

Thinking “Outside the Box”.... Inside a Small City

Increasingly, cities of all sizes are finding themselves competing not only for tourists, economic development investment, and new residents, but maintaining a meaningful sense of pride among current citizens about their community.

Cities must become proactive in shaping their image instead of allowing their image to be shaped by events and organizations outside of their control.

Unfortunately, most cities think image is simply a logo, slogan, visual graphic or tagline. Although these may be components of an overall strategy, it is so much more.

Learn how you can create a distinctive, yet affordable **Brand Image** for your city
and reap the benefits for your community!

Establish a clear, valued, and sustainable point of distinction!

Provide a consistent brand identity to avoid conflicting messages and designs!

Provide a distinctive look and feel for the city!

Increase the ability to attract, recruit, and retain talented people!

Enhance civic pride and advocacy!

Presenters

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