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COMMISSIONERS INITIATE COUNTY BRAND DEVELOPMENT

NEWTON, NC – As part of its strategic plan to increase the local working-age population and employer base in order to drive economic growth, the Catawba County Board of Commissioners has initiated a brand development process. The branding component will help Catawba County identify and highlight the characteristics that make the County unique with a focus on attracting new residents and businesses.

The process is being facilitated by North Star Destination Strategies, a Nashville-based firm specializing in community brand development. North Star has helped develop community brands for more than 200 communities in 43 states nationwide, including the City of Hickory, and is currently working with the City of Newton.

“Our strategic plan is designed to provide compelling reasons for businesses and working-age families to locate and stay in Catawba County,” said Randy Isenhower, Chair, Catawba County Board of Commissioners. “A professional brand strategy will help us promote what we have to offer in a more focused and consistent way.”

North Star’s work with Catawba County will involve several months of intensive research, including planning and marketing audits, site tours, interviews, focus groups, and community surveys. Research findings will be integrated into a creative platform that will result in a clear County message, graphic identity, and targeted branding strategies to promote the County’s overarching economic development and quality of life assets.

“We have a great story to tell,” Isenhower added. “We need to make sure people hear it and remember it.”

For more information about the County’s brand development process, please contact Amy McCauley at (828) 465-8464. To learn more about North Star Destination Strategies, visit www.northstarideas.com.

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