



## Legislation Text

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**File #:** 23-5807, **Version:** 1

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Resolution - A Resolution of the City Council of the City of Mansfield, Texas, Approving a Professional Services Agreement with RSM Design for the Branding and Wayfinding Design for the Harvest Point District, in an Amount not to Exceed \$280,500

To Consider the Resolution Approving the Agreement

Approve the Resolution

In an effort to identify, brand, and promote the city's sports and entertainment corridor, Harvest Point (name to be changed as part of this process), staff worked with Vieste and OmniPlan architects on recommendations for a professional branding firm to assist with these efforts. RSM Design submitted a branding and wayfinding signage design proposal for The LinQ innovation district and City Council entered into an agreement with them on that project in September 2023. RSM Design has worked on notable and upscale districts such as Legacy West in Plano and the new development within the Fort Worth Stockyards. The goal of working with this design firm is to create elevated and cohesively branded districts with unique identities that will become well known to visitors around the world. The scope of work includes logo design, a full branding package, a website landing page, and a wayfinding signage schematic design.

To create a centralized district brand

TIRZ #4

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