

# Sandoval County Board of County Commissioners

## Agenda Item Summary

**AGENDA ITEM # 11-6-14.7**

**1. REQUESTED MOTION**

**ACTION REQUESTED:**

Adopt Resolution No. 11-6-14.7 Supporting the Regional Brand Name "Ingenuity Central" to be Used for Economic Development, Public Relations and Marketing

**WHY ACTION IS NECESSARY (Summary):**

The economic development community in the Middle Rio Grande Council of Government jurisdiction feels that there is a need to market the 4-county area together in an effort to establish a regional identity.

**2. REQUESTOR**

COMMISSIONER SPONSORED:  YES  NO

DISTRICT:  DISTRICT 1     DISTRICT 4  
 DISTRICT 2     DISTRICT 5  
 DISTRICT 3

DIRECTOR / ELECTED: Dianne Maes  
 DIVISION: County Business Development  
 ELECTED OFFICE:

ATTACHMENTS:  YES  NO

**3. MEETING DATE**

November 6, 2014

**4. AGENDA** (To be completed by County Manager)

- PROCLAMATION
- PRESENTATION
- CONSENT
- REGULAR
- APPEAL

**5. RECOMMENDATIONS**

Recommend Board of County Commission approval.

**6. FISCAL IMPACT**

N/A

**7. RECOMMENDED APPROVAL (Initials & Date)**

Department Director/Elected Official	Human Resources	Purchasing	Attorney As to Form PFT	Finance Budget	County Manager PPR	Other
DM 10/24/14	_____	_____	10/29/14	_____	10/31/14	_____

**8. COMMISSION ACTION**

Approved     Denied     Deferred     Other



## **SANDOVAL COUNTY**

### **Resolution No. 11-6-14.7**

#### **A RESOLUTION SUPPORTING THE REGIONAL BRAND NAME "INGENUITY CENTRAL" TO BE USED FOR ECONOMIC DEVELOPMENT, PUBLIC RELATIONS AND MARKETING**

**WHEREAS**, the Mid-Region Council of Governments (MRCOG) Board heard from the economic development community in September 2012 that there was a clear need for economic development marketing and public relations in the region; and

**WHEREAS**, the MRCOG held a series of meetings with key stake holders from around the region from 2012 to 2014 to move forward a plan to develop a brand identity for the region; and

**WHEREAS**, the MRCOG used federal funds to hire local brand and designs consultants to develop a regional brand, naming convention and proposed advertising campaign in concert with regional stakeholders, including Sandoval County; and

**WHEREAS**, the City of Albuquerque, Bernalillo County, Sandoval County, Albuquerque Economic Development (AED), City of Rio Rancho, Village of Los Lunas, Estancia Valley Economic Development Association (EVEDA), and the Public Utility Company of New Mexico (PNM) all contributed matching funds totaling \$26,500, with Sandoval County contributing \$5,000 towards this effort.

**NOW THEREFORE BE IT RESOLVED** that the Board of County Commissioners of Sandoval County supports the regional brand name Ingenuity Central to be used for economic development public relations and marketing; and

**BE IT FURTHER RESOLVED** that the Board of County Commissioners supports the County Business Development Department in continuing to work with MRCOG to develop a governance structure for ongoing use of the brand and the roll out of a branding campaign.

**APPROVED AND ADOPTED** by the governing body of Sandoval County, New Mexico, this 6<sup>th</sup> day of November, 2014.

**BOARD OF COUNTY COMMISSIONERS  
OF SANDOVAL COUNTY**

**ATTEST:**

\_\_\_\_\_  
Darryl Madalena, Chairman

\_\_\_\_\_  
Eileen Garbagni, County Clerk

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Orlando Lucero, Vice Chairman

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Nora Scherzinger, Member

**APPROVED AS TO FORM:**

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Don Chapman, Member

\_\_\_\_\_  
Patrick Trujillo, County Attorney

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Glenn Walters, Member