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## Survey Launched for Branding and Marketing Initiative

Harrisonburg, Va. – Harrisonburg Tourism, Harrisonburg Economic Development, and Harrisonburg Downtown Renaissance (HDR) are leading efforts to develop a citywide brand and marketing strategy, which will also include all other city departments. 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 survey has been launched to solicit feedback and input from the community in an effort to collect ideas on the character and identity of Harrisonburg.

Data collected in this survey will be used to develop a cohesive marketing and branding strategy that will look to leverage the city's unique assets and position Harrisonburg as a special place. The brand will be used to promote Harrisonburg businesses, recruit new investment, increase tourism, and contribute to the sense of pride that residents have of their home town.

The survey can be found at <https://www.surveymonkey.com/r/brandharrisonburg> and will be open until September 13.

A meeting will also be held for members of the public to learn more about this process and provide their input on Monday, September 11. This event will be held at the Massanutten Regional Library at 6:00 p.m.

The final presentation, where the consultant will present the recommended branding concepts will be hosted on Thursday, September 14 at 6:00 p.m. at the Ice House.

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. 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](http://www.HarrisonburgVA.gov).

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