



**BOARD OF COMMISSIONERS AGENDA  
MONDAY, JUNE 24, 2024  
12:00 PM - COMMISSION ROOM – 116 W CENTER ST**

**Please join the Zoom meeting from your computer, tablet or smartphone.  
<https://us06web.zoom.us/j/81862445112> | Meeting ID: 818 6244 5112  
You can also dial in using your phone.  
+1 312-626-6799**

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**ADOPT AGENDA**

**BUSINESS**

- 1) Strategic Plan Progress Update
- 2) 2024 Communications Plan
- 3) First Bank & Trust Sportsplex - Review of Initial Operations and Usage

**PUBLIC COMMENT**

**ANNOUNCEMENTS**

- 4) Next Regular Commission Meeting – Monday, July 1st, 2024 at 5:30 p.m.

**ADJOURN**

**Anyone wishing to speak to an item on the agenda must be acknowledged by the chair and come to the podium to address the Mayor and City Commission. Addressing other audience members will not be permitted.**

**Supplementary agenda information may be accessed at [www.cityofmadisonsd.com](http://www.cityofmadisonsd.com)**

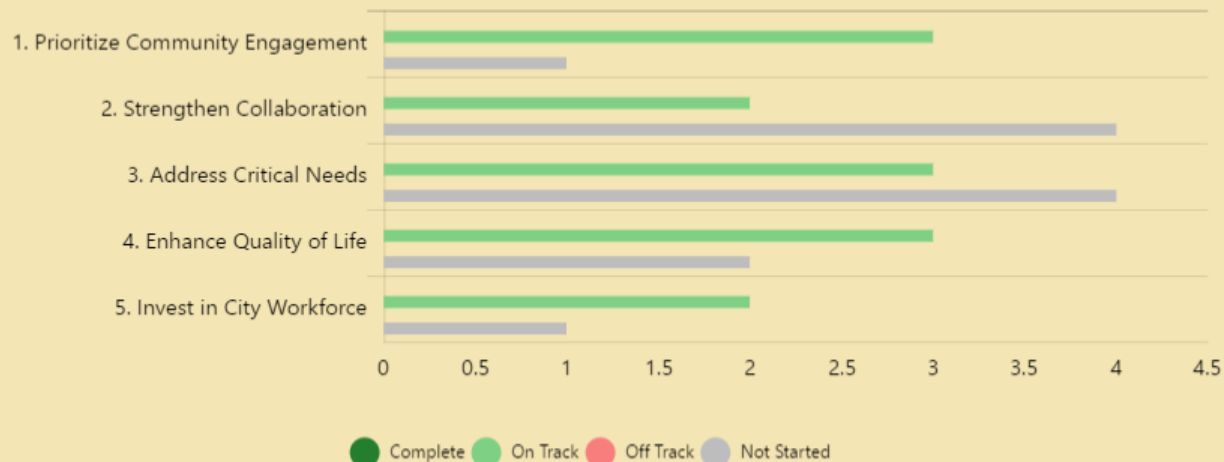
**If special accommodations are necessary to attend any Board of Commissioners meeting, please contact the Finance Office at (605) 256-7500 at least 24 hours before meeting time. All attempts shall be made to accommodate a request.**

# City of Madison 2026 Strategic Plan

## Vision Statement

The City of Madison and its community partners seek to build the safest and most innovative, inclusive, livable, connected, and prosperous community in the Dakotas and surrounding region by providing all citizens with the opportunity to achieve social, cultural, and economic wellbeing - know as "the magic" of Madison.

## Madison Principles for Development Summary



## Resources

- [Strategic Plan](#)
- [Submit an Update](#)
- [City of Madison](#)
- [Great Area Madison Chamber of Commerce](#)
- [Lake Area Improvement Corporation](#)
- [Madison Regional Health System](#)
- [Dakota State University](#)
- [Madison Central School District](#)

# 1. Prioritize Community Engagement

## Status Update

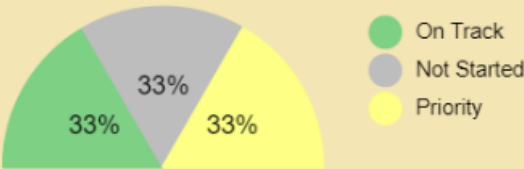
The City has focused efforts on communication and community engagement. The City created a new Communications & Marketing Coordinator position to lead efforts on engagement both with the community and City partners as well as with employees within our organization. This person is key to completing the City's Strategic Plan goals related to community engagement.

Discussions have also started regarding the use of the private domain [MadisonSD.com](http://MadisonSD.com) and how to update and modernize the website.

### Goal 1

Invest in intentional events and engagement that connects community members with the City.

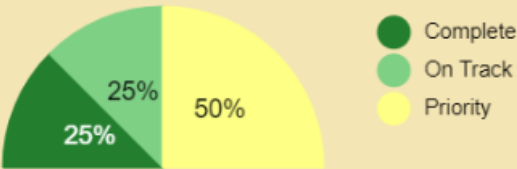
#### GOAL 1.1



### Goal 2

Establish heightened brand and communication standards for City that helps citizens connect its institutions with the "Magic of Madison."

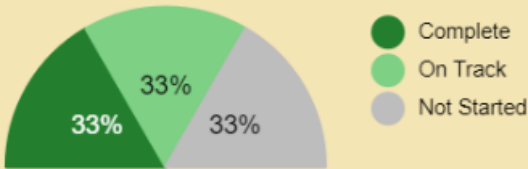
#### GOAL 1.2



### Goal 3

Establish "town center" for community engagement that allows citizens to share a common experience of Madison.

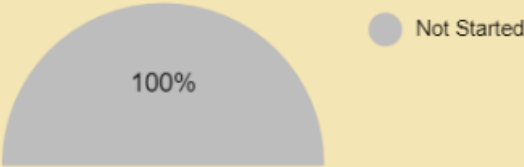
#### GOAL 1.3



### Goal 4

Increase accessibility of multilingual translation for relevant community institutions and documents used by all Madison residents.

#### GOAL 1.4



## 2. Strengthen Collaboration

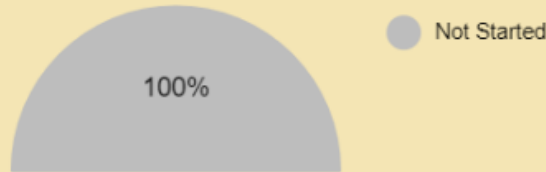
### Status Update

The City has aligned community partners to support each other in strategic plan processes and other relevant endeavors such as infrastructure improvements.

#### Goal 1

Increase MCSD and DSU promotion within community marketing and communication campaigns during academic year.

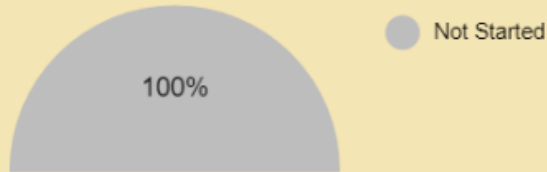
##### GOAL 2.1



#### Goal 2

Create opportunities for student, staff, and faculty voices to shape community policy.

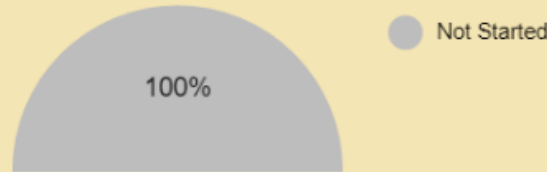
##### GOAL 2.2



#### Goal 3

Assist local business leaders with career development pipelines and partnerships that leverage the full talents of local students.

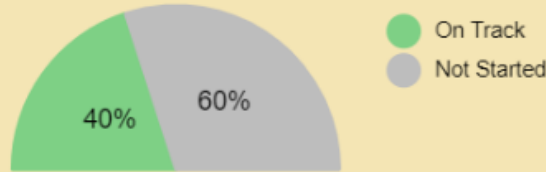
##### GOAL 2.3



#### Goal 4

Provide community support for the pillars and goals of 2027 DSU strategic plan

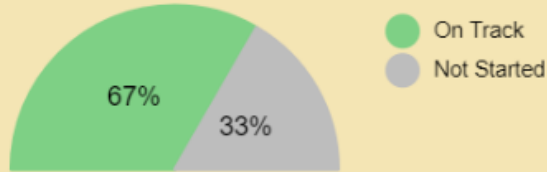
##### GOAL 2.4



#### Goal 5

Support Lake County in efforts to complete critical infrastructure and increase financial capacity of County through available policy efforts.

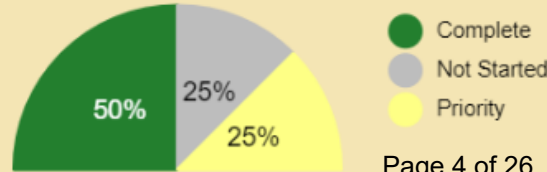
##### GOAL 2.5



#### Goal 6

Continue management of all strategic plans of Madison community through City Strategic Plan Steering Committee—and broaden partnerships.

##### GOAL 2.6



### 3. Address Critical Needs

#### Status Update

The City and its partners continually press forward on critical needs in the community. Most significantly, LAIC is raising funds for the Early Learning Center through grants and a community campaign. The City is in the midst of several large infrastructure reconstruction projects affecting streets and utilities across the community.

The Chamber is researching ways to have an effective community housing listing that can be useful to anyone looking for a home while requiring minimal time from staff to maintain.

**Goal 1**

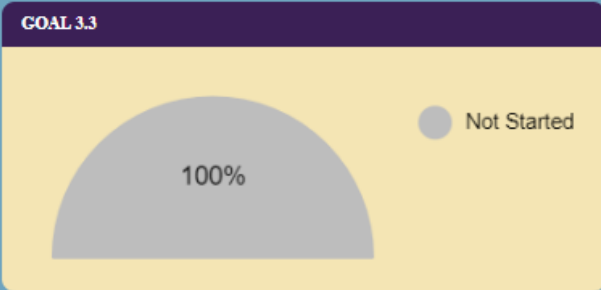
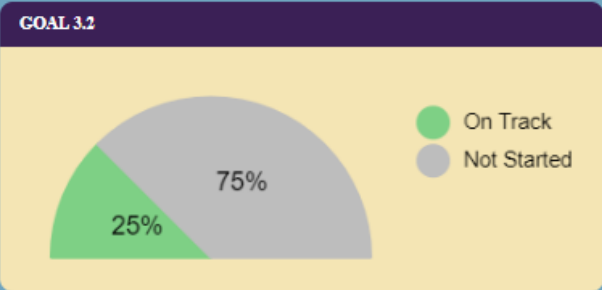
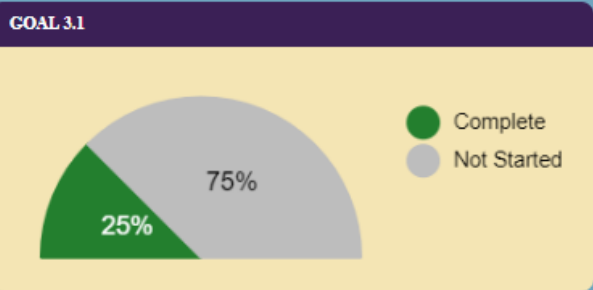
Create programs that sustain and connect residents with safe, affordable, and modernized housing that align with historical preservation standards and existing Madison Housing Plan.

**Goal 2**

Sustain a comprehensive approach to community childcare through development of a community daycare center, as well as priority and incentives for attracting and supporting childcare providers.

**Goal 3**

Integrate economic competitiveness approaches and practices to local economic development efforts, focusing on key clusters for development.



**Goal 4**

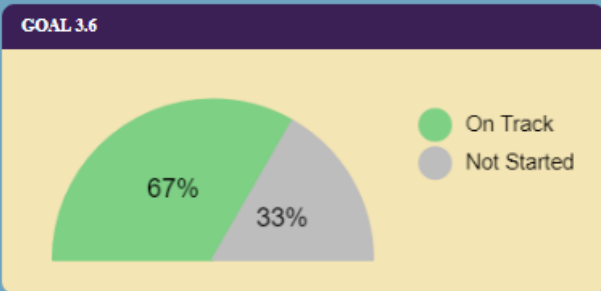
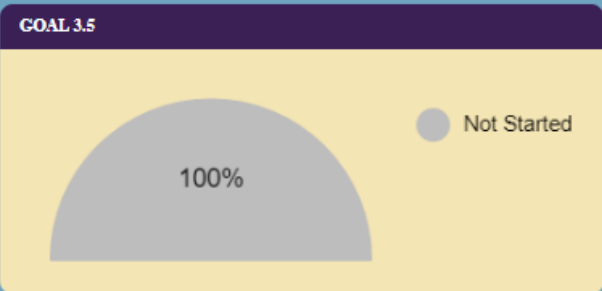
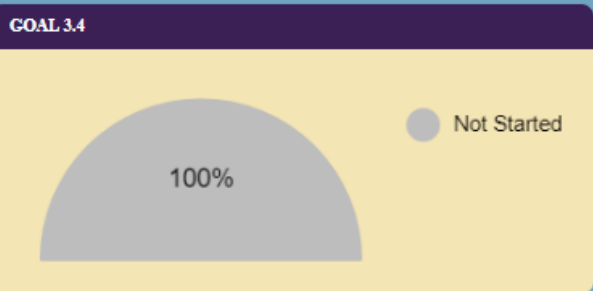
Invest in significant efforts to sustain and support the local healthcare cluster.

**Goal 5**

Prioritize efforts that will eliminate ongoing flood risk for Madison citizens and maximize use of adjacent land.

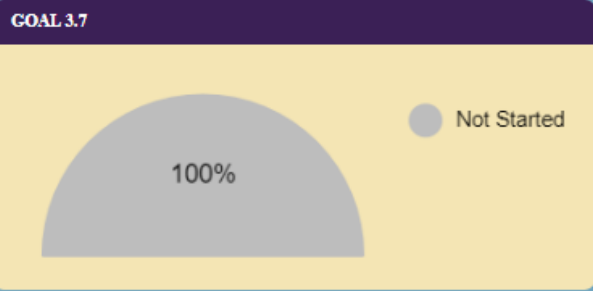
**Goal 6**

Continuously seek excellence in street and utility improvements through Capital Improvement Plan (CIP) and citizen-communicated needs.



**Goal 7**

Complete community resource needs assessment and formalize partnerships between strategic plan entities and critical service resources.



# 4. Enhance Quality of Life

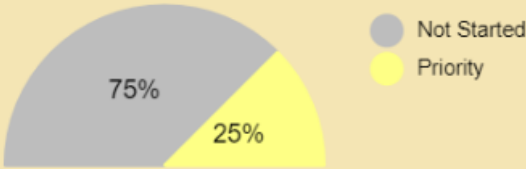
## Status Update

The City created a Recreation Trail Master Plan with significant community input and has already applied for grant funding to add a new trail around the recently acquired fishing pond. Additionally, the Chamber started discussions on how to support downtown businesses.

### Goal 1

Connect Business Improvement District (BID) financial capacity to downtown & Egan Avenue development.

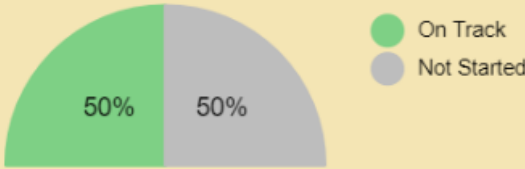
#### GOAL 4.1



### Goal 2

Incentivize and seek development of retail centers that address known needs communicated by Madison residents of all walks of life—focused on food and clothing.

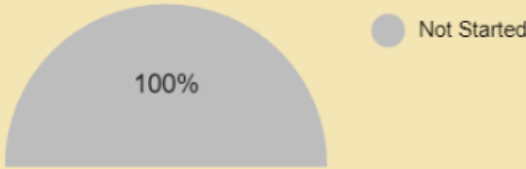
#### GOAL 4.2



### Goal 3

Connect residents of Lake Madison and Lake Herman with downtown Madison and Madison community centers through community engagement opportunities and development of a recreational trail system.

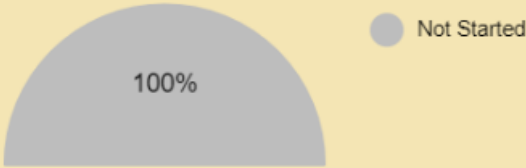
#### GOAL 4.3



### Goal 4

Support and sustain an increase in arts and entertainment activity that will increase Madison citizens' perceptions of the community as a destination for tourism.

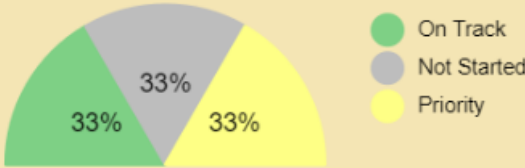
#### GOAL 4.4



### Goal 5

Prioritize support for City parks system as population of Madison continues to grow and change.

#### GOAL 4.5



## 5. Invest in City Workforce

### Status Update

The City has made significant investments in its employees. All employees were involved with leadership training with Rick Melmer which included the DISC personality assessment. Additionally, new employee committees on engagement and benefits led to new ideas to improve the daily lives of City employees while at work.

### Goal 1

Invest in the personal and professional development of City employees and elected officials.

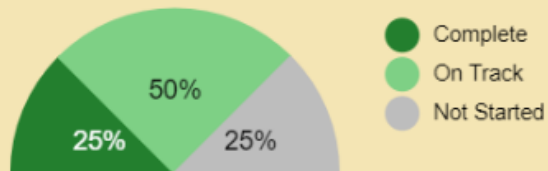
### Goal 2

Clarify roles and expectations of all City employees and elected officials.

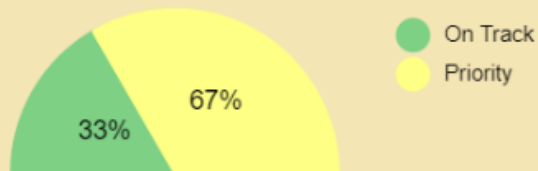
### Goal 3

Establish programs and services that raise the standard of wellbeing for City employees and elected officials.

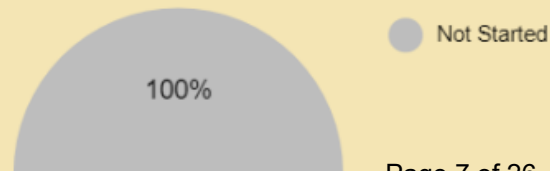
#### GOAL 5.1



#### GOAL 5.2



#### GOAL 5.3



# COMMUNICATIONS PLAN 2024



## **Communications Plan Development Background**

As part of the development of the 2026 Madison Strategic Plan, key stakeholders began implementing actionable steps to achieve the plan's outlined goals. A crucial component was the creation of a new role dedicated to overseeing communications and marketing for the City of Madison.

Upon hiring the Communications & Marketing Coordinator, the first initiative was to conduct comprehensive meetings with all departments to evaluate existing strengths and identify opportunities in the city's communications and marketing efforts. This assessment aimed to enhance the overall processes and capabilities of the City of Madison's communications.

### **2024 Key Findings of Assessment**

These key findings were integral in shaping the development of the Communications Plan and will be actively tracked for resolution or enhancement in the coming year. Continuous monitoring and addressing of these findings will occur during each quarterly meeting. Significant insights will be incorporated into the following year's Communication Plan.

- Desire to understand Communications/Marketing/Public Relations practices
- De-centralized communications style
- Positive trend in improving organizational culture and employee morale
- Need for social media account security measures and protocols
- Information liaisons feeling overwhelmed by communication options and unsure of efficacy in current practices
- Absence of established brand standards and communication trends
- Outdated design software tools and limited experience for some information liaisons
- Time constraints impacting effective information sharing processes
- Need for website optimization and promotion
- Reluctance to engage with public due to negativity
- Limited opportunities for stakeholder engagement or their awareness of these opportunities
- Uncertainty about the use of artificial intelligence (AI) and best practices
- Need for improved ADA compliance
- Need for a crisis communications plan

In addition to these assessments, the Communications & Marketing Coordinator joined the Strategic Plan Committee, to begin collaborating with other stakeholders to identify communication needs and provide support to enhance both internal and external communications within the city and its community.

Recognizing the need for a cohesive and strategic approach, the city established a communications plan as an essential tool for ensuring consistent and effective

communication. This plan will provide a roadmap for improving communications and marketing efforts over the next year. It will be reviewed and updated annually to reflect ongoing improvements and evolving needs. The communications plan will include:

- City of Madison Mission, Vision, and Values
- Target Audience List
- Communication & Engagement Channels and Tools
- Areas of Focus
- Key Performance Indicators (KPIs)
- Goals
- Actionable Project List

### **Mission**

The City of Madison will develop a mission at a later time.

### **Vision**

The City of Madison will develop a vision at a later time.

### **Values**

The City of Madison will develop values at a later time.

### **Target Audiences**

#### **Internal Stakeholders**

- Elected Officials
- City of Madison Employees

#### **External Stakeholders**

- Residents and Prospective Residents
- Educational facilities
- Businesses and Prospective Businesses
- Lake County government
- Lake County residents
- Other Local and State Government Entities
- Influencers
- Strategic Plan Partners

### **Communication & Engagement Channels and Tools**

#### **Media Releases**

- KJAM
- Madison Daily Leader
- Keloland
- Dakota News Now

#### **Print**

- Madison Daily Leader – reporter stories and print ads (paid)
- Flyers, Brochures, Posters, etc.
- Utility Billing inserts

## **Digital**

- Website
- Mobile App (website)
- Civic Ready Mass Notification System
- Digital Billboard on 34 (paid)
- Community Center displays
- Library display
- Google ads (paid)
- Public Engagement Events
- Monday Minute (Greater Madison Area Chamber of Commerce)
- Digital Displays in new City Hall building

## **Social Media**

- Facebook (paid and organic)
- Instagram (paid and organic)
- Indeed (paid and organic)

## **Engagement Events**

- City Commission Meetings
- Employee Engagement events
- Coffee with the Administrator
- State of the City Address
- Open Houses
- Feedback and Surveys

## **Communication Focus Areas**

Communication focus areas require concentrated communication efforts to effectively inform, engage, and respond to the community. These focus areas ensure that communication strategies are aligned with the city's priorities and the needs of its residents as outlined in the 2026 Madison Strategic Plan.

### **Connection**

Through genuine and effective connection with stakeholders, the City of Madison will be able to foster a more inclusive, transparent, and resilient community. By actively engaging with residents, businesses, and other community partners, the City can better understand the needs and priorities of its diverse population.

### **Trust**

Building genuine relationships through consistent and open communication will increase trust between the City and its stakeholders. When residents feel heard and valued, they are more likely to support and participate in local initiatives.

### **Collaborative Decision-Making**

Effective stakeholder engagement will facilitate collaborative decision-making processes. By involving a wide range of voices in planning and development, the City

can ensure that projects and policies reflect the collective vision and needs of the community.

### **Service Delivery**

Understanding the unique needs and challenges faced by different stakeholder groups will enable the City to tailor its services more effectively. This can lead to more efficient use of resources and better outcomes for residents.

### **Social Cohesion**

Engaging with community organizations, cultural groups, and social service providers will help the City address social issues more comprehensively. This can lead to stronger community bonds and a more supportive environment for all residents.

### **Key Performance Indicators (KPIs)**

Communication KPIs for the City of Madison can be divided into tangible and intangible metrics to evaluate the effectiveness and impact of communication strategies and initiatives. KPIs will be monitored by the Communications & Marketing Coordinator and guidance will be provided on an ongoing basis.

#### **Tangible Communication KPIs**

1. Reach and Engagement
  - a. Website Traffic: Total visits, unique visitors, page views.
  - b. Social Media Metrics: Number of followers, likes, shares, comments, and engagement rate.
  - c. Email Campaign Metrics: Open rates, click-through rates, and conversion rates.
  - d. Event Attendance: Number of attendees at public meetings, town halls, and community events.
  - e. Media Coverage: Number of press releases issued and media mentions.
2. Response and Interaction
  - a. Response Time: Average time to respond to public inquiries and complaints, including social media and website.
  - b. Resolution Rate: Percentage of public issues or complaints resolved within a specified time frame.
  - c. Public Records Requests: Number of requests processed and average response time.
  - d. Complaint Form: Number of submissions and time it takes to resolve.
3. Content Production & Accuracy
  - a. Frequency of Updates: Number of updates/posts on websites and social media platforms.
  - b. Diversity of Content: Range of topics covered in communications (e.g., safety, health, infrastructure).
4. Accessibility

- a. Availability of Multilingual Content: Number of communications available in multiple languages.
- b. Compliance with Accessibility Standards: Percentage of content meeting accessibility standards (e.g., ADA compliance).

### **Intangible Communication KPIs**

1. Stakeholder Trust and Confidence
  - a. Trust in Information: Stakeholder trust in the accuracy and reliability of information provided by the City of Madison.
  - b. Perceived Integrity: Stakeholder perception of the honesty and transparency of city communications.
2. Stakeholder Satisfaction
  - a. Satisfaction with Communication: Stakeholder satisfaction levels with how the City of Madison communicates.
  - b. Clarity of Communication: Stakeholder perception of how clear and understandable city communications are.
3. Stakeholder Awareness and Understanding
  - a. Awareness of Key Issues: Stakeholder awareness of major city initiatives and issues.
  - b. Understanding of Policies: Stakeholder understanding of city policies and programs.
4. Stakeholder Engagement
  - a. Internal and External Communication Satisfaction
  - b. Perceived Support: Employees' perception of being informed and supported by internal communications.
5. Stakeholder Perception
  - a. Overall Image: Stakeholder perception of the City of Madison's overall image and reputation.
  - b. Community Alignment: The extent to which stakeholders feel the city's actions and communications align with community values and priorities.

By integrating both tangible and intangible KPIs, the City of Madison can ensure they are not only reaching their audiences but also building trust, understanding, and engagement in their communication efforts with stakeholders.

### **Goals**

The City of Madison Communication Plan will include goals aligned with the mission, vision, and values of the City of Madison and will include areas of focus and a projects list.

#### **2024 Communications Goals**

Goal 1: Improve the speed and clarity of information dissemination to stakeholders to ensure timely updates and high-quality content.

Goal 2: Develop and implement comprehensive branding standards and a strategic communication plan to ensure consistent and professional messaging across all platforms.

Goal 3: Work collaboratively with the Strategic Plan Steering Committee to identify and address communication deficiencies, ensuring all stakeholder needs are effectively met.

Goal 4: Organize quarterly or more frequent meetings with City of Madison information liaisons to:

- Education and review of the Brand Standards Guide
- Education and review of the Communications Plan including Key Performance Indicators (KPIs) of individual departments
- Offer education on best practices to positive growth of KPIs
- Ensure consistent and quality messaging across all platforms
- Collaboration and brainstorming

## **2024 Major Project List**

- **Communications Plan Development and Implementation**  
Developing and implementing a communications plan for the City of Madison is crucial for effectively disseminating information, maintaining transparency, and ultimately enhancing stakeholder trust and engagement.
- **Website Enhancement**  
The City of Madison's website functions as the central information hub, drawing the majority of traffic for various purposes such as restructuring, content enrichment, enhancing communication channels, and engaging stakeholders more effectively.
- **CivicReady Launch -External and Internal**  
Launching a mass notification internally and externally for city government ensures timely and accurate dissemination of crucial information to stakeholders.
- **Mobile App Launch**  
Developing and launching a mobile app for the City of Madison enhances accessibility and convenience for stakeholders, providing streamlined access to essential services and information where they receive their information.
- **Employee Newsletter**  
Developing and launching an employee newsletter for city government fosters internal communication, boosts morale, and keeps staff informed about important updates and initiatives.

- **Brand Standards Guide Development and Implementation**  
Developing and implementing brand standards ensures consistency, professionalism, and cohesive messaging across all communication channels, strengthening the City of Madison's identity and public perception.
- **Develop a Branded Resources Library and Request System**  
The development of a branded resources library and request system for the City of Madison ensures consistency and efficiency in communication materials, streamlining processes and reinforcing the city's brand across various departments and stakeholder initiatives.
- **Education and Support for Information Liaisons**  
Offering branding, communication, and marketing education and support to information liaisons in the City of Madison not only boosts their effectiveness but also cultivates stakeholder engagement and trust, ensuring communication efforts are consistent, authentic, and effective.
- **Develop Social Media Policies and Procedures**  
Developing social media policies and procedures, including the City of Madison website, is imperative for the City of Madison to safeguard sensitive information, uphold professionalism, and mitigate risks associated with online interactions by securing accounts and establishing clear usage guidelines.
- **State of the City Address Event for 2025 and Ongoing**  
The creation of a State of the City Address event by the City of Madison serves as a pivotal platform to transparently communicate key achievements, challenges, and future goals to residents, fostering civic engagement and accountability within the community.
- **Get to Know Your Commissioners**  
The creation of "Get To Know Your Commissioner" articles and posts by the City of Madison facilitates a deeper connection between residents and their elected officials, fostering transparency, accountability, and civic engagement within the community.
- **Coffee with the Administrator**  
Hosting a "Coffee with the Administrator" event by the City of Madison provides residents with a casual and accessible opportunity to directly engage with city leadership, fostering open dialogue, community input, and transparency in governance.
- **Develop a Crisis Communications Plan**  
Developing a crisis communications plan for the City of Madison is vital to effectively manage crises and mitigate potential crises, ensuring prompt and coordinated responses that protect public safety, maintain public trust, and minimize reputational damage.

- **City Hall Open Houses**  
 Hosting open houses and tours of the city hall building is crucial for the City of Madison to engage with residents, showcase transparency in municipal operations, and foster a sense of community pride and ownership in civic infrastructure.
- **Develop and Launch Resident Communication Surveys**  
 Bolstering stakeholder feedback opportunities is critical for the City of Madison to foster a culture of transparency, inclusivity, and responsiveness, ensuring that community voices are heard and considered in decision-making processes.
- **Assess ADA Compliance and Develop Solutions for Non-Compliance**  
 Assessing ADA compliance and identifying solutions for non-compliance is crucial for the City of Madison to ensure accessibility, promote inclusivity, and uphold the rights and dignity of all residents and visitors, particularly those with disabilities.
- **Implement Canva Use to City of Madison Employees and Develop Brand Kit, Templates, and Controls in Canva**  
 For City of Madison information liaisons, implementing and educating on the use of Canva and its brand kit, templates, and controls is essential to upholding brand standards, maintaining a cohesive and professional image, and ensuring clear and consistent communication with the community.
- **Gather baseline KPIs to Track**  
 Gathering baseline KPIs is essential for the City of Madison to establish a benchmark for evaluating the effectiveness of communication initiatives, enabling data-driven decision-making and continuous improvement in engagement and communication efforts.



# BRAND STANDARDS GUIDE

---

*The City of Madison's Brand Standards Guide outlines our brand's importance and objectives, establishes a comprehensive framework of branding elements that ensure consistent representation and communication of the City of Madison brand across all touchpoints, and serves as a definitive resource for internal and external stakeholders, providing clear directives and standards for the creation, implementation, and maintenance of our brand elements and assets.*

# THE IMPORTANCE OF A BRAND

---

Recognizing the significance of a brand is crucial for understanding its impact on our daily operations, interactions, and overall service delivery to stakeholders. Referring to the City of Madison's Brand Guidelines & Elements, stakeholders encompass existing and potential residents, businesses, community partners, elected officials, employees, and visitors. Each stakeholder presents a distinct opportunity to engage with the City of Madison brand. Our brand encapsulates the stakeholder experience, incorporating their perceptions of the City of Madison and communication, services, stewardship of resources, and more.

## **Stakeholder-Focused Communication and Trust**

A well-defined brand provides a framework for consistent, stakeholder-focused communication. It helps the City of Madison convey our mission, vision, values, and priorities to stakeholders. Consistent, efficient, timely, and quality-driven communications build trust and credibility over time, as residents see their city officials delivering on promises and actively working towards the betterment of the community.

## **Identity, Recognition, and Competitive Advantage**

A strong brand helps the City of Madison to establish its identity and differentiate itself from others while yielding a competitive advantage. A well-managed city brand is crucial to positively impacting economic development, tourism, community engagement, and the overall quality of life for residents.

## **Community Pride and Engagement**

A cohesive city brand can foster a sense of pride and belonging among stakeholders and provide for a structure of inclusivity. When people feel connected to their city's brand, they are more likely to participate in community events, support local businesses, and contribute to initiatives to improve the city.

## **Effective Communication & Fiscal Responsibility**

A well-defined brand creates a framework for effective communication, supporting our fiscal responsibility to the City of Madison stakeholders. Clear communication fosters trust, enhances efficiency, and drives long-term growth, guiding our decisions and demonstrating our commitment to accountability and excellence. Effective communication not only builds trust and credibility with stakeholders but also reinforces fiscal responsibility through the efficient use of resources.

## **Positive Perception**

Brand perception encompasses stakeholders' overall impressions, feelings, associations, and thoughts about the City of Madison. The perception of the City of Madison's brand is molded by stakeholder experiences and our overall reputation encountered across all touchpoints. Touchpoints extend from word-of-mouth referrals and online visibility to direct interactions with City of Madison staff, reviews, phone conversations, and user-friendly online experience. Positive perceptions cultivate trust, loyalty, and advocacy among stakeholders. The perception of our brand is fundamental to shaping our success.

## **Employee Retention and Recruitment**

A strong brand plays a significant role in employee retention and recruitment for the City of Madison. A positive brand image can contribute to higher employee satisfaction, retention rates, and the ability to attract top talent, ultimately supporting the city's goals and initiatives.

# **OBJECTIVES**

## **Maintain Brand Consistency**

By defining specific guidelines for using logos, typography, colors, imagery, and other visual elements, we ensure that our brand maintains a cohesive and recognizable identity across various mediums, including print and digital.

## **Preserve Brand Integrity**

The City of Madison Brand Standard Guide is a reference point for internal teams, external partners, and vendors creating brand-related materials. It streamlines collaboration by providing a common understanding of the brand's visual language and standards.

## **Facilitate Collaboration**

This guide is a reference point for internal teams, external partners, and vendors creating brand-related materials. It streamlines collaboration by providing a common understanding of the brand's visual language and standards.

## **Enhance Brand Perception**

This guide upholds consistent, high-quality visual standards, helping to elevate our brand's perception in the eyes of our audience. A cohesive and professional presentation fosters stakeholder trust, credibility, and loyalty.

## **Adapt to Various Contexts and Needs**

The City of Madison Brand Guideline provides flexibility by offering guidance on adapting our branding elements to different contexts, such as social media platforms, marketing materials, websites, and events, while maintaining brand adherence.

## **Empower Brand Ambassadors**

With clear guidelines, employees and partners can confidently represent our brand in their communications and interactions, becoming effective brand ambassadors who amplify our messaging and values.

## **Support City of Madison Strategic Plan**

As the City of Madison evolves and expands, the guidelines serve as a roadmap for scaling our visual identity consistently and strategically, ensuring that our brand remains relevant, impactful, and aligned with the Madison Strategic Plan.

# **RESOURCES**

The City of Madison employees can access branded resources such as letterheads, department and City of Madison logos, PowerPoint Presentations, and more. The Branded Resources library will include a working document maintained by the Communications & Marketing Coordinator, which includes helpful tips, standard and best practices, etc. Employees involved in creating communication materials (digital or print) will have access to Canva, which has pre-loaded branding assets and elements aligned to our City of Madison Brand Standards Guide. For modifications or individual needs, please submit a request to the Communications & Marketing Coordinator.

## GUIDANCE

The Communications and Marketing Coordinator will provide ongoing guidance and support to ensure communications are aligned with the City of Madison brand. This will entail guidance of the development of communications and marketing strategies, design work, and content enhancement.

## ADHERENCE TO BRAND STANDARDS

Altering brand standards undermines our established integrity and consistency, eroding trust and recognition. Consistency is vital for effective branding, ensuring coherence across all touchpoints. Deviating from standards dilutes our impact, causing confusion and weakening our competitive edge. Inconsistency erodes loyalty and hinders long-term growth. Adhering to brand standards is essential for maintaining a strong, recognizable presence in the market.

## DEPARTMENT ACCOMMODATIONS

Brand accommodations can be unified through consistent messaging, color palettes, typography, and imagery. If applied correctly these elements create a cohesive connection to the main brand identity. Tailored colors and imagery help engage specific audiences effectively. Reasons for brand accommodations include:

- Themed or special advertising or publications pieces
- Infographics
- Your program or department provides a unique, stand-alone service or is widely recognized in the community as a distinct entity.

Branding accommodations are in place for specific departments or programs. Each department or program is responsible for collaborating with the Communications & Marketing Coordinator to complete an accommodations form that will outline the approved differences in brand standards for repetitively used content or creatives. This document should illustrate a consistent look and feel baseline for each program or department while still allowing for creativity variances. Accommodation form information will include:

Department Name

Program Name

Logo (if different from department or City of Madison)

Tagline (if applicable)

Color Palette Variations

Font Variations

Each department or program's accommodation form will be attached to the City of Madison Branding Elements & Guidelines and reviewed yearly by the Department Director/their team and the Communications & Marketing Coordinator. Accommodations will not change the brand standard or the expectations outlined in the City of Madison's Brand Guidelines & Elements. City of Madison branding is required on all department or program publications (digital or print) to make it easily identifiable as a City of Madison department or program.

# BRAND ELEMENTS

---

## BRAND VOICE

Typically the brand voice for the City of Madison should be energetic, optimistic, and inviting. It should inspire curiosity and a sense of wonder. It should encourage people to embrace new experiences and Discover the Unexpected. When sharing emergent or impactful information, the brand voice should be calm, reassuring, factual, and consistent. Use language that is direct, concise, and informative.

## PHOTOGRAPHY

Photos should be in color, ratios appropriate to the platform on which they are being used, consistently the same ratio, well lit, uncluttered, and depicting the subject well. Obtain necessary permissions for images featuring recognizable individuals, private locations, or copyrighted material. At minimum, verbal consent of individuals being photographed must be obtained and documented on the City of Madison Media & Promotional Release Form. Editing, retouching, or enhancing should not be misleading or misrepresenting of the City of Madison brand or the subject photographed. It is advised that all editing is done tastefully and the use of filters or common cell phone editing options are not advised as it does not deliver the quality City of Madison brand we strive for. Brand elements such as logos should be used in most City of Madison photos. Branding elements such as colors, typography, and approved designs can be added to photography if it adds to the quality or purpose of the photo.

## LOGOS AND ICONS

The use of logos and icons should always be done in a quality and professional manner. When deciding which logo or icon variation to use, please consider the contrast provided by the background where you will place the logo or icon.

The City of Madison logo and icon should always be highly visible, easy to read, and spaced apart from other design items by 1/4" or greater and edge of the publication by 1/2" or greater. Logos can have "Discover the Unexpected" or not and it is not advised to add anything additional to the logo or stretch the logo to fit a space. Use of the sun icon should be rare and be appropriate to the design.

Individual department logos can be created and will be made available in the Branded Resources library.



## TYPOGRAPHY

To ensure a consistent and easily identifiable materials (digital, print, or otherwise) from the City of Madison, the fonts below will be used.

AA Aa Aa

TRAJAN  
PRO

Canva  
Sans

Rockwell  
Regular

\*Baskerville Old Face and  
Aptos fonts listed may be used  
in Word documents if  
absolutely necessary.

**TRAJAN PRO BOLD**

TRAJAN PRO REGULAR

**Canva Sans Bold**

**Canva Sans Medium**

**Canva Sans Regular**

**Rockwell Bold**

**Rockwell Regular**

**Rockwell Light**

BASKERVILLE OLD FACE

Aptos

Aptos Light

**Aptos Semi Bold**

**Aptos Extra Bold**

Aptos Serif

**Arial Font to be used for building signage only!**

## GRAPHIC STYLE & IMAGERY

To uphold a trustworthy and professional image, the City of Madison's graphic and creatives style will remain true to the brand values and exhibit real humans, places, and objects. The use of "cartoon"-like graphics or creatives is not advised and does not deliver the quality City of Madison brand that we strive for.

## COLOR PALETTE

The primary City of Madison branding colors are below. Black (#000000) and white (#FFFFFF) may also be used in design. The use of secondary colors is acceptable so long as the color change brings a positive change to the creative.

Primay Colors:



Hex  
**#002B5C**  
CMYK  
0, 90, 97, 45  
RGB  
0, 43, 92



Hex  
**#8B0E04**  
CMYK  
0, 90, 97, 45  
RGB  
139, 14, 4



Hex  
**#54301A**  
CMYK  
0, 43, 69, 67  
RGB  
84, 48, 26

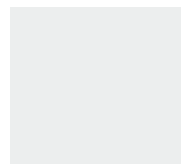
Secondary Colors:



Hex  
**#811A17**  
CMYK  
0, 80, 82, 49  
RGB  
129, 26, 23



Hex  
**#192955**  
CMYK  
71, 52, 0, 67  
RGB  
25, 41, 85



Hex  
**#EEEEEE**  
CMYK  
0, 0, 0, 7  
RGB  
238, 238, 238



Hex  
**#4E3414**  
CMYK  
0, 33, 74, 69  
RGB  
78, 52, 20



Hex  
#2B3A62  
CMYK  
56, 41, 0, 62  
RGB  
43, 58, 98



Hex  
#5F6A88  
CMYK  
30, 22, 0, 47  
RGB  
95, 106, 136



Hex  
#8E3532  
CMYK  
0, 63, 65, 44  
RGB  
142, 53, 50



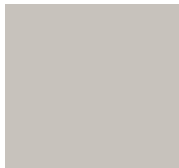
Hex  
#192955  
CMYK  
71, 52, 0, 67  
RGB  
25, 41, 85



Hex  
#412503  
CMYK  
0, 43, 95, 75  
RGB  
65, 37, 3



Hex  
#79664F  
CMYK  
0, 43, 95, 75  
RGB  
65, 37, 3



Hex  
#C6C0B8  
CMYK  
0, 3, 7, 22  
RGB  
198, 192, 184



Hex  
#043679  
CMYK  
0, 3, 7, 22  
RGB  
198, 192, 184



Hex  
#766249  
CMYK  
0, 17, 38, 54  
RGB  
118, 98, 73



Hex  
#801917  
CMYK  
0, 80, 82, 50  
RGB  
128, 25, 23

## **Standard Email Signature**

The City of Madison employees have a standard email signature and slight modifications are appropriate, allowing for department or position needs. Please keep in mind that it is not advised that brand elements, even in an email signature, be altered. A logo for email signatures, templates, social media icons, and strategic marketing messaging/graphics will be provided in the City of Madison Branded Resources folder. Email signatures should follow this format (following font style and sizes):

**Employee Name, credentials (Canva Sans Bold 14pt)**

***Title (Canva Sans Bold, Italic 12pt)***

Phone: (Rockwell 12 pt)

Cell: (if applicable) (Rockwell 12pt)

Fax: (if applicable) (Rockwell 12pt)

Email: (Rockwell 12pt)

Location: (Rockwell 12pt)

Mailing Address: if applicable (Rockwell 12pt)

<City of Madison logo/contact>

<Optional: Social media icon (should link to your departments social media)>

<Optional: Additional communications graphics if provided>

## Sportsplex

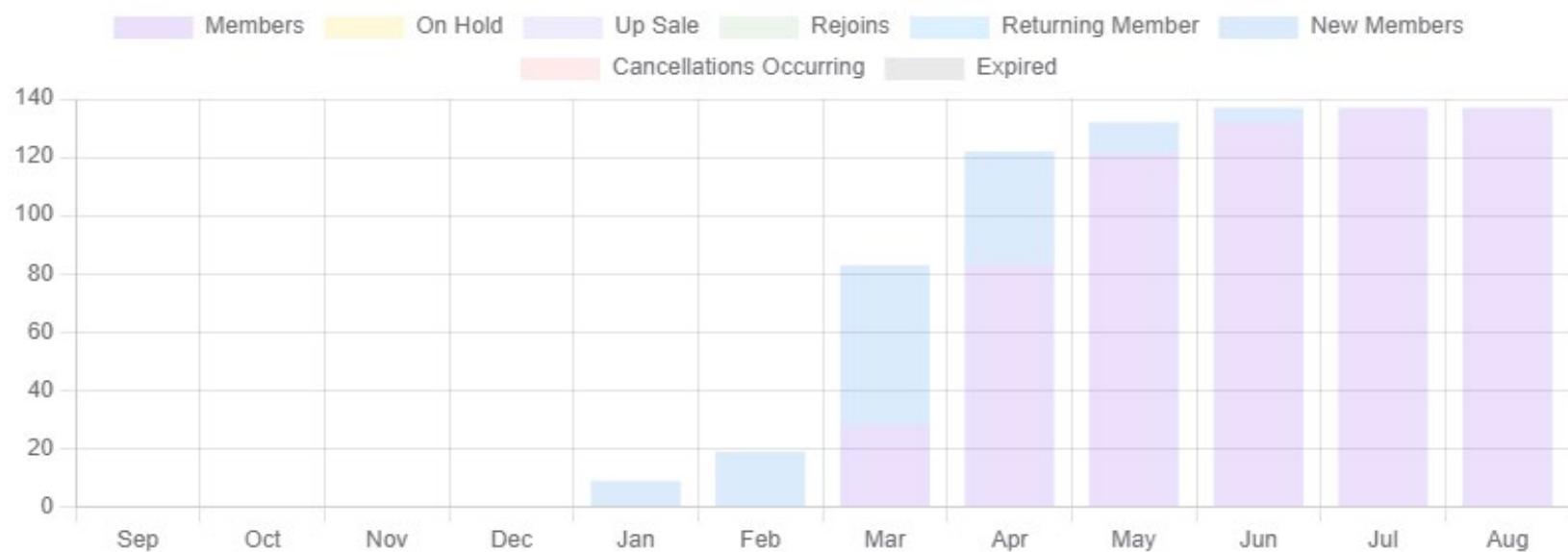
Total Number of Members: 137

Member Visits: 572

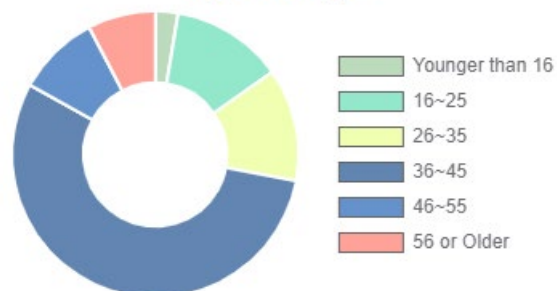
Total Sales YTD (06/17/24): \$ 12,401.00 / Total Expenses YTD: \$ 24,345.42

### Member Graph at End of Month

< 2024 >



### Age Groups

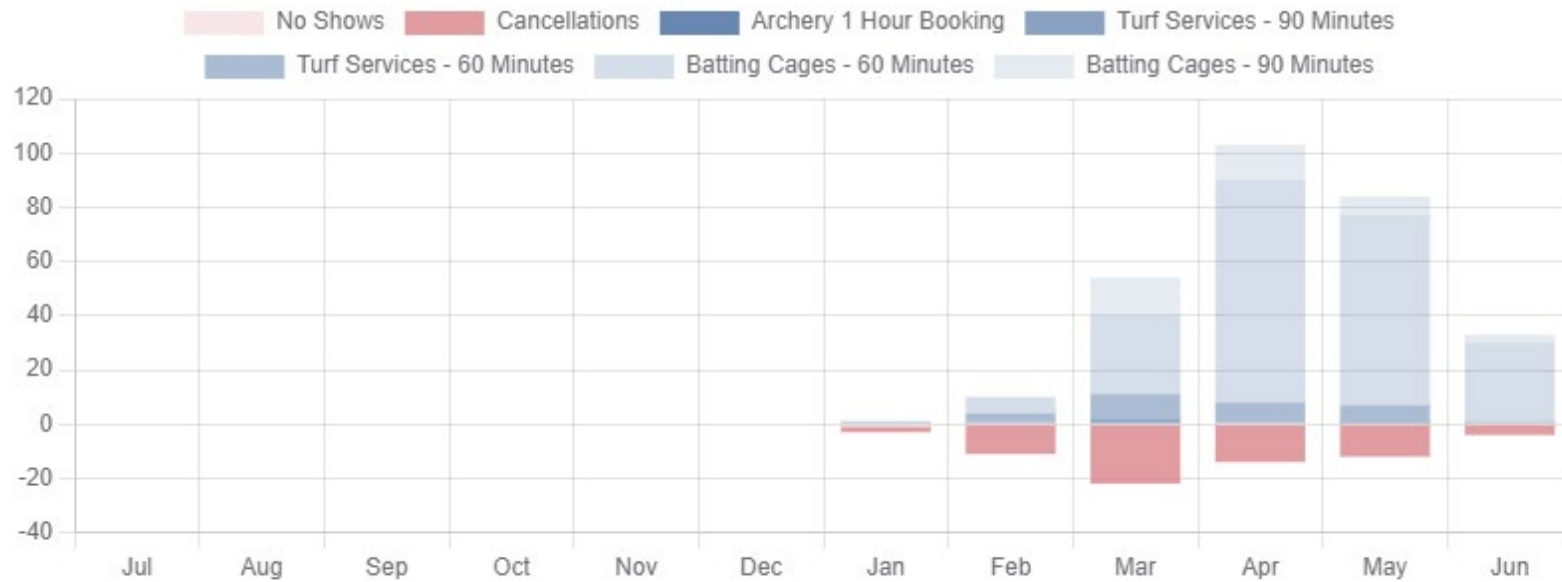


## Booking Summary

| Categories                          | From: Jan 01 2024 To: June 17, 2024 |
|-------------------------------------|-------------------------------------|
| Total bookings made                 | 610 bookings                        |
| Service: Batting Cages - 60 minutes | 419 bookings                        |
| Service: Golf Net                   | 2 bookings                          |
| Service: Turf Services - 90 minutes | 10 bookings                         |
| Service: Turf Services - 60 Minutes | 103 bookings                        |
| Service: Batting Cages - 90 minutes | 76 bookings                         |
|                                     |                                     |

## Member Bookings

< 2024 >



## Money Received

< Jun 1 2024 >

