

City of San Leandro Branding & Marketing

June 15, 2026

City Council Presentation

resonance



01

Project Overview

Branding and Marketing Goals

01 - CIVIC PRIDE

How to rally our diverse communities into one unified narrative that celebrates San Leandro's authenticity and builds civic pride

02 - DESTINATION APPEAL & ECONOMIC GROWTH

How to communicate San Leandro's Value Proposition to investors and businesses to strengthen its position in key sectors including life sciences (10% growth), advanced manufacturing, clean tech, food tech, retail, dining etc...

03 - CONSISTENCY

How do we create a unified marketing framework and design system that guides all future City communications, ensuring consistency across departments, partners, and platforms.



Our Process - Key Considerations

Build upon

(we're not starting from scratch)

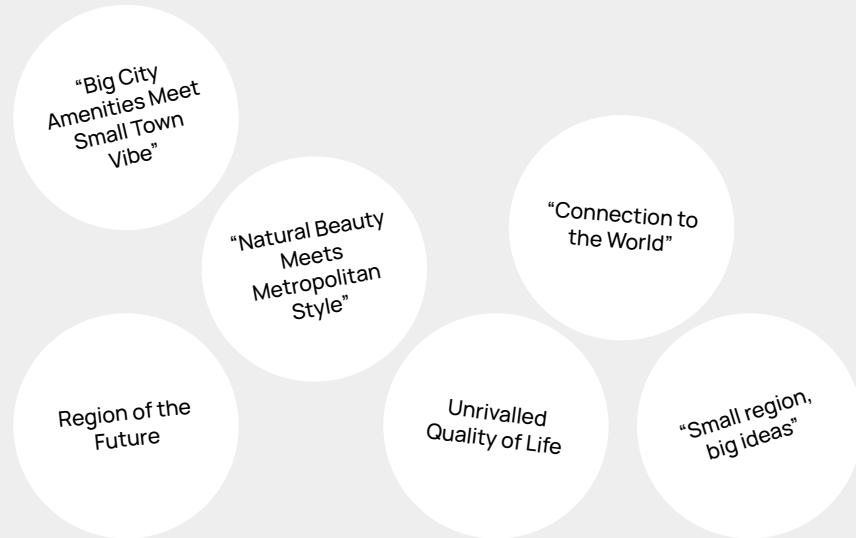
Generate alignment

(horizontal not vertical)

Drive value

(address a need and identify success metrics)

It's not talking about us.



But about what matters

What is the challenge we're trying to solve? We can't be everything to everyone. Your research shows strong resident sentiment.

What truly sets us apart, and how does that matter to our audiences?

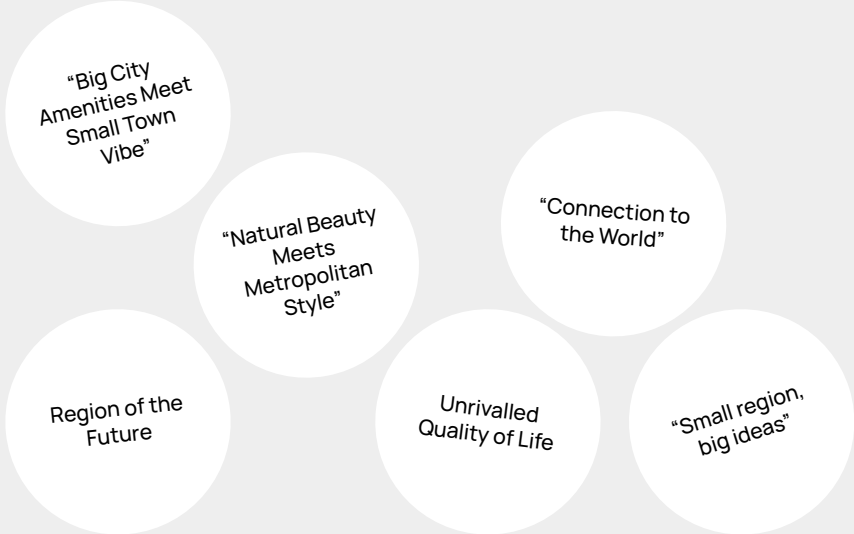
What do we stand for? What are our unique values?

What brings our departments, partners, and communities together?

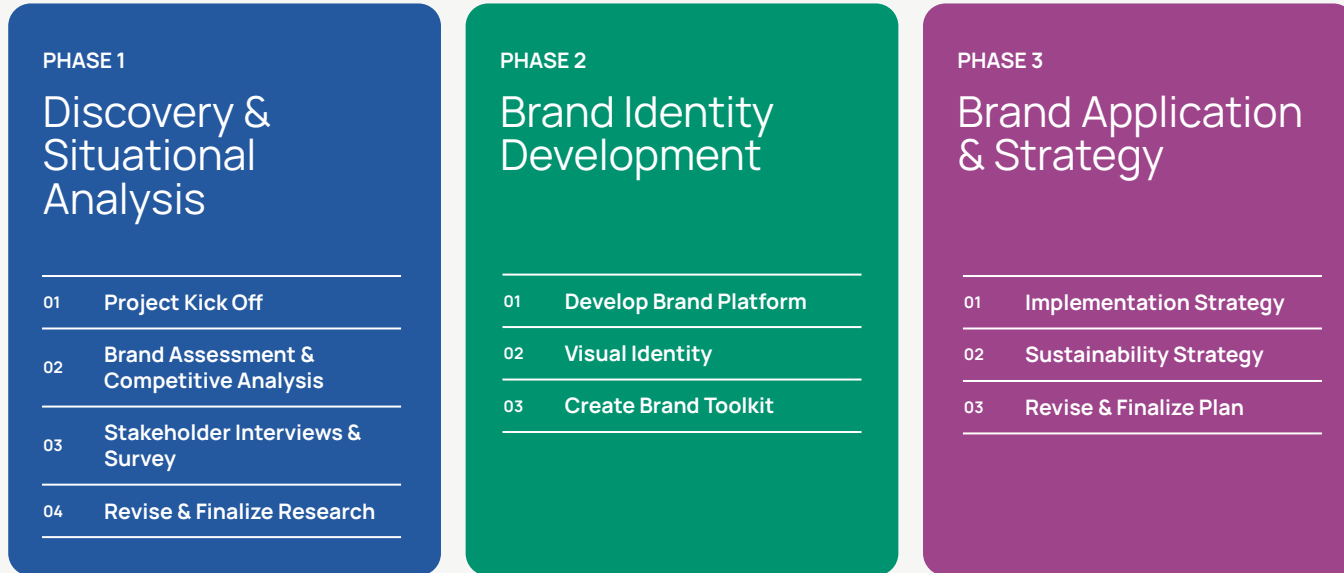
What drives citizen-pride? What do we empower people to do / to be?

“A shared business asset that supports economic growth by improving consistency, differentiation & destination appeal.”

It's not talking about us.



A thorough and collaborative, 3-phase approach to keep San Leandro moving forward



TIMELINE

36 Weeks

WEEKS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36

Discovery & Situational Analysis
14 WEEKS

Brand Identity Development
13 WEEKS

Brand Application & Strategy
9 WEEKS

1

Discovery & Situational Analysis

- Project Kick Off
- Brand Assessment & Competitive Analysis
- Stakeholder Interviews & Surveys
- Revise & Finalize Research

2

Brand Identity Development

- Brand Narrative Development
- Visual Identity (Including Brand Mark)
- Create Brand Toolkit

3

Brand Application & Strategy

- Implementation Strategy
- Sustainability Strategy
- Revise & Finalize Plan

02

Our Experience

PROJECT TEAM

We're excited to bring an expert team in place branding
Combined with a local engagement expert

Jeremie Feinblatt
Principal



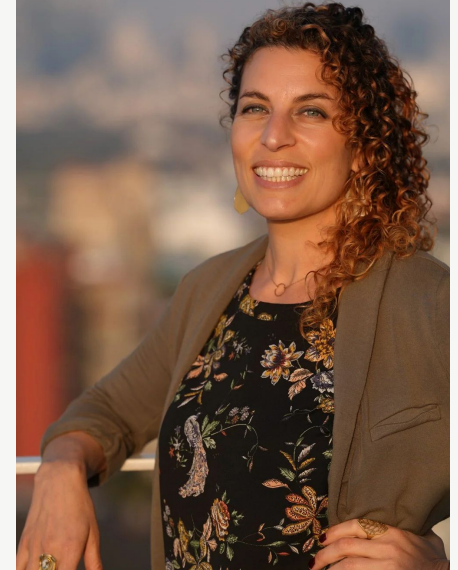
Jake Buganski
Vice President, Strategy



Dominic Prevost
Vice President, Creative



Ilana Lipsett
Strategic Partner



OUR CLIENTS

We partner with visionary places that seek bolder ideas and better futures.

Our team has advised cities and destinations in more than 100 cities around the world.



Baltimore

Bold Moves Reignite A Region

A destination and investment brand positions Greater Baltimore as a dynamic region of reinvention, resilience, and progress.

The Greater Baltimore Committee engaged Resonance to develop a unified destination and investment brand that amplified civic progress and collective efforts to transform the region. Extensive research with stakeholders and residents showed that Baltimore is defined by a history of nation-shaping innovation and willingness to tackle complex challenges head-on. We positioned Greater Baltimore as a region fearlessly making Bold Moves that are defining its future.

The brand launched at SelectUSA 2025 with a new investment website, marketing campaign, and unified narrative—earning immediate praise. Co-created with a panel of Baltimore-based creatives, the identity framed transformation in motion, showcasing all the Bold Moves taking place in the region be it people, places, and industry. Bold Moves became a rallying cry for doers and visionaries is now headlining major redevelopment and innovation projects across the region.



Tulsa

Inspiring a Region to See Further

Engagement reveals an oil and gas capital ready for a creative positioning.

The Tulsa Regional Chamber and Visit Tulsa launched an 18-month project called Destination Tulsa 2025 designed to unite tourism, economic development and urban planning initiatives and attract talent, tourism and investment. Through stakeholder engagement, destination assessment, open houses and workshops, Resonance developed a brand and destination strategy that identified 5 key characteristics that shape Tulsa's personality—it's entrepreneurial, creatively vibrant, active, family-friendly and historic.

We turned these into a campaign – Tulsa Inspires – that reflects how the home of the Woody Guthrie Center and the Bob Dylan archives stimulates the arts, and how its entrepreneurial spirit fosters startups and innovation, among other objectives. Tulsa Inspires proved resonant and flexible enough to rally cities and towns in the region. We connected the brand to a logo, distinct language and brand stories that were used in marketing and communications efforts around the region.



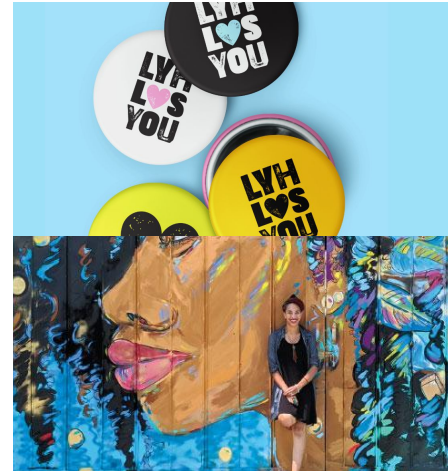
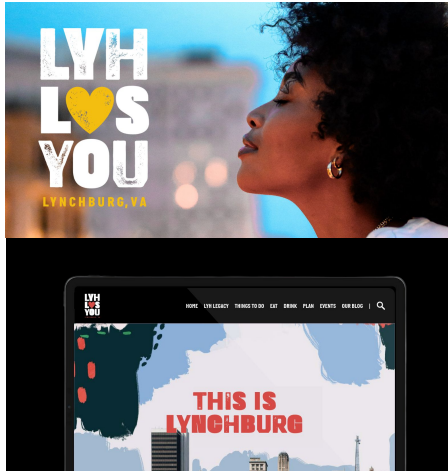
Lynchburg Economic Development

Uniting people, a region, and a message

An Economic Development Blueprint and destination brand spotlights inclusivity, welcome and warmth.

The City of Lynchburg Office of Economic Development and Tourism grounds its work in a central premise: Every resident has the opportunity to thrive in the city. However, the city's stories and initiatives lacked the unity and internal cooperation needed to unite behind a compelling message why to visit, live or invest in the city. Resonance was contracted by the City of Lynchburg to help develop a Blueprint for Opportunity.

Our competitive analysis, combined with community engagement, resulted in the destination brand LYH Loves You, which represented all players in the city and region, from talent attraction agencies to local tourism marketers. The line was a play on the state's timeless Virginia is for Lovers tourism tagline. Resonance then brought the city's distinct, unified positioning to life with a marketing strategy, advertising on all platforms and implementation to attract audiences.



Houston First Corporation

Uncovering a City's Superpower

A strategic story helps a diverse city find a common message for tourism and investment.

Houston First Corporation, the city's tourism authority, engaged Resonance to create a positioning strategy and messaging to help Houston's organizations speak the same language as they worked to attract visitors, talent and investment. Research and engagement led to a strategy to leverage the powerful collaborative energy made possible by the city's inclusivity and diversity.

The idea created a shift from Houston's many facts and features to its emotional benefits for the audiences it wanted to attract. United under the platform "The Power of Together", Resonance created economic development and tourism videos, trade show communications, graphic systems and other content on B2B and B2C platforms. We continue to work with Houston First, Greater Houston Partnership and other organizations to bring the brand to life.



The Brussels Region

Portrait of a Perfectly Imperfect City

Our Brussels Between book is as unexpected as the region itself, a souvenir that dares to be Brussels.

Brussels Between is collateral of a different sort: an homage to the city between moments—not the expected, beautiful shots of iconic times of day, but those that make viewers look twice, that help them see the city afresh.

Five different young photographers were given licence to photograph Brussels freely, and they found places, people and moments that make the region unforgettable.



03

Outreach Plan

Stakeholder & Partner Engagement

Facilitate authentic, inclusive conversations with San Leandro's diverse stakeholders.

Ensure the brand is rooted in what residents, workers, and community leaders **genuinely feel, value, and aspire to for their city.**

Bring futures thinking to the table – inviting people to imagine not just what San Leandro is, but what it's becoming.



Stakeholder & Partner Engagement

1:1 Interviews

Sector roundtables

Community survey
(fielded by San Leandro)

Pop-up conversations at existing events
(farmers' market, Cherry Festival)

Build on what exists:
(extensive community survey, community input into Economic Development Strategy, etc)



Roundtables

Roundtable	Participants include
Small Business & Retail	Business owners, business orgs (chambers)
Arts & Community	Artists, cultural orgs, creative industry
Science & Innovation	Tech, biotech, clean energy
Large Business, Industry, Manufacturing	Major employers, developers
Community Services	HOAs, neighborhood associations, civic orgs
Immigrant & Diaspora Communities	Spanish- and Chinese-speaking community leaders
Government & City Staff	Department heads, key city staff
Open to Residents	Two (2) general public sessions

What we've been hearing so far...

San Leandro's strongest emotional equity is belonging. Participants repeatedly described the city as rooted, connected, diverse, homey, and culturally layered, with "deep roots" and a sense that people know each other and feel they belong.

The city's identity is both stable and evolving. Stakeholders framed San Leandro as a place with continuity and tradition, while also noticing new momentum around Bayfair, innovation tenants, biotech, manufacturing, and education partnerships.

Place assets are real, but not always obvious. Marina/shoreline, Lake Chabot, festivals, the farmers market, shopping, food, golf, and access to hiking were named as distinctive strengths, yet newer residents said the city's character and destinations are not always obvious or easy to discover.

Practical quality-of-life issues shape the brand as much as amenities do. Safety around Bayfair/BART, housing affordability, food security, childcare, transportation access, and clearer awareness of existing resources all surfaced as factors that influence whether people feel San Leandro works for them.

How These Insights May Shape Our Next Steps

Insight from Outreach	Implication for Brand Strategy
<p>Residents and stakeholders respond to themes of rootedness, diversity, and belonging.</p>	<p>Build the brand platform around civic pride, authenticity, and a unifying narrative that reflects lived experience.</p>
<p>San Leandro is seen as a city of both “small-town vibe” and metropolitan access/opportunity.</p>	<p>Refine messaging around quality of life, connectivity, and “natural beauty meets metropolitan style” in a more grounded, community-validated way.</p>
<p>Bayfair, shoreline/marina, festivals, and innovation activity are promising anchors, but the city’s assets are not always obvious to outsiders or newcomers.</p>	<p>Prioritize place-based storytelling, clearer destination language, and a stronger hierarchy of signature experiences and districts.</p>
<p>Growth stories resonate most when tied to opportunity for existing residents, especially youth.</p>	<p>Position economic development through inclusive opportunity: workforce pipelines, education, entrepreneurship, and family futures, not just recruitment.</p>
<p>Safety, affordability, transportation, childcare, and access to services affect whether people feel included in San Leandro’s story.</p>	<p>Ensure the final framework speaks to internal audiences too, giving departments and partners language to communicate services consistently and credibly.</p>

Thank you for your time

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