilled regional talent base, top-rated schools, authentic community culture, and a downtown (Texas Squared) that amplifies lifestyle recruiting
- **Harnessed Momentum: Grow with Roots** – fast growth with intentional planning that preserves a better way of life and of doing things

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Audience-Specific Messaging

KEY MESSAGING

National Developers & Site Selectors

Primary Needs: *Speed, certainty, scalability*

Top 3 Messages:

- **Shovel-ready land and room to scale**
- **Infrastructure built for growth**
- **Partnership that performs**

Celina is where projects break ground without drama-ready sites, modern infrastructure, and a local team that treats development as a partnership. It's the Texas you were promised, wide open opportunity with a handshake.

Corporate HQ/Regional Offices

Primary Needs: *Talent attraction/retention, quality of life, predictable costs, connectivity*

Top 3 Messages:

- **Recruit and keep top talent**
- **Operationally efficient** (infrastructure + proximity to DFW)
- **Connected and supportive**

Move your operations and your people to a place that delivers on promises: a healthy talent pipeline, lifestyle benefits for families, and operational reliability. It's the Texas you were promised, big opportunity with a better life.

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Audience-Specific Messaging

KEY MESSAGING

Small Business Owners & Retailers

Primary Needs: *Local demand, community support, ease of entry, marketing reach*

Top 3 Messages:

- **Customers are here**
- **Neighbors first**
- **Practical support**

Bring your dream to a city that will welcome it—a growing population, a downtown that celebrates local shops, and a community that shows up for small businesses. True connections and support, it's the Texas you were promised.

Young Family Weekend Visitors

Primary Needs: *easy to plan and reach, affordable, safe, unique, fun*

Top 3 Messages:

- **Easy and memorable**
- **Hometown traditions families will love**
- **Close, convenient, and welcoming**

Want a weekend that's easy, authentic, and fun for kids and grownups? Celina serves up true Texas charm, safe play spaces, great food, and hometown moments just a short drive away. Come experience Texas Squared.

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EVALUATION

Evaluation

How Is The Brand Performing?

Evaluation yields new information which may lead to the beginning of a new planning cycle. Information may be gathered from concept pre-testing, campaign impact in the marketplace, and tracking studies to measure a brand's performance over time. These methods of evaluation should be used once a visual brand identity has been established based on the strategic brand platform.

Ideally, two basic questions will be answered when there is visible implementation of your brand in the community: Have responses to the brand among target audiences changed in the way the BrandPrint intended? And have these changes resulted in consumer action that will achieve the desired objectives of the brand? Turnkey or do-it-yourself programs are recommended depending on the needs of the community.

To begin the process of brand evaluation, North Star has set up a schedule to discuss Celina's brand progress. This schedule begins immediately after the delivery of your BrandPrint.

- Immediately – North Star recommends building your databases and keeping them current. This ensures future success measurements can be calculated. These leads will be the best data start point for future brand evaluation.
- One year – North Star will conduct an assessment call to outline a plan for determining brand performance moving forward. Celina will be contacted to determine specific measurement goals, including re-measuring awareness and perception of the community among intended audiences.

Evaluation

As stated previously, North Star will consult with the community at the proposed times to evaluate your specific needs. Keep in mind that many of the research pieces in your BrandPrint were created to act as benchmarks by which future improvements can be measured. Based on what we now know of the community, likely recommendations for success measurements at Celina's one-year mark may include:

- Online Community Survey
- Community Brand Barometer
- Consumer Awareness and Perception Study

Evaluation

ONLINE COMMUNITY SURVEY

Purpose

The purpose of the Online Community Survey is to gain a quantitative measure of the community's perceptions of Celina.

Methodology + Results

This qualitative survey is fielded online and is open to all residents of the community. The study measures the following:

- Overall top-of-mind perceptions of Celina
- Strengths and weaknesses of Celina
- Resident suggestions on what is missing in Celina
- Measurements of Celina's quality of life indicators

Positive resident perceptions are a strong indicator of brand success. Successful brand implementation will energize the resident base, making them more likely to think of the community in a positive light.

Timing

The Online Community Survey should be conducted biannually. The first survey should be conducted no sooner than two years from brand introduction (when there is visible implementation of your brand in the community).

Evaluation

Purpose

The Community Brand Barometer measures the strength of Celina's brand according to:
Resident satisfaction/advocacy with the brand as a place to live, work, and visit
Brand satisfaction/advocacy relative to the nation

Methodology + Results

The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant. Participants answer three questions:

- Would you recommend living in Celina to a friend or colleague?
- Would you recommend visiting Celina to a friend or colleague?
- Would you recommend conducting business in Celina to a friend or colleague?

Resident advocacy is one of the strongest measures of brand success. Successful brand implementation will energize the resident base, making them more likely to recommend their community to others.

Timing

The Community Brand Barometer should be conducted biannually. The first Brand Barometer should be conducted no sooner than two years from brand introduction (when there is visible implementation of your brand in the community).

Evaluation

CONSUMER AWARENESS + PERCEPTION STUDY

Purpose

The purpose of this study is to gain insight into external consumer awareness, visitation, and perceptions of Celina.

Methodology + Results

This quantitative survey is fielded online outside of Celina borders in order to obtain an outsider's perspective. The survey measures:

- Overall top-of-mind perceptions of Celina and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends and family)
- Strengths and weaknesses of Celina identified within community attributes
- Consumer suggestions on what is missing in Celina
- Measurements of Celina's delivery of hospitality
- Measurements of Celina's quality of life indicators

Timing

The CAP Study should be conducted every 3-5 years. The first survey should be conducted no sooner than two years from brand introduction (when there is visible implementation of your brand in the community).

Thank You, Celina!



**Consider and Act to Approve a
Resolution Adopting the
Results of the CEDC and
Downtown Celina Marketing
and Branding Study**

**Open Session
November 4, 2025**



Project Overview

- **December 2024: CEDC Board and City Council approved a branding initiative with North Star Place Branding & Marketing.**
- **Purpose:**
 - **Strengthen Celina’s economic identity.**
 - **Modernize the EDC’s marketing presence.**
 - **Align messaging with rapid city growth and evolving strategic priorities.**
- **Supports key goals in the 2025–2028 Economic Development Strategic Framework:**
 - **Business recruitment**
 - **Destination development**
 - **Enhanced communication with residents, visitors, and investors**

Strategic Pivot & Dual Branding

- Historically, EDC marketing has focused heavily on Downtown.
- With major commercial development planned along Preston Road and the Dallas North Tollway, broader citywide marketing is now essential.
- Downtown remains a key priority, identified by both City Council and the EDC Board.
- The dual-branding approach was supported in the original RFP and formally approved by both the City Council and the Celina EDC Board.
- Decision made to pursue two branding pathways:
 - A citywide EDC brand to support economic growth across corridors.
 - A separate Downtown brand to highlight its role as a cultural and economic anchor.

Downtown Branding Strategy

- Downtown is positioned as a unique destination within Celina.
- Required a tailored approach distinct from DNT and Preston Road corridors.
- Strategy goals:
 - Address Downtown's specific needs.
 - Position Downtown as a vibrant hub for business, culture, and tourism.
 - Reinforce Downtown's role in shaping the City's overall image.
- Separate Downtown strategy ensures dedicated focus while staying consistent with the broader City brand.

Process & Implementation

- **Research-driven approach:**
 - Extensive stakeholder interviews and surveys.
 - Quantitative and qualitative data informed creative development.
- **Creative Committee:**
 - EDC Executive Director
 - EDC Marketing & Tourism Director
 - City Director of Marketing & Communication
 - Met regularly to review straplines, logos, and creative elements.
- **Stakeholder Engagement:**
 - Six brand update sessions in September 2025
 - 28 stakeholders reviewed and provided feedback
- **Implementation:**
 - North Star provided a comprehensive implementation guideline.
 - Phased rollout includes digital platforms, marketing collateral, and promotional campaigns.
 - FY 2026 will focus on coordinated launch and performance tracking.

Celina EDC Logo History



Downtown Logo History



- Designed by Abra Nusser, Urban planner
- No Downtown strapline or branding strategy

City Logo



COLOR PALETTE

The following swatches are the primary Celina colors. This palette captures the essence of wheat, harvest, and elements of the summer and fall sky.

Hex #751A33	Hex #B34233	Hex #D28F33	Hex #D79B29	Hex #D4B95E	Hex #5E888B	Hex #1A8693	Hex #444C4C	Hex #6F7D7D	Hex #CAE3E3
RGB 117, 26, 51	RGB 179, 66, 51	RGB 210, 143, 51	RGB 215, 155, 41	RGB 212, 185, 94	RGB 94, 136, 139	RGB 26, 134, 147	RGB 68, 76, 76	RGB 111, 125, 125	RGB 202, 195, 227

Celina EDC Logo



CELINA
ECONOMIC
DEVELOPMENT

The Texas you were promised.

Downtown Logo



DOWNTOWN
CELINA

Texas Squared.

Implementation and Next Steps

- **Implementation:**
 - North Star provided a comprehensive implementation guideline.
 - Phased rollout includes digital platforms, marketing collateral, and promotional campaigns.
 - FY 2026 will focus on coordinated launch and performance tracking.
- **Next Steps:**
 - Adoption by City Council and EDC Board in November 2025
 - Coordinate rollout efforts with City's marketing team
 - Winter launch event/stakeholder and media engagement

Questions?



Life Connected.

EDC
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From:
CC: Anthony Satarino, Executive Director of Economic Development
Initiated Economic Development Corporation
by:
Date: November 4, 2025
Re: Discussion regarding the Local Business Support Program (LBSP).

Action Requested:

N/A

Background Information:

The Local Business Support Program (LBSP) establishes a collaborative initiative of the Celina Economic Development Corporation (CEDC) to strengthen the city’s small business ecosystem through education, resources, and strategic partnerships. Built in alignment with the City’s Strategic Plan and the CEDC’s 2025–2028 Economic Development Framework, the LBSP is designed as a comprehensive “toolbox” of support services for Celina businesses—emphasizing business retention, workforce development, startup guidance, and marketing visibility. Its development involved a multi-month stakeholder committee process engaging representatives from the City Council, Chamber of Commerce, Downtown Commission, and community partners to ensure the program reflects local priorities and opportunities.

Over the course of four meetings, the committee shaped the LBSP’s framework, beginning with defining its purpose and vision, then refining its four core focus areas: Business Retention & Local Spending, Workforce Support & Solutions, Business Startup & Education, and Marketing & Visibility. Participants identified needs such as workforce pipelines, startup mentoring, and improved city navigation resources, ultimately creating a cohesive program structure with measurable goals and practical tactics. The final design integrates a variety of support mechanisms, including a small business directory, one-on-one consulting, workforce partnerships with Collin and Grayson Colleges, data tools like

Placer.ai and SizeUp, and marketing campaigns to strengthen Celina’s local business identity.

The LBSP will begin launching in phases beginning with presentations to the EDC, Downtown Commission, City Council, and Chamber in November. The program’s long-term implementation could combine city, state, and private-sector funding, leveraging grants, sponsorships, and in-kind partnerships to sustain initiatives. Through this effort, Celina will enhance its business retention and expansion capabilities, empower entrepreneurs, and foster a thriving local economy rooted in community engagement, visibility, and shared success.

Legal Review:

N/A

Supporting Documents:

1. EDCB - Worksession - Local Business Support Program

Financial Consideration:

N/A

Staff Recommendation:

N/A



Local Business Support Program

Worksession
November 4, 2025



Development Process and Committee Framework

The LBSP was developed through a four-part stakeholder committee process (June–September 2025), engaging key partners including the Celina EDC Board, City Council representatives, Chamber of Commerce, Downtown Commission, and regional education and workforce partners.

Meeting #1 – Foundation & Vision (June 11, 2025)

Objective: Establish the program’s purpose, scope, and alignment with city and EDC goals.

Meeting #2 – Core Pillars and Early Initiatives (July 9, 2025)

Objective: Define the program’s structural foundation and core areas of focus.

Meeting #3 – Program Design and Ownership (August 13, 2025)

Objective: Draft implementation roadmap and identify potential champions for each pillar.

Meeting #4 – Implementation Planning (September 10, 2025)

Objective: Finalize implementation framework, funding mechanisms, and metrics.

City Strategic C Plan

7

Be the City of SMALL BUSINESS

Celina is known for our small, local businesses; they are the heart of the community. We recognize their importance to our quality-of-life and economic sustainability.



OBJECTIVES

- ADOPT FUNDING SOLUTIONS TO SUPPORT SMALL BUSINESSES.
- CREATE A SMALL BUSINESS PROMOTIONAL SUPPORT PROGRAM.
- ADOPT A FORMAL INCUBATOR PROGRAM.

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EDC Strategic Framework

Strategic Focus Areas

Strategic focus areas prioritize resources, guide decision-making, and align efforts with the community's long-term goals that create a framework for measurable economic progress.

- ➔ Business Attraction, Retention & Expansion
- ➔ Destination Development
- ➔ Marketing & Communications
- ➔ Small Business Ecosystem
- ➔ Education & Workforce Development
- ➔ Community Economic Development

Strategic Focus Area

Small Business Ecosystems



Celina's emphasis on an authentic, homegrown small business ecosystem preserves its small-town charm and unique character, while driving economic growth, supporting entrepreneurs, spurring innovation, and strengthening community ties.

GOALS

01

Foster an organizational culture that champions local business entrepreneurship.

02

Identify strategic growth areas that will develop Celina's entrepreneurial ecosystem.

OBJECTIVES

1. **Create** mentorship and networking programs that connect established business owners with new entrepreneurs to encourage collaboration and knowledge sharing.
2. **Develop** a centralized resource hub (online and physical) to offer local entrepreneurs access to vital information, funding opportunities, and business development tools.

1. **Develop** incentive programs, grants, and financing options to attract and support new startups and early-stage businesses in Celina.
2. **Promote** innovation and entrepreneurship through workshops, events, and community engagement that connect local entrepreneurs with investors and experts.

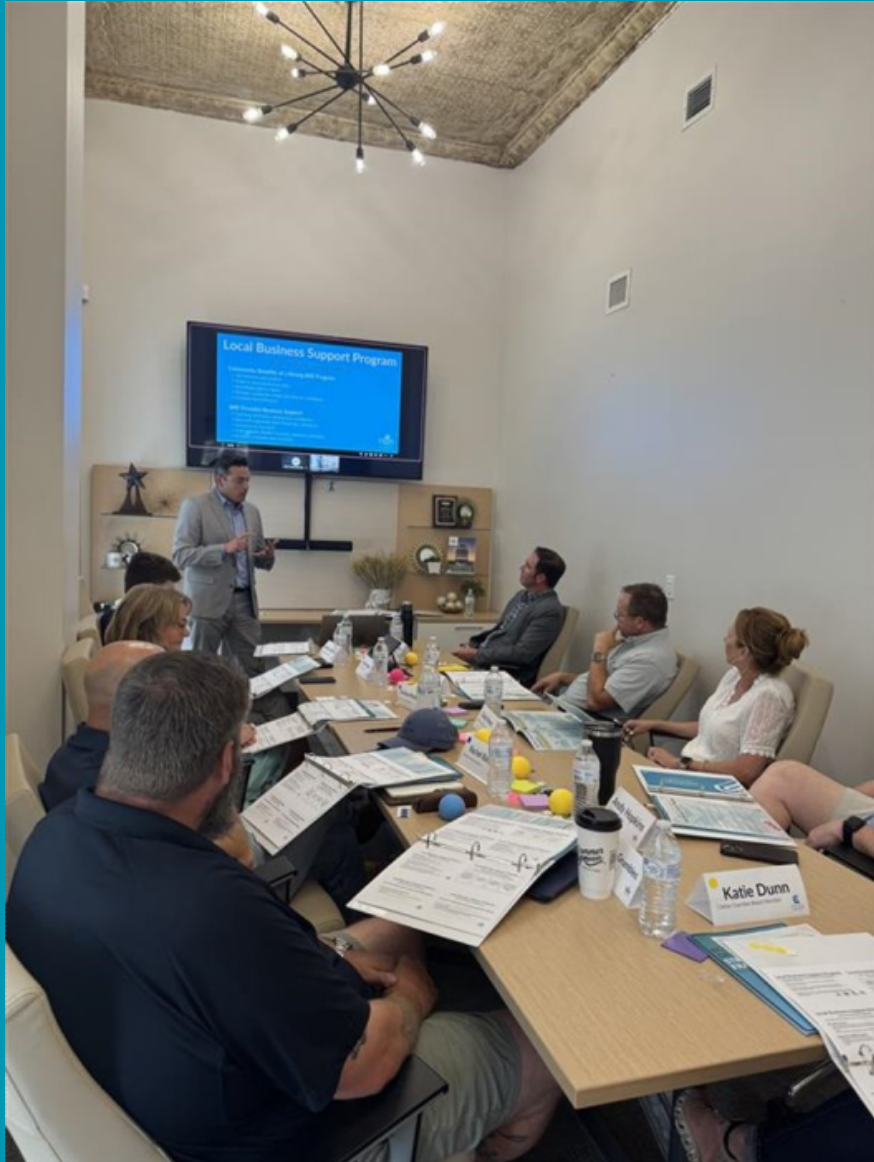


Program Development

Economic Development Delivery Systems

Economic delivery systems are a set of strategies, processes, and infrastructure that the CEDC uses to promote and facilitate economic growth. These are every day internal processes that impact the execution of strategic goals.

Data Driven Decision Making	Organization	Program Development	Funding Strategies
<ul style="list-style-type: none"> Initiate a data collection process to support the goals of each strategic focus area. Use data insights to guide economic development decisions and benchmark success. Implement tools that offer transparency and improve strategic outcomes. 	<ul style="list-style-type: none"> Build strategic partnerships with local stakeholders and higher education Align the EDC with internal and external stakeholders to increase collaboration and coordination. Advocate for local and state level zoning and development policy decisions. 	<ul style="list-style-type: none"> Initiate a Local Business Support Program. Develop an entrepreneurial ecosystem. Build programs to define tourism and its economic impact. 	<ul style="list-style-type: none"> Establish public-private partnerships Align the EDC with internal and external stakeholders to increase opportunities for funding and pool resources.



The LBSP committee process produced a clear, data-informed roadmap reflecting broad community input and actionable deliverables. start with valuable input from business leaders across the community. The feedback we collected offers us a clear direction on how we can begin constructing an all-encompassing program to begin helping support of our local businesses and entrepreneurs.



Stakeholder Input Summary

Business Retention & Local Spending

Encourage local purchases to boost the economy within city limits.

Quote from a participant: "Everything is here. Don't go outside city for purchases."

Workforce Support & Solutions

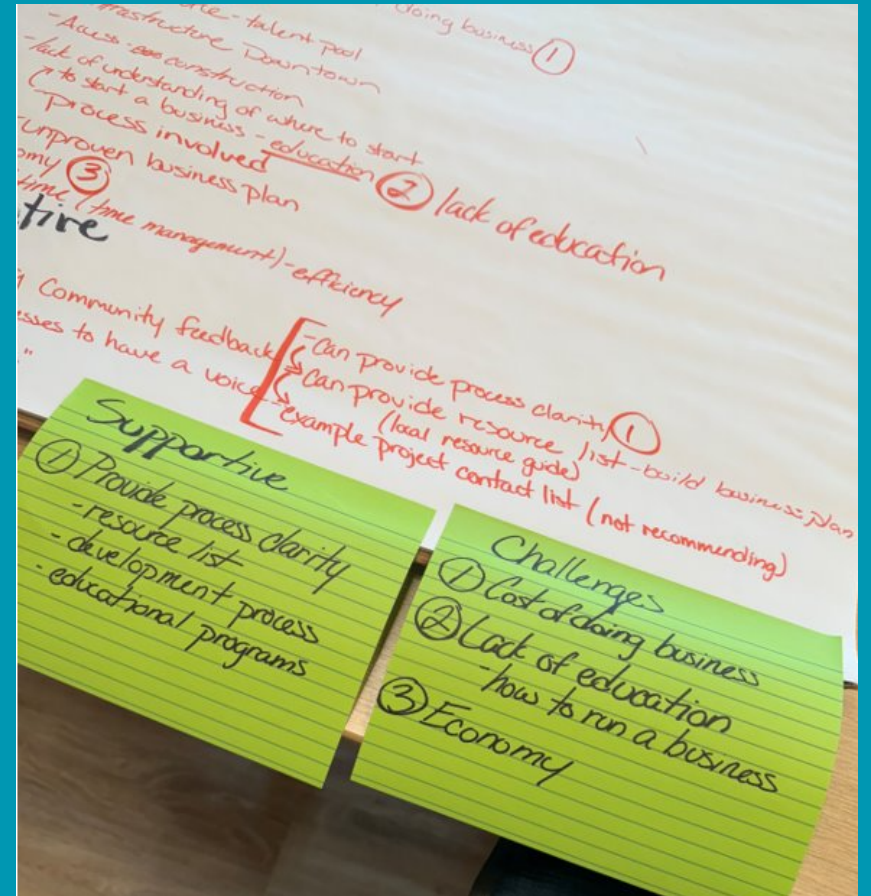
Create a shared part-time labor pool businesses can draw from. Address key gaps in: Workforce skill development (skilled/unskilled), Affordable commercial space, Access to advisors or incubators, Emphasize intentional, exceptional service to businesses.

Business Startup & Education

Develop a Celina Business Academy: Mentorship and training before business launch, Pre-opening support materials and educational resources, "QR Code Trail" concept to engage customers, Create a User Manual for starting a business in Celina.

Marketing & Visibility

Launch a 15-mile radius campaign to promote historic downtown Celina; Introduce Celina to Southern Border communities to attract talent and new residents; Implement a QR code initiative for business discovery and historical storytelling.



Stakeholder Input Summary

What “Supportive” Looks Like from the City, Program, & EDC:

Provide Clear Processes & Educational Resources

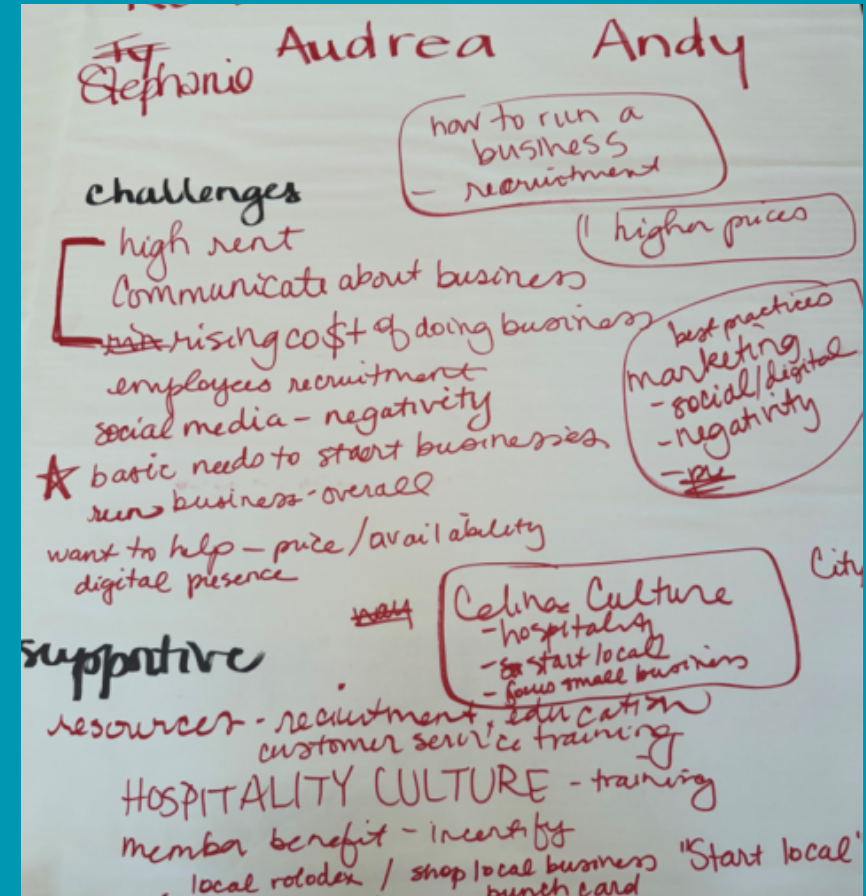
- Step-by-step startup guide
- Mentorship, training, and marketing best practices
- Local resource and project contact lists

Promote Celina’s Culture of Hospitality

- Reinforce a “start local, stay local” mindset
- Celebrate small businesses
- Offer incentive-based programs (e.g., punch cards, marketing co-ops)

Increase Access to Talent, Space & Support

- Centralized labor pools
- Affordable retail/office options



Business Retention & Local Spending

Purpose Statement

Business Retention & Local Spending: Support the growth and stability of existing Celina businesses by encouraging local spending, promoting operational efficiency, and strengthening the business ecosystem through community engagement and awareness.

Goals

- 1. Increase Local Spending Across the Community**
- 2. Improve Business Visibility and Access**
- 3. Support Operational Growth and Resiliency**
- 4. Strengthen the Local Business Ecosystem**
- 5. Build Community Awareness and Loyalty**

Business Retention & Local Spending

Tactics

- 1. Business Directory & Visibility:**
Maintain a robust BluDot-powered directory and explore print/digital “Celina Trail” maps.
- 2. Community Branding & Loyalty Campaigns**
Launch a “Keep Celina Thriving” campaign modeled after Austin’s “Keep Austin Weird” to promote local pride and shopping local. Introduce a recognition campaign such as #MyCelinaBusiness to spotlight owners through signage, interviews, and social shares.
- 3. Business Coaching**
Partner with vetted coaches for 1-on-1 consulting sessions to address business planning, marketing, and expansion strategies.

Workforce Support & Solutions

Purpose Statement

Identify workforce gaps in Celina and support local businesses in attracting, training, and retaining skilled employees by building a stronger talent pipeline and increasing job readiness across the community.

Goals

1. Identify Workforce Needs and Gaps
2. Build a Local Talent Pipeline
3. Increase Visibility of Local Employment Opportunities
4. Support Job Seekers with Tools and Guidance
5. Equip Employers to Attract and Retain Talent

Workforce Support & Solutions

Tactics

1. Education & Workforce Partnerships

- Build strong collaborations with Collin College, Grayson College, and Celina ISD to develop programs aligned with business needs, including trade skills, licensing, and certifications.
- Expand hands-on learning opportunities such as internships, apprenticeships, and business-to-classroom engagement.
- Ensure curricula are aligned with local industry demand to grow Celina's skilled workforce.

2. Data-Driven Workforce Strategy

- Partner with or hire staff to analyze Texas Workforce Commission data and identify gaps.
- Validate findings through surveys to businesses and residents, then host industry-specific roundtables to hear firsthand needs.
- Compile this into a Celina Workforce Playbook for employers and job seekers, drawing inspiration from Frisco's employer roundtable model.

Workforce Support & Solutions

Tactics

3. Local Job Board

- Develop a branded “Work in Celina” job board hosted jointly by the EDC and Chamber.
- Integrate with social media, partner sites, and offer employer training on posting and promotion.

4. Celina-Only Job Fair

- Organize a local hiring event exclusively for Celina businesses, increasing visibility for local employment opportunities and fostering direct connections between residents and employers

Business Startup & Education

Purpose Statement

Support aspiring entrepreneurs and start-ups preparing to invest in Celina by providing resources that build long-term success.

Goals

1. Create Opportunities to Test and Refine Ideas
2. Offer Business Counseling and Ongoing Education
3. Simplify Access to Tools and Guidance
4. Help Entrepreneurs Navigate the Path from Concept to Launch

Business Startup & Education

Tactics

- 1. Incubator Space & Testing Platforms**
 - Explore shared-use kitchen concepts, incubator spaces, and structured test markets at Friday Night Market or other downtown venues.
- 2. Online Startup Portal**
 - Create a centralized Celina Start-Up Playbook/Portal with step-by-step guidance, checklists, templates, and local partner contacts.
- 3. Personalized Consulting & Ongoing Education**
 - Provide 1-on-1 consulting, mentorship circles, and quarterly small business planning days.
 - Host ongoing workshops on compliance, branding, and growth strategies.
- 4. Business Launch Playbook & Milestone Tracking**
 - Develop a “From Idea to Open” roadmap with celebratory benchmarks for new business launches.

Marketing & Visibility

Purpose Statement

Help Celina small businesses elevate their presence through authentic branding, compelling storytelling, strategic promotion, and a strong workplace culture—what we call their VIBE.

Goals

1. Equip Businesses to Define and Communicate Their Brand
2. Strengthen Authentic Messaging and Targeted Promotion
3. Enhance Online and In-Person Visibility
4. Build Recognition and Relationships Across the Community

Marketing & Visibility

Tactics

- 1. Brand Development Bootcamp**
 - Launch a quarterly “VIBE Lab” or branding bootcamp to help businesses define their story, value proposition, and elevator pitch.
- 2. Branded Content Kits**
 - Provide content templates and guides to help businesses produce consistent, professional marketing aligned with seasonal and local trends.
- 3. Celina Hidden Gems Campaign**
 - Highlight non-downtown or low-visibility businesses through coordinated promotions and cross-marketing.
- 4. Business Storytelling**
 - Facilitate a “Stories from Celina” media project connecting businesses with local creatives for video and photo storytelling.