



**columbusindiana**  
unexpected.unforgettable.

**COLUMBUS COMMUNITY BRAND INITIATIVES**  
unexpected. unforgettable.

- **Utilizing brand graphic and colors in the community**

- Vehicles:

- City buses and most City vehicles



- Visitors Center bus and van
    - Signage for city bus stops



- Banners on Washington Street:
  - Two sets of banners have been produced. (Needed replacement set for banners produced quickly for the week of the brand announcement.)



- Signage:
  - Welcome signs at major entrances to City



- Signage on exterior of buildings: Visitors Center and Chamber
- Airport park signage plus “Welcome” banners (using international languages) at terminal.



- Bike Racks:
  - Twenty-four bike racks ordered – Design is the “C” and brand colors will be used. (Washington Street, City Hall, Visitors Center, Donner Center, etc.)



- Playground at new Commons:
  - The brand colors are to be used in the design of the new Commons building. The colors and “C” shape in the logo form the basis of the climbing structure at the new Commons playground.



- Plan to brand box around Chaos during construction

- **Incorporating brand into marketing**

- Websites:

- City, Economic Development and Visitors Center’s websites have been updated with new brand and use of “unexpected. unforgettable.” Themes

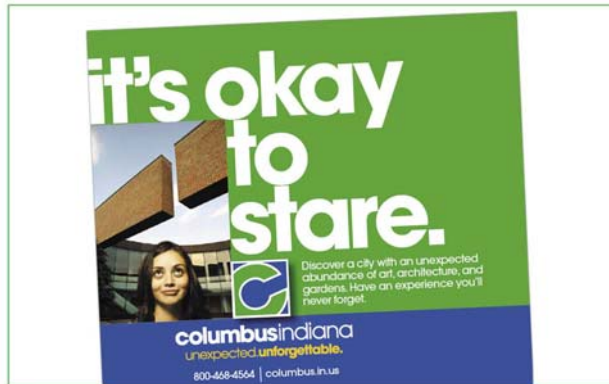


- Chamber’s new website uses unexpected partner logo and unexpected. unforgettable theme.
      - Updated with “unforgettable partner” logo – Arts Council, Community Education Coalition, and Heritage Fund (community foundation) websites



- New websites in development : kidscommons (children’s museum)

- Videos:
  - Visitors Center’s new video (to be unveiled in December) uses the new brand as well as the “unexpected and unforgettable” themes.
- Advertisements:
  - Visitors Center has developed numerous ads, using brand and “unexpected. unforgettable” theme. (Midwest Living, Oprah, state tourism publications, Indianapolis Monthly, Midwest Meetings, etc.)



- Trade Show displays:
  - Visitors Center has created family of displays using new brand
  - City has new display with brand
- Publications: (list includes sample of publications that have been created/ updated with brand)
  - Visitors Center – Visitors Guide, bookmark, rack card, marketing publications – gardening, meeting and conferences, festivals and events, etc.



- City – programs/agenda for press conferences, State of the City speech, Parks and Recreation publications.
- Economic Development Board – new Community Audit
- Redevelopment Commission’s “Watch Us Grow” piece.

- E-Marketing
  - Visitors Center's e-blasts to market events, community activities, etc.
  - Visitors Center's new Face Book group: "Unforgettable Women" (to market to female travelers)
- Festivals/events – ads
  - Visitors Center requires use of Visitors Center's brand in ads by all events/festivals that receive marketing grants
- Letterhead, business cards, note cards, folders, etc.:
  - City, Visitors Center, Economic Development
  - Note: Visitors Center, EDB have developed new logos based on community brand.



- Merchandise (Visitors Center's gift shop) /give-aways (City/Visitors Center):
  - Stickers, hats, umbrellas, ball hats, key chains, t-shirts, logo shirts, mugs, blankets, etc.
  - Giveaways - lapel pins, markers, mints, band aids, etc.
  - Shirts: Most City departments have shirts with new brand.
  - Visitors Center staff wears shirts with new brand for tradeshow, and bus drivers wear shirts with brand.
  - Visitors Center's sports volunteers have special t-shirts.
  - Visitors Center's 2007 annual meeting featured new branded gift for attendees – "unexpected" socks!

- **Developing new awards, special events, presentations, tours:**

- Awards:

- unexpected. unforgettable award:

*Award was created “to recognize significant efforts by individuals or groups that build on the excellence that has made Columbus a unique and outstanding city in the Midwest and the country. The 2007 community brand research revealed that the overwhelming element explaining how and why Columbus stands out among other cities is rooted in the insightful and meaningful involvement of its citizens. This involvement has produced an excellence which is most prominently known and visually demonstrated through the development of public architecture, but is also evident in many other areas of the community where citizens join together in innovative ways to produce outstanding achievements in the arts, social services, education, business and other aspects of this vibrant community. Columbus has been the beneficiary of the initiate of many talented and dedicated individuals and groups and is a city where those with the desire to step forward and make a difference feel empowered to do so. This award recognizes those whose actions have brought excellence to the citizens of Columbus and continue to make Columbus unexpected and unforgettable.”*

- First unexpected. unforgettable award presented by Mayor at Chamber’s 2007 annual holiday event. Recipients were two young professionals who led the fundraising effort to buy a sculpture for community.

- Second unexpected. unforgettable award presented by Mayor at Visitors Center’s annual meeting in June. Recipient was local businessman who is renovating 100-year-old ice cream parlor

- Plan is to present third award at Chamber’s annual meeting.

- unexpected partner award:

Visitors Center created a new “unexpected partner” award for 2008 annual meeting. Recipient was retired Ball State professor who helps to train volunteer guides and works closely with Columbus Indiana Architectural Archives organization. Visitors Center 2007’s annual meeting featured new brand – gift for attendees was unexpected” socks with new brand Community awards utilized brand

- Presentations:

- Visitors Center’s presentation with North Star at 2008 Hoosier Hospitality Conference (discussed our process to develop and implement community-wide brand).

- Same presentation for community leaders in Madison, IN.

- Tours
  - Cell phone tourism tour. “Unexpected. Unforgettable – Columbus, Indiana” rubber band holds together colorful cards depicting 11 downtown sites. Cards include telephone numbers to call for 2-minute audio regarding each attraction.
- Events
  - Creating “unexpected” events – Bad Hair Day celebration was a popular new downtown event. Community partners (Arts Council, downtown restaurants and retailers, kidscommons, local salons, Visitors Center, Chamber) plan to expand the event next year and market to visitors.

- **Receiving recognition for excellence**

- Recent recognition -- National Geographic Traveler’s Historic Places Columbus Indiana chosen as 11<sup>th</sup> of 109 destinations worldwide.
- Columbus Chamber was named Indiana Chamber of the Year.
- Columbus Visitors Center was named National Association of Sports Commissions’ Member of the Year in 2008.
- During 2007 Columbus Indiana competed in the international Communities in Bloom competition.
- Columbus was recognized as one of America’s Top 100 best places to live and launch a business by *Fortune Small Business* magazine in April 2008 issue.
- Columbus was named one of the nation’s “most walkable” communities in April 2008 by Dan Burden, Executive Director of Walkable Communities.
- Columbus was listed as one of the “1000 Places to See in the US and Canada before You Die.”
- Bartholomew County was named one of 2007’s 100 Best Communities for Young People by America’s Promise - The Alliance for Youth.
- According to the June 12, 2007 *New York Times*, Columbus “just happens to have the most incredible collection of modern architecture in the Midwest (outside of Chicago...)”
- Otter Creek Golf Course made *Golfweek* magazine’s top 10 list for Indiana’s public access courses in March of 2007.

- **Monitoring use of brand:**

- The Columbus Visitors Center and Columbus Chamber monitor and encourage use of brand. Brand Graphics Information and Standards Guide are available to members via the Chamber's website.
- Printed copies/cd's of Brand Graphics Information and Standards Guide are supplied to community organizations and businesses by the Visitors Center on request. All brand committee partners and several boards have received copies – Chamber, Visitors Center, Columbus Area Economic Growth Council, etc. In addition, local printers have the guide and work with Brand Committee to monitor use of brand, when possible.