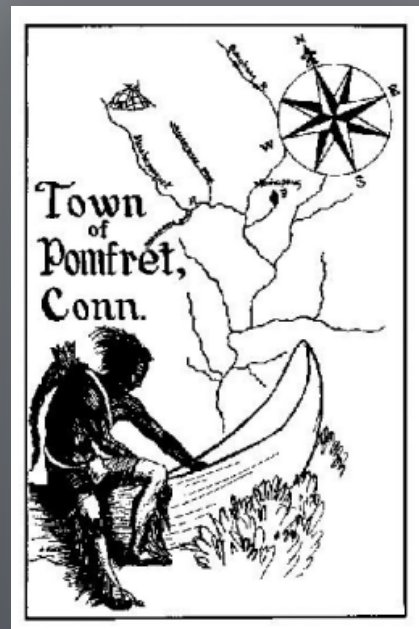


Community Branding Strategy



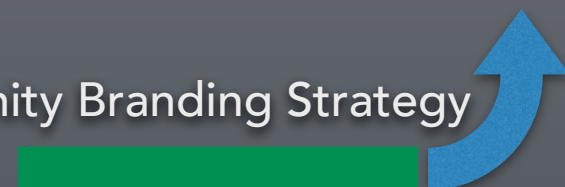
Pomfret, Connecticut

January 8, 2019



YOUR BRAND IS
WHAT OTHER
PEOPLE SAY ABOUT
YOU WHEN YOU'RE
NOT IN THE ROOM.

Jeff Bezos,
CEO and Founder of Amazon



...community branding is not about pretending to be something you're not, a logo or a catchy phrase. It's about revealing, packaging and promoting awareness about what the community is and how that can be beneficial.



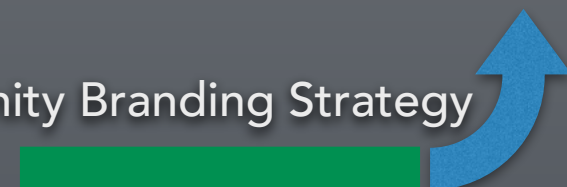
Why should a Community Brand Itself?



Those **ambitious places** wanting to increase their wellbeing and reputation through tourism and economic development should first answer some basic questions:

- ❶ **What do we want to be known for?**
- ❷ **How can we stand out from the crowd and be more competitive?**
- ❸ **What thoughts and feelings do we want to come to mind when people are exposed to our name?**
- ❹ **How can we gain improved results from our resources?**

These questions are at the heart of branding.



A place brand is related to the visual, verbal and behavior characteristics of place. Once you define those characteristics and experiences, a place marketing campaign can be developed to share the place brand story in a way that relates to your key audience/stakeholders. Sharing the brand story supports attracting investment, tourism, and changing citizens' perceptions.

Federation of Canadian Municipalities

What one word or phrase would you use to describe Pomfret?

What place or activity would you recommend to someone visiting Pomfret for the first time?



...in today's **brand-driven world**, fueled by social media and search engine optimization, **there is absolutely nothing more important to the long term vitality and viability of a community than having a recognized and well-understood brand.** People have choices where to live, work and recreate and it's imperative for every community to make sure its brand is considered.

A Community That Works

The Branding Journey of the Village of Los Lunas, New Mexico



Community Branding Strategy



- Putting your community **on the regional and national map**
- Increasing a sense of **local identity, well-being and pride**
- **Attracting** new businesses, industries, investments and high profile events
- Drawing in **new populations** and a diversity of skills and talents
- Increasing **tourism**
- Developing and maintaining a clear and consistent **sense of community** identity and messaging for the outside world
- Supporting **coherent local development efforts** overall as physical, social, economic and cultural sectors to come together to deliver your community's brand promise

COMMUNITY BRANDING AND MARKETING - Federation of Canadian Municipalities
Tool for Local Economic Development



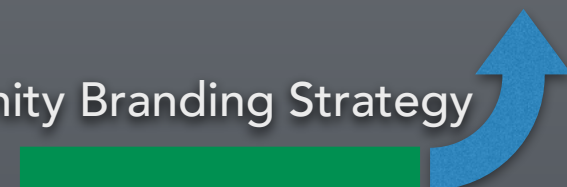
Grand List Enhancement

Community Branding Strategy



A branding strategy is NOT a marketing plan.

The branding strategy is the initial step – defining the brand and actions related to it to reinforce the brand – the marketing strategy is the next step.



...consider all those people who don't live in your town. What impressions do they have? Positive? Negative? The wrong impressions or none at all? Since they lack your knowledge and personal experience with the community, they make decisions based on what they see, read, hear or learn through chance encounters. Numerous positive impressions create one mindset; negative impressions or no impressions foster another. **The key is whether or not their perceptions and brand image align with your community's desired brand identity.**

Whether your community is seeking to enhance its brand stature and esteem, or attract human capital (as residents and workers), new businesses and visitors, **it's imperative in today's very competitive place marketing that you create a brand that appeals to and is understood by your targeted markets.** To be in contention, communities must create and manage their brands as diligently as Nike, Apple, McDonald's, Coca-Cola and U2.

A Community That Works

The Branding Journey of the Village of Los Lunas, New Mexico



Community Branding Strategy



Community Branding vs. Community Marketing

Community Branding

- The enduring essence of a community, including its reputation and the thoughts, values, feelings and expectations that form a compelling promise enabling people to choose that community over another.
- What makes a community special.

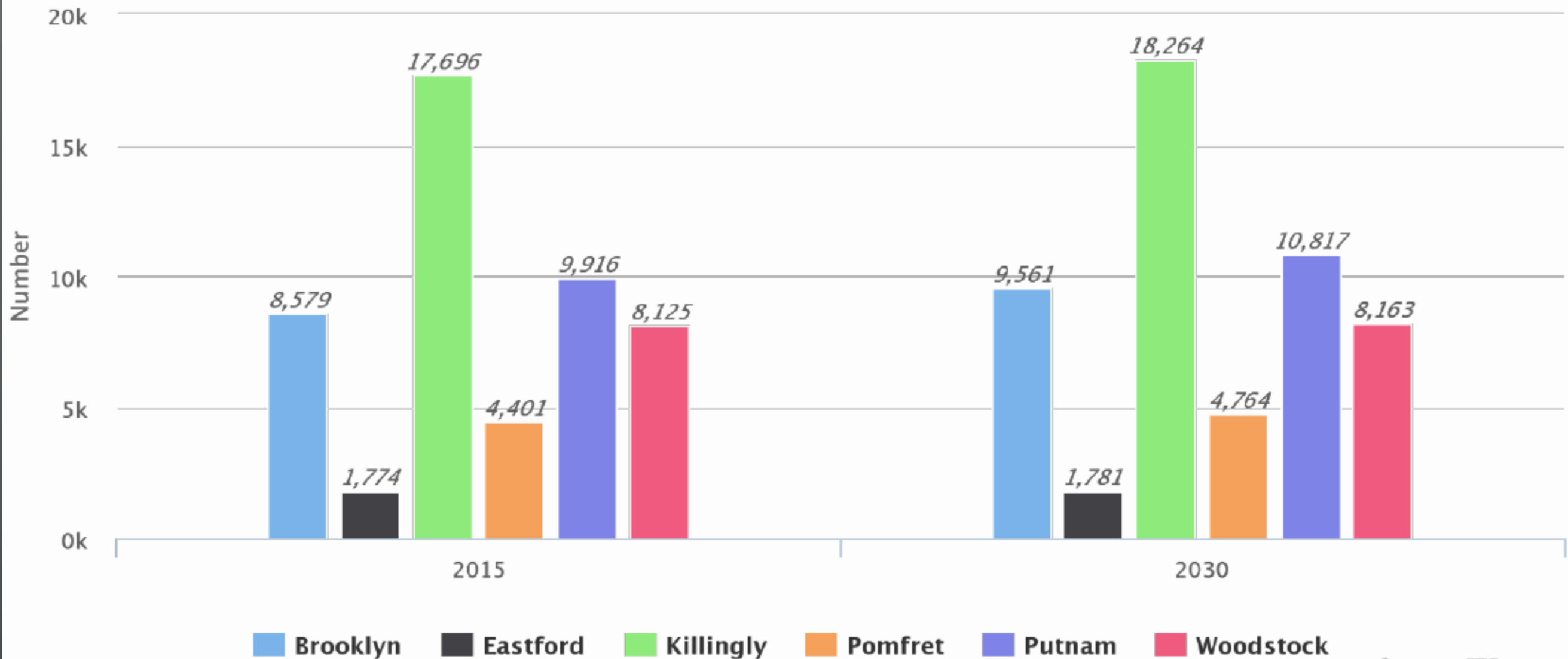
Community Marketing

- The activities, institutions and processes involved in creating, communicating and delivering value in a manner that propels a community towards its goals
- The strategy and tactics used to 'sell' a community.



Population Projections by Town

Year: 2015,2030 | Gender: All | Age Cohort: Total | Variable: Projected Population | Measure Type: Number

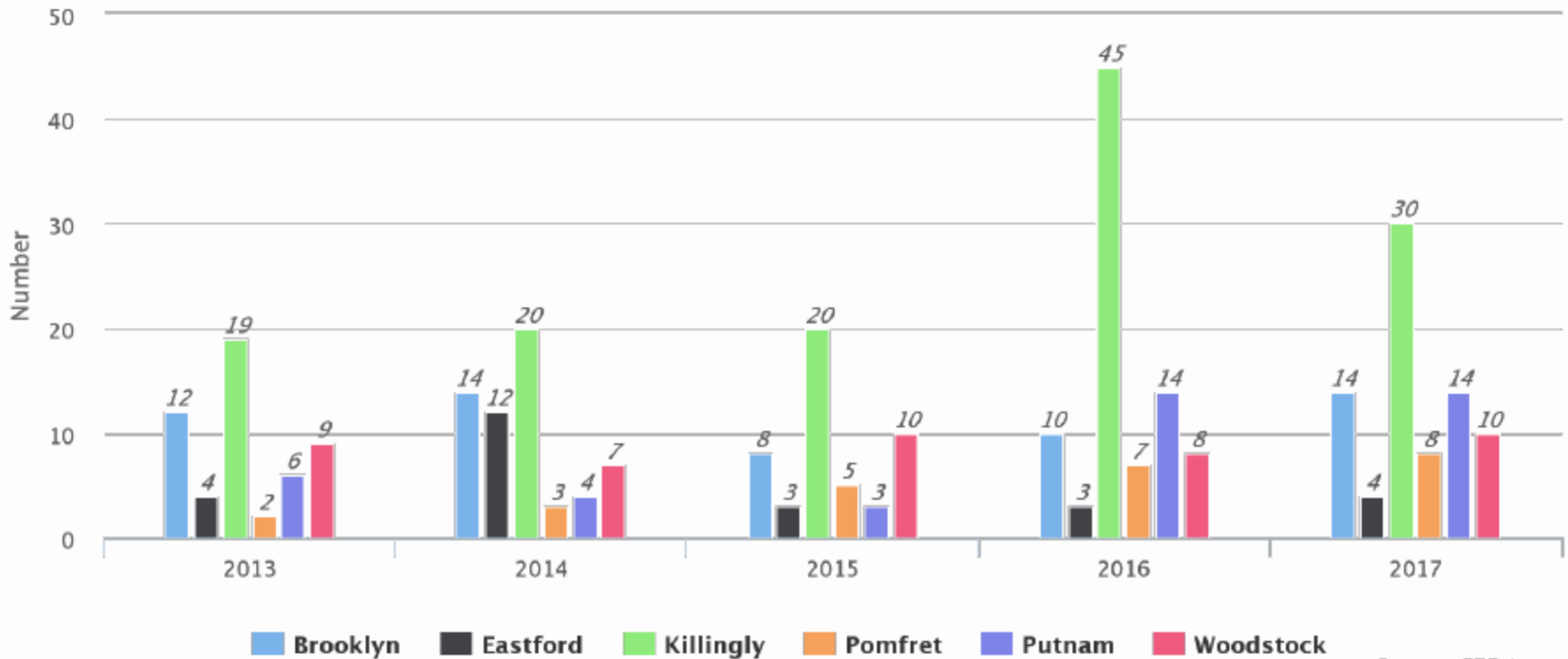


Source: . CTData.org

Community Branding Strategy

Annual Housing Permits by Town

Year: 2013,2014,2015,2016,2017 | Measure Type: Number | Variable: Housing Permits

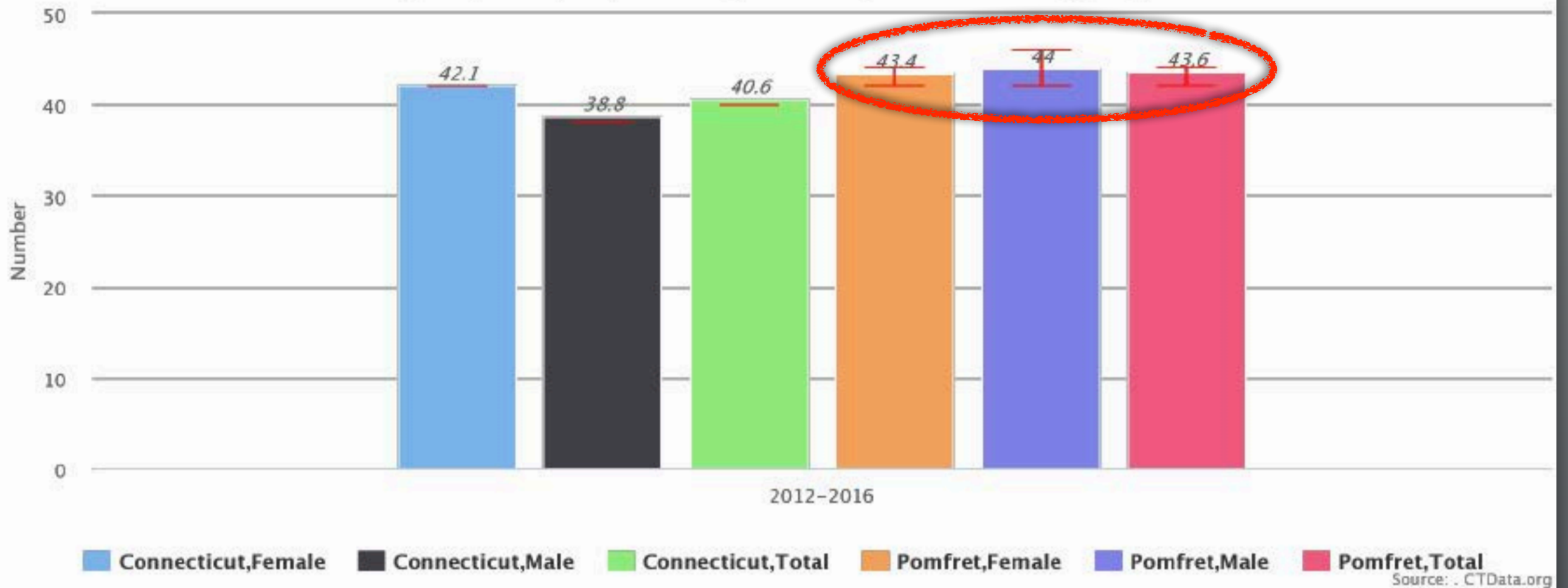


Source: . CTData.org

Community Branding Strategy

Median Age by Town

Year: 2012-2016 | Race/Ethnicity: All | Measure Type: Number | Variable: Median Age, Margins of Error



Information

Population:	4,149
Community Size:	Tier 4
ENGL:	\$490,571,570
Square Miles:	40.329
Miles Of Road:	91.26
School Enrollment:	601
School Type:	Municipal K-8/Sending 9-12
Health Department:	Multi-Town District
Public Safety Answering Point:	Regional
Resident Trooper:	No
Fire Services:	Volunteer Fire

Revenue Sources

Total Revenue:	\$12,335,683
Property Taxes:	\$8,841,752
Intergovernmental:	\$3,196,899
Other Revenue:	\$297,032

Spending Analysis

Total Expenditures:	\$12,264,331
Education Expenditures:	\$9,750,852
Municipal Expenditures:	\$2,513,479
Municipal Wages:	\$766,654
Employee Benefits:	\$351,597
Debt Service:	\$405,702
Other Municipal Expenditure:	\$989,526

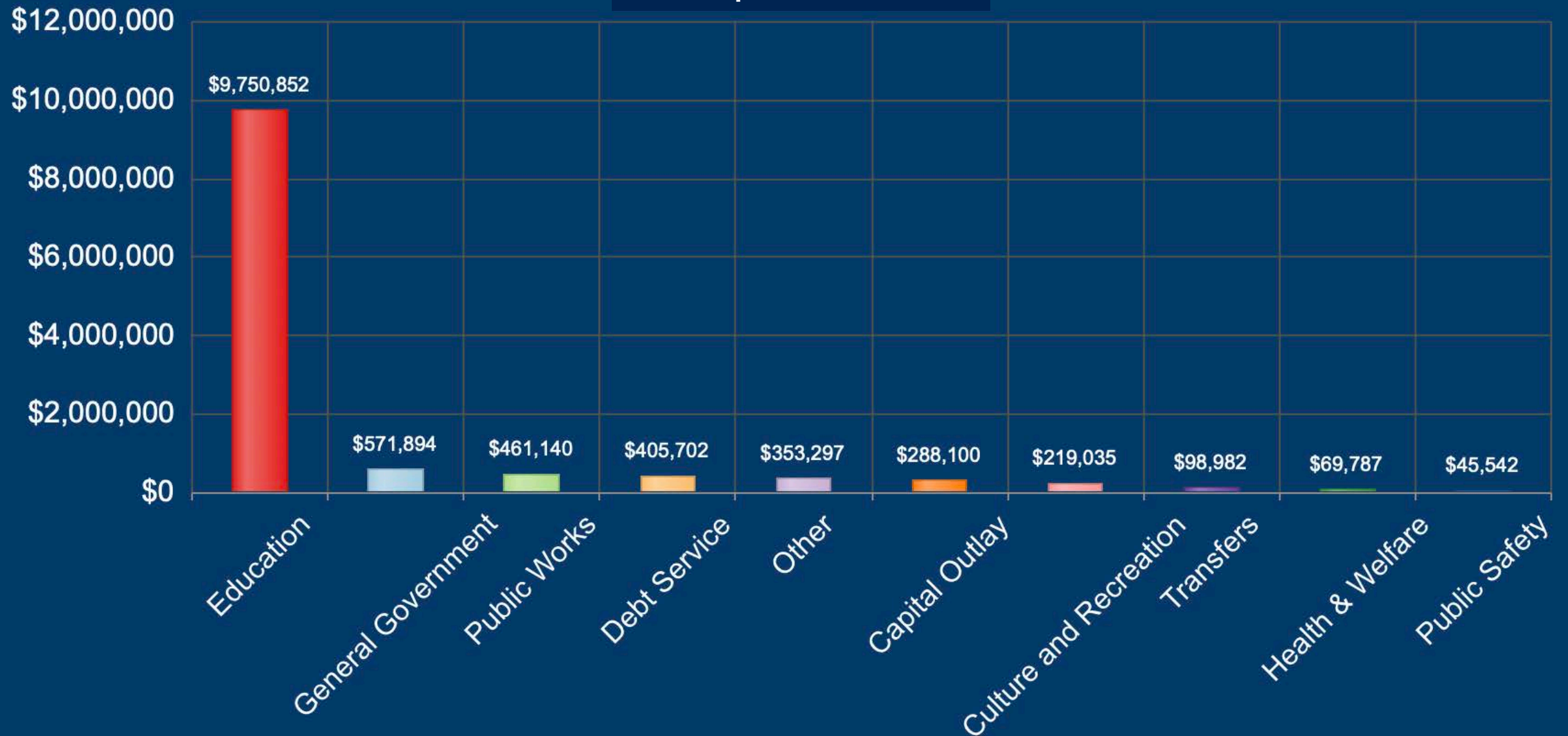
2017

Uniform Chart of Accounts

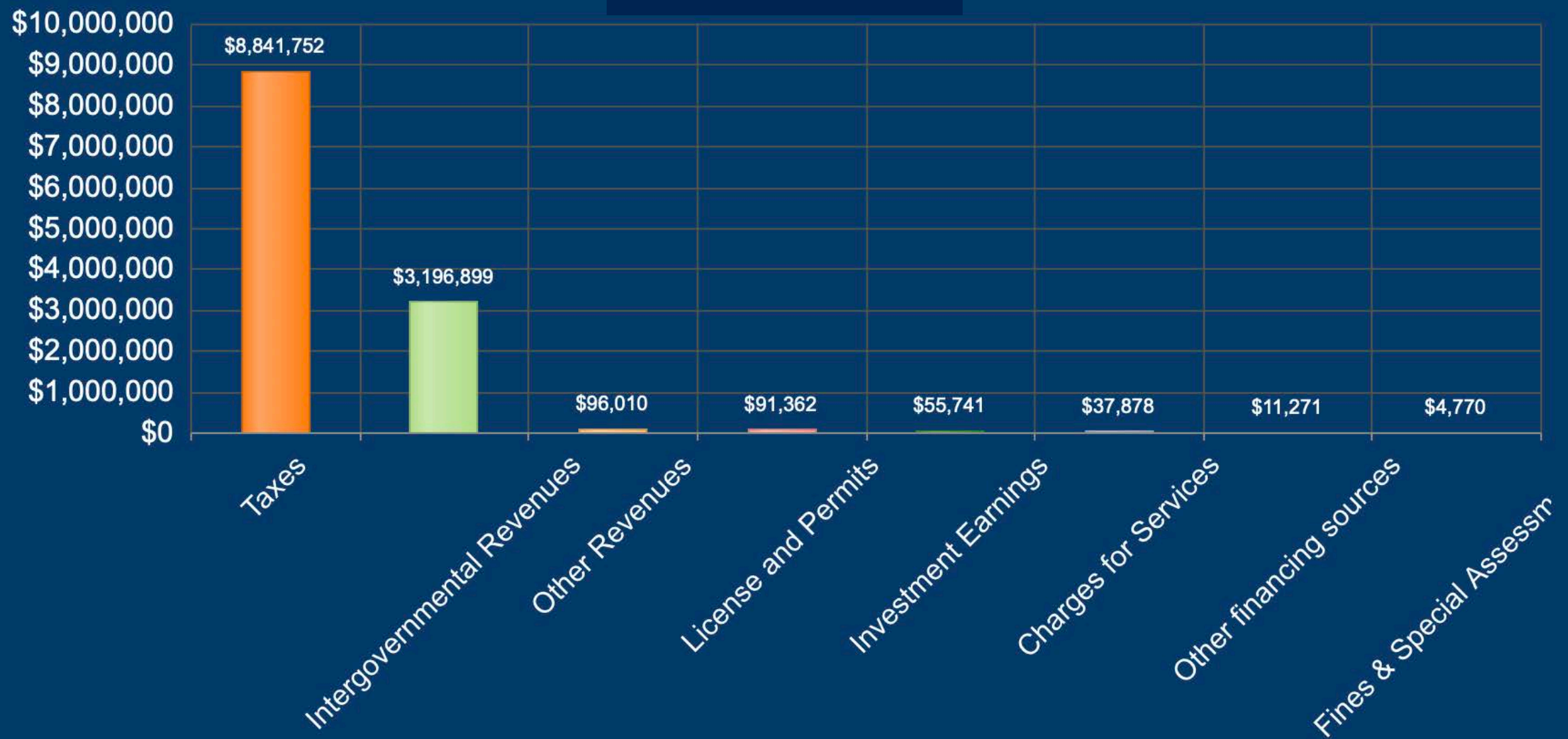
Community Branding Strategy



Expenses

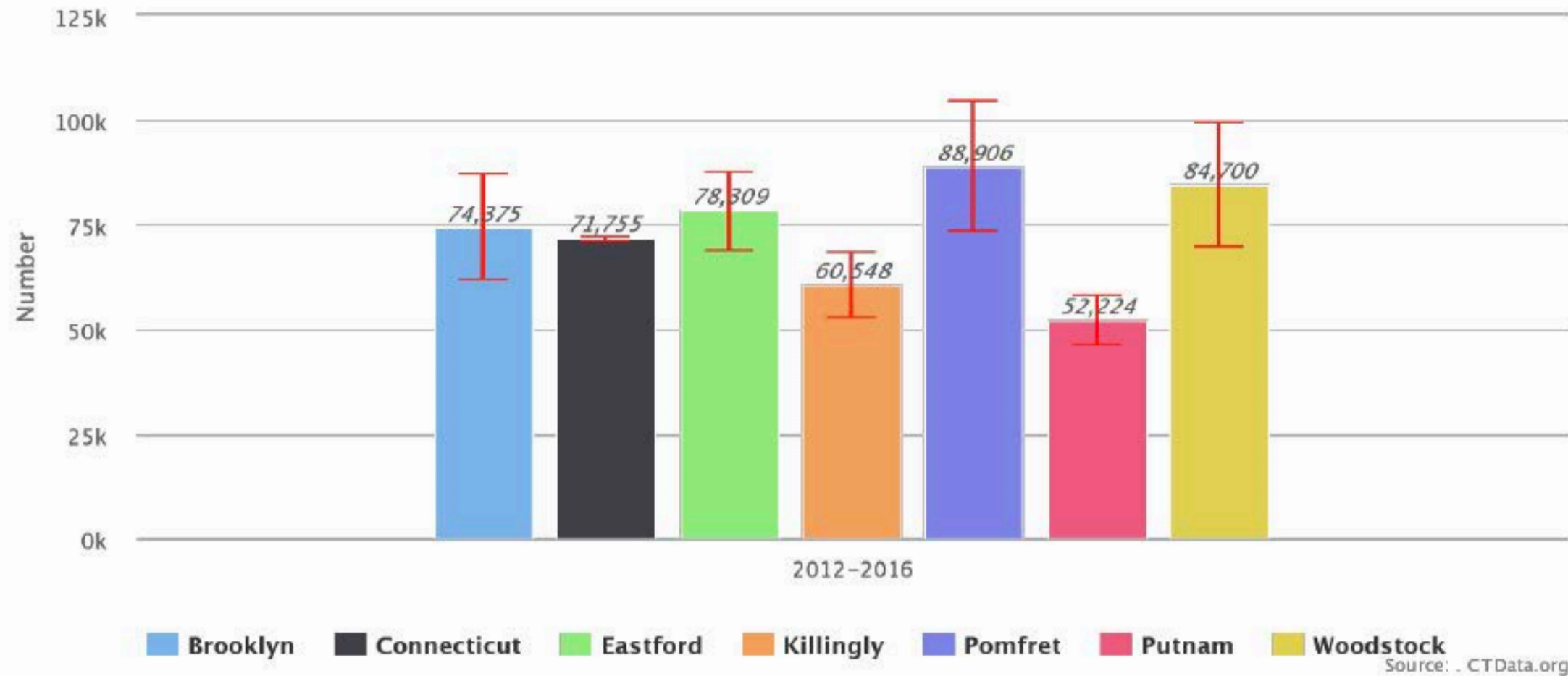


Revenues

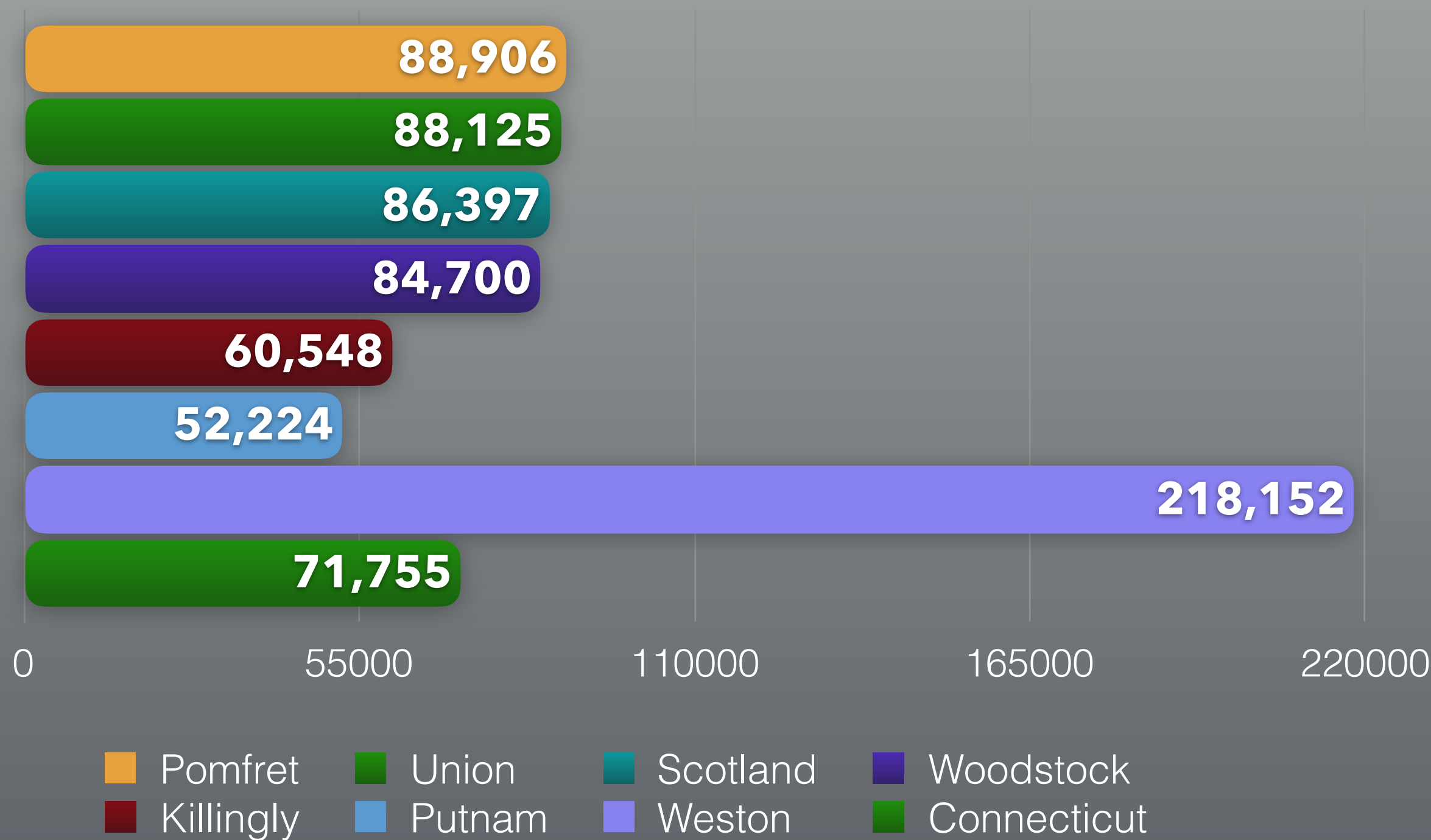


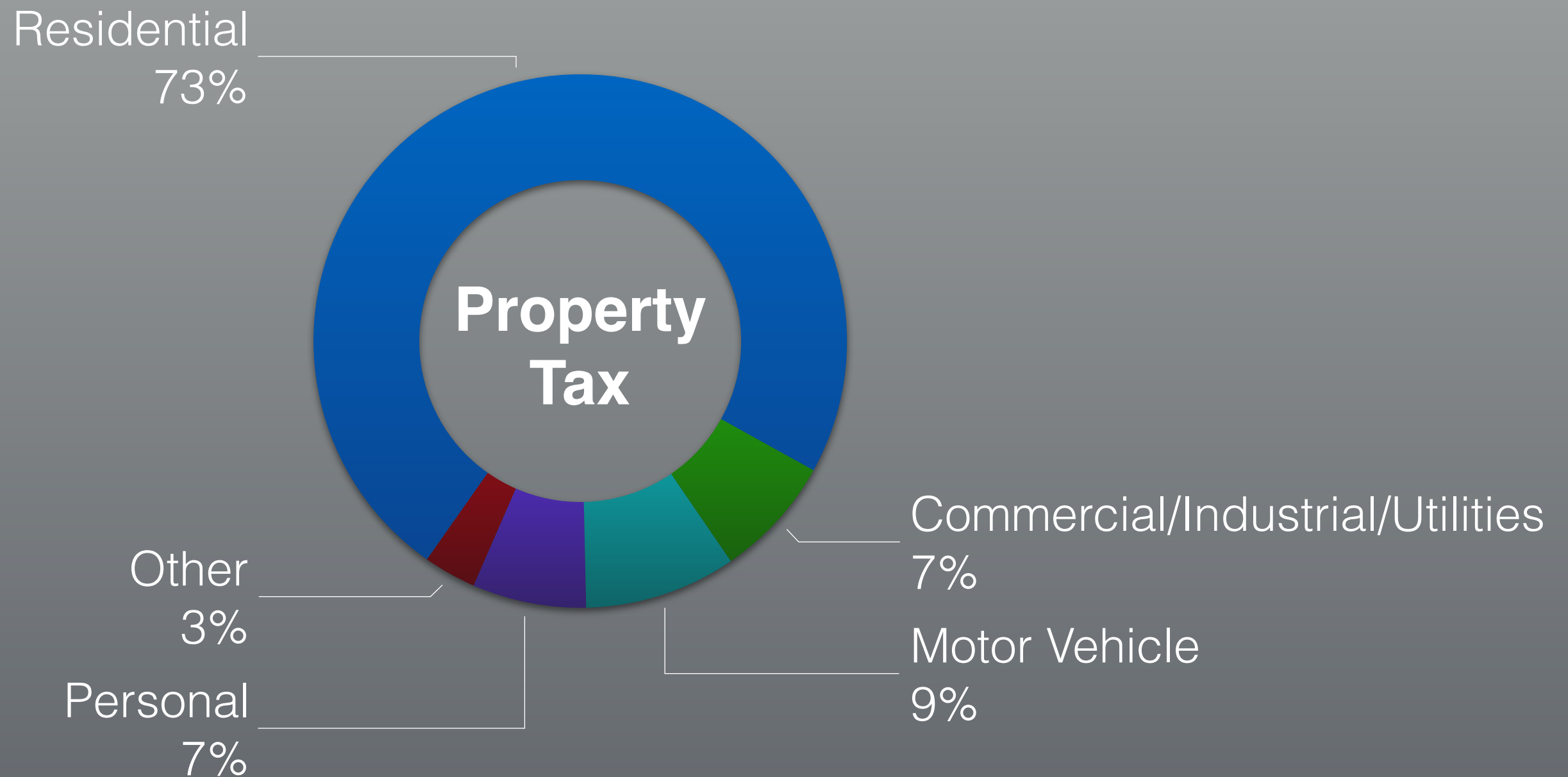
Median Household Income by Town

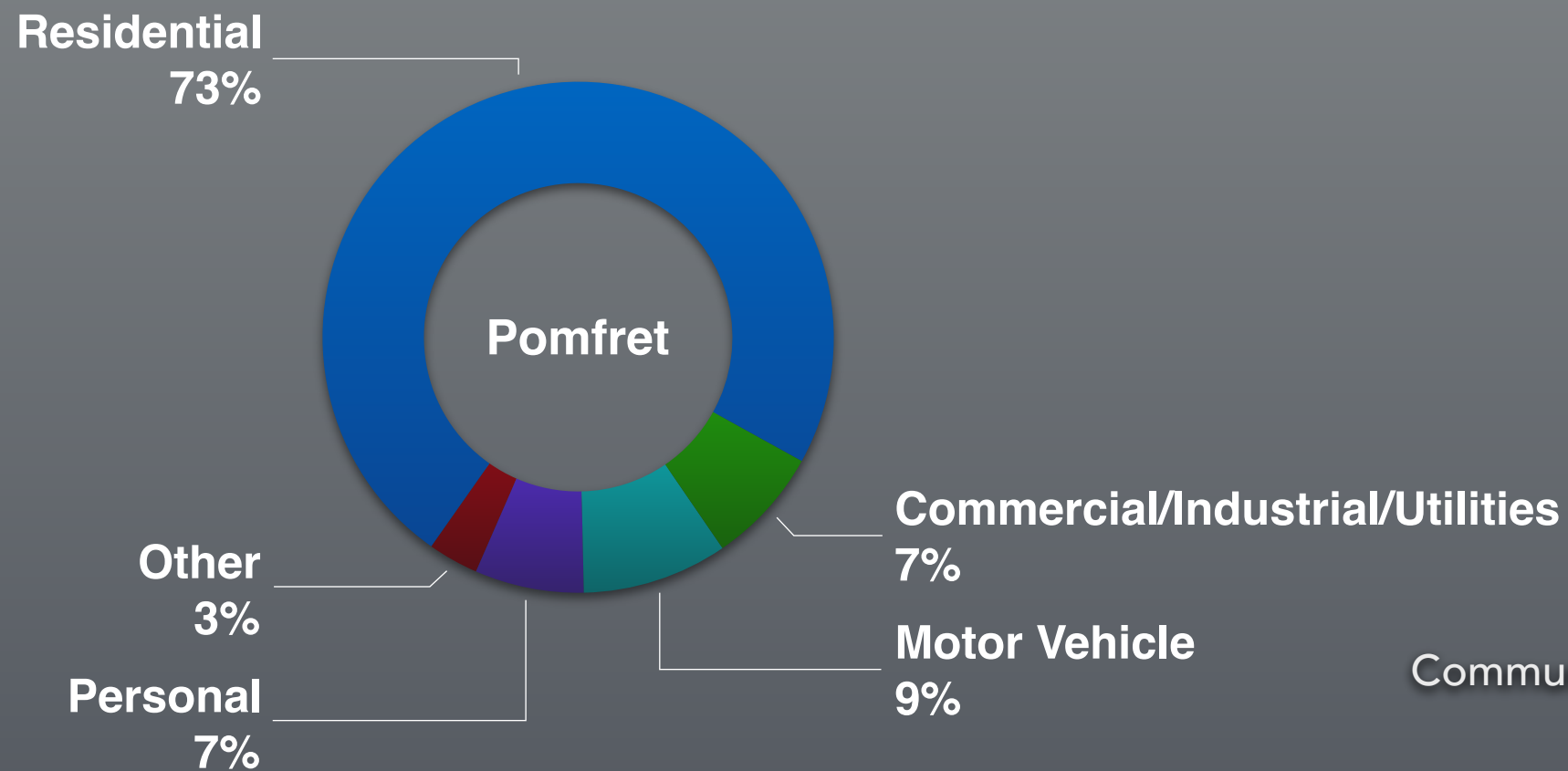
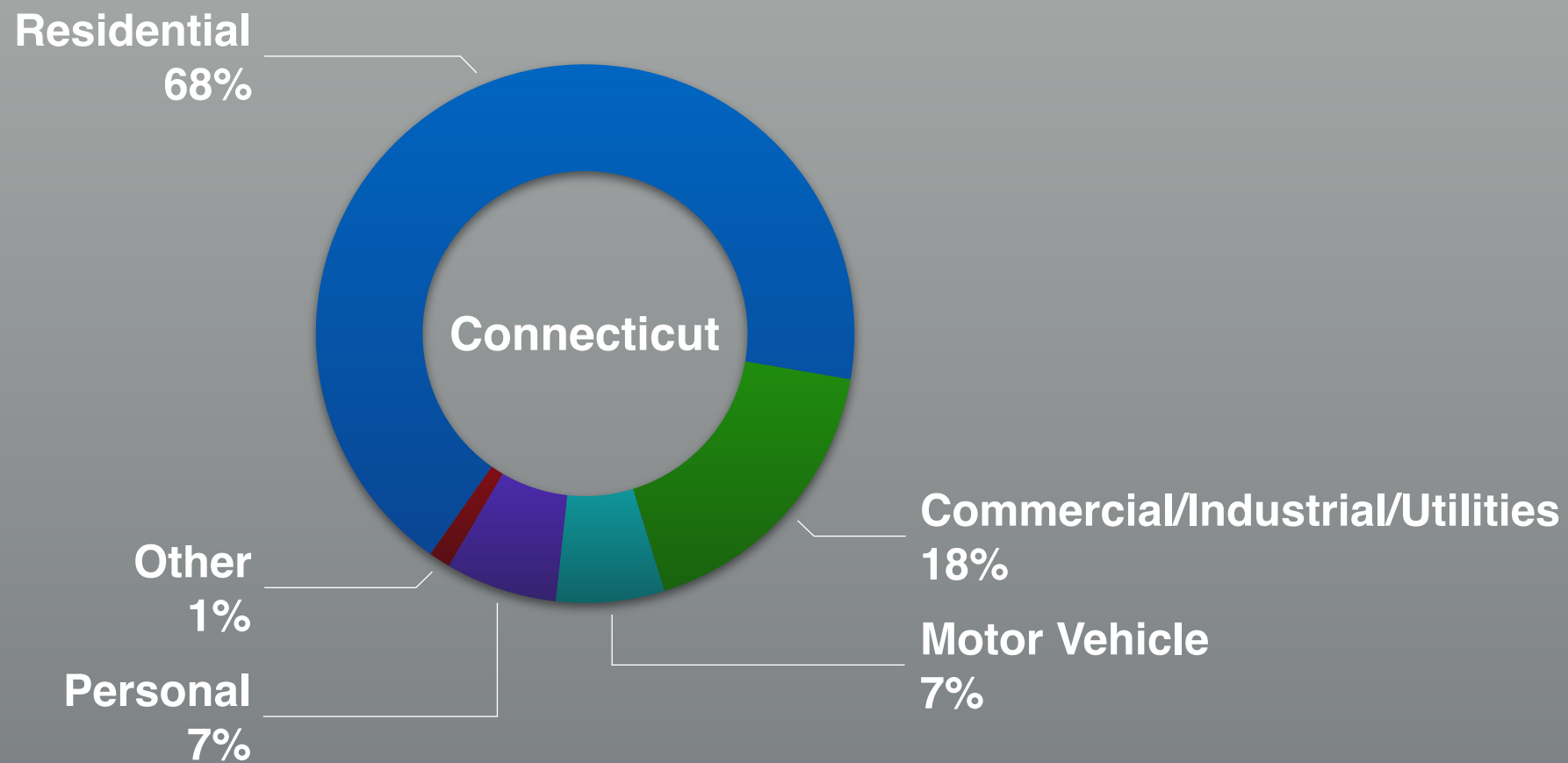
Year: 2012-2016 | Race/Ethnicity: All | Measure Type: Number | Variable: Median Household Income, Margins of Error



2016 Median Household Income

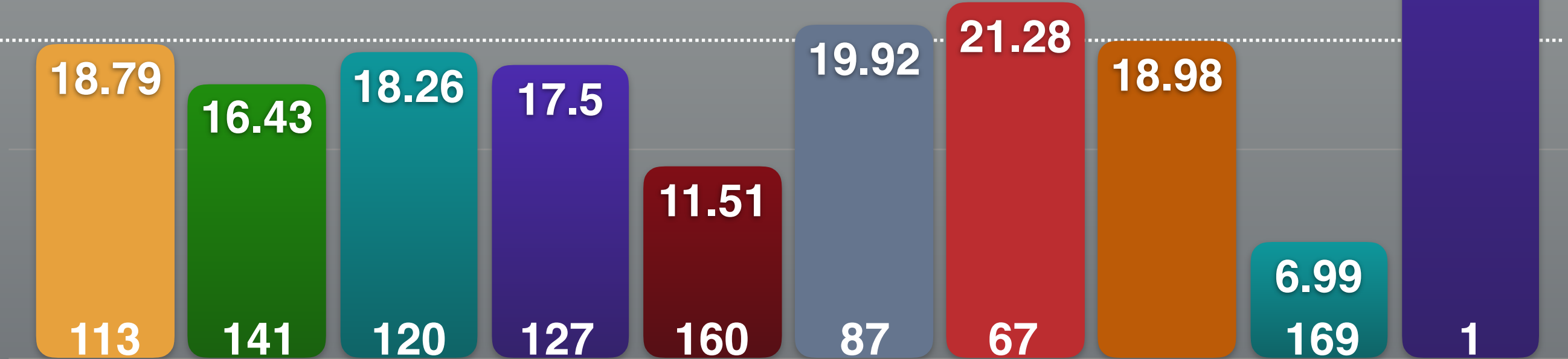






Community Branding Strategy

Equalized Mill Rates - FYE 2016



- | | |
|---|---|
|  Pomfret |  Woodstock |
|  Eastford |  Brooklyn |
|  Putnam |  Killingly |
|  Hampton |  Connecticut |
|  Greenwich |  Waterbury |

Self-Employment by Occupation, 2012 - 2016

Management, business, science, and arts	Self-Employed, Incorporated	5.20% ± 3.90%
Management, business, science, and arts	Self-Employed, Not Incorporated	7% ± 4.80%
Natural resources, construction, and maintenance	Self-Employed, Incorporated	0% ± 13.20%
Natural resources, construction, and maintenance	Self-Employed, Not Incorporated	17% ± 17.50%
Production, transportation, and material moving	Self-Employed, Incorporated	0% ± 11.90%
Production, transportation, and material moving	Self-Employed, Not Incorporated	10.20% ± 11.30%
Sales and office	Self-Employed, Incorporated	6.60% ± 6.80%
Sales and office	Self-Employed, Not Incorporated	10% ± 8.80%
Service	Self-Employed, Incorporated	0% ± 7.70%
Service	Self-Employed, Not Incorporated	12.80% ± 10.80%



Every citizen in a city, region and nation has a perception of that place. **Through their actions and beliefs they express the brand. Complex brand perceptions about place are created over time and through functionality and experience. For cities, that means looking at the livability (i.e. functionality) and quality of life (i.e. citizen experience) of our cities, and understanding how that shapes our citizens' perception and what they believe to be true about place.**

Federation of Canadian Municipalities, The Case of Regina, Canada



Perception of Pomfret: Internally and Externally?

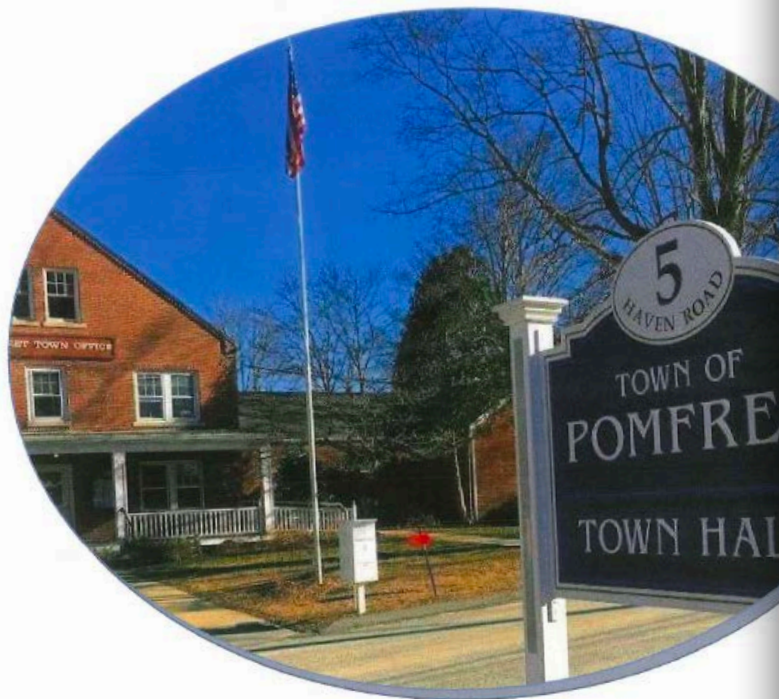
Why Pomfret?

- ❁ What differentiates the Town from others?
- ❁ What sets the Town apart - what makes it unique?
- ❁ What can it offer potential investors, tourists and others?
- ❁ Why locate (business or home) in Pomfret?
- ❁ What are residents most proud of?





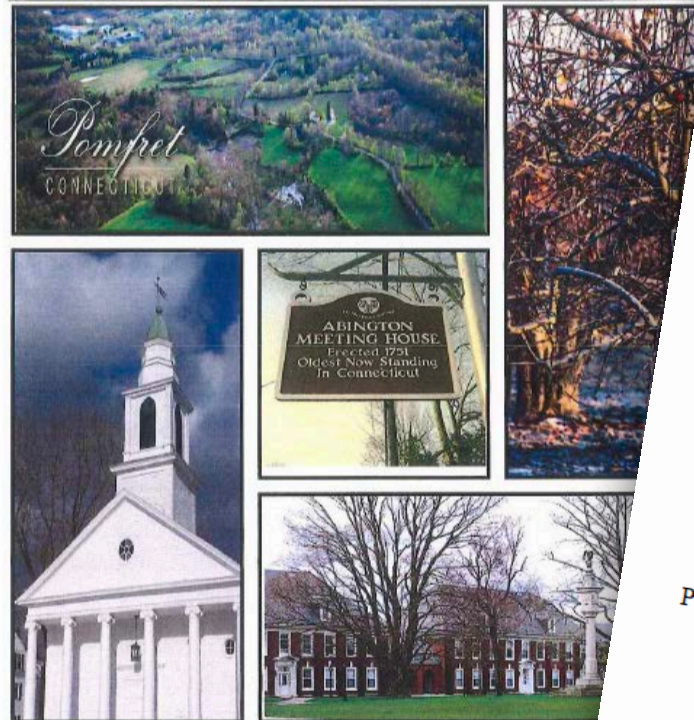
*General Government Budget
Fiscal Year 2018/2019*



Annual Town Meeting - May 17, 2018

POMFRET

2016 Plan of Conservation and Development



Adopted December 21, 2016

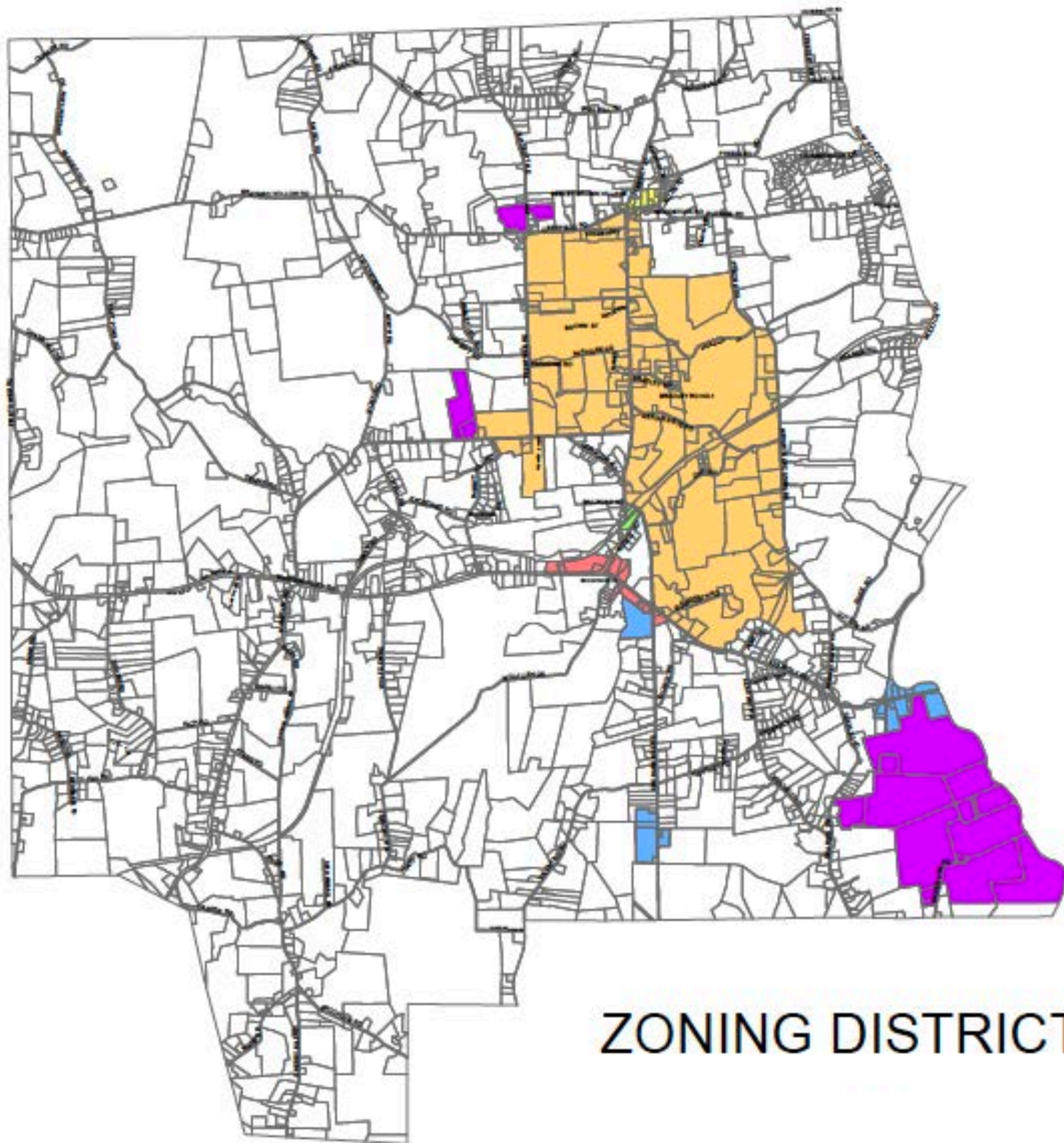
ZONING REGULATIONS

TOWN OF POMFRET, CONNECTICUT

JUNE 20, 2018

POMFRET PLANNING AND ZONING COMMISSION

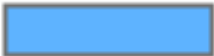






Effective Date: July 11, 2018
Latest Revision: June 20, 2018



ZONING DISTRICTS

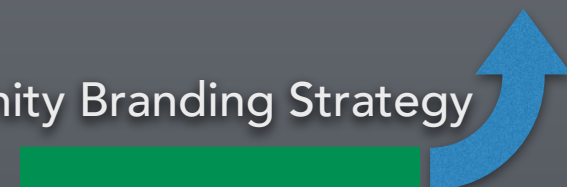
Legend

Zone

	Commercial Village
	Business Village
	Commercial Business
	Pomfret Street Residential
	Village
	Village District II
	Rural Residential

"Preserving the scenic beauty and rural character of Pomfret's valleys, hillsides, and ridgelines remains the primary goal of this Plan[POCD]."

Chapter 4, Page 1 Pomfret POCD



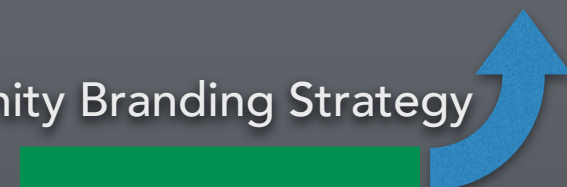
"The Town of Pomfret
desires to promote a
balance between economic
growth and development, at
the same time maintaining
and respecting the Town's
rural history and character."

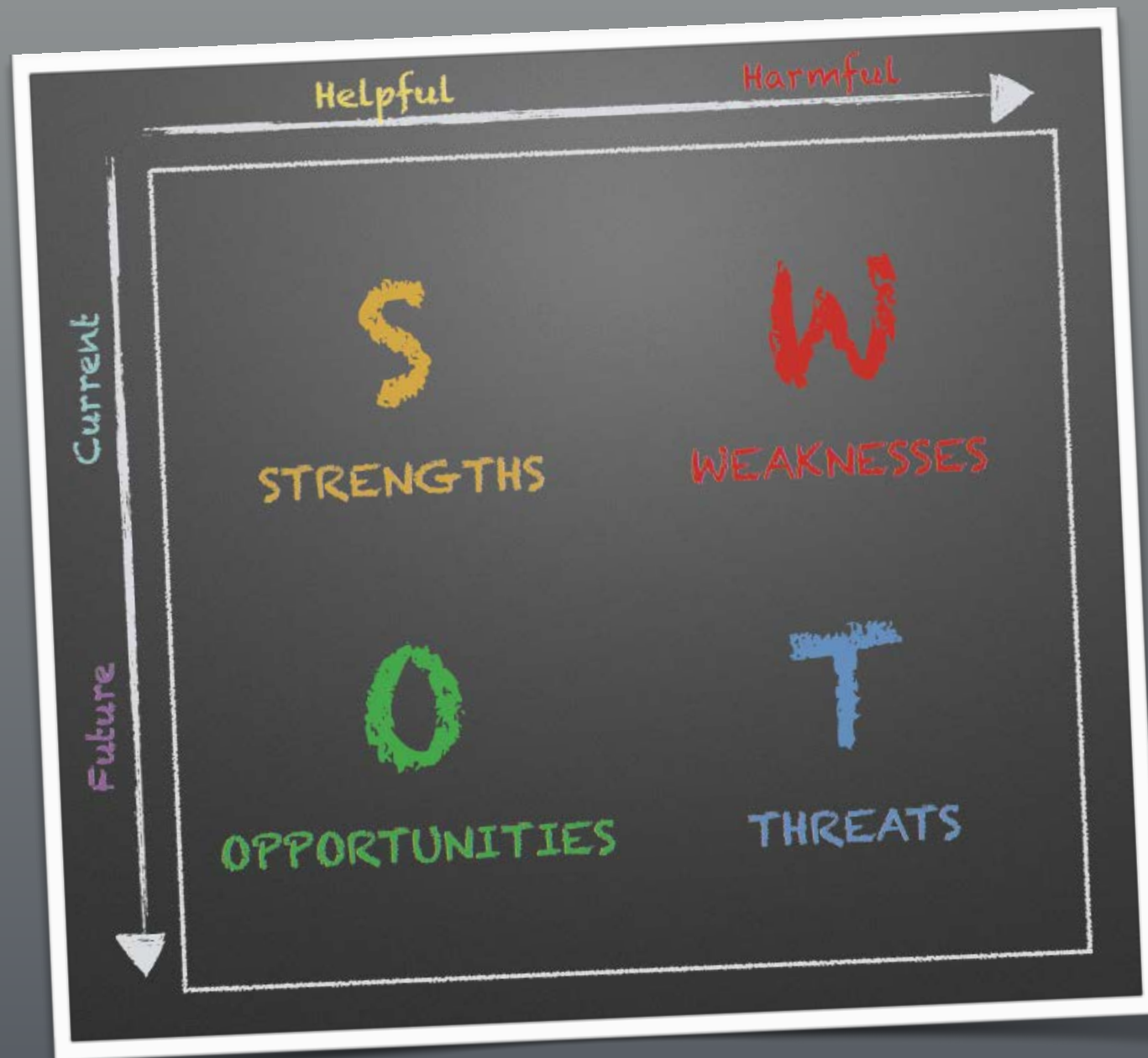


"Pomfret's current economy is driven by established light industry, agriculture, small professional service businesses and tourism."



There are several areas in Pomfret available for economic development, which would not require any changes to the current zoning map of the Town.





Tell us what
you think!

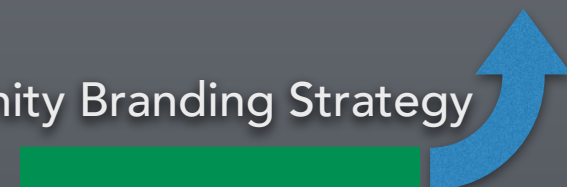


SURVEY



Branding Strategy Development Process

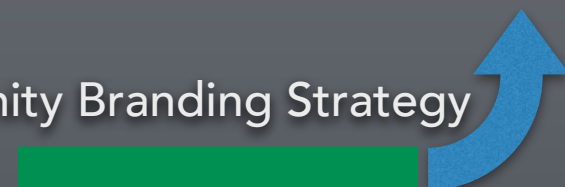
- Identify and Assemble town **stakeholders - Study Group**
- **Community Survey**
- Conduct Initial **SWOT** (Strengths, Weaknesses, Opportunities and Threats) **Analysis**
- **Research** - examine demographic, competition and physical characteristics of the town - build a current town profile
- **Interview stakeholders**
- **Interactive Workshop**
- **Update SWOT** (Strengths, Weaknesses, Opportunities and Threats) **Analysis**
- **Develop and Refine Brand Strategy** - multiple workshops



Activity	January	February	March	April	May
Kick-Off	✓	✓			
Assemble Study Group		✓			
SWOT I% Study Purpose		✓			
Facts. Figures and More		✓			
Community Survey		✓	✓	✓	
Map Workshop - G,B,S			✓		
SWOT II				✓	
Initial Draft				✓	
Final Draft/ Adoption					✓

The **goal of this plan** is to craft a message about the special offerings of the town that will resonate or appeal to persons and businesses outside of Pomfret to both visit and locate in the town.

Thank you.



Discussion?
thank you.

