

Quincy and Adams County, IL
COMMUNITY SURVEY

Here's your chance to share with others what you love about your home and in turn help shape our community's future!

GIVE US 15 MINUTES OF YOUR TIME
AND
**WATCH YOUR INPUT
COME ALIVE.**



Former Quincy Mayor
DAVID NUESSEN

Mayor of Quincy
KYLE MOORE

Former Quincy Mayor
CHUCK SCHOLZ

Visit
www.brandquincy.com
No Later Than
JUNE 18

WHAT'S THE BIG DEAL ABOUT A BRAND?

It's just a logo, right? No. A slogan? Not really. A brand is far more than either of those. And everyone, every product, and every community has a brand. A brand is Quincy and Adams County's competitive identity –not just what WE here locally think, but what others think about the Quincy and Adams County experience. Branding is what we do to affect and manage the conversations that people are already having about Quincy and Adams County. An honest, relevant, clearly and cleverly articulated brand can elevate the regard that residents, visitors, and business prospects have for our area.

WHY BRAND QUINCY AND ADAMS COUNTY?

A brand is not created; it is discovered within the spirit of a place. It comes from the history, the culture, the geography and the society of the place –as such it is an accurate reflection of the genius and the will of the people. Using qualitative and quantitative research tools, we will attain a thorough understanding of Quincy and Adams County's values, assets and priorities, which can then be articulated as our area's "brand."

Our goal is to produce a *cohesive message and consistent feel* with elements and tools that can be easily incorporated for use by businesses, government, residents, tourism, and community groups. We are seeking a brand that not only preserves our unique identity of the past, but looks towards our future. An effective integrated brand contributes to a stronger economic base, higher property values, diverse and sustainable employers, visitor attraction, and citizen retention.

WE NEED YOUR INPUT.

Please take 15 minutes and fill out an online survey to share your opinion about our community. It will help us focus our efforts by understanding how you, a resident, perceive Quincy and Adams County as a place to live, visit or conduct business. It will also ensure that the marketing dollars we spend will generate the best possible return on investment for Quincy and Adams County. To fill out the survey, visit www.BrandQuincy.com by June 18, 2015.

WHO IS LEADING THIS PROJECT?

A steering committee of key stakeholders representing organizations within the City of Quincy and Adams County are partnering with North Star Destination Strategies -based in Nashville, TN, a national leader in community branding. Learn more about North Star and review case studies from other communities who have highly prized their expertise and objectivity at www.northstarideas.com.

Contact Maggie Strong, VP of GREDF at 217-223-4313 for more information.

VISIT
www.BrandQuincy.com
before **JUNE 18**