

**THE REDEVELOPMENT AGENCY OF MIDVALE CITY, UTAH**

**RESOLUTION NO. 2023-02RDA**

**A RESOLUTION OF THE REDEVELOPMENT AGENCY OF MIDVALE CITY  
SELECTING A LOGO FOR FUTURE BRANDING AND MARKETING  
OF THE MAIN STREET AREA**

**WHEREAS**, the Redevelopment Agency of Midvale City (the "Agency") was created to transact the business and exercise the powers provided for in the Utah Redevelopment Agencies Act; and

**WHEREAS**, the Agency created the Main Street Community Development Area and intends to support, guide, and catalyze development within the Main Street Area; and

**WHEREAS**, the Agency put out a request for proposals in February of 2022 soliciting the services of a branding and marketing firm to support the Agency in its efforts to rebrand the area in a way that is more congruent with its future as an arts and culture district; and

**WHEREAS**, Fluid was the firm selected to support the Agency in these efforts and has provided the Agency with several logos to use to rebrand the Main Street area; and

**WHEREAS**, the RDA Board has reviewed the logos (Attachment A) and seeks to move forward with rebranding the Main Street area.

**NOW THEREFORE BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF MIDVALE CITY**, that the Redevelopment Agency of Midvale City has selected logo design number three to rebrand and market the Main Street area.

**PASSED AND ADOPTED BY THE REDEVELOPMENT AGENCY OF MIDVALE CITY**, this 7th day of March 2023.



Marcus Stevenson  
Chief Administrative Officer



Matt Dahl  
Executive Director



Attest:



Rori L. Andreason, MMC  
Secretary

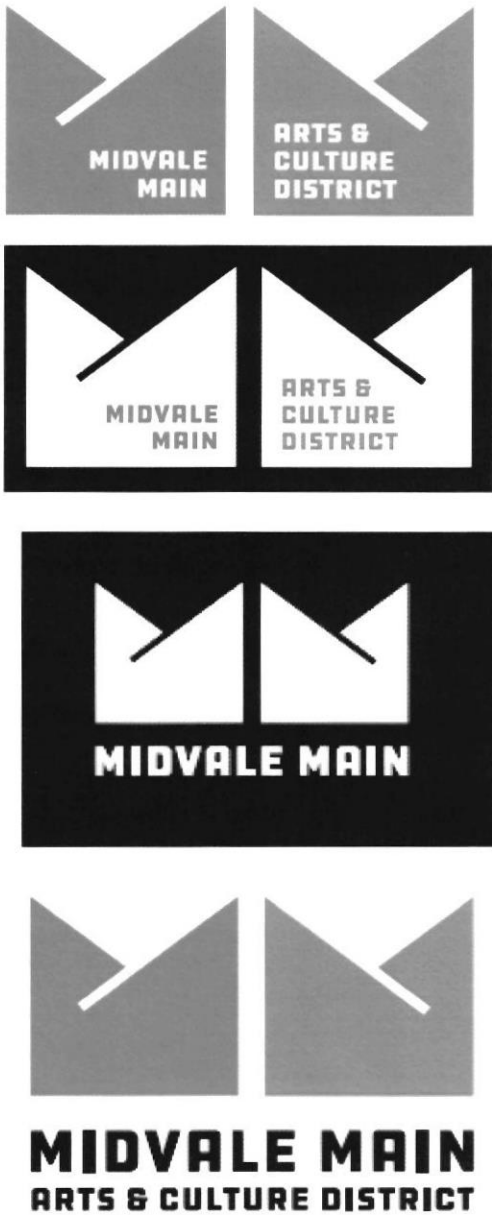
| Voting by the Board: | Aye                                 | Nay                      |
|----------------------|-------------------------------------|--------------------------|
| Quinn Sperry         | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Paul Glover          | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Heidi Robinson       | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Bryant Brown         | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Dustin Gettel        | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

1/22/2007



Attachment A: Three logo Options

1.



2.



3.

