



City of Plantation
City Council Chambers

Subject:

Branding and marketing discussion

Summary:

Background:

At the March 25, 2026 meeting where the City Council reviewed the city employee feedback on the proposed logo and tagline options, City Council expressed consensus to seeking business and resident feedback. The city's consultant, Conceptual Communications, has completed the public input gathering portion of the project and will present the results and next steps to the Council.

Funding:

Amount:

Finance Director/Budget Manager Recommendation:

Prepared By:

Laura Karpaviciute

ATTACHMENTS:

[Branding and Marketing - May 2026.pdf](#)