

# Finding and Sharing Your Community's Global Identity...





Or...E-Harmony Not Tinder:  
Helping Your Community Connect with the  
Partners it Deserves



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COUNCIL

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## The Basic Issue

- Why isn't my community getting more ~~dates~~ investment?
- How can it stand out as its best self?

<https://youtu.be/wefkbKdwFmM>

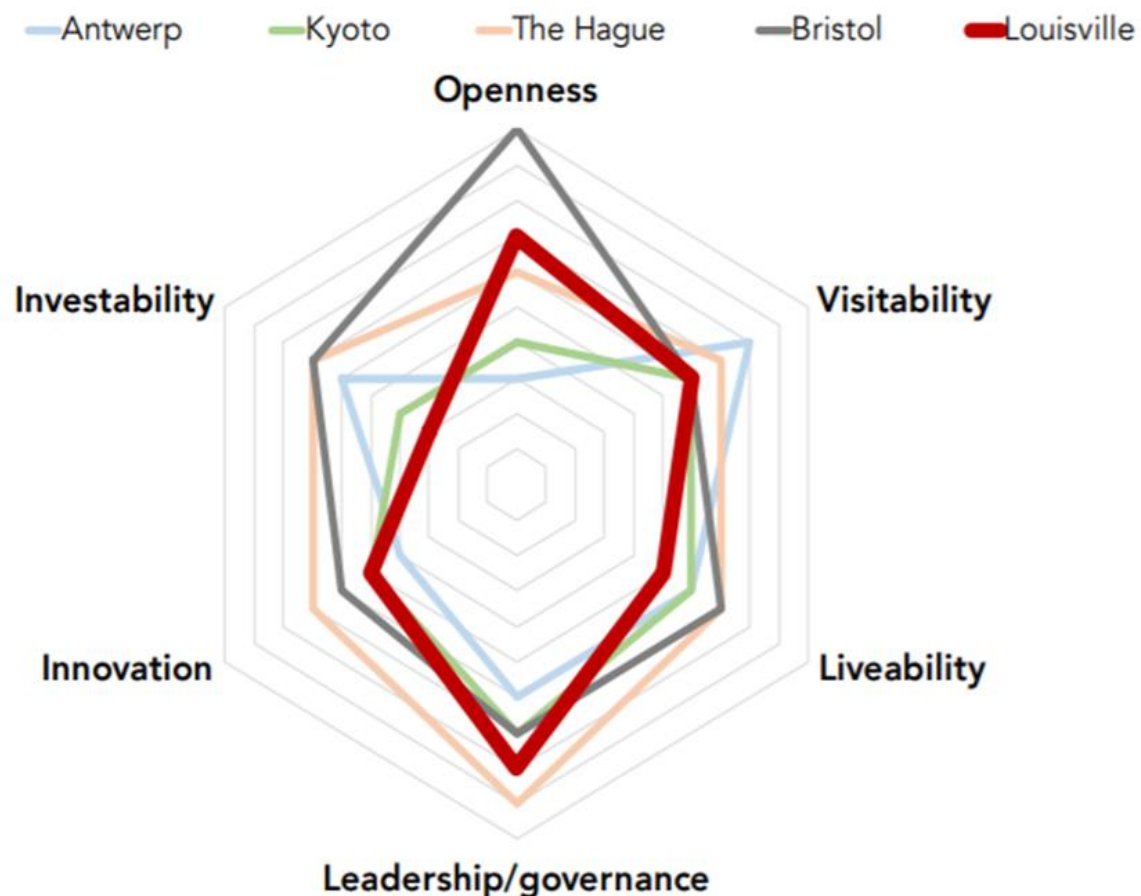


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# Perception Analysis for Louisville, Kentucky



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# Philadelphia

“Philadelphia, the best American city you never thought to visit. [...] It's often overshadowed by nearby New York but this is a city second to none when it comes to hospitality, great food, history, sports and a jaw-dropping array of fine art.”

 The New Zealand Herald

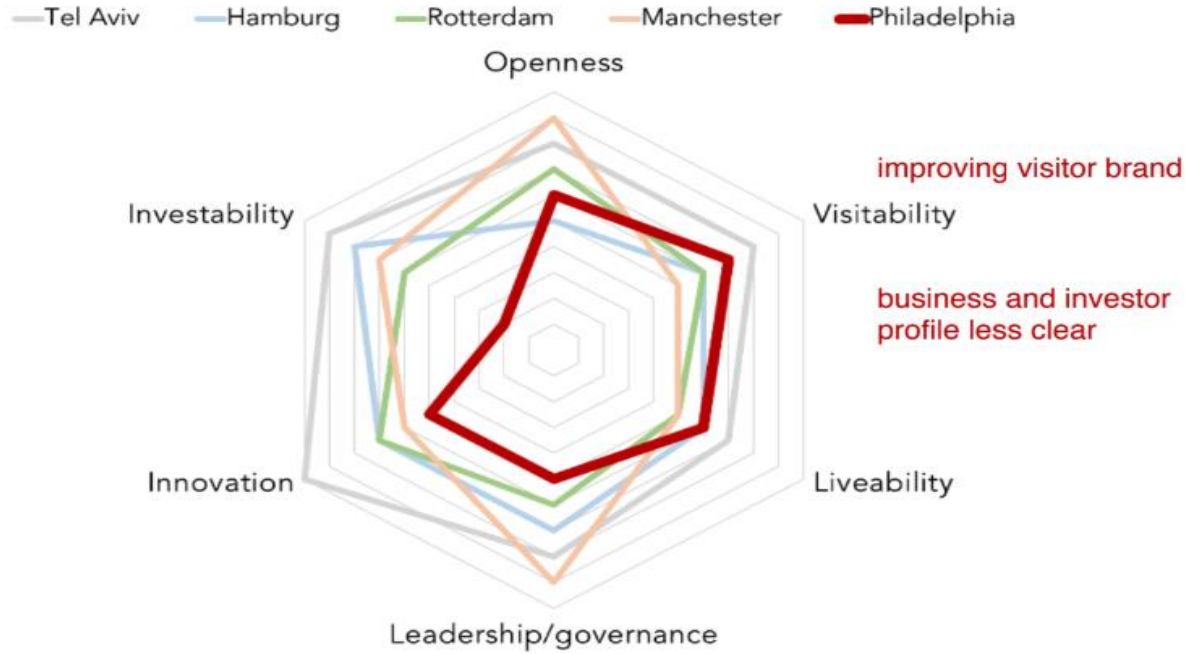


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# Philadelphia

## The balance of Philadelphia's global identity



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# Time for Self-Reflection (Cosmo Quiz for Cities)



Who/what is my community, really?

What does my community really want?

<https://www.youtube.com/watch?v=KqyGc7-UEj4>



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# Challenges





# Challenges



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# Challenges



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# Atlanta--Where We've Been



## In Atlanta, You Can Live In The Country Without Being Stuck In The Sticks.

The city or the country. In Atlanta you get a choice. And since one is so close to the other, you don't even have to choose.

In summer, sail, fish, or water-ski on Lake Lanier, 35 miles northeast, and an hour later arrive at Six Flags Over Georgia, Stone Mountain, or Underground Atlanta.

Come winter, ski at a resort only 115 miles away and be back in town the same night for the symphony or the ballet.

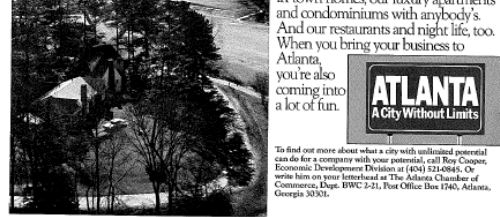
Hunting, Hiking, Camping, Tennis, Golf, Polo, Rugby. If you go for sports you can participate in, we've got them. And a year-round climate to match.

If you like to watch, we've got those sports, too. Major league football, baseball, hockey and basketball.

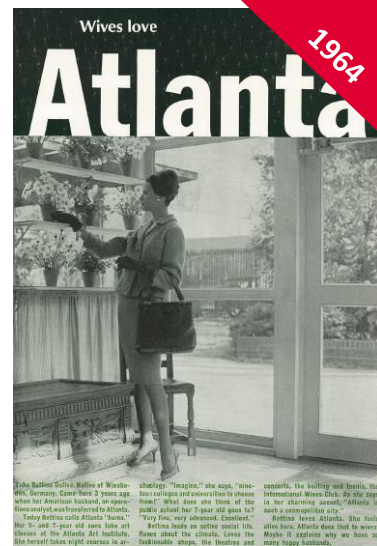
Want to raise horses? You can live on a farm 45 minutes from downtown. And only 15 minutes from some of the office complexes on the city's perimeter.

Want to raise potted plants, and maybe a little cain? We'll match our in-town homes, our luxury apartments and condominiums with anybody's. And our restaurants and night life, too.

When you bring your business to Atlanta, you're also coming into a lot of fun.



To find out more about what a city with unlimited potential can do for a company with your potential, call Roy Cooper, Economic Development Division at (404) 522-6945. Or write him on your letterhead at the Atlanta Chamber of Commerce, Dept. BWC 3-21, Post Office Box 1740, Atlanta, Georgia 30301.



## Atlanta's resources in bright young people

One of Atlanta's attractions for businessmen is its attraction for young people. When companies move here, they know they can rely on the talents of a trained and competent young work force. The reason is Atlanta draws educated young people from all over the country. They come here because the career opportunities are here. And because they like the life style.

Atlanta's attraction for youth says a lot about what's happening here. Maybe it's time you found out what's happening here, too.

Contact Paul Miller, Atlanta Chamber of Commerce, 1300 Commerce Bldg, Atlanta, Georgia 30303, 404-522-6945.





# Orchestrating Your Community's Story: Writing its Online Profile



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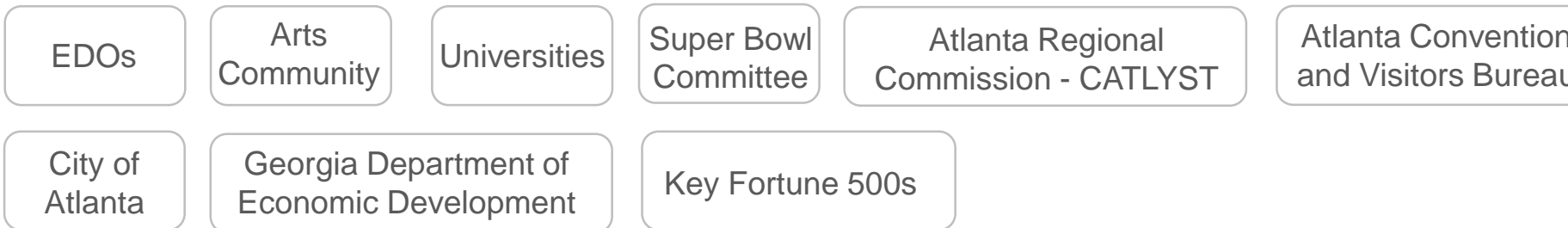
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# Atlanta Alliance Building

## STEPS

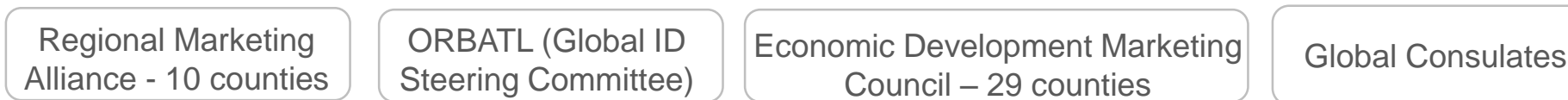
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### ONE – ON – ONES



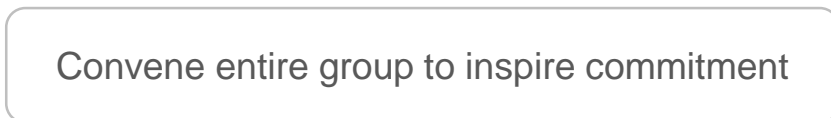
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### GROUP DISCUSSIONS



3

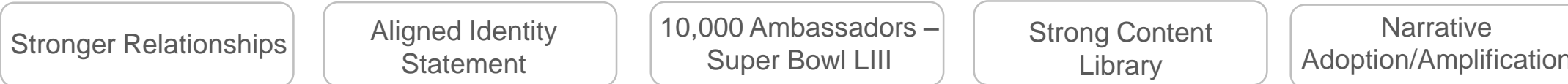
### ALL HANDS ON DECK



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### DEFINING SUCCESS

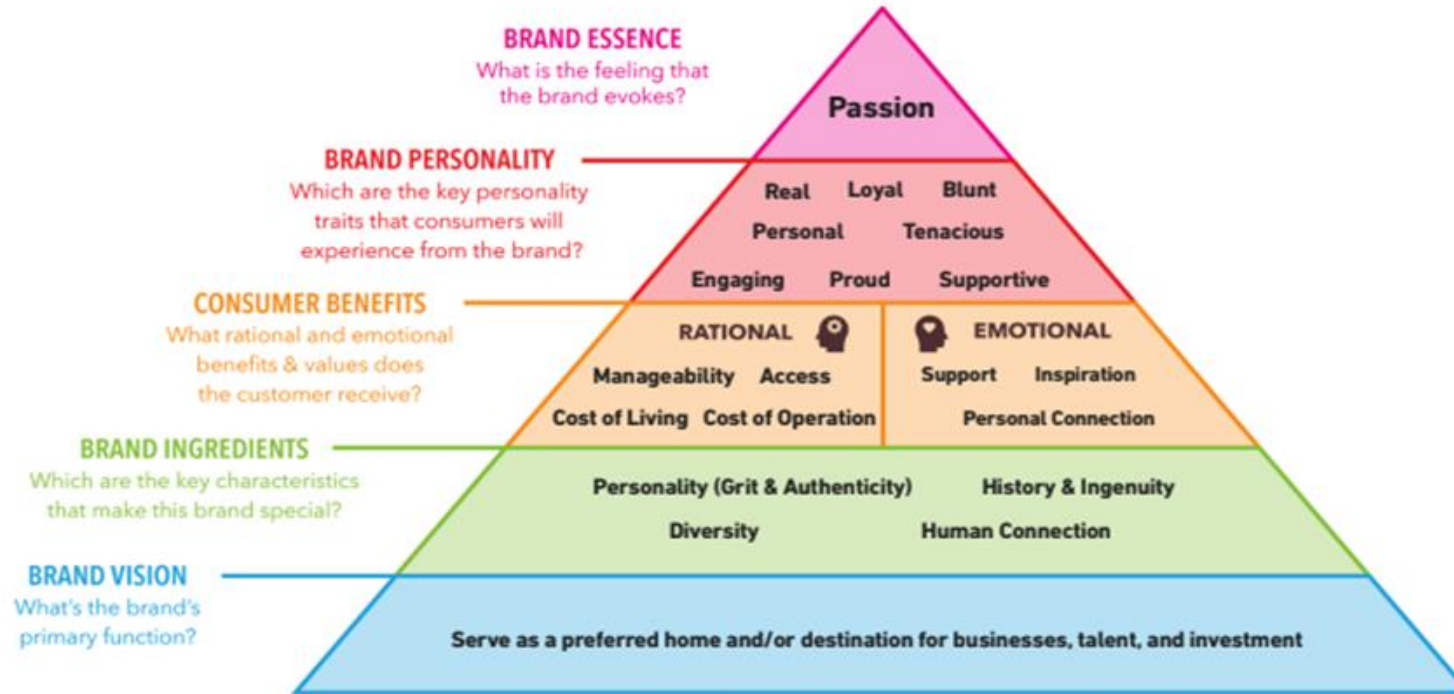
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# Putting the Story Together: Philadelphia

## BRAND NARRATIVE Converged Narrative



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# Putting the Story Together: Louisville

	WELCOMING	INDEPENDENT	BLENDED	RISING
VISIT	Creative, compassionate, friendly, inclusive, authentic, and welcoming. This community embraces the many ways that people live, love, believe, and work.	Optimistic, independent, and questing. This spirit drives innovation and faith in the future.	Located on the mighty Ohio River just at the edge of the south and the mid-west, Louisville's dynamic, quirky, surprising mash-up of influences make it unique.	A renaissance is propelling us upward. The city is changing. There is a sense of energy and a belief that it is evolving positively.
LIVE				
INVEST				
WORK				



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# Putting the Story Together: Atlanta's Identity Statement

**Metro Atlanta is here, now and next.  
A region of visionaries who do what others never imagined.  
Inventing. Connecting. Inspiring. Thriving.  
We nurture and welcome the brightest talent –  
global leaders who disrupt the status quo and  
crusade to change the world.**

**We are dreamers who galvanized the Civil Rights Movement,  
creatives who are redefining digital entertainment and  
innovators who are paving an inclusive way to urban development.**

**We are lively main streets, lakes nestled in lush greenspaces  
and bustling nightlife in the city – the options are endless.**

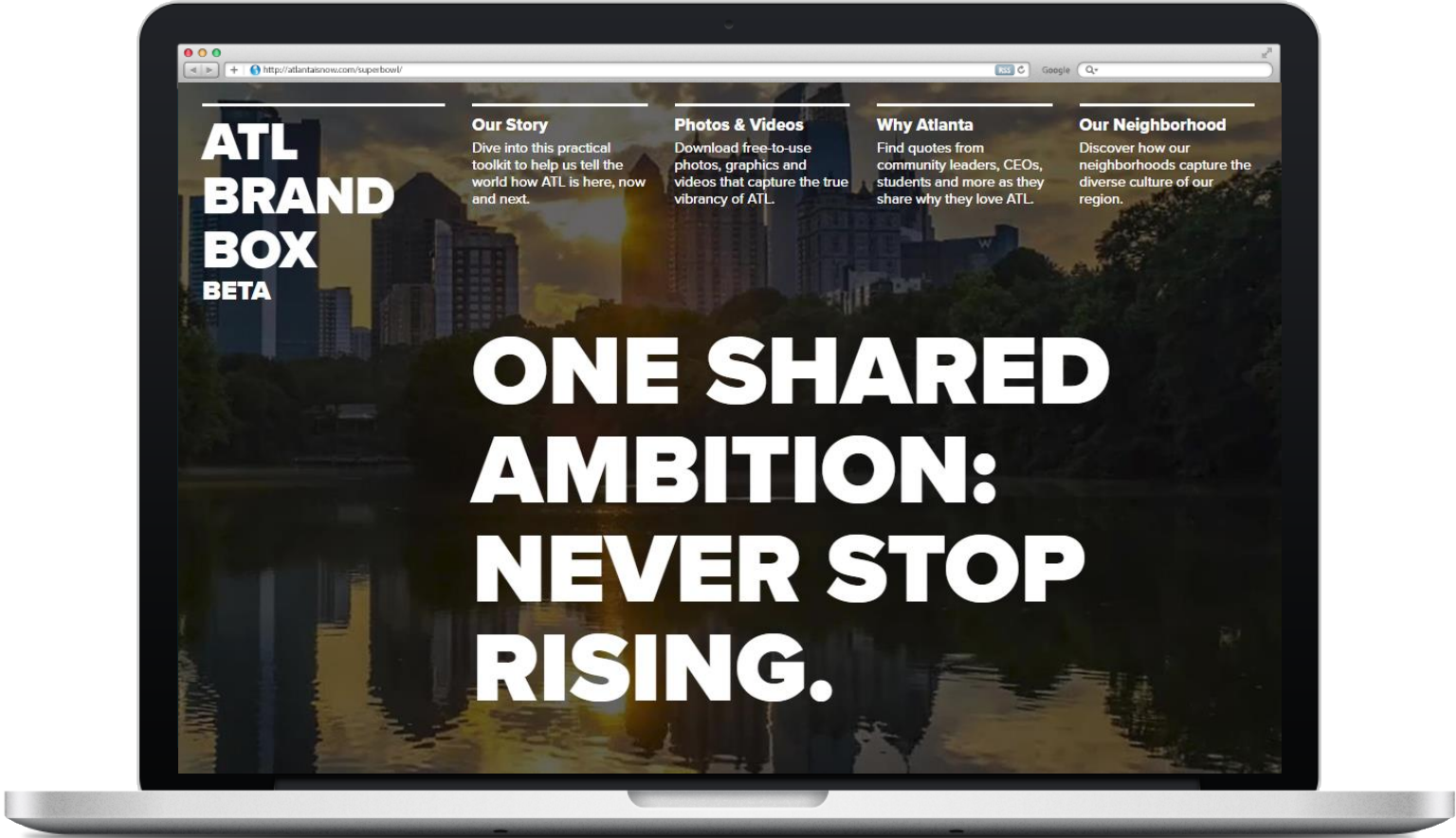
**In metro Atlanta, we share one ambition:  
To never stop rising.**



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# ATL Brand Box



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# Pursuing Visual Alignment

**Columbus2020!**  
regional economic growth strategy

experience  
**COLUMBUS**  
[www.ExperienceColumbus.com](http://www.ExperienceColumbus.com)

**ColumbusChamber**

  
THE COLUMBUS  
PARTNERSHIP

GREATER  
COLUMBUS  
★ **SPORTS** ★  
COMMISSION  
[www.ColumbusSports.org](http://www.ColumbusSports.org)

**DRIVING GROWTH**  
THE RACE FOR  
TALENT, INNOVATION & PLACE  
**IEDC2019**  
ANNUAL CONFERENCE  
INDIANAPOLIS, IN • OCTOBER 13-16



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# Pursuing Visual Alignment

**COLUMBUS**<sup>★</sup>  
**2020**

EXPERIENCE  
**COLUMBUS**<sup>★</sup>

**COLUMBUS**<sup>★</sup>  
CHAMBER  
OF COMMERCE

GREATER  
**COLUMBUS**<sup>★</sup>  
SPORTS ★ COMMISSION

**COLUMBUS**<sup>★</sup>  
PARTNERSHIP

THE  
**COLUMBUS**<sup>★</sup>  
REGION



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# Visual Alignment!



THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

---

DEPARTMENT OF BUILDING  
AND ZONING SERVICES

THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

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DEPARTMENT OF  
PUBLIC UTILITIES

THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

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DEPARTMENT OF  
PUBLIC SERVICE

THE CITY OF  
**COLUMBUS**  
CITY COUNCIL

THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

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DEPARTMENT OF  
DEVELOPMENT

THE CITY OF  
**COLUMBUS**  
CITY COUNCIL

---

OFFICE OF THE AUDITOR

THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

---

EQUAL BUSINESS  
OPPORTUNITY

THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR


---

CIVIL SERVICE COMMISSION

THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

---

DEPARTMENT OF FINANCE  
AND MANAGEMENT



THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR


---

DIVISION OF POLICE

THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

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DEPARTMENT OF  
TECHNOLOGY



THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

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COLUMBUS  
PUBLIC HEALTH

THE CITY OF  
**COLUMBUS**  
CITY COUNCIL


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OFFICE OF THE TREASURER

THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

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NEIGHBORHOOD *pride!*




THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

---

COLUMBUS TELEVISION




THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR



THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

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COMMUNITY RELATIONS  
COMMISSION



THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

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DIVISION OF FIRE



THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

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RECREATION AND PARKS  
DEPARTMENT



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# Rallying the Corporate Sector



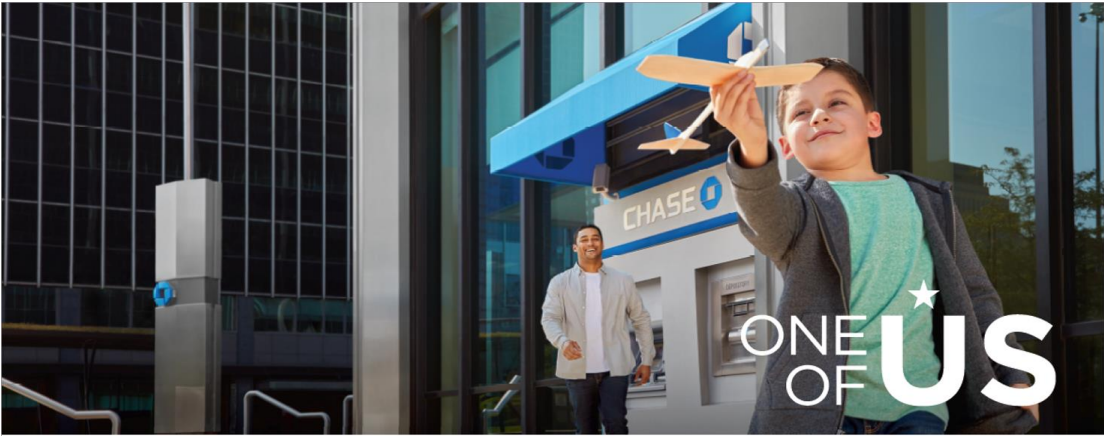
Keeping America safely on the road as the world's largest auto glass service brand, Safelite AutoGlass® is One of US.  
HEADQUARTERS: COLUMBUS

**COLUMBUS**  
columbusregion.com/OneofUS



With a presence in the community that's as big as its heart, Nationwide is One of US.  
HEADQUARTERS: COLUMBUS

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Providing banking convenience across the country, from the heart of Columbus, Chase is One of US.  
LARGEST WORLDWIDE JPMC CORPORATE CENTER: COLUMBUS  
Chase Bank, N.A. Member FDIC © 2017 JPMorgan Chase & Co.

**COLUMBUS**  
columbusregion.com/OneofUS



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# Empowering Adoption



## Logos

Home > Resource Library > Logos

### Resource Library

Brand Guide

Photography

Videos

Promotional Content

Logos

Presentations

Useful Links

### USING THE LOGO

The primary Columbus logo is available as a download and can be added to your existing materials. Some ideas for incorporation:

- Add the logo to your website, social media sites, other online properties, business cards and letterhead.
- In your efforts to bring visitors and new residents to our city, use the Columbus logo and other materials on this website to help tell the story.

Get the logos now

### Photos

Select the perfect visuals for your promotional material with our curated gallery of high-quality photos and videos.

[Get started](#)

### Fast Facts



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# Result: A Profile to Attract Optimal Partners

- Investment
- Talent
- Visitors
- Entrepreneurs



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# But Does Better Global Identity Make a Difference?



swisscom

## Like-o-Meter

Dein letztes Ergebnis beim Like-o-Meter war:  
**66%** verschenkt **34%** erhalten  
Was hat sich seither verändert?  
Jetzt Hebel umlegen und es herausfinden.



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# Discussion



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