



Branding Process



DOWNTOWN
The Heart Of Johnson City

Research

- Community assessment
- Visitor survey

BrandDiscovery session

- Discuss research
- Brainstorming
- Establish brand pillars

Creating a brand identity & guidelines

- Professional creative process

Communicating the brand

- Marketing tactics

Delivering on the brand

- Product development
- Environmental enhancements



July 2006

Survey Results



DOWNTOWN
The Heart Of Johnson City

What makes downtown Johnson City unique?

It is not now unique 26%

Proximity to mountains 12%

Architecture 11%

Character - mixed use 9%

Railroad history 9%

Sense of community 9%

Why do you go to downtown Johnson City?

Stores	28%
--------	-----

Eat	22%
-----	-----

Work	18%
------	-----

Festivals	14%
-----------	-----

Courthouse	9%
------------	----

See local art	9%
---------------	----

What are your downtown destinations?

Russo's	31%
Main Street Antiques	23%
Nelson's Fine Art	22%
Farmer's Market	14%
Hand's On!	14%
Courthouse	12%
Library	12%
Church	11%
Cross Stitch	11%
JC Area Arts	9%

How often do you visit downtown?

Daily	15%
Once a month	11%
Twice a month	14%
Three times a month	11%
Four times a month	11%
Infrequently	9%

What would you like to see downtown?

Restaurants	38%
More variety of stores	29%
Performance venue	17%
Arts	14%
Bookstore	9%
Movie Theatre	9%

Survey Audience: Who did we talk to?

27 Men

38 Women

65 TOTAL Surveys

4 - Under 25

22 - 25 to 45

32 - 46-60

11 - 60+

Most lived in zip codes 37601 and 37604



Community Assessment



DOWNTOWN
The Heart Of Johnson City

Product Development

Work toward the 10 Rule, within 3 blocks have:

- 10 Visitor oriented places
- 10 Dining places (coffee, wine store, bistro)
- 10 Things open after 5 pm (entertainment)

2 hour parking should be 4 hours

Maybe have a train store downtown

What is Downtown Square?

Downtown Beautification

Allow no chain linked fences downtown

Add color downtown; it's all 70s brown, aggregate

Add curb appeal - plants, flowers, awnings, etc.

Create a visual gateway for perceived value

Consider contracting for a major cleanup effort:

- Do some pressure washing

- Pull weeds

Move dumpsters in Downtown Square

Improve Wayfinding Signage

Signs should connect downtown to N. Roan to Mall

Use term “Downtown” vs. “Business District”

Take down Daniel Boone Trail Signs

“Attractions” sign on I-26 is blank

Create business signage program downtown

Make it decorative:

1 for visitors; 1 for community services



BranDiscovery Session



DOWNTOWN
The Heart Of Johnson City

Brainstorming

Potential	Empty	Hands On	Friendly
Green space	Harsh	Tipton Street	Lively Attractions
History (unmarked)	People	Concrete	Home
Local Crafts	Color	Bars	Late-night / Night Life
Mountain Sports	Safety	Energy	Lighting
Shops - unique	Convenience	Children	Bricks
Gourmet food	Tired	Art	Signage
Music	Unkempt	Cozy	Gatsby's
Blue Plum	Library	Park-like	King Centre
Walking/Pedestrian	Views	Parking	Antiques
Pretty Windows	Stories	Eat	Rebirth
Fun (new)	Litter	Variety	Groceries
Destination (family)	Social Services	Shaded	Trails
Live	Weddings	Old	Architecture
Work	Churches	Livable	Neglected
Play	Trains	Homeless	Waiting
Championless	Flowers		

TOP WORDS from Brainstorming

Appearance

Color (11)

Green space (8)

Architecture / Historical (8)

Park-like (4)

Flowers (2)

Cozy (2)

Clean (2)

Pretty Windows (2)

Lighting

Signs

Charm

Views

TOP WORDS from Brainstorming

Activities

Eating/Restaurants/Gourmet Food (13)

Shopping (8)

Walking/Pedestrian (6)

Music (5)

Trains (2)

Hands On

Tipton Street

Blue Plum/Festivals (5)

Lively Activities (2)

Antiques

Mountain Sports

Local Arts /(4)

Fun (2)

Stories

Play

History (3)

Night-life (2)

Weddings

Destination (family)

TOP WORDS from Brainstorming

Culture

Energy (11)

Variety (8)

Safe (5)

People (4)

Rebirth (2)

Livable (3)

Homeless

Potential (3)

Social Services

Friendly (2)

Convenience

The Group's Compiled Vision

This vision is derived from the brainstorming words the group voted as most important. Distilled into the sentences below, these phrases represent --at the same time--where we are now and where we could go with a “downtown experience.” In other words, we may already be delivering a bit on these statements, but certainly, the statements represent those components of a future downtown that are most important in the group's mind.

WHAT DOES IT LOOK LIKE?

A 3-block downtown core that is park-like with green spaces, is colorful and features historic architecture.

WHAT ARE PEOPLE DOING?

People are there strolling, enjoying the pedestrian walkways and exploring unique shops and eating/listening places.

WHAT IS THE VIBE?

It's a high-energy, safe place full of variety!

Brand Pillars - discussion points

Cultural Core Strength

We are a unique community.

We are strongly committed and passionate.

We represent variety - we are eclectic.

We are tied to our roots, our history.

We are laid back, yet sophisticated.

We are friendly.

We are family-oriented.

We value our connection to the larger community.

Brand Pillars - discussion points

Unique, distinctive claim

Narrow-gauge railroad; born of the railroad where 3 met at a crossroads

Flood plain

Medical community

Museums: Hands On!, Gray Fossil Site

Appalachian heritage

ETSU Bluegrass Music program, Appalachian Archives

Little Chicago

Watering Hole

Mountain view from downtown

Stories

Brand Pillars - discussion points

Competitive Advantage

Right off the interstate, easy to get to

Benefit to Visitors

Enriched lives

Healthy experience

Simplicity

Spending quality time with family



BRAND PILLARS

Brand Pillar #1

Cultural Core Strength

“Downtown Johnson City exudes a welcoming and genuine personality”

Downtown Johnson City honors its southern Appalachian roots, encourages variety, values its relationship with citizens and neighbors—and knits it all together with a kind of friendly sophistication.



Brand Pillar #2

Unique Distinctive Claim

“Downtown Johnson City is a mountain meeting place.”

Downtown Johnson City is a true Appalachian crossroads, borne from the junction of three rail lines at the turn of the 20th Century. Today, it is still a place where people come together for business and pleasure.



Brand Pillar #3

Benefit to Visitors

“Visitors can relax and enjoy downtown Johnson City’s authentic Appalachian spirit.”

Experiencing Downtown Johnson City means enriching yourself through a melting-pot of Appalachian culture: quaint parks, rustic and elegant storefronts, eclectic galleries and a genuine conglomeration of music venues.



Brand Pillar #4

Competitive Advantage

“Downtown Johnson City is conveniently located, offering beautiful Blue Ridge vistas.”

Downtown Johnson City is easy to access, with a network of roads and interstate exits that leads one right to this destination. From Downtown Johnson City, one can view the timeless beauty of the Blue Ridge.





PROPOSED DOWNTOWN BRANDS



QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.



ACOUSTIC QUARTER

- Organic, natural, simple and beautiful
- Points to our musical heritage
- Gained national exposure as the railroads grew
- Charlie Bowman gave us Nine Pound Hammer
- We continue to build on this musical tradition
- Quarter implies festive





MARKET CENTRAL

- A gathering place for commerce and fellowship
- Market Street - existing brand equity
- Central - a nod to our railroad heritage
- Johnson City's historical meeting place
- Can incorporate a brand phrase with this name:

MARKET CENTRAL
The Soul of Johnson City





BLUE PLUM VILLAGE

- Honors Johnson City's original name: 1700s-1857
- Festival made the name synonymous with music & family fun
- Fruit, symbolizes spring, a fresh start
- Village is a neighborhood meeting place
- We own the phrase: celebrates a culture that is uniquely ours
- Envelopes history, the arts, and a sense of place

