



City Manager's Office

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FOR IMMEDIATE RELEASE

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Danville seeks input of residents to help guide branding process

The city of Danville is asking citizens who live and work in Danville to participate in a survey designed to help develop a community "brand" for marketing the area to visitors, residents and businesses.

North Star Destination Strategies, a company specializing in community branding, produced the survey.

"At the heart of Danville's brand will be its competitive differentiator – in other words, what makes the community, including the Danville River District, special so it can stand out in the marketplace," North Star CEO Don McEachern said. "And one of the best places to find that figurative nugget of marketing gold is in the hearts and minds of the people who call Danville home."

The survey is available on www.riverdistrictdanville.com. Printed surveys are available at the Welcome Center, the Public Library on Patton Street and community recreation centers.

The questionnaire has been crafted to determine Danville's strengths, weaknesses, challenges and opportunities. All who live and work in Danville are invited and encouraged to participate in this community-wide initiative.

"We have partnered with more than 150 communities across North America, and I can't emphasize enough the importance of insights gleaned from community members," McEachern said. "To learn what makes a community special, you have to go to the people who spend more than just their money and time there. You have to go to the people who spend their lives there."

Surveys must be completed and submitted by Aug. 14.

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Danville hired North Star to guide the process in creating a marketing and branding platform as part of the River District Development Project. A wayfinding signage project will accompany the branding effort.

To learn more about Danville's branding initiative and the River District Development Project, go to riverdistrictdanville.com. To learn more about North Star Destination Strategies, go to northstarideas.com.

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For more information, contact Corrie Teague, project manager for the Danville Office of Economic Development. She is available at cteague@discoverdanville.com or (434) 793-1753.