

**Community Development Committee**

**MEETING AGENDA**

**Regular Meeting**

**Monday, June 22, 2020**

**2:00 p.m.**

Item

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1. Call to Order
2. Approval of Agenda
  - Discussion – Branding
3. New Business
4. Other
5. Closed Session
6. Adjourn

## Community Development Agenda Item Report Summary

June 22, 2020

### Item Title

Branding

### Prepared By

Christy Dunkle

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The contract has been executed between the Town of Berryville and Arnett Muldrow. Staff is requesting a discussion concerning process and moving ahead with the project.

Topics to discuss at the meeting include:

- building the stakeholder team;
- the online survey proposed by the consultant;
- scheduling.

Included in this report is the workshop prep forwarded by Mr. Arnett to begin the conversation.

Attachments:

- Workshop Prep supplied by Arnett Muldrow
- Draft online survey

## BRAND WORKSHOP

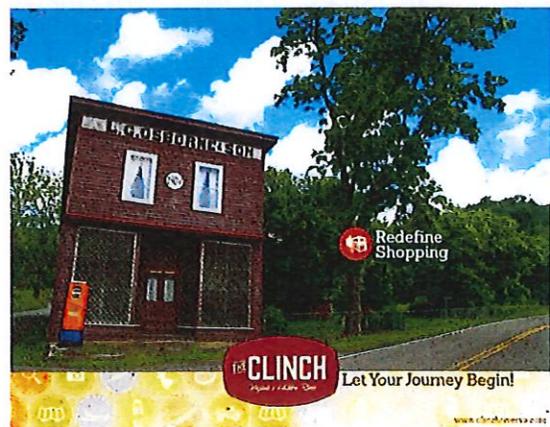
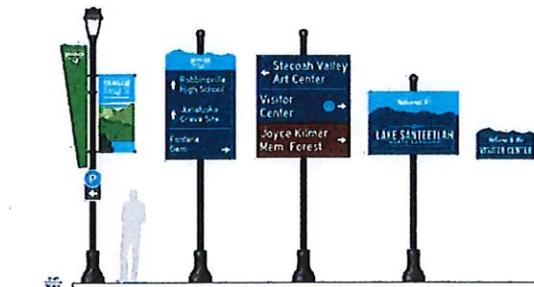
A key task in the branding project is a three-day workshop that will help us establish a market position, graphic identity and brand system for the Berryville Community. The following is a brief overview of the schedule and client responsibilities for the workshop.

The branding workshop is the primary opportunity for key creative input and brand production. Our reliance on proper planning for the visit will make this effort a success. Assembling key partners, getting buy-in, and inviting participants is the most important task that we ask of the client.

For our branding workshop to be held in **Mid-July, 2020**, we would like to have the following:

- Projector & screen (if one is not available, we can bring our own)
- Extension Cord
- A meeting room to conduct roundtables and presentations
- Workspace for us to work on image and marketing designs - This can be the same space as roundtable meetings
- High speed internet connectivity

*If the current global pandemic and state and local restrictions prevent gathering, Arnett Muldrow is fully capable of conducting this workshop using virtual tools such as Zoom, GoToMeeting, and Facebook Live. In that case, the items above will not be required, but we will work with the town in advance of the workshop on logistics and technical capabilities.*



## STEP 1 – GATHER THE DATA

### Information Needs

Please use the following list as a guide only – we realize you may not have all of this and do not need you to hunt for something that is obscure. We will return any items at the end of the project.

- Any relevant plans for the Town including downtown plans, comprehensive plans, etc.
- Marketing material for Berryville and its partners:
  - OVERALL: Marketing tools such as promotional publications, brochures, newsletters, etc.
  - EVENTS: Any event related materials including logos, brochures, posters, etc. for festivals, tours, art walks, etc.
  - TOURISM: Any visitor-oriented publications or advertising.
  - ECONOMIC DEVELOPMENT: Any economic information used to communicate investment opportunities.
- High resolution images of existing logos for the Town of Berryville, departments, local events, and partners
- History book on the Town of Berryville
- Any other information that you deem important.

*We will create a shared Dropbox folder for you to place any of the above that are digital.*

## STEP 2 – ORGANIZE ATTENDEES

### Suggested Roundtables

These are the types of groups we would like to engage in the workshop. This list is not exhaustive and should serve to get you thinking about the people to include. Each roundtable group should represent a particular theme. There may be some overlap with certain focus groups and individuals, which is fine.

- **Steering Committee** – Small group of 5 or so people currently involved with marketing the community.  
This could be Town staff as well as representatives from business, tourism, and creative stakeholders.
- **Town Staff and Leadership**
- **Shops, restaurants, lodging, and business owners**
- **Destination & tourism marketing partners** – those destinations and agencies currently marketing Berryville as a visitor destination.
- **Economic development partners** that promote Berryville as a place to invest such as Clarke County, Chamber, etc.
- **Event organizers** including those who plan and promote events such as Clarke County Heritage Day, Fall & Holliday Craft Show, Main Street events, etc.
- **Museums, Cultural, Arts Organization Partners** such as Barns of Rose Hill, Rosemont, local art galleries, Clarke County Museum, Josephine School Museum, etc.
- **Community Youth** – often organized as a small group of high school students who are involved with the community.

### STEP 3 - ORGANIZE THE WORKSHOP

#### Suggested Focus Group Schedule

We typically conduct around six to eight roundtables during the process, with one being an open public meeting. While we like the meetings to be themed (business owners, tourism, downtown organization, etc), feel free to cross-pollinate groups or have different representatives from different organizations. Some people may fit into more than one meeting, while others may only be able to meet at a certain time. Schedule the focus groups in a way that best suits your community. Below is a suggested schedule for the Branding Workshop:

#### DAY #1 \_\_\_\_\_

10:00 AM - Roundtable #1 - *Steering Committee*

11:30 AM - Tour of Berryville and surrounding area with staff/committee - *If the workshop were to be conducted virtually, this could be a simple presentation by staff*

1:00 PM - Roundtable #2

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2:30 PM - Roundtable #3

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4:00 PM - Roundtable #4

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6:00 PM - Roundtable #5 - *Public Meeting*

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#### DAY #2 \_\_\_\_\_

8:30 AM - Roundtable #6

Typically, this morning meeting works best for the *Merchants/Business Owners* roundtable

10:00 AM - Roundtable #7 (*If necessary*)

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11:00 AM - Team production, photography, creative work for remainder of day.

#### DAY #3 \_\_\_\_\_

Team Production All Day

3:00 PM - Presentation of Creative Work to Client.

Depending on the wishes of the client, this presentation can be open meeting to all of the participants in the workshop. The goal will be for us to present the work and get creative input on the system.

## STEP 4 - AFTER THE WORKSHOP

### Brand Refinement

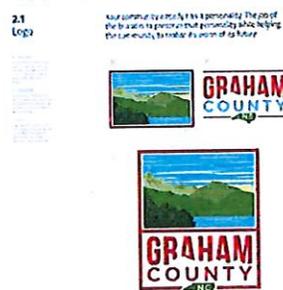
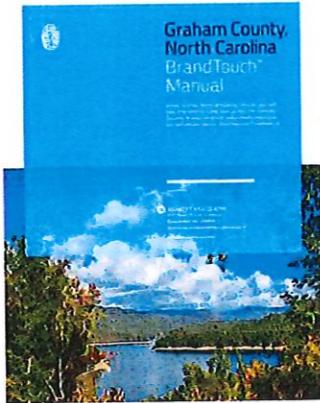
After the brand workshop and presentation of the creative work, we will take a period of two weeks for the client to compile any input from those who attend the final presentation. If there are individuals who are not able to make it to this presentation, we will record the presentation and audio, and provide the video to the client to share with any stakeholder they wish. After the two-week input period has finished, the client will forward us any final input for us to further refine the creative work and system.

After the completion of the two-week input period, we would take a period of three to four weeks to finish any final revisions of the brand system and deliverables.

### Final Deliverables

After all brand refinements have been made, we will incorporate the materials into the design team's concepts for signage and gateways. Final deliverables will be determined during the process, but often include:

- Logo and tagline designs for the Town
- Brand statement for Berryville
- Brand extension logos for events, partner organizations, etc. as desired by the Town.
- Graphic marketing recommendations depending on project needs. This often includes:
  - Custom banner designs
  - Wayfinding concept designs
  - Print collateral cover design concepts (brochures, visitor guides, etc.)
  - Digital media concepts including web-based recommendations, social media.
  - Ad templates and concepts
  - Merchandising concepts - t-shirts, mugs, promotional, etc.
- All related photography in digital format.
- Brand Style Guide for implementation.
- Brand presentation in PowerPoint
- All brand logos in variety of file formats for implementation (.jpg, .pdf, .gif, .ai, etc.)
- Release granting ownership of Arnett Muldrow's creative designs to the Town.



## QUESTIONS & ANSWERS

As you are coordinating the planning of the branding workshop, there will be a number of questions that may arise from attendees related to what a brand is, and what it will/will not do.

### What is a Community Brand?

A Community Brand is a promise that a place makes with people. A successful brand will communicate that promise and deliver a positive image for residents, investors, and visitors. A successful marketing and branding effort involves the stakeholders and citizens of a town, a community, or a region but does not need to be a time consuming and expensive process.

A brand is much more than a tagline, a logo, or an image. It is a system that can be employed, a toolbox that can be used, and an exercise that a community goes through to explore what makes it truly unique and marketable.

Some thoughts about community branding and what it will and won't do are shown to the right:

### It Will:

- Be the foundation of a seamless strategy to promote the community and organization to locals, potential investors, visitors, and businesses.
- Build community pride around a set of images, phrases and text, leveraging those tools to project a positive image for both an internal and external population.
- Save time, effort, and funds by creating a palette of logos, tag line options, design templates, and marketing pieces for a variety of stakeholders in a community.
- Grow market base by providing those marketing the community a consistent and positive image that can be used to promote both their own interests and those of the community together.

### It Won't:

- Take the place of any branding that a particular group or organization wants to keep. We factor in existing images and where those images are important to the local group, we try to incorporate them. For groups that aren't active participants in the process, we only make suggestions and propose them respectfully.
- Be a "cure all" for everything in the community, though it does endeavor to place all of the positive efforts going on into proper context. It will help "connect the dots."
- Be a group of outsiders attempting to impose something artificial on a community. Instead, the effort takes the input provided by the community itself and uses that input to forge a system of conveying a community's assets. It must be authentic to each place.



## Berryville Branding Survey

### Introduction

The Town of Berryville is conducting a survey to solicit your ideas on the character and identity of the community. Data collected in this survey will be used to develop a cohesive marketing and branding program that will look to leverage the Town's unique assets and position it as a special place.

A **Community Brand** is a promise a place makes with its people. A successful brand will communicate that promise and deliver a positive image for resident's, visitors, and investors. The brand will be used to promote businesses and activities, recruit new investment, and contribute to the sense of pride that residents have of their home town.

Your participation is important to the success of this project. We appreciate you taking time to complete this short survey.

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## Berryville Branding Survey

### About You

1. What is your home residence zip code? 

2. Mark all of the below that describe you 

- I live in Berryville Town Limits
- I work in Berryville
- I am a business owner in Berryville
- I am a tourist living outside the area
- I don't live or work here, but come to Berryville for shopping, events, or recreation
- Other (please specify)

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## Berryville Branding Survey

### Berryville's Current Character

### 3. PERCEPTIONS OF BERRYVILLE

Please answer the following using the same five-point scale.

I think BERRYVILLE ... 

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
is known throughout Virginia.	<input type="radio"/>				
is a great place to live.	<input type="radio"/>				
is a great place for visitors.	<input type="radio"/>				
has a unique history and heritage.	<input type="radio"/>				
has great arts and cultural resources.	<input type="radio"/>				
has great opportunities for shopping.	<input type="radio"/>				
has great	<input type="radio"/>				



## Berryville Branding Survey

### Berryville's Brand Identity

**11. What should be the focus of a strong IDENTITY for Berryville?**

**Please rank the following from 1 (LEAST IMPORTANT) to 6 (MOST IMPORTANT)**



<input type="checkbox"/>	Building pride of place with local residents
<input type="checkbox"/>	Promoting community events and activities
<input type="checkbox"/>	Promoting tourism and recreation destinations
<input type="checkbox"/>	Promoting local businesses
<input type="checkbox"/>	Positioning Downtown as a place to open and operate a business

**12. What other communities do you feel Berryville competes with in the region and why?** 

**13. What distinguishes Berryville from these other places?** 



## Berryville Branding Survey

### Communicating Berryville's Identity

14. Do you think Berryville's identity is clearly communicated to locals and visitors within the region? This may be through logos, websites, brochures or other marketing materials.

- Yes, the identity is apparent and clearly communicated through marketing.
- No, the identity is not communicated well.

15. How do you hear about activities, businesses and events in Berryville?

(Check all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Social Media (Facebook, Twitter, Instagram, etc)  | <input type="checkbox"/> Television/Radio                    |
| <input type="checkbox"/> Town of Berryville website  | <input type="checkbox"/> Magazines (please specify)          |
| <input type="checkbox"/> Destination website or their social media (Barns of Rose Hill, Clarke County Museum, etc) | <input type="checkbox"/> Email Blasts or Digital Newsletters |
| <input type="checkbox"/> Local business websites (please specify)  | <input type="checkbox"/> Word of Mouth                       |
| <input type="checkbox"/> Newspaper   |  |
| <input type="checkbox"/> Other (please specify)  |  |

16. What are ways that you feel Berryville can be better promoted? (Check all that apply)

- |                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|



## Berryville Branding Survey

Thank you. Please click **DONE** to record survey results.

**17. Thank you for completing this survey and for your valued input in creating a brand identity for the Berryville community!**

If you would like to receive additional information about this process, please enter your name and email address below. 

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Done

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