

# Branding/Marketing Initiative

City of Harrisonburg

# Recap of this Process

- Grant money was secured
- Consultant was hired
- Focus groups were conducted with various stakeholders
- General public input meeting was held
- Consultant provided a presentation to the general public

# Brand Statement

We are Harrisonburg, Virginia.

Nestled in the heart of the Shenandoah Valley. Harrisonburg has long been home to a rich collection of fertile lands and warm, welcoming people.

As a community, we pride ourselves on valuing education. We believe education begins early, and there is always a chance to learn and grow. From our amazing schools to the Explore More Museum, education here is truly a city-wide effort. We are a University Town, and proud to be the home of nationally recognized institutions of higher education. We draw some of the worlds most gifted students to learn and enrich themselves, and go on to shape the world.

We are thrilled to be located in this amazing valley, surrounded by natural beauty, and shaped by the experiences it provides. We are never more than a few minutes away from hiking, biking, fishing, and skiing. As the hometown to Massanutten and the gateway to Skyline Drive, we truly invite the world to come explore and enjoy our quality of life. Our world class access combines without down-home hospitality to create a true escape.

In the heart of our historic downtown, a movement is growing. From our preserved buildings come some of the most amazing flavors, unique shops and award winning brews. From new investment comes downtown housing, fresh farmers markets, and vibrant events. We are truly becoming a center for activity and creativity throughout the valley. Explore our unassuming nature, our welcoming vibe – a feeling we call our Rustic Friendly Flavor.

For over 80 years, we have been known as the friendly city. And the statement still rings true. From a warm welcome, a genuine interest, a helping hand, or an anonymous gift, the caring nature of a true community is one of our greatest treasures. With over 50 languages spoken in our local schools, and refugees and immigrants who we call neighbors and friends, we constantly look to grow with experiences of others. Inspired by our agricultural roots, our frontier spirit, and our faith based compassion, our community and its stories are much like a patchwork quilt, stitched with care, to form a true tale of friendliness.

# Brand Message

Harrisonburg, VA:

Friendly by Nature

We are a College Town

We are a Mountain Town

We are a Cycling Town

We are a Delicious Town

We are a Cultural Town

We are a Diverse Town

We are a Friendly Town

We invite you to be our guest.

We are Harrisonburg, VA,

We are Friendly by Nature.

# Current Marketing

- Harrisonburg Tourism visitor guide
- National and International advertising campaigns
- Signage
- Graphics on van



### TASTES FOR EVERY APPETITE

Harrisonburg's variety of both locally-owned and nationally-recognized restaurants will take you on A Culinary Trip Around the World. Downtown Harrisonburg was named Virginia's first Culinary District and is home to a unique blend of restaurants, craft breweries, grocers, and bakeries & cafes. Whether you prefer to dine rooftop, out on the patio, in a historic building, among local art or in front of a local food truck; there's a restaurant with its own distinctive atmosphere for you in the Dining Destination of the Shenandoah Valley.

Harrisonburg is Locally Grown By Nature!

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### HARDESTY-HIGGINS HOUSE VISITOR CENTER

Vibrant, modern and diverse, **HARRISONBURG VIRGINIA** (aka "Rocktown" "The Friendly City") boasts a happening atmosphere infused with a serious passion for local food and libations, cutting-edge arts and culture, and the historic roots that anchor it to our legendary Shenandoah Valley landscape.

Once the main thoroughfare of America's westward expansion and smack in the middle of some of the most spectacular mountain ranges and outdoor recreation spots in Virginia, Harrisonburg has evolved from an agricultural, cultural, and commercial hub during the 19th and 20th centuries to today's artfully-restored, forward-thinking destination best known for its lively and distinct style.

Start your visit at the Hardesty-Higgins House Visitor Center, where you can plot exhilarating outdoor and cultural adventures.

212 S. Main Street  
Harrisonburg, VA 22801  
540.432.8935  
Open Mon-Sun, 9am-5pm

CONNECT WITH US:



HARRISONBURG TOURISM & VISITOR SERVICES  
WWW.VISITHARRISONBURGVA.COM/VISITOR-CENTER  
#HBURGRocks



### GET OUTDOORS IN HARRISONBURG!

HERE YOU'LL FIND YOURSELF SURROUNDED WITH OUTDOOR ACTIVITIES. BOOK YOUR FLY FISHING EXCURSION TODAY.

VIRGINIA IS FOR LOVERS

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### VIBRANT, MODERN AND DIVERSE

Harrisonburg Virginia boasts a happening atmosphere infused with a serious passion for local food and libations, cutting-edge arts and culture, and the historic roots that anchor it to the famous Shenandoah Valley

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# Updated City Seal

- Updating the seal to fall in line with the new brand
- Mindful update focused on making our classic seal more timeless
- Not a redesign but a way to prepare the seal to stay current for the next 50 years
- Design of seal is currently...



# Sec. 1-1-10. - City seal.

- The seal of the city shall be represented by two (2) concentric circles within which shall be the words "City Harrisonburg, Virginia." Within the inner circle shall be a heraldic shield, the center of which shall depict a golden eagle with a crown around its neck and with outstretched wings and legs. This shield shall be surrounded by a ribbon superimposed at the top with a helmet upon which rests a ducal hat upon which a falcon perches. The words "Founded in 1780," and "Incorporated 1849," shall be inscribed upon the topmost portion of the ribbon and the words "City of Harrisonburg, Va." shall be inscribed upon the lower portion of the ribbon. The word "SEAL" shall be inscribed between the lower portion of the shield and the upper edge of the lower part of the ribbon.
- (Code 1973, § 1-10)

# Implementation Strategy

- Fiscally prudent implementation
- First step is to implement new branding for the city's online presence
- Replace collateral as previous materials are used
- This includes:
  - Business cards
  - Letterhead
  - Brochures
  - Flyers
  - Signage
  - Banners