

For Immediate Release
August 28, 2017

Contact: Mary-Hope Vass, Public Information Officer
540.432.8931
MaryHope.Vass@HarrisonburgVA.gov

Agencies Partner for Branding and Marketing Initiative

Harrisonburg, Va. – The city of Harrisonburg is partnering with Harrisonburg Tourism, Harrisonburg Economic Development, and Harrisonburg Downtown Renaissance (HDR) to develop a citywide brand and marketing strategy. The purpose of this effort is to create a consistent image for Harrisonburg that can be used to build local pride, recruit investment to the community, and market Harrisonburg to visitors and businesses.

“A city brand is an essential tool that can help us compete with other cities - on a local, regional and international scale - to attract talent, investment, events, and visitors,” says Kim Kirk, Chief Marketing Officer of Harrisonburg Downtown Renaissance. “Partnering with the city on this initiative allows us to create a shared and cohesive message that resonates with both locals and visitors and highlights what is truly unique about our city.”

Arnett Muldrow & Associates, a community branding and urban planning firm based in Greenville, S.C. has been hired by the partners to facilitate this initiative. The firm has completed their first site visit to Harrisonburg and will be returning September 11-14 for a series of public input meetings and community image workshops. The public will be invited to participate and share their ideas on how to reflect Harrisonburg’s values and market our assets in the future.

“We are excited about creating a recognizable brand for Harrisonburg that will enable us to more effectively use our marketing dollars and assist in our business attraction efforts,” said Peirce Macgill, Assistant Director of Economic Development for the city.

The intensive process is designed to immerse the project team from Arnett Muldrow & Associates in our city and to provide a marketing and branding plan in a very short time frame. While in Harrisonburg, the team will begin working on design concepts that will be presented to the public at the conclusion of their visit. The details of these meetings will be released soon along with a community survey.

Arnett Muldrow & Associates, Ltd. has worked with many other localities in Virginia and completed branding and marketing programs for over 450 communities in 30 states.

The City of Harrisonburg is centrally located in the Shenandoah Valley of Virginia. It is home to almost 55,000 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.

###