

Memorandum

City of Lawrence

City Manager's Office

To: David Corliss, City Manager

From: Megan Gilliland, Communications Manager
Diane Stoddard, Assistant City Manager
Britt Crum-Cano, Economic Development Coordinator

Date: October 1, 2013

Re: Farmland property marketing/naming

The installation of infrastructure at the property formerly known as Farmland Industries continues and will be completed late this year or early next year. This business park will be important for future industrial growth in Lawrence and a center of employment in years to come. There is presently a need to begin working on marketing materials for this business park. A key aspect of that is the need to choose a name to represent this marketable land for economic development purposes. Retaining the "Farmland" name for the property does not appear to be a viable option as it would likely create confusion given that Farmland is still a corporate entity and also it does not appropriately relay the new chapter for the property as a place for new economic development activity.

Megan Gilliland, Communications Manager, worked with Gregory Thomas, KU Professor, Director of the Center for Design Research, and a member of the Joint Economic Development Committee (JEDC), earlier this year on naming ideas for the park. He came up with several names. Some had ties to the property's history and agricultural heritage. He created some names that conveyed our desire for the property to be forward-thinking and cutting edge. The following is a listing of ideas that were discussed:

VentureCenter or Venture Centre	EcoVision Park or ecoVision Park
ReSource Center or reSource Park	EcoVenture Park or ecoVenture Park
Prairie Center	ReNew Business Center
West Hills Business Center	ReNu Business Park
Corporate Business Center	Parkland Commerce
HarvestCenter or Harvest Park	Crosstrails Commerce
Heartland Gateway Center	ecommerce center
Harvest Gateway Center	RiversEdge Center
Element Business Park	Greenway Park
Riverview Technology Center	ecoSource
Innovative Industry Center	ecoTech
ProgressiveTech Park	reConnect Park
Spark Technology Park ("Spark Park")	ecoConnection or econnection Park
Progress Place	

You can also play with certain pieces of the naming for definition. For example, bolding parts of a word can provide emphasis:

VentureCenter

Element Business Park

reSource Center

ecoVenture

ecommerce center

Lawrence**Venture**Center

Recommendation:

After a great amount of staff discussion, staff recommends the name **Lawrence VenturePark** for this property. The city worked with a trademark attorney to verify that this name is not trademarked. Additionally, Douglas County plat records were searched and no conflicts with this name were identified. It was determined that the name ReVenture is a trademarked name related to a business park in another state, so could not be utilized.

Once the name has been determined, additional steps can proceed regarding the marketing process. Staff has worked with a graphic artist to design the following logos below utilizing the Lawrence VenturePark name. The next step would be development of marketing materials including brochures that showcase this park and its potential for development.

Staff has worked to develop a visual identity for the site as shown below:

Vertical Layout:



Horizontal Layout:

