



ATTACHMENT A

REQUEST TO PLACE ITEM ON THE AGENDA

(Per Section 1-20 of Governing Standards and Expectations)

Requestor(s). Councilman Michael Boyd

Date: September 2, 2022

Problem/Issue/Idea Name for Agenda:

Fort Hood Regional Economic Development Foundation Branding Strategy Request

Description of Problem/Issue/Idea:

The Killeen community possibly suffers from a poor reputation locally, around the state and across the nation. Local issues, both new and resolved, are often exacerbated, and sustained by the local newspaper. Shortcomings at Fort Hood are regularly bundled into the Killeen narrative. Social media is utilized to misrepresent our image. Our strength and progress as a community is modestly celebrated. These cycles can have a negative impact on economic development opportunities and public perception; potentially deeming our community as undesirable. Conversely, the Killeen community is vibrant and dynamic, boasting diversity, affordability, productivity, and a strong workforce. Killeen could stand to benefit from collaborating on a rebranding strategy to counter the common narrative of our community.

Requested Action:

Consider collaborating with the Fort Hood Regional Economic Development Foundation's initiative on a comprehensive branding program.