

City of Freeport Branding Survey

The City of Freeport is working on updating its branding to better reflect who we are today and where we're going in the future. This effort is being supported by the Freeport Economic Development Corporation (EDC), which is funding this project as part of its mission to support economic growth, community identity, and tourism in Freeport. Feedback from this survey is being sent to City Departments, Boards, Commissions, and Council. Results from this section will be presented to Council for further feedback and consideration before implementation.

This project has been discussed publicly and is intended to benefit the entire community by creating a stronger, more recognizable image for the city. We are asking for your input to help guide this process.

What to expect:

- This survey takes about 5–7 minutes to complete
- Most questions are simple and multiple-choice
- A few questions allow you to share your thoughts in your own words
- You do not need any special knowledge—just your honest opinion
- Your feedback will help shape how Freeport is represented in logos, signage, marketing, and more.

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Thank you for taking the time to share your input and help shape the future of Freeport.

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SECTION 1: ABOUT YOU

Do you live in Freeport?

- ☐ Yes
☐ No

How long have you been connected to Freeport?

- ☐ Less than 1 year
☐ 1–5 years
☐ 5–10 years
☐ 10+ years

SECTION 2: CURRENT CITY, BRAND IDENTITY & BRAND PERCEPTIONS

How do you currently describe Freeport to someone that is not familiar with the city?

Describe or list in brief what you believe are the three most positive aspects of Freeport:

Describe or list in brief what aspects you believe make Freeport different from nearby or similar Texas communities:

Describe or list in brief what you believe are the most promising opportunities for Freeport to focus on for a more prosperous future:

SECTION 3: PROJECT GOALS & AUDIENCES

What goals should the completed project advance? Please rank by number from Highest to Lowest:

- ☐ Economic growth
- ☐ Residential population growth
- ☐ City brand recognition
- ☐ Improvement/Ease of wayfinding directions
- ☐ Civic pride/beautification
- ☐ Visitor appeal

SECTION 4: FINAL THOUGHTS

How would you wish to describe the impact of the project once it is completed?

How would you describe the City of Freeport as a result of the above impact?

Do you have any additional thoughts, priorities or concerns you wish to share with the project team?

Current Logo Samples

This section covers some of the logos throughout the city

