Introduction

About North Star Place Branding + Marketing
North Star Place Branding + Marketing comprises over a dozen talented individuals dedicated to growing community brand through integrated marketing solutions. North Star offers communities a combination of research, strategy, creativity, and action. This process—called Community BrandPrint—provides direction for the community’s brand development, like a blueprint guides the construction of a home. And just like a blueprint, the priorities and targets of each Community BrandPrint are stated in clear and unambiguous language. The resulting brand personality is as revealing as an individual’s fingerprint and just as unique.

About the BrandPrint Process
Through the Community BrandPrint process, North Star determines Sun Prairie’s most relevant and distinct promise. From that promise, we create a strategic platform intended to generate a brand position in the minds of residents, visitors, and businesses. We then develop a compelling creative identity to support the strategy, a range of deliverables showing that creativity in use, and an integrated action plan for bringing the brand to life. Each of these tools reinforces Sun Prairie’s strategic positioning and ensures brand equity and growth.

About the Branding Partner
The City of Sun Prairie contracted with North Star to determine the city’s true, unique, and relevant brand position and help the community stand out in the marketplace.
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Executive Summary

North Star conducted research to identify what differentiates Sun Prairie from competitors. We set out to learn the perceptions and beliefs of stakeholders and influencers as well as understand the competitive situation. North Star then worked collaboratively with Sun Prairie to determine a strategy to guide the branding of the City.

**Strengths:** Sun Prairie is one of the fastest growing communities in Wisconsin due to its appeal to families and businesses. The location is convenient in the greater Madison area with particular proximity to the airport and interstate. Its position on the east side offers convenient access to Milwaukee as well. The community enhances active lifestyles with popular parks, trails and open spaces, and the community benefits from great schools with a second high school recently opened. Sun Prairie is known as a retail destination from independent operators Downtown and bigger box retailers at Prairie Lakes. Sun Prairie has a reputation for community and large events like Groundhog Day and Sweet Corn Festival in August. Other gatherings like the Farmers’ Market also draw people to the community. The City offers strong services and good planning which has earned praise for forward thinking.

**Challenges:** Managing growth and keeping up with infrastructure are significant challenges for the community, especially with a priority on maintaining a small town character that belies the increasing size. A rising cost of living and increasing home values (and shortage) are a concern for families. Sun Prairie is welcoming to diversity but the numbers still suggest that there is much to do about diversity and inclusion. For any growing community, job growth is a challenge despite the talent pool choosing to live in Sun Prairie and having to commute out for opportunity. Some are concerned about the lack of arts programming in the community. Many think that Sun Prairie needs a signature attraction and additional reasons to visit. And several prioritize better public transit. Some respondents think the new high school could exacerbate division between east and west. There are some vocal anti-growth attitudes in Sun Prairie.
Executive Summary

**Opportunities:** Despite challenges, Sun Prairie is indeed a place of opportunity for families, young professionals and business relocations or expansion. A perfect location with room to grow and expand appeals to multiple audiences. The proximity to the airport is a great opportunity for talent recruitment and business attraction. Schools and quality of life amenities will also continue to draw attention as Sun Prairie continues to invest in and maintain those offerings. The sense of community and belonging people experience in Sun Prairie belies its size and will help attract the much needed diversity the community seeks. The charming Downtown and parks and trails exhibit the classic character appealing to many. Elevating the fun events and quirky characters will garner and reward attention from potential residents and visitors alike.

**Summary:** Sun Prairie, to the northeast of Madison towards Milwaukee, offers families, entrepreneurs, and businesses the room to grow their families and/or enterprises in a close-knit community with strong character and an interesting quirky nature. The community continues to celebrate the fun and interesting while presenting the quality of life and opportunity that people seek. From a groundhog to a world famous painter to what everyone expects from a sunny prairie—corn—the community is known for events and gatherings that introduce many to its strong sense of community.
Executive Summary

Research data was analyzed for trending insights that hone in on the Sun Prairie story. These insights were funneled into a strategic brand platform, also known as your strategic DNA. Just as an individual’s DNA influences everything from how that person looks to how that person acts (as well as their health and vibrancy), Sun Prairie’s DNA should be the foundational touchstone for all positive planned action in your community, from marketing to events to product development.

Target Audience:  
*For families wanting some room to grow in the Upper Midwest,*

Frame of Reference:  
*Sun Prairie, rising to the northeast of Madison,*

Point-of-Difference:  
*celebrates all things endearing and fun—from Jimmy and Georgia to midget cars and corn*

Benefit:  
*and welcomes everyone to come as you are to enhance our collective future.*
Executive Summary

The final package of foundational creative tools strategically supports the Sun Prairie brand platform. These tools layer personality on top of the strategy in order to make an emotional connection with the consumer. They include a narrative, tagline, logo, color palette, and creative executions. Together they begin to tell the Sun Prairie story in a compelling and memorable way.
Executive Summary

The Sun Prairie brand action plan contains hundreds of ideas—large and small—for integrating the brand into the City’s marketing and promotions. Ideas touch on the website, new products to support the strategy, vehicles, merchandise, and more. Many deliverables were designed using the visual brand identity and brand language to serve as a guide for putting the brand to work. The collage below is a sampling.
RESEARCH
Understanding
Research

The research stage addresses Sun Prairie’s current brand positioning. We assess the environment, your consumers, current communications, and the competition. Most importantly, we gather firsthand information about Sun Prairie from our site visit experience.

We are looking for current attitudes regarding Sun Prairie. We are also trying to spot behavioral trends that exist around the current Sun Prairie brand. This stage is critical because it uncovers the relationship between three factors: the vision of the stakeholders, the perception of consumers, and the competitive position in the marketplace.
Materials Audit
Materials Audit

**Purpose**
The Materials Audit provides an overview of past research, marketing, promotions, and education done on behalf of Sun Prairie and its partners. Before we can determine where the new identity should go, we must understand where you have been.

**Methodology + Results**
A library of materials were provided by Sun Prairie representing economic development, tourism, resident recruitment and education, special programming, past research, studies and planning, etc. All materials were catalogued and reviewed to identify areas of recurring themes as well as areas of conflicting or divergent messaging.
Materials Audit

- 2020 Welcome Packet (English & Spanish)
- 2021 Business in Focus article
- March 2020 Business in Focus article
- WEDC Connect Communities submittal
- HSP & WM Tourism Analysis package
- Sun Prairie Comprehensive Plan 2019–2039
- 2019–2022 Council and Mayor Strategic Plan
- “When You’re Here, You’re Home” Discover Wisconsin video & campaign results report
- Library Expansion Project documents
- City of Sun Prairie Human Resources recruitment materials
- Sun Prairie Stronger Master Plan
Internal Qualitative Data
Internal Qualitative Data

Purpose
The purpose of the Site Visit is to gain an understanding of the perceptions and attitudes of Sun Prairie residents and stakeholders towards their community and to experience first-hand what makes it a unique destination for visitors, residents, or business prospects.

Methodology + Results
The following summary reflects observations and input received during the North Star Site Visit, which took place from April 12-14, 2022. The information is not meant to be all-inclusive, but rather highlights the most common themes experienced, uncovered, and voiced on the trip and following it. Input is listed in order of frequency. The site visit included an area familiarization (FAM) tour, stakeholder focus groups, stakeholder one-on-one interviews, undercover interviews, and local community one-on-one perception interviews.
Internal Qualitative Data

**Best Descriptors**
- Growing
- Progressive
- Forward thinking
- Vibrant
- Small big town
- Affordable
- Welcoming/friendly
- Environmentally conscious/sustainable
- Likable
- Endearing and a little quirky
- Safe
- Potential

**Greatest Assets**
- Growth potential
- Parks
- Schools
- Great for families
- Proximity to Madison
- Generous, supportive community
- Ag heritage: Corn Fest
- Central location; transportation corridor
- Educated workforce
- Forward-thinking leaders
- Room to grow (compared to Madison)

**THEMES**
- Growth potential
- Parks
- Schools
- Great for families
- Proximity to Madison
- Generous, supportive community
- Ag heritage: Corn Fest
- Central location; transportation corridor
- Educated workforce
- Forward-thinking leaders
- Room to grow (compared to Madison)

- Prairie Athletic Club (largest in WI)
- Patrick Marsh area
- Proximity to airport(s)
- Jimmy the Groundhog
- Insurance companies
- Strong planning department
- Small town atmosphere: handshake deals
- Approachable government
- High school athletics (new stadium)
Internal Qualitative Data

**Challenges**

- Managing growth
- Being overshadowed by Madison
- Professional job growth
- Diversification among economic development
- East vs. West divide (Hwy 151)
- Lacking diversity (people and services)
  - Limited workforce
  - Resistant to change
- Infrastructure keeping up w/ growth
- Resistance to apartments
- Rising cost of living
- Rebuilding after explosion
- Supply chain issues for home building
- Perception of being far away
- Outside perception of crime (Gun Prairie)
- Convincing West SP to come downtown

**What We Think Outsiders Say**

“**If you’re from Madison, you don’t think much of Sun Prairie. If you’re from the smaller outlying communities, you rely on Sun Prairie for all conveniences.**”

“**It’s changed so much over the years. It isn’t the Sun Prairie of old.**”

“**There’s nothing to do there. Might as well go to Madison.**”

“**I didn’t know there was anything beyond the West side of the city.**”
### Internal Qualitative Data

**Missing**
- Arts and culture
- Entertainment and nightlife
- Higher wage jobs
- Awareness
- Housing Inventory
- Childcare (options and affordable)
- Vision and follow-through
- Signature attraction
- Water recreation
- Reasons to visit
- Public transit
- Destination retail downtown

**Most Important to Identity**
- People
- Cannery Square
- History (agriculture based)
- Stable jobs
- Schools
- Rec center/ice arena
- City events (Corn Fest, Groundhog Day, Farmers Market)
- Safe, comfortable place to raise a family
- Natural environment

**Opportunities**
- Growth potential
- New families
- Warehousing/logistics
- Proximity to Madison
- Proximity to airport(s)
- Downtown vibrancy
- Incorporating minority groups
Community Survey

Purpose
The purpose of the Online Community Survey is to gain a quantitative measure of the community’s perceptions of Sun Prairie.

Methodology + Results
North Star developed an online survey informed by the results of the Materials Audit and Site Visit conversations. Most questions were multiple choice, allowing for a quantitative measure of resident perceptions. Community members were encouraged to participate after the survey was posted on the brand website and publicized in local media.

692 survey responses were collected for this survey, allowing for a Margin of Error of ±3.73% at the 95% confidence level.

Please refer to Appendix A on the Google Drive for the complete Online Community Survey results.
Community Survey

Survey Distribution

Efforts to spread word of the survey throughout the community were led by the City of Sun Prairie and included:

- Sent the link with information multiple times to a comprehensive list of Community, Business, School, Faith, Civic Organizations, and City leaders
- Encouraged City Council to share the link with their constituents
- Sun Prairie Chamber of Commerce shared the link with information to its members
- Promoted the brand survey on Facebook pages; City of Sun Prairie and Visit Sun Prairie
- Was interviewed about the Brand Study by the Sun Prairie Media Center
- Distributed half sheets with QR codes at Farmers Market info table
- Had 1:1 conversations with several business leaders
- Provided local restaurants with flyers that included the brand survey QR code and promoted the Multicultural Fair
- Included a Brand Survey QR code on promotion materials promoting the Multicultural Fair; the QR code also linked to the Multicultural Fair webpage which also included the Brand Survey
Community Survey

Survey Distribution (cont’d.)

- Distributed flyers at several community events and meetings, including: Downtown Sun Prairie Streets of Sun Prairie events, Rotary, Sunshine Supper, Stuff the Bus pick-ups, Sweet Corn Festival, and to Community Schools
- Promoted the survey at the Multicultural Fair Info Booth
Community Survey

Which of the following are the best descriptors for Sun Prairie?

Choose three answers.

- Convenient location in the region (40.46%)
- Great place to raise a family (35.40%)
- 2nd-fastest-growing in WI (35.26%)
- Becoming more diverse (31.36%)
- Commuter town in Madison area (28.18%)
- Welcoming, friendly (20.09%)
- Up-and-coming (17.20%)
- Divided between East and West (16.62%)
- Open to change and growth (16.47%)
- Few things to do (14.88%)
- Peaceful, safe (10.26%)
- Other (9.39%)
- Forward-thinking, prepared for future (7.37%)
- Historic (7.08%)
- Youth and amateur sports hub (5.92%)
- Tight-knit community (4.05%)

Other:
- Growing too fast
- Rising crime
In your opinion, what are Sun Prairie's three greatest assets?

Choose three answers.

- Proximity to Madison and airport: 54.62%
- Parks, trails, and open spaces: 35.12%
- Public schools (K-12): 31.79%
- Local businesses and restaurants: 31.65%
- Community events: 29.62%
- Downtown: 17.77%
- Gathering places: 15.03%
- Current pace of growth, room for it: 14.74%
- Prairie Lakes: 13.15%
- Volunteer spirit, local philanthropy: 12.28%
- Sports venues: 9.25%
- Variety of housing options: 7.08%
- Other: 6.50%
- Agricultural heritage: 5.64%
- Collab between City and local orgs: 5.49%
- Industrial base, large employers: 5.20%
- Georgia O’Keefe connection: 5.06%

Other:
- Angell Park Speedway
- Prairie Athletic Club
- Library
Community Survey

How do people throughout Dane County and beyond (non-residents of Sun Prairie) describe Sun Prairie?

*Choose three answers.*

- Growing, up-and-coming: 38.44%
- Suburban sprawl: 34.68%
- Big small town: 33.38%
- Community events: 31.65%
- Site of downtown explosion: 28.18%
- Few reasons to go there: 21.97%
- Affordable alternative to Madison: 19.36%
- Better (or best) schools in the area: 19.08%
- Shopping and dining destination: 12.72%
- Nice, welcoming people: 11.71%
- Other: 10.55%
- Youth and amateur sports events: 9.10%
- Where is it?: 8.96%
- Business-friendly: 6.79%
- Forward-thinking, progressive: 4.77%
- Diverse and inclusive: 4.48%

Other:
- Dangerous, crime, “Gun Prairie”
- Growing too fast
- Good music program
- Amenities: Costco, movie theater, shopping
What do people not know that they should know about Sun Prairie?
What are its hidden gems?

1. Its Parks*
2. Farmers Market
3. Library

*Top parks mentioned:
Patrick Marsh Wildlife Area, Angell Park, Dream Park,
Sheehan Park, Wetmore Park
<table>
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<tr>
<th>Community</th>
<th>Adjectives</th>
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<tbody>
<tr>
<td>Cottage Grove</td>
<td>Small town, Growing, Rural, Quaint</td>
</tr>
<tr>
<td>Fitchburg</td>
<td>Crime, dangerous, Sprawling, Expensive, Growing</td>
</tr>
<tr>
<td>Middleton</td>
<td>Expensive, Rich, wealthy, Snobby, Nice, upscale</td>
</tr>
<tr>
<td>Stoughton</td>
<td>Norwegian, Historic, Rural, Small town</td>
</tr>
<tr>
<td>Verona</td>
<td>Epic, Growing, Expensive, Rich, wealthy</td>
</tr>
<tr>
<td>Waunakee</td>
<td>Rich, wealthy, Expensive, Growing, White</td>
</tr>
</tbody>
</table>
Community Survey

What distinguishes Sun Prairie from other communities in the Madison area?

Active and Inviting Community

- “There is always something to do or celebrate, and they get the word out with community ambassadors. I feel welcomed and part of the community when I try something new.”
- “Great coordination between local government and local businesses. Wonderful volunteer spirit, and lots of opportunities to be involved in the community.”
- “Tightness of the community when tragedy happens, coming together to help the victims”
- “We value connection over status, and local businesses are wonderful!”
- “Its history as an affordable, welcoming community for all people. We don't just say we're welcoming; our jobs and housing options prove it.”

An Eye on the Future

- “Its diversity and progressive attitudes while trying to be the best place for people to not only live but work here”
- “Growing with thought”
What distinguishes Sun Prairie from other communities in the Madison area?

Growing Pains

- “You can't have real growth without being a little uncomfortable sometimes. Do we want to be boring and totally comfortable? Or do we want to grow and thrive?”
- “This community grew too fast, and as a result of it, we have high crime and problems with our school district and areas of the city that are not safe, especially at night.”
- “Used to have a small-town feel, but as the proportion of rentals is outpacing homes, I feel a lack of community and connection.”

Great Location

- “We are a forward-thinking city that embraces growth, diversity, and our small town heritage. You can do it all here and easily get to other places.”
- “Minutes from beautiful country hiking trails and downtown nightlife. Quick interstate access to travel to many parts of Wisconsin and the Midwest.”
In your opinion, what are the greatest challenges currently facing Sun Prairie? Choose three answers.

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
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<tr>
<td>Rising cost of living</td>
<td>59.25%</td>
</tr>
<tr>
<td>Maintaining small town feel</td>
<td>37.86%</td>
</tr>
<tr>
<td>Keeping up with growth and dev</td>
<td>33.38%</td>
</tr>
<tr>
<td>Attainable housing shortage</td>
<td>23.99%</td>
</tr>
<tr>
<td>Attracting employers and good jobs</td>
<td>22.40%</td>
</tr>
<tr>
<td>Divide between East and West</td>
<td>20.81%</td>
</tr>
<tr>
<td>Other</td>
<td>18.50%</td>
</tr>
<tr>
<td>Embracing diversity</td>
<td>16.91%</td>
</tr>
<tr>
<td>Vocal minority against growth</td>
<td>15.03%</td>
</tr>
<tr>
<td>Welcoming newcomers</td>
<td>11.71%</td>
</tr>
<tr>
<td>Shedding commuter town reputation</td>
<td>10.26%</td>
</tr>
<tr>
<td>Poverty and homelessness</td>
<td>10.12%</td>
</tr>
<tr>
<td>Preserving local history</td>
<td>9.68%</td>
</tr>
<tr>
<td>Overshadowed by Madison</td>
<td>6.79%</td>
</tr>
<tr>
<td>Far from UW-Madison</td>
<td>3.32%</td>
</tr>
</tbody>
</table>

Other:
- Crime
- Too many apartment buildings
- Improving public schools
Community Survey

In your opinion, what is missing in Sun Prairie?
Choose three answers.

- Reasons for outsiders to visit (31.61%)
- Public transportation (30.17%)
- Nightlife and entertainment (27.30%)
- Employers, high-wage jobs (26.44%)
- Things to do for kids and teens (26.29%)
- More shopping and dining options (23.28%)
- Distinct identity (20.11%)
- Arts, culture, and museums (18.53%)
- Multicultural experiences (17.39%)
- Housing variety (16.67%)
- Cohesive message, resident comms (16.52%)
- Event venues, larger convention ctr. (15.09%)
- Other (12.64%)
- Support for local entrepreneurs (11.64%)
- Georgia O’Keeffe-centered attraction (6.32%)

Other:
- Recreation: youth sports facilities, walking and biking trails
- Affordable housing
- Downtown, East side attractions
In your opinion, please rate the following Sun Prairie attributes and characteristics on a scale from 1-10, where 1 is "Poor" and 10 is "Excellent."

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location and convenience</td>
<td>8.25</td>
</tr>
<tr>
<td>Parks, trails, and open spaces</td>
<td>7.66</td>
</tr>
<tr>
<td>Great place to raise a family</td>
<td>7.60</td>
</tr>
<tr>
<td>Overall quality of life</td>
<td>7.38</td>
</tr>
<tr>
<td>Public schools (K-12)</td>
<td>7.22</td>
</tr>
<tr>
<td>Friendly and welcoming</td>
<td>7.18</td>
</tr>
<tr>
<td>Business opportunity, job market</td>
<td>6.88</td>
</tr>
<tr>
<td>Shopping options</td>
<td>6.82</td>
</tr>
<tr>
<td>Events and celebrations</td>
<td>6.63</td>
</tr>
<tr>
<td>Diversity and inclusion</td>
<td>6.61</td>
</tr>
<tr>
<td>Dining options</td>
<td>6.35</td>
</tr>
<tr>
<td>Variety of recreation</td>
<td>6.27</td>
</tr>
<tr>
<td>Entrepreneurship and innovation</td>
<td>6.24</td>
</tr>
<tr>
<td>Fun place to visit</td>
<td>6.13</td>
</tr>
<tr>
<td>Active arts and cultural scene</td>
<td>5.23</td>
</tr>
<tr>
<td>Affordable cost of living</td>
<td>5.14</td>
</tr>
<tr>
<td>Public transportation</td>
<td>4.86</td>
</tr>
<tr>
<td>Affordable homes</td>
<td>4.72</td>
</tr>
</tbody>
</table>
Community Survey

In your opinion, what three things are most important to Sun Prairie's identity as a community (without these, Sun Prairie is not Sun Prairie)? Choose three answers.

- Community events: 46.39%
- Quality of schools: 40.03%
- Family-friendly atmosphere: 35.98%
- Small town sense of community: 34.83%
- Downtown: 28.18%
- Parks, recreation, and organized sports: 21.68%
- Local shops and restaurants: 19.65%
- Proximity to Madison, airport: 19.36%
- Keeping up with fast growth: 15.90%
- Increasing diversity: 9.54%
- Volunteer spirit, philanthropy: 9.25%
- History, agricultural heritage: 9.25%
- New housing and retail: 5.78%
- Other: 4.19%

- Angell Park Speedway
- Library
Brand Character
Community Survey

Would you like to answer 6 more questions about visual elements and the brand character of Sun Prairie?

No [22.40%]

Yes [77.60%]
The pairs of phrases below represent opposite characteristics. Please indicate which phrase is a better descriptor for Sun Prairie by marking an option on the spectrum between one characteristic and the other.
Community Survey

Which **vehicle** best represents the personality of Sun Prairie?

50.99%

Minivan
<table>
<thead>
<tr>
<th>Vehicle Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minivan</td>
<td>50.99%</td>
</tr>
<tr>
<td>Pickup Truck</td>
<td>9.86%</td>
</tr>
<tr>
<td>Off-road SUV</td>
<td>1.51%</td>
</tr>
<tr>
<td>Hybrid Sedan</td>
<td>15.93%</td>
</tr>
<tr>
<td>Classic Car</td>
<td>3.95%</td>
</tr>
<tr>
<td>RV</td>
<td>1.52%</td>
</tr>
<tr>
<td>Luxury SUV</td>
<td>15.93%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>0.61%</td>
</tr>
</tbody>
</table>

Community Survey

Which of the images below best represents the personality of Sun Prairie? **Vehicles**
Community Survey

Which Building/Architectural Style best represents the personality of Sun Prairie?

81.28%

Suburban Home
Community Survey

Which of the images below best represents the personality of Sun Prairie?

*Buildings/Architectural Styles*

- **Suburban Home** 81.28%
- **Farmhouse** 4.11%
- **Rustic Cabin** 0.46%
- **Urban Living** 7.46%
- **Neo-Gothic Mansion** 0.91%
- **Modern Home** 0.46%
- **Single-Family Victorian** 4.57%
- **Corporate Offices** 0.76%
Community Survey

Which **Brand Personas/Archetypes** best represents the personality of Sun Prairie?

32.06% Helper
Community Survey

Which of the images below best represents the personality of Sun Prairie?

*Brand Personas/Archetypes*

<table>
<thead>
<tr>
<th>Persona</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helper</td>
<td>32.06%</td>
</tr>
<tr>
<td>Hero</td>
<td>9.97%</td>
</tr>
<tr>
<td>Explorer</td>
<td>3.22%</td>
</tr>
<tr>
<td>Geek</td>
<td>4.75%</td>
</tr>
<tr>
<td>Expert</td>
<td>3.22%</td>
</tr>
<tr>
<td>Teacher</td>
<td>22.55%</td>
</tr>
<tr>
<td>Best Friend</td>
<td>18.40%</td>
</tr>
<tr>
<td>Creative</td>
<td>4.60%</td>
</tr>
<tr>
<td>Entertainer</td>
<td>1.23%</td>
</tr>
</tbody>
</table>
Community Survey

What Visual Symbol/Landmark is iconic in Sun Prairie?

10.94%

Downtown Sun Prairie
Community Survey

What is iconic in Sun Prairie?

*Visual Symbols/Landmarks*

Downtown Sun Prairie 10.94%

Sun Prairie Water Tower 10.11%

Angell Park* 7.72%

*Includes mentions of both the Park and the Speedway.*
Community Survey

Which colors do you most associate with the personality and physical nature of Sun Prairie?

*Choose three answers.*

- **Yellow**: 52.10%
- **Green**: 41.52%
- **Red**: 41.21%
- **Blue**: 34.37%
- **Orange**: 21.46%
- **Gray**: 8.71%
- **Brown**: 8.55%
- **Purple**: 3.73%
Demographics
Community Survey

Please choose the description that best identifies you.

- I live and work in Sun Prairie: 39.16%
- I live in Sun Prairie but work elsewhere: 31.79%
- I work in Sun Prairie but live elsewhere: 11.85%
- I live in Sun Prairie and am retired: 9.54%
- I live in Sun Prairie and am a stay-at-home caregiver: 2.75%
- Other: 2.17%
- I live in Sun Prairie and do not work anywhere: 1.45%
- I do not live or work in Sun Prairie: 1.30%

Other:
- Work from home in Sun Prairie
- Former resident
How long have you been a resident of Sun Prairie?

- 0-5 years: 25.43%
- 6-10 years: 19.97%
- 11-15 years: 12.63%
- 16-20 years: 10.92%
- 20+ years: 31.06%
Community Survey

What is your gender?

- Male [30.75%]
- Female [69.25%]
Community Survey

Which of the following includes your age?

- Under 18: 0.75%
- 18 - 24: 4.03%
- 25 - 34: 15.97%
- 35 - 44: 31.64%
- 45 - 54: 23.88%
- 55 - 64: 12.69%
- 65 - 74: 9.10%
- 75 or older: 1.94%
Community Survey

Which of the following best describes you?

- White (not of Hispanic origin): 87.40%
- Hispanic or Latinx: 3.11%
- Asian, Asian American: 2.95%
- Multiracial: 2.49%
- Black, African American: 2.18%
- Other: 1.40%
- Pacific Islander or Native Hawaiian: 0.31%
- Native American or Alaska Native: 0.16%

Other:
- European, European American
Community Survey

Which of the following ranges includes your total household income?

- $49,999 or less: 8.91%
- $50,000 - $99,999: 22.53%
- $100,000 - $149,999: 33.87%
- $150,000 - $199,999: 18.48%
- $200,000 - $249,999: 9.89%
- $250,000 or more: 6.32%
Brand Barometer
544 Resident Responses
Purpose
The Community Brand Barometer measures strength of the Sun Prairie brand according to:

- Resident satisfaction with and advocacy for Sun Prairie as a place to live, visit, and conduct business
- Sun Prairie satisfaction/advocacy relative to the nation

Methodology + Results
Significant research* on a wide variety of customer satisfaction metrics found a single powerful question has the greatest ability both to measure current resident satisfaction and predict future community growth. That question, “Would you recommend your community to a friend or colleague as a place to live (or work or visit)?” is powerful because it surpasses the basic model of economic exchange, where money is spent for products or services. People who score their community high on the Brand Barometer actively recruit new residents, visitors, and businesses through positive word-of-mouth marketing. It is very personal. By making a strong recommendation, they are willing to risk their own character, trustworthiness, and overall reputation for no tangible reward.

Methodology + Results (cont’d.)
The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant. Participants in the community-wide surveys answered three questions:

- Would you recommend living in Sun Prairie to a friend or colleague?
- Would you recommend visiting Sun Prairie to a friend or colleague?
- Would you recommend conducting business in Sun Prairie to a friend or colleague?

Responses are measured on a 10-point scale with 1 being “Not at all likely” and 10 being “Extremely likely.” Results are presented on an individual respondent level as well as an aggregate Brand Advocacy Score. Scores are calculated with response percentages in the following categories:

- Promoters (9 or 10) – Loyal residents who will continue fueling your growth and promoting your brand
- Passives (7 or 8) – Satisfied but unenthusiastic residents who are vulnerable to other opinions and brand
- Detractors (1–6) – Unhappy residents who can damage your brand and impede growth through negative referrals

Brand Advocacy Score = % Promoters – % Detractors
Methodology + Results (cont’d.)
Sun Prairie’s Brand Advocacy Score can then be compared to a benchmark score that has been derived for the entire nation. North Star employs multiple survey methods through proprietary sources to determine national averages. Scores represent a stratified random sample of the entire U.S. population and are updated on a regular basis. You can use this information to track your own brand performance relative to national trends over time. In addition, you can repeat the Brand Barometer after a designated period and compare the results to your own benchmark score for an on-going metric of how community attitudes change over time and in response to specific events or activities.
On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend... Living in Sun Prairie
On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend...

**Living in Sun Prairie**

<table>
<thead>
<tr>
<th></th>
<th>Living in Sun Prairie</th>
<th>Sun Prairie Totals</th>
<th>National Average</th>
<th>National Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3.68%</td>
<td>Detractors</td>
<td>4.96%</td>
<td>Detractors</td>
</tr>
<tr>
<td>2</td>
<td>2.21%</td>
<td></td>
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<td>9</td>
<td>14.89%</td>
<td>Promoters</td>
<td>11.80%</td>
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<tr>
<td>10</td>
<td>18.38%</td>
<td>33.27%</td>
<td>26.17%</td>
<td>37.97%</td>
</tr>
</tbody>
</table>
On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend... *Living in Sun Prairie*

1.46%

**Overall Brand Advocacy Score**

*Living in Sun Prairie*

(% of Promoters minus % of Detractors)
On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend...

*Visiting Sun Prairie*
<table>
<thead>
<tr>
<th></th>
<th>Visiting Sun Prairie</th>
<th>Sun Prairie Totals</th>
<th>National Average</th>
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<tr>
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</tr>
<tr>
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<tr>
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<td>42.09%</td>
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<td>10.85%</td>
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<td>Promoters</td>
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<tr>
<td>10</td>
<td>14.89%</td>
<td>25.74%</td>
<td>30.72%</td>
<td>42.98%</td>
</tr>
</tbody>
</table>
On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend… Visiting Sun Prairie

-16.35%

Overall Brand Advocacy Score
Visiting Sun Prairie

(% of Promoters minus % of Detractors)
On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend...

Conducting Business in Sun Prairie
## Brand Barometer

On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend...

### Conducting Business in Sun Prairie

<table>
<thead>
<tr>
<th>Biz. in Sun Prairie</th>
<th>Sun Prairie Totals</th>
<th>National Average</th>
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<td>4.43%</td>
<td>Detractors</td>
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<tr>
<td>2</td>
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<td>2.25%</td>
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<td>3</td>
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<td>3.62%</td>
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<td>4</td>
<td>4.04%</td>
<td>4.38%</td>
<td>35.68%</td>
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<td>5</td>
<td>15.81%</td>
<td>11.78%</td>
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<td>6</td>
<td>13.79%</td>
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<td>18.57%</td>
<td>17.08%</td>
<td>29.80%</td>
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<td>9</td>
<td>12.32%</td>
<td>11.41%</td>
<td>Promoters</td>
</tr>
<tr>
<td>10</td>
<td>12.87%</td>
<td>23.12%</td>
<td>34.54%</td>
</tr>
</tbody>
</table>

![Brand Barometer Chart](chart.png)
Overall Brand Advocacy Score

Conducting Business in Sun Prairie

-14.88%

On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend…

Conducting Business in Sun Prairie

(% of Promoters minus % of Detractors)
On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend Sun Prairie to a friend or colleague...

- **Living**: 1.46% (Sun Prairie) vs. 6.69% (National Average)
- **Visiting**: 13.02%
- **Conducting Business**: -1.14% (Sun Prairie) vs. -14.88% (National Average)
Consumer Awareness & Perception Study
Consumer Awareness and Perception Study

Purpose
The purpose of this study is to gain insight into consumer awareness, visitation, and perceptions of Sun Prairie. The survey measures:

- Overall top-of-mind perceptions of Sun Prairie and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends, and family)
- Strengths and weaknesses of Sun Prairie with identified community attributes
- Measurements of Sun Prairie quality of life indicators
- Measurement of Sun Prairie strengths and weaknesses

Methodology + Results
An Internet study was conducted among respondents in the Madison, Milwaukee, and Chicago metro areas, divided equally among the three. A total of 237 surveys were completed and analyzed, allowing for a margin of error ±6.37 at the 95% confidence level.

Terminating factors included: living in Sun Prairie, being under 18, and being “Not at all familiar” with Sun Prairie.
We examined the responses for several questions relative to the particular responses to other questions in this study. This process of cross-tabulation is a type of analysis that looks at the variability of a characteristic between two or more groups. In other words, it compares opinions, behaviors, perceptions, etc. between different types of people (respondents). Cross tabulating data reveals much more detailed information than simply presenting the means, or averages, of an aggregated set of data. We have shared the most compelling cross-tabulations in the following pages. We present the question and responses in aggregate form followed by the detailed cross-tabulations.
Consumer Awareness and Perception Study

237 Total Respondents
- 80 from Chicago, IL metropolitan area
- 78 from Madison, WI metropolitan area
- 79 from Milwaukee, WI metropolitan area

Terminations (1,678 Total)
- 8 for being under 18
- 328 for living outside of areas of interest
- 192 for having lived/worked in Sun Prairie or competitor communities
- 532 for being “Not at all familiar” with Sun Prairie
- 243 for attention/speeding checks
- 375 for overfilled demographic quotas
Consumer Awareness and Perception Study

Markets
- Chicago, IL metro: Cook, DeKalb, DuPage, Kane, Lake, and McHenry Counties
- Madison, WI metro: Columbia, Dane, Green, Iowa, Rock, and Sauk Counties
  - Excluding the municipalities of Fitchburg, Middleton, Stoughton, Sun Prairie, Verona, and Waunakee
- Milwaukee, WI metro: Milwaukee, Dodge, Jefferson, Kenosha, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties

Age
- Gen Z and Young Millennials: 18–34 years old
- Gen X and Old Millennials: 35–54 years old
- Boomers +: 55+ years old

Visitors (166 respondents)
- Visitors indicated that they have visited Sun Prairie in the past 3 years.
Demographics
CAP Study

What is your gender?

- Male [46.84%]
- Female [53.16%]
Which of the following includes your age?

- Under 18: 0.00%
- 18 - 24: 11.39%
- 25 - 34: 16.03%
- 35 - 44: 24.05%
- 45 - 54: 15.19%
- 55 - 64: 14.77%
- 65 - 74: 16.03%
- 75 or older: 2.53%
CAP Study

Which of the following ranges includes your total household income?

- Less than $49,999: 28.69%
- $50,000 - $74,999: 19.83%
- $75,000 - $99,999: 16.88%
- $100,000 - $149,999: 21.10%
- $150,000 - $199,999: 7.59%
- $200,000 - $250,000: 2.53%
- More than $250,000: 3.38%
CAP Study

Which of the following best describes you?

- White (not of Hispanic origin): 83.97%
- African American: 5.06%
- Asian: 4.64%
- Multiracial: 2.53%
- Hispanic or Latino(a): 2.53%
- Native American or Alaska Native: 0.84%
- Pacific Islander or Native Hawaiian: 0.42%
- Other: 0.00%

I prefer not to answer: 0.00%
CAP Study

In which of the following states do you live?

- Illinois [33.76%, 80]
- Wisconsin [66.24%, 157]
Familiarity
CAP Study

How familiar are you with the following communities in Dane County, WI?

- **Very familiar**
- **Somewhat familiar**
- **Not at all familiar**

<table>
<thead>
<tr>
<th>Community</th>
<th>Very familiar</th>
<th>Somewhat familiar</th>
<th>Not at all familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitchburg</td>
<td>21.10%</td>
<td>45.15%</td>
<td>33.76%</td>
</tr>
<tr>
<td>Sun Prairie</td>
<td>34.60%</td>
<td>65.40%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Middleton</td>
<td>31.22%</td>
<td>54.01%</td>
<td>14.77%</td>
</tr>
<tr>
<td>Verona</td>
<td>19.41%</td>
<td>52.32%</td>
<td>28.27%</td>
</tr>
<tr>
<td>Stoughton</td>
<td>25.74%</td>
<td>46.84%</td>
<td>27.43%</td>
</tr>
<tr>
<td>Waunakee</td>
<td>25.32%</td>
<td>36.29%</td>
<td>38.40%</td>
</tr>
</tbody>
</table>
How familiar are you with the following communities in Dane County, WI?

- Very familiar
- Somewhat familiar
- Not at all familiar

Sun Prairie:
- Very familiar: 10.66%
- Somewhat familiar: 20.16%
- Not at all familiar: 69.18%
CAP Study

**SUN PRAIRIE ONLY, BY MARKET**

How familiar are you with the following communities in Dane County, WI?

- Very familiar
- Somewhat familiar
- Not at all familiar

Chicago:
- Very familiar: 8.86%
- Somewhat familiar: 24.89%
- Not at all familiar: 0.00%

Madison:
- Very familiar: 14.77%
- Somewhat familiar: 18.14%
- Not at all familiar: 0.00%

Milwaukee:
- Very familiar: 10.97%
- Somewhat familiar: 22.36%
- Not at all familiar: 0.00%
Unaided Perceptions
When you think of the following communities, what is the first thing that comes to mind?

**Fitchburg**
- Nice
- Suburban

**Middleton**
- Good Neighbor Festival
- Mustard Museum

**Stoughton**
- Norwegian heritage
- Farms, rural

**Sun Prairie**
- Shopping (Costco, Cabela’s, etc.)
- Jimmy the Groundhog

**Verona**
- Epic
- Suburban

**Waunakee**
- Small town
- WaunaFest
From your perspective, do you think the following communities are improving, declining, or staying the same?

- **Fitchburg**
  - Improving: 34.60%
  - Staying the same: 58.23%
  - Declining: 7.17%

- **Sun Prairie**
  - Improving: 56.96%
  - Staying the same: 35.02%
  - Declining: 8.02%

- **Middleton**
  - Improving: 43.88%
  - Staying the same: 46.84%
  - Declining: 9.28%

- **Verona**
  - Improving: 40.93%
  - Staying the same: 52.32%
  - Declining: 6.75%

- **Stoughton**
  - Improving: 29.54%
  - Staying the same: 57.38%
  - Declining: 13.08%

- **Waunakee**
  - Improving: 30.38%
  - Staying the same: 63.29%
  - Declining: 6.33%
SUN PRAIRIE ONLY, BY MARKET

From your perspective, do you think the following communities are improving, declining, or staying the same?

- Improving
- Staying the same
- Declining

### Chicago
- Improving: 21.94%
- Staying the same: 10.55%
- Declining: 1.27%

### Madison
- Improving: 16.46%
- Staying the same: 12.66%
- Declining: 3.80%

### Milwaukee
- Improving: 18.57%
- Staying the same: 11.81%
- Declining: 2.95%
SUN PRAIRIE ONLY, BY AGE

From your perspective, do you think the following communities are improving, declining, or staying the same?

- **Gen Z and Young Millennials**
  - Improving: 14.35%
  - Staying the same: 9.70%
  - Declining: 3.38%

- **Gen X and Old Millennials**
  - Improving: 25.32%
  - Staying the same: 11.39%
  - Declining: 2.53%

- **Boomers +**
  - Improving: 17.30%
  - Staying the same: 13.92%
  - Declining: 2.11%
From your perspective, do you think the following communities are improving, declining, or staying the same?
Which of the following communities do you most associate with fast population growth and new opportunities? Choose two answers.

- Sun Prairie: 63.29%
- Middleton: 46.41%
- Verona: 25.32%
- Fitchburg: 23.63%
- Waunakee: 20.68%
- Stoughton: 16.88%
- Other: 3.80%
  - Madison
  - Milwaukee
Which of the following communities do you most associate with great public schools and extracurricular activities?

Choose two answers.

- Sun Prairie: 57.81%
- Middleton: 48.52%
- Verona: 27.85%
- Waunakee: 26.16%
- Fitchburg: 17.72%
- Stoughton: 17.30%
- Other: Madison (4.64%)
Which of the following communities do you most associate with great public schools and extracurricular activities?

*Choose two answers.*

- **Chicago**
  - Fitchburg: 5.27%
  - Middleton: 8.86%
  - Sun Prairie: 10.34%
  - Verona: 5.49%
  - Waunakee: 6.54%

- **Madison**
  - Stoughton: 4.01%
  - Verona: 4.64%

- **Milwaukee**
  - Sun Prairie: 9.07%
Which of the following communities do you most associate with diversity and multiculturalism? Choose two answers.

- Middleton: 52.32%
- Sun Prairie: 47.26%
- Fitchburg: 29.54%
- Stoughton: 22.36%
- Verona: 21.10%
- Waunakee: 18.14%
- Other: 9.28%
- Madison
Which of the following communities do you think have the best downtown shops, restaurants, and things to do?  
*Choose two answers.*

<table>
<thead>
<tr>
<th>Community</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
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<td>18.57%</td>
</tr>
<tr>
<td>Other</td>
<td>5.49%</td>
</tr>
</tbody>
</table>

Other:  
- Madison
Which of the following communities do you think have the best downtown shops, restaurants, and things to do?

*Choose two answers.*

<table>
<thead>
<tr>
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<th>Milwaukee</th>
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</tr>
<tr>
<td>Middleton</td>
<td>7.59%</td>
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<td>9.70%</td>
</tr>
<tr>
<td>Stoughton</td>
<td>4.43%</td>
<td>5.27%</td>
<td>3.16%</td>
</tr>
<tr>
<td>Sun Prairie</td>
<td>7.38%</td>
<td>7.81%</td>
<td>10.13%</td>
</tr>
<tr>
<td>Verona</td>
<td>3.80%</td>
<td>5.06%</td>
<td>3.38%</td>
</tr>
<tr>
<td>Waunakee</td>
<td>2.53%</td>
<td>3.80%</td>
<td>2.95%</td>
</tr>
</tbody>
</table>
### BY VISITATION

Which of the following communities do you think have the best downtown shops, restaurants, and things to do? *Choose two answers.*

<table>
<thead>
<tr>
<th>Community</th>
<th>Visitors</th>
<th>Non-Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitchburg</td>
<td>9.92%</td>
<td>2.74%</td>
</tr>
<tr>
<td>Middleton</td>
<td></td>
<td>8.02%</td>
</tr>
<tr>
<td>Stoughton</td>
<td>8.44%</td>
<td>4.43%</td>
</tr>
<tr>
<td>Sun Prairie</td>
<td>17.09%</td>
<td>8.23%</td>
</tr>
<tr>
<td>Verona</td>
<td>8.86%</td>
<td>3.38%</td>
</tr>
<tr>
<td>Waunakee</td>
<td></td>
<td>7.17%</td>
</tr>
</tbody>
</table>
Which of the following communities do you think organize the best local events and festivals? *Choose two answers.*

- Sun Prairie: 61.18%
- Middleton: 41.77%
- Stoughton: 28.69%
- Waunakee: 23.21%
- Fitchburg: 21.52%
- Verona: 18.57%
- Other: 5.06%

- Madison
- Milwaukee
Which of the following communities do you consider the best places to live? Choose two answers.

- Sun Prairie: 56.12%
- Middleton: 41.35%
- Verona: 28.69%
- Stoughton: 25.32%
- Waunakee: 24.05%
- Fitchburg: 18.99%

Other: Madison

Other: 5.49%
Which of the following communities do you consider the best places to live? Choose two answers.
Which of the following communities do you consider the best places to live? Choose two answers.

- Fitchburg: 2.53% Gen Z and Young Millennials, 4.64% Gen X and Old Millennials, 2.32% Boomers +
- Middleton: 7.38% Gen Z and Young Millennials, 6.54% Gen X and Old Millennials, 6.75% Boomers +
- Stoughton: 3.16% Gen Z and Young Millennials, 5.27% Gen X and Old Millennials, 4.22% Boomers +
- Sun Prairie: 7.38% Gen Z and Young Millennials, 10.76% Gen X and Old Millennials, 9.92% Boomers +
- Verona: 3.80% Gen Z and Young Millennials, 6.12% Gen X and Old Millennials, 4.43% Boomers +
- Waunakee: 2.53% Gen Z and Young Millennials, 4.64% Gen X and Old Millennials, 4.85% Boomers +
Which of the following communities was the birthplace and childhood home of renowned artist Georgia O’Keeffe?

- Sun Prairie: 52.74%
- Middleton: 9.70%
- Stoughton: 9.28%
- Verona: 6.75%
- Fitchburg: 6.33%
- Waunakee: 4.64%
- Other: 10.55%

Other:
- Don’t know
Which of the following communities hosts the oldest sweet corn festival in the State of Wisconsin each year?

- Sun Prairie: 51.05%
- Middleton: 11.39%
- Stoughton: 9.28%
- Waunakee: 7.59%
- Verona: 7.59%
- Fitchburg: 7.17%
- Other: 5.91%
- Don’t know: Other
Perceptions
Which phrase or adjective best describes the City of Sun Prairie, Wisconsin?

Choose three answers.
### CAP Study

**Which phrase or adjective best describes the City of Sun Prairie, Wisconsin?**

*Choose two answers.*

<table>
<thead>
<tr>
<th>Option</th>
<th>Chicago</th>
<th>Madison</th>
<th>Milwaukee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interesting events and festivals</td>
<td>6.75%</td>
<td>5.27%</td>
<td>5.49%</td>
</tr>
<tr>
<td>Nice and welcoming</td>
<td></td>
<td></td>
<td>5.91%</td>
</tr>
<tr>
<td>Growing, up-and-coming</td>
<td>4.01%</td>
<td>4.22%</td>
<td>4.01%</td>
</tr>
<tr>
<td>Affordable alternative to Madison</td>
<td>4.22%</td>
<td>3.16%</td>
<td>4.22%</td>
</tr>
<tr>
<td>Attractive parks, trails, and open spaces</td>
<td>3.80%</td>
<td>1.69%</td>
<td>3.16%</td>
</tr>
<tr>
<td>Place to shop, eat, see a movie</td>
<td>4.22%</td>
<td>2.11%</td>
<td>1.90%</td>
</tr>
</tbody>
</table>
Which phrase or adjective best describes the City of Sun Prairie, Wisconsin? Choose two answers.

- Interesting events and festivals
- Nice and welcoming
- Growing, up-and-coming
- Affordable alternative to Madison
- Attractive parks, trails, and open spaces
- Place to shop, eat, see a movie

**Gen Z and Young Millennials**

- Interesting events and festivals: 4.43%
- Nice and welcoming: 4.22%
- Growing, up-and-coming: 3.38%
- Affordable alternative to Madison: 2.74%
- Attractive parks, trails, and open spaces: 1.90%
- Place to shop, eat, see a movie: 2.95%

**Gen X and Old Millennials**

- Interesting events and festivals: 5.70%
- Nice and welcoming: 4.22%
- Growing, up-and-coming: 6.12%
- Affordable alternative to Madison: 4.85%
- Attractive parks, trails, and open spaces: 3.16%
- Place to shop, eat, see a movie: 2.74%

**Boomers +**

- Interesting events and festivals: 7.38%
- Nice and welcoming: 6.54%
- Growing, up-and-coming: 6.12%
- Affordable alternative to Madison: 4.01%
- Attractive parks, trails, and open spaces: 3.59%
- Place to shop, eat, see a movie: 2.53%
Which phrase or adjective best describes the City of Sun Prairie, Wisconsin?

Choose two answers.

- Interesting events and festivals: 11.60% (Visitors), 5.91% (Non-visitors)
- Nice and welcoming: 10.97% (Visitors), 4.01% (Non-visitors)
- Growing, up-and-coming: 10.34% (Visitors), 1.90% (Non-visitors)
- Affordable alternative to Madison: 7.59% (Visitors), 4.01% (Non-visitors)
- Attractive parks, trails, and open spaces: 4.64% (Visitors), 4.01% (Non-visitors)
- Place to shop, eat, see a movie: 6.12% (Visitors), 2.11% (Non-visitors)
Non-Visitors
Have you visited Sun Prairie in the past three (3) years?

No [29.96%]

Yes [70.04%]
CAP Study

Why have you not visited Sun Prairie?

- Too far away: 21.13%
- Do not have time: 18.31%
- Plan to visit in the future: 15.49%
- Unaware of things to do there: 14.08%
- Other: 12.68%
- Cannot afford it: 8.45%
- Not interested in what it has to offer: 5.63%
- Nothing to do there: 4.23%
- Too much traffic: 0.00%

Other:
- COVID-19
- Health reasons
Based on your perception of Sun Prairie, in your opinion, please rate its following attributes on a scale of 1-10, where 1 is “Poor” and 10 is “Excellent.”

- Overall quality of life: 8.05
- Events and festivals: 7.96
- Great place to raise a family: 7.83
- Friendly and welcoming: 7.82
- Parks, trails, and open spaces: 7.80
- Public safety: 7.73
- Public schools (K-12): 7.53
- Active arts and cultural scene: 7.42
- Shopping options: 7.36
- Variety of recreation: 7.33
- Dining options: 7.20
- Location and convenience: 7.18
- Business opportunity, job market: 7.16
- Affordable cost of living: 7.13
- Downtown: 7.07
- Variety of housing: 7.04
- Entrepreneurship and innovation: 7.02
- Diversity and inclusion: 6.94
Visitors
What was the primary purpose or main reason you visited Sun Prairie on your most recent visit?

- **Visited family/friends**: 24.70%
- **Ate at a restaurant**: 15.06%
- **Visited downtown**: 14.46%
- **Passed through to get elsewhere**: 8.43%
- **Conducted business**: 7.83%
- **Other**: 7.23%
- **Attended an event or festival**: 7.23%
- **Youth or adult recreational sports**: 4.22%
- **Attended a wedding or reunion**: 4.22%
- **Visited Prairie Lakes**: 3.61%
- **High school athletics**: 1.81%
- **Visited a park or green space**: 0.60%
- **Met with realtor**: 0.60%
- **Attended a religious service**: 0.00%

**Passing through to:**
- Wisconsin Dells
- Madison

**Attended:**
- Sweet Corn Festival

**Other:**
- Shopping (Cabela’s)
- See a movie
- Car maintenance
What aspect of Sun Prairie leaves the most positive impression on visitors and newcomers?

- “Reasonable home prices, growing job market, moderate political views, and lots of parks for outdoorsy people.”
- “Good balance between urban and farmland”
- “It is innovative.”
- “Friendly and refreshing citizens promoting a warm and welcoming environment.”
- “Great festivals and entertainment in this region”
- “It’s a pretty fancy suburb with affordable housing!”
- “The people are very nice, and the schools are very good.”
- “It had a clean and new look to it. There are many great stores to choose from.”

What aspect of Sun Prairie leaves the most negative impression on visitors and newcomers?

- “It sometimes displays too much of a small town atmosphere.”
- “Increased crime and higher property taxes”
- “Roads in need of repair”
- “Unchecked growth”
- “The traffic can be overwhelming.”
- “Something is constantly being built.”
- “Crowds and people with strong political views”
- “Trash and dirt everywhere”
- “Too busy and crowded”
Based on your experience visiting Sun Prairie, in your opinion, please rate its following attributes on a scale of 1-10, where 1 is “Poor” and 10 is “Excellent.”

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly and welcoming</td>
<td>8.21</td>
</tr>
<tr>
<td>Overall quality of life</td>
<td>8.20</td>
</tr>
<tr>
<td>Events and festivals</td>
<td>8.13</td>
</tr>
<tr>
<td>Great place to raise a family</td>
<td>8.13</td>
</tr>
<tr>
<td>Parks, trails, and open spaces</td>
<td>7.99</td>
</tr>
<tr>
<td>Dining options</td>
<td>7.95</td>
</tr>
<tr>
<td>Location and convenience</td>
<td>7.95</td>
</tr>
<tr>
<td>Shopping options</td>
<td>7.85</td>
</tr>
<tr>
<td>Public safety</td>
<td>7.81</td>
</tr>
<tr>
<td>Public schools (K-12)</td>
<td>7.78</td>
</tr>
<tr>
<td>Downtown</td>
<td>7.73</td>
</tr>
<tr>
<td>Variety of recreation</td>
<td>7.73</td>
</tr>
<tr>
<td>Active arts and cultural scene</td>
<td>7.43</td>
</tr>
<tr>
<td>Variety of housing</td>
<td>7.38</td>
</tr>
<tr>
<td>Business opportunity, job market</td>
<td>7.37</td>
</tr>
<tr>
<td>Entrepreneurship and innovation</td>
<td>7.27</td>
</tr>
<tr>
<td>Affordable cost of living</td>
<td>7.24</td>
</tr>
<tr>
<td>Diversity and inclusion</td>
<td>7.18</td>
</tr>
</tbody>
</table>
BY VISITATION, TOP ANSWERS
Based on your experience visiting Sun Prairie, in your opinion, please rate its following attributes on a scale of 1-10, where 1 is “Poor” and 10 is “Excellent.”

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Visitors</th>
<th>Non-Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly and welcoming</td>
<td>8.21</td>
<td>7.82</td>
</tr>
<tr>
<td>Overall quality of life</td>
<td>8.20</td>
<td>8.05</td>
</tr>
<tr>
<td>Events and festivals</td>
<td>8.13</td>
<td>7.96</td>
</tr>
<tr>
<td>Great place to raise a family</td>
<td>8.13</td>
<td>7.83</td>
</tr>
<tr>
<td>Parks, trails, and open spaces</td>
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<td>7.73</td>
</tr>
</tbody>
</table>
Based on your experience visiting Sun Prairie, in your opinion, please rate its following attributes on a scale of 1-10, where 1 is “Poor” and 10 is “Excellent.”

- Friendly and welcoming: Visitors 8.21, Non-Visitors 7.82
- Public schools (K-12): Visitors 7.78, Non-Visitors 7.53
- Downtown: Visitors 7.73, Non-Visitors 7.07
- Variety of recreation: Visitors 7.73, Non-Visitors 7.33
- Active arts and cultural scene: Visitors 7.43, Non-Visitors 7.42
- Variety of housing: Visitors 7.38, Non-Visitors 7.04
- Business opportunity, job market: Visitors 7.37, Non-Visitors 7.16
- Entrepreneurship and innovation: Visitors 7.27, Non-Visitors 7.02
- Affordable cost of living: Visitors 7.24, Non-Visitors 7.13
- Diversity and inclusion: Visitors 7.18, Non-Visitors 6.94
All Respondents
What is most important to Sun Prairie’s distinct identity? (Without __________, Sun Prairie would lose its essence.)

Choose two answers.

- Community events and festivals: 37.13%
- Family-friendly atmosphere: 34.18%
- Proximity to Madison and the airport: 32.49%
- Small town sense of community: 25.74%
- Local shops and restaurants: 21.52%
- Parks, trails, and recreation: 18.57%
- Quality of schools: 14.77%
- Downtown: 13.50%
- Other: 2.11%

Other:
- Angell Park Speedway
- Suburban character
External Qualitative Data
Influencer Perception Study
Influencer Perception Study

Purpose
The purpose of the Perception Study is to gain an in-depth understanding of the brand perceptions of Sun Prairie among important target audiences. What do these external constituents of the brand have to say about the area as a place to live or visit?

Methodology + Results
North Star consultants conducted perception interviews via telephone. The targeted audiences included leaders from nearby communities as well as regional officials and professionals in economic development and tourism. Questions were phrased to gather qualitative information. The following pages reflect frequent commentary and the most insightful conversations.
### Influencer Perception Study

#### Assets
- Retail: Prairie Lakes, Downtown
- Small town character
- Close-knit community
- Location between MKE & Madison
- Public safety
- Fast growing, potential
- Affordability
- Good schools
- Nice amenities
- Proximity to airport, interstate
- Downtown architecture
- Festivals

#### Challenges
- Traffic
- Managing growth
- Overdevelopment
- Scattered plans
- Higher taxes

#### Missing
- Awareness
- Business/industry
- Downtown reputation
- Reasons to visit
- Diversity & inclusion
- Major employers, job growth
- Large sports facilities
- Arts programming
- Public art

#### Opportunities
- Retail
- Great for families
- New High School fields
- Sports reputation
- Festivals
- Pickleball
- New and fresh community
- Talent pool

#### EXTERNAL PERCEPTIONS
Influencer Perception Study

- “It’s a safe community without homelessness and crime.”
- “East of Madison is character and charm. West is sprawl and hustle and bustle.”
- “Groundhog Day doesn’t interest me much.”
- “I’ve heard of it. Don’t know much.”
- “Sun Prairie is driven by conservative old money.”
- “Nothing there you need to go for.”
- “Now I think of Prairie Lakes and a hot mess of traffic.”
- “Sun Prairie seems overdeveloped and haphazard.”
- “There’s more money on the West side of Madison.”
- “Reputation for lots going on. Sometimes too much.”
- “Stop trying to have everything everyone wants. It’s too much.”
- “Great location with great retail.”
Competitive Positioning Review
Competitive Positioning Review

Purpose
The purpose of the analysis is to better understand the market position and marketing executions of Sun Prairie’s competitive set.

Methodology + Results
North Star reviewed communication materials from each of the following competitors in economic development and tourism to compile a short synopsis of their attributes. The materials reviewed include but are not limited to the websites for municipalities, economic development, chambers of commerce, and tourism as well as other communication materials such as brochures and visitors guides. Based on these materials, as well as other information we gather, we analyze each competitor’s brand strength and focus on economic development and tourism.

- Fitchburg
- Middleton
- Stoughton
- Verona
- Waunakee
Sun Prairie Logo Overview
Competitors
Competitor Logo Overview

THE CITY OF Fitchburg
Wisconsin

Good idea!

MIDDLETON | WI

Stoughton Wisconsin

VERONA · WI
HOMETOWN USA

The Only Waunakee In the World
Proximity

Sun Prairie to:

- Stoughton – 20 miles (30 minutes)
- Verona – 28 miles (32 minutes)
- Fitchburg – 24 miles (28 minutes)
- Middleton – 30 miles (32 minutes)
- Waunakee – 13 miles (21 minutes)
- *Madison – 14 miles (28 minutes)*
Fitchburg, WI – Key Insights

Marketing Messages:
Good idea!

- Mix of suburban neighborhoods closer to the border with the city of Madison, commercial and industrial properties, and more rural properties in the southern portion of the city
- Known for attractive, family-oriented neighborhoods; a thriving technology-led business community; and well-designed, unique urban centers.
- Awarded as a Bicycle Friendly Community by the League of American Bicyclists.

- Over 45% of population has a college degree or higher.
- Fitchburg’s cost of living is 6.1% higher than the U.S. average.

Key Statistics:
- Population – 30,866
- Unemployment Rate – 3.6%
- Median Income – $62,832
- Median Home Price – $380,400
- Median Age – 34.5
2021 Economic Development Report

Welcome To Fitchburg, Wisconsin

Fitchburg, WI – Economic Development

REGIONAL COMPETITORS

Current Projects

We are proud of the successes of our business community. See what projects are currently taking place in the City because it is a “Good idea!” to be part of our local economy.

Here’s what is happening now in Fitchburg:

PROMEGA CORPORATION OPENED THE COMPONENT MANUFACTURING CENTERY IN NORTH STONER PRAIRIE

Promega Corporation broke ground on a new 198,278 sq. ft. manufacturing facility. This project will add 25 new positions.

SUB-ZERO GROUP, LLC DESIGN CENTER OPEN FOR BUSINESS IN NORTH STONER PRAIRIE

Sub-Zero Group, LLC, the manufacturer of high-end appliances, completed the 322,834 sq. ft. facility that will be the new home to its engineering and design department called the “Design Center.” The $70 million investment will allow for the creation of 100 new jobs within Sub-Zero.

QUARRY RIDGE SENIOR LUXURY APARTMENTS CONSTRUCTION MOVING ALONG

160 senior apartments are under construction on the City’s west side behind the Super Target. The Quarry Ridge Senior Apartments will offer several resort style amenities such as a pub, theatre, beauty salon. Anticipated
Fitchburg, WI – Government & Community

COVID-19 INFORMATION

Regional Competitors

July 18th
Rhythm Kings
At Concerts At Mckee
Sea Rhythm Kings For FREE at Concerts At Mckee! The Rhythm Kings is a 4-person band from Milwaukee and has been on the scene for 15 years. They've performed on the...

August 20th
Agora Art Fair
Over 100 Wisconsin Artists will be showcased in the 10th Annual Agora Art Fair. Local and regional artists in every medium will be featured, including painting, ceramics, jewelry, photography, glass, metals, woodwork.

City of Fitchburg, WI - Government
3.4k followers · 20 following

Intro
Welcome to the Official City of Fitchburg, WI Facebook page!

View the terms of use.

Goodland Park Road Closure
Goodland Park Road will be closed at Larson for a culvert replacement from Monday, July 18th through Friday, July 22nd. The road will be completely blocked at Larson and to the west of the project. There will be a partial closure to the east of Friso to allow for residents to access homes.

http://www.fitchburgwi.gov/CityAlerts.aspx?ID=1862

Contact us
Follow
Visit Facebook
Known for small-town charm, booming economy, extensive parks and bike trails.

Chosen as the best place to live by CNN Money in 2007.

Largest industry sector in Middleton is manufacturing. Other major job sectors are retail trade, technology, educational services, health care, management of companies, finance, and accommodations.

Over 65% of residents have associate, Bachelors, or advanced degrees.

45% of residents are employed in positions which earn more than $75,000 per year.

Middleton’s cost of living is 11.9% higher than the U.S. average.

Marketing Messages:

The Good Neighbor City (motto)

It’s the middle things that you’ll remember (tourism)

Good for neighbors, good for business (development corp.)

Key Statistics:

Population – 20,195
Unemployment Rate - 3.5%
Median Income – $62,238
Median Home Price - $450,800
Median Age – 39.2
Middleton, WI – Government & Community

REGIONAL COMPETITORS

The Good Neighbor

[Images of Middleton, WI, community and government buildings]
Best known for its Norwegian heritage, Stoughton is a beautiful community with its many historic neighborhoods and its gorgeous historic downtown. 

The Stoughton Opera House is a booming tourist attraction bringing tens of thousands of people to Stoughton annually with an enormous repertoire of locally, regionally, nationally, and internationally renowned performers. 

Stoughton’s cost of living is 3.3% lower than the U.S. average.
Stoughton, WI – Economic Development

REGIONAL COMPETITORS

MISSION
The Stoughton Chamber of Commerce serves our members by creating an environment for thriving businesses and enterprise leaders.

VISION
The Chamber of Commerce strives to be innovative to promote a dynamic and creative business community that serves as the pulse of a vibrant Stoughton community.

CORE VALUES
- Credibility – The staff and board are committed to transparency and integrity in all we do, demonstrated in our reporting and procedures.
- Collaboration – The chamber supports and works with community stakeholders to benefit members and provides avenues for members to work together.
- Advocacy – The chamber is a conduit between members and local government.
- Service to Others – The chamber exists to serve and support its membership and provide opportunities for the membership to serve the community.
- Learning – The chamber offers learning opportunities for its members, while service on the board and committees provides professional development.
- Fun – The chamber infuses fun and laughter into work and members look for ways to engage in fellowship.

GOALS
- Enhance Member Experience
- Promote Member Businesses
- Advocate on Behalf of Businesses
- Strengthen Organizational Structure and Culture
- Increase Visibility of the Chamber
- Develop and Manage Finances Responsibly

STANDING COMMITTEES
- Board Governance (Board member recruitment & onboarding, writing annual budget, evaluations committee, and ethics committee)
- Finance & Budget (Audited financial statements, reserve burden financing, debt & fund raising plan to meet budget, support staff in fund raising, evaluate funding sources, etc.)
- Events Evaluation (evaluate current events for ROI, evaluate other proposed events)
- Recruitment (member recruitment & retention, area member support, evaluation of communication & marketing to members)
- Programming (create staff in implementing strategies and recruiting volunteers to run programs, oversight for ‘member experience’ activities, including industry’s skill building, mentoring & affinity group, workforce development)
- Executive Committee (ていくり cohort, evaluation of Chamber President, act on behalf of board, between board meetings in urgent cases, advise to President)
- Ad hoc Committees: As needed
Verona, WI – Key Insights

Marketing Messages:
Hometown USA
Find Your Fun/Find It In (tourism)

- Adorable downtown area filled with restaurants and multiple neighborhood grocery stores.
- Consistently rated one of the best places to live in Wisconsin—many families and young professionals live here.
- One of the highest median incomes in the state.
- Home to Epic headquarters, a leading medical software company.
- Verona’s cost of living is 11.8% higher than the U.S. average.

Key Statistics
Population – 13,539
Unemployment Rate - 3.5%
Median Income - $81,474
Median Home Price - $397,600
Median Age – 36.3
Verona, WI – Economic Development
Experience Wisconsin in Verona

Known as HomeTown USA, Verona offers a little something for everyone, whether you are here for a day, a weekend or a week. A golf cart or bicycle, there’s lots to explore and experience with Verona as your starting point.

Get outside and enjoy the great biking and hiking on the Billy Killinger or the White Rock Trail, or take a stroll along the Badger River. You can also grab a bicycle and check out the Sugar River paddle trail in Verona to Park.

Several local businesses offer fantastic outdoor gathering spots for you to enjoy on part of your visit. You'll definitely want to plan a stop at one of the great local wineries or specialty shops.

Just south of Verona at the Black Mountain Golf Course, check out the on-site cafe offering a variety of delicious options for a quick bite to eat.

Area Events

- Verona Farm & Garden Festival (May 20/21)
- Verona Days Festival (June 29/30)
- Verona Festival of the Arts (Oct 6/7)
- American Legion Golf Classic (Aug 17)
- Music on Main (Jun 6/7, 6/13, 6/20, 6/27, 7/11, 8/15, 8/22)
- Weekly Friday Night Live (Aug 10/17)
- Verona Independence Day Fireworks (Jul 4)
- Verona Triathletes 5K & 10K (Jul 11)
- Verona's Annual Wine Fest (Jun 9/10, Jul 7/8, 8/4/5)
The name "Waunakee" has a Native American origin meaning "fair and pleasant valley."
Rated #1 in Best Places to Buy a House in Madison Area by Niche.
One of the highest medium income areas in the state.
A dense suburban feel with a lot of bars and parks.
Waunakee's cost of living is 14.5% higher than the U.S. average.
Waunakee, WI – Government & Community
### Metrics & Messaging Rollup

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Unemployment Rate</th>
<th>Median Income</th>
<th>Median Home Price</th>
<th>Median Age</th>
<th>Cost Of Living (H/L)</th>
<th>Messaging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun Prairie</td>
<td>35,119</td>
<td>4.0%</td>
<td>$66,956</td>
<td>$313,600</td>
<td>34.6</td>
<td>1.2% H</td>
<td>Good idea!</td>
</tr>
<tr>
<td>Fitchburg</td>
<td>30,866</td>
<td>3.6%</td>
<td>$62,832</td>
<td>$380,400</td>
<td>34.5</td>
<td>6.1% H</td>
<td>The Good Neighbor City/It's the middle things that you'll remember</td>
</tr>
<tr>
<td>Middleton</td>
<td>20,195</td>
<td>3.5%</td>
<td>$62,238</td>
<td>$450,800</td>
<td>39.2</td>
<td>11.9% H</td>
<td>-</td>
</tr>
<tr>
<td>Stoughton</td>
<td>13,218</td>
<td>3.5%</td>
<td>$57,813</td>
<td>$283,700</td>
<td>39.5</td>
<td>3.3% L</td>
<td>Hometown USA</td>
</tr>
<tr>
<td>Verona</td>
<td>13,539</td>
<td>3.5%</td>
<td>$81,474</td>
<td>$397,600</td>
<td>36.3</td>
<td>11.8% H</td>
<td>The Only Waunakee In The World</td>
</tr>
<tr>
<td>Waunakee</td>
<td>14,188</td>
<td>3.5%</td>
<td>$90,365</td>
<td>$424,700</td>
<td>39.8</td>
<td>14.5% H</td>
<td>-</td>
</tr>
</tbody>
</table>

- By most of the core metrics Fitchburg is the most comparable place.
- All locations are essentially at full employment with unemployment rates at 4% or lower.
- Verona and Waunakee appear to be on higher end of the SES scale but are slightly older on average.
- Messaging is largely using a small town/friendly approach to brand the place as a lifestyle destination.
Brand Review

Brand Strength
(how strong the brand is at marketing the region—design currency, activation/use, representation of place, consistency across areas/departments)

Economic Development Focus
(how much marketing is focused on driving economic development)

Tourism Focus
(how much marketing is focused on driving tourism)
Competitive Summary

- Sun Prairie has a great opportunity to define itself in the region and separate from its competitive place set, even though there are strong brand names in the market.
- High population growth coupled with low unemployment means the competition for residents is intense, especially since all of these areas are affluent by national averages.
- Most competitors either don’t have a defining statement or position or have one that is not unique enough to build specific place brand equity.
- Middleton and Stoughton have the strongest brands, but all the competitors have inconsistencies in their identities across government, economic development, and tourism.
- The smaller townships don’t have a significant amount invested in marketing overall and have limited information on economic development, making it challenging for outside investors to navigate.
- Except for Waunakee, each place has a dedicated tourism website and does a good job of highlighting the area’s attractions and points of interest.
STRATEGY
Insights
Insights

During this phase of the process, the body of quantitative and qualitative data uncovered in the research phase is analyzed to identify key themes and trends. From this, a set of insights comprising the emotional sparks of the Sun Prairie story are crafted. These insights lead to Sun Prairie’s unique strategic brand platform.

Sun Prairie’s strategic brand platform, or DNA as North Star calls it, is the single most important and vital outcome of the branding process. Like an individual’s DNA, it is code for what makes the community special at its core. As such, it must be distinct, ownable and authentic. It must differentiate Sun Prairie locally, regionally, and even nationally and increase awareness and regard within the community and beyond. This differentiation must remain in keeping with the personality perceived by stakeholders, residents, and visitors.

Sun Prairie’s strategic DNA should become the cornerstone for all creativity, action, policy, and passion moving forward. Imagine the cumulative potential for your community if all major decisions were made within the context of what makes Sun Prairie truly different and special.

So where does all of this research lead us? One thing to remember in a process like this is that we cannot tell you to be something you’re not. We won’t do it even if that is your secret hope. Your brand will be based on what is true and authentic. That is why we study your history and culture but maintain an eye on the future and your aspiration. What about your history and culture differentiates you and is relevant and meaningful today for your interests and goals?

Repetition, Repetition, Repetition. This is not just a rule of effective communication. We know we are onto something when we start hearing similar thoughts and ideas about your community. Positioning helps us market. The job of the brand is to tell your most competitive story. The job of the strategy is to determine what that story should be about. On the following slides, we are using some voices from the research to highlight key insights from the research process.
Insights

“We are one of the cities in the area that is most open to growth.”

“Sun Prairie enjoys all that Madison offers, but at the end of the day, you can come back to a small town.”

“When something happens here, we have a community that really steps up and wants to help.”

“You become a Sun Prairie—an just by raising your family here.”

“Sun Prairie is a lot of people’s first choice. People are here because they want to be.”
Insights

“For a long time, we were just a bedroom community. Then Park 151 and Prairie Lakes put us on the map.”

“Sun Prairie is the sweet spot of knowing where to go and what resources are available.”

“There is a lot of well-educated talent here.”

“Diversity and inclusion is something we want to work on. We fully recognize and put it out there that we aren’t there yet, but we’re working on it.”

“People are a little envious of Sun Prairie because of the growth. There’s no need to leave. Other communities come here.”
Insights

“It’s getting tougher and tougher to keep the community affordable.”

“We are becoming two communities. It’s the west side and the rest of the city. Or the old-timers and the newcomers.”

“Almost unrecognizable from 10 years ago. We are running a small city with small town mentality and small town resources.”

“We follow what Big Sis does in Madison.”

“People complain about issues but reject the growth that can fund and correct those issues. We resist change.”
“Groundhog Day and Corn Fest are what we’re known for.”

“Sun Prairie feels like its own place. You can tell when you enter it.
You can’t tell in other suburbs.”

“Georgia O’Keeffe was born in Sun Prairie, but you don’t hear as much about it.
Tourists look for quirky facts like that.”

“Madison has a reputation as a difficult place to develop,
so we’ve tried to be better to work with.”

“People like being here. They come and don’t leave.”
STRATEGY
DNA Platform
Sun Prairie DNA Platform Statement

Target Audience: To whom Sun Prairie has the most appeal

Frame of Reference: Geographic context of Sun Prairie

Point-of-Difference: What makes Sun Prairie special

Benefit: Why it should matter to the consumer
Sun Prairie DNA Platform Statement

Target Audience:  *For families wanting some room to grow in the Upper Midwest,*

Frame of Reference:  *Sun Prairie, rising to the northeast of Madison,*

Point-of-Difference:  *celebrates all things endearing and fun—from Jimmy and Georgia to midget cars and corn*

Benefit:  *and welcomes everyone to come as you are to enhance our collective future.*
Target Audience: For families wanting some room to grow in the Upper Midwest,

- Sun Prairie has an all-ages appeal bolstered by its public safety, school offerings, and community traditions and events that shines on all who stop by or stay.
- Families who move to or visit the City find that they have more space to enjoy than in a crowded metro. They have more friendly faces to meet, as it's still easy to get to know neighbors on a more personal level, and they have more opportunities to take advantage of, from jobs at local employers to starting a business.

Frame of Reference: Sun Prairie, rising to the northeast of Madison,

- The second-fastest-growing community in the State of Wisconsin, Sun Prairie has been working day in and day out to serve more and more people and reach new heights.
- The City lies just outside of Madison and marks the northeastern gateway to the capital and is by far the largest municipality on the east side of Dane County.
Strategy

Point-of-Difference: *celebrates all things endearing and fun—from Jimmy and Georgia to midget cars and corn*

- Sun Prairie sure knows how to throw a party. For signature events like Groundhog Day and the Sweet Corn Festival, people come from all over to share in a good time.
- On one hand, the City offers all the standard fare, as regional and national classics are well represented across the community. On the other, it truly shines when showing off unique traditions, interests, and claims to fame.
- Whether historic ties to renowned artist Georgia O’Keeffe or downtown businesses that reflect their owners’ personalities, Sun Prairie inspires and embraces people who want to be different.

Benefit: *and welcomes everyone to come as you are to enhance our collective future.*

- At every hardship and every triumph, the community makes its presence felt through volunteerism, philanthropy, or applause.
- Such a visible sense of community makes becoming a part of Sun Prairie an easy ask. That’s the fuel that powers impromptu meetups as well as the season’s biggest events. It is the catalyst for the City’s ever-improving quality of life for residents new and old.
CREATIVITY
Creativity

You are about to see a range of creative expressions that will help bring Sun Prairie’s brand to life. This Brand Identity Guide should serve as a blueprint for the creative rendering of your new brand. With the exception of the logo, files do not represent camera-ready art. Templates have been provided for letterhead, business cards, email signatures, and PowerPoint backgrounds. Many communities choose to work with local talent for the actual refinement and production of creative communication pieces. This allows for true customization and brings local perspectives to the work.

A Creative Committee, identified by brand drivers in Sun Prairie, was charged with evaluating and selecting the foundational tools in the Brand Identity Guide. All creative decisions were made using the City’s strategic brand platform as inspiration. Those tools include:

- Logo, line, and color palette
- Graphic Standards Guide
- Brand narrative
- Creative expressions of the brand (in the form of a full page ad)

Every creative element in this Brand Identity Guide represents North Star’s best suggestions for how to put your new brand to work creatively. These creative elements guide and inform the tactic-driven Action Plan that follows in the next section.

**Note:** All final logos for Sun Prairie are included in the Google Drive folder in both JPEG and Vector/EPS format. We encourage you to share this folder with branding partners, organizations, vendors or other outlets requesting a copy of the logo. All files for the creative deliverables contained in this section are also included in your Google Drive folder.
Creativity

Logo Rationale:
- The icon in this mark is a stylized depiction of the name and also brings a sense of movement and bringing things together (diverse and interesting people, places, and things) to make a whole. This is paired with an established but approachable wordmark in all caps. The logo is also paired with a handwritten style script font for the strapline to give it a personal flair.

Strapline Rationale:
- A subtle inversion of the central position of the sun, this line puts the reader at the heart of your universe, making their growth, enjoyment, and success of utmost importance. It also conveys a sense of constant motion: there is always something going on, and it’s all powered by families and individuals in the city. It brings forward the idea that this community adapts to the diverse backgrounds and interests of its people, providing the right opportunity and resources in the right place.

North Star ran a search for the City of Sun Prairie’s strapline on the United States Patent and Trademark Office’s Trademark Electronic Search System (TESS). North Star highly recommends that Sun Prairie pursue trademark protection of the strapline along with the new logo. By trademarking the logo and line together, this will ensure that the identity is protected from usage by other communities or conflicting parties. North Star’s trademark search is documented in Appendix C.
Additional Logos

SUN PRAIRIE
revolves around you

downtown SUN PRAIRIE
revolves around you

SUN PRAIRIE ECONOMIC DEVELOPMENT
revolves around you

visit SUN PRAIRIE
revolves around you
Creativity

Color Palette Rationale:

- This color palette is bright and “sunny,” including vibrant colors that you might see in nature on a sunny day. Overall, it is approachable and welcoming with both some modernity and stability.
Creativity

Visual Direction Rationale:

- On a vibrant background, the primary visual has a subtle glow around it drawing the eye into Sun Prairie in the center. Around the logo are a variety of scenes from life in Sun Prairie, illustrating that there is something for everyone here.
- This look is customizable with more or fewer images to adapt to a variety of different audiences and different subject matter.
- Limited copy at the bottom delivers a succinct messaging opportunity.
Creativity

A Brand Narrative was developed using artistic language to set the emotional tone for the brand. Its purpose is to help stakeholders, merchants, and local organizations connect the emotional story of the brand to their own situations. Each partner or organization should develop its own brand narrative leveraging the assets and language here for the community.

The Brand Narrative is critical to successful integration of the brand for a number of reasons:

- It can serve as a guide for users working to integrate brand tone and language into their own marketing and communications.
- It helps maintain consistency of tone and message among all users, thus preserving the integrity of the brand.
- It provides language users can replicate verbatim in their own communications when applicable.

Because of the inherent value in brand narratives, North Star recommends wide distribution of the copy, typically in tandem with the logo. Many of our clients use the strategic brand platform and the brand narrative together as a touch point for each new project or policy they initiate. In other words, “Does this idea support and further what makes us special?”
We’re all looking for our place in the sun where we can thrive and relax and lean into our own growth. Our happy place where everything is within easy reach. So we invite you to turn towards the east and look straight into Sun Prairie. We welcome folks to come as they are here and contribute to our strong sense of community. You’ll easily never know a stranger whether you’re helping your neighbor or meeting new folks at a high school game or getting to know independent business owners downtown who will know you by name before you walk out the door.

So what you get in Sun Prairie are diverse friends and neighbors and mentors and leaders who welcome you into their orbit and become part of yours. Everyone can feel like the community revolves around them and supports their interests. Doesn’t seem mathematically possible for a community to revolve around every individual. Seems counterintuitive. Unbelievable really. But it’s true. Everyone can enjoy the community on their own axis with a sense of belonging and connection that has become rare these days.

Having folks come as they are brings funny and accomplished and quirky and charming to this sunny side of Madison. It may surprise you. Entertain you. And even intrigue you. But go ahead and stare. We’re used to it. We like it. Stick around long enough and you’ll be inviting the stares too. Sun Prairie exudes confidence and pride in our character and traditions. There’s no room for judgment, only for people who are unapologetically themselves. Come on. We have Jimmy the Groundhog, midget cars and all things corn and corny. And an event for each and more. So bring your oddness and great ideas. And your greatness and odd ideas. You’ll be in great company in this forward thinking community.
Creativity

We have got lots of things in the city that require a second, more extended look to be fully appreciated. Look closely at this ideal location for talent and business. We’re closer to the Madison airport than Madison. Logistics and transportation make great sense here. And you will enjoy a city that is open and eager for business – that revolves around your needs for speed and certainty. Legacy firms like QBE Insurance and newcomers like Quarra Stone are finding their place in the sun in our community that encourages creative thinking and generosity.

And it's perfect for families. Especially those with teenagers. Teenagers think the world revolves around them anyway. So here they’ll be right. Great schools and teams and bands and arts make great citizens. And we make that a priority.

You’re going to find this place endearing and rewarding as it revolves around you.
Creativity

All creative files are included in your Google Drive folder. As you introduce the brand, be sure to show the logo in the context of an execution rather than by itself. You want to avoid making this branding effort about a logo. North Star has produced a Brand Standards Guide for the brand in Appendix D to this report which provides some rules for implementation to ensure consistency and accuracy.
Creative Deliverables
Creativity

Using the foundational creative tools developed for the Sun Prairie Brand Identity Guide, North Star has developed a full slate of creative deliverables demonstrating how the Brand Identity can be used throughout the community. The majority of these deliverables were identified by the City as priorities, and some were recommendations or examples that North Star created to illustrate the tactics identified in the Sun Prairie Action Plan.

Creative deliverables are shown on the following pages.
Creativity
Creativity
Creativity

SIGNAGE IN DAYTIME
Creativity

SIGNAGE AT NIGHTTIME
Creativity
Creativity
Creativity
Creativity

HIGH VISIBILITY HOODIE
Creativity
Creativity

BRANDED WALL

SUN PRAIRIE

rewards and you
Creativity

POLE BANNERS

SWEET CORN FESTIVAL
AUGUST 16-20
Creativity
Creativity

T-SHIRTS
Creativity

fire & lights
at SUN PRAIRIE
Creativity
Creativity
Creativity
Creativity
ACTION
So you’ve got a distinct and relevant brand. Now what? Strategic implementation is the most critical, and sometimes the most challenging, aspect of branding. Community brands are not just about straplines and logos. They are about emotion and experience. True branding requires strategies and tactics aimed at getting your brand off the page, onto the street and into people’s hearts, minds, and souls.

Your brand is most vulnerable during the 24-month period following launch simply because both support and awareness are low while skepticism is high. As you know, that is the nature of many public initiatives. The main goal of this time period is to convert the “players” and the community of Sun Prairie into brand ambassadors through education and information sharing. While numerous other brand marketing and communication initiatives can take place concurrently, this incubation period is primarily devoted to strategies that reinforce and demonstrate the value of Sun Prairie’s community brand.

Once everyone is on board the brand team, there is no end to the powerful things you can do with your brand. We have seen it happen in other communities across the country, and we are excited about seeing it happen in Sun Prairie.
Action

North Star has identified the following 13 brand action ideas or categories designed to get your brand going. To ensure momentum, these tasks should be accomplished within the first 6 to 36 months after brand development. Many of these tasks address “organization” and are designed to evoke the cooperation that will propel your brand forward. Some are focused on simply informing residents about what Sun Prairie has to offer, while others focus on specific departments and organizations that operate within the city. All ideas are designed to give the brand the richness, texture, and three-dimensionality it needs to be fully integrated. As a complement to this action section, please review the general rollout guidance for communities in Appendix E. The strategies and tactics in this section of the report are often more specific to Sun Prairie than the guidance in the appendix.

To see ways other clients have integrated their brand throughout their communities, we invite you to peruse a brand action implementation database for more ideas—a new feature for current and past clients of North Star. The database will be regularly updated and expanded. Please visit https://bai.northstarideas.com/ to access the Brand Action Ideas Database.

Sun Prairie’s unique login information is:
- Username: SunPrairie
- Password: NorthStar2023!@#
Action

While North Star has prioritized the categories, there are numerous ideas presented within most categories. These should be evaluated by the branding partners, taking into account priorities and resources. You don’t have to complete all of these ideas, but your branding team should complete a representative sampling in each category from launch to longevity. This ensures that the brand becomes deeply woven into the fabric of your unique society. This plan should be considered a way of thinking about the brand.

When helpful and relevant, the creative deliverables presented in the previous section will be used to illustrate how a specific tactic could look, sound, or feel. Again, these deliverables are North Star’s best recommendations and are open to revision by Sun Prairie based on your stakeholders’ interpretation of the brand.
Successful implementation of the brand for Sun Prairie will require accountability, passion, understanding, and respect for the branding effort. It will also require cooperation and partnership with other organizations, businesses, and individuals. For these reasons, the most important contribution the branding partners in Sun Prairie can make to the ongoing success of its brand is appointing or hiring a brand leader to champion the process.

This brand leader can be a brand manager (hired from the inside or out) whose sole job is to implement the brand, or it could be someone with an existing position within the City of Sun Prairie who would take on brand management tasks as part of their position. (However, North Star cautions against assigning this job to an individual who already manages full-time job responsibilities. Establishing a brand—especially during the first two years—can require a great deal of time).

North Star has provided you a Job Description for Brand Manager (See Appendix F). If you hire rather than appoint the brand manager, the job description will give you a framework to help guide your decision. If appointing or assigning, the job responsibilities will give you a feel for the tasks this individual should manage. And remember, brand management by committee is a formula for allowing the brand to fall through the cracks.
Once the work of creating a brand identity is done, it becomes critically important to expand adoption of the brand so that Sun Prairie residents at the grassroots level understand it, buy into it, and become ambassadors for it. You have already undertaken some of this effort. Now, you should reach out to stakeholder groups positioned to help you more fully integrate the brand into the life of the community. If you have selected/hired a brand manager, this person should make these educational presentations an early priority.

Start by creating a PowerPoint presentation that people can use to introduce and explain the brand. You should use this presentation with a variety of different groups in the community (and you can customize the presentation as appropriate for each different audience). The presentation should cover:

- Why the project was started
- Who was involved
- What you learned from the research
- An explanation of the strategy – your strategic DNA brand platform
- Showing the creative work with an explanation of what it allows you to do, why particular colors and images were used, etc.
- How this approach helps Sun Prairie market its assets
- How you plan to use the brand immediately and long-term
- Initiatives you have planned to take the brand beyond just a logo and strapline
- Existing partnerships, activities, festivals, and events that could integrate your brand messaging
- A list of ways your audience can participate in and benefit from the new brand
Recruit a team of brand presenters representing a broad cross section of people from within the City and the business community. These individuals will then make your brand presentation to your varied community audiences. For this task, consider first the individuals who originally were part of the branding team, as well as leaders of partner organizations and eloquent and interested voices from various sub-communities within Sun Prairie (business community, volunteer community, religious community, and teachers and students from the education community). The more diverse your presentation team, the more widespread will be the passion for and use of the brand within the larger community.

Train your presenters in explaining Sun Prairie’s brand identity by making use of the PowerPoint. As you go along, answer their questions. Incorporate their feedback in helping you to improve sections of the presentation or to customize it for particular audiences. Brainstorm ways for various community members to get involved.

Equip your presenters with branded merchandise they can display, including hats, t-shirts and lapel pins. (Encourage them to wear their lapel pins to work—not just when they make presentations—as a way of prompting conversations about the brand.)

A few tips on the presentation:
- Have branded items such as car decals available for distribution to all audience members. Your goal should be to have every car in the City announcing that Sun Prairie Revolves Around You.
- Have copies of the presentation available on branded flash drives for any audience member interested in one.
- At the end of each presentation, always include opportunities for the group to brainstorm new ideas for brand integration. This will increase buy-in from partner groups by making them active participants in the process.
Once you have a team of presenters, work with them to schedule a slate of presentations over the next several months. Consider realtors, developers, civic groups, attractions, major business leaders, restaurateurs, retailers, church leaders, school principals, arts organizations, airport and its consumers, and others.

Be sure to schedule presentations with staff of public sector departments as well as influential membership organizations. Some examples to guide your thinking:

- Neighborhood watch groups
- School board members
- Police department
- Fire department
- Civic groups
- Sports leagues
- Parks and recreation department
- Economic development
- Chamber members

The goal is to create a strong base of support for the brand among community leaders who have a stake in enhancing and advancing the community. Such meetings pay off in unexpected ways. In McKinney, Texas, a brand manager met with a local developer to explain the branding initiative and various ways it could come to life. Months later, the developer contacted the brand manager, with interest in flying a flag and banners with the McKinney brand logo in his upscale retail area parking lot.
Every time City of Sun Prairie employees interact with the public, you have an opportunity to build the brand in the minds of residents, visitors, and other audiences. The brand manager should review and add to the following list of touchpoints during your first brand team meeting. Divide this list into three categories:

1. Easy: Do immediately
2. Moderately difficult: Implement within the first year
3. Difficult: Revisit later (designate a time)

Among the categories to include:

- City employees
- Phone greetings
- Services
- Website
- Voicemails
- Email signatures
- Letterhead
- Publications
- Packaging
- Signage
- Newsletters
- Experiences
- Proposals
- Environment
- Public relations, press releases
- Public affairs
- Marketing and advertising
- Volunteer training/interactions
- Events
- Speeches
- Maps
- Nametags
- Social media
- Billboards
- Posters
- Buttons/pins
- Gifts
- Marketing partner resources
- Sponsors
- Local/state/national marketing
- Networking
- Direct mail
- Trade shows
- Exhibits
- Products
- Presentations
- Annual report
- Sales promotions
- Videos
- Anniversary celebrations
- Logo variations for partners
Action

A few suggestions on how to integrate the brand graphically and strategically into key touch points:

Stationery: It’s obvious but vitally important. Every letter, envelope, business card, memo, and invoice issued by the City of Sun Prairie should reflect the brand’s graphic identity. Give all involved a designated number of weeks/months to use up existing stocks of stationery. Require reprinting to occur in the spirit of the brand. PowerPoint slides, digital stationery, and email signatures are also critical components to consider.

Trade show displays: Use the new brand identity together with high-quality photography to present Sun Prairie’s identity in your trade show displays. Design the booth to incorporate the logo and strapline.

Press Releases: All releases should contain a closing statement/paragraph that supports the essence of the brand strategy and the community. This paragraph will serve as an ongoing resource to remind media about the brand message and purpose (the brand narrative can guide this language). One of the keys to successful branding (or any kind of persuasive communications) is to reiterate your essential strategy whenever possible.

Logo variations: Consider logo variations for departments that engage the public the most like parks and recreation or public works, districts like Downtown, city-sponsored events, and initiatives. See Downtown version here.
Action

3. IDENTIFY CONSUMER TOUCHPOINTS AND BRAND THEM

Welcome kit: In conjunction with the Chamber, create a co-branded welcome kit that you can use for businesses new to Sun Prairie. You can design the kit in such a way that elements of it can also be used by the City to welcome new residents. For example, the kit can use language declaring that Sun Prairie revolves around you, which works for both residential and commercial audiences. For businesses, for example, you might include maps and information on the Chamber, city services, and sales taxes. Inserts for residents could include information on city services, schools, neighborhoods, retail, restaurants, parks, arts, and healthcare. See example from Santee, CA.

Name tags: Offer all city employees name tags showcasing the brand. See example from La Vista, NE.

Sun Prairie-branded car decals: Make these available to anyone who wants one. Offer them at city offices, or mail one to each Sun Prairie resident with a letter from the mayor introducing the brand. See example from Anna, TX.

These suggestions are not intended to be an exhaustive checklist but rather as a guide to help you think about how you can incorporate the brand into as many touch points as possible.
Action

Websites are the single most cost-effective means for spreading the word about Sun Prairie to residents, visitors, and the business community. The City website should exist as the hub for all information regarding your community, but always remember to focus on the potential user and only the content they seek. Every detail is not required in primary navigation. Make it easy and intuitive to navigate towards specific information. Drop-down menus give you ways to quickly access specific information without clutter. Partner sites like the Chamber should complement that hub, branded in ways relevant to their specific audiences.

Websites should reflect the colors, language, design, and content of your brand. Don’t forget to also integrate your brand’s graphic identity into your Facebook, Instagram, and Twitter landing pages with links on your homepage. You might include a Twitter feed on the homepage that then leads to your branded Twitter page. Content and imagery should support and advance your Revolves Around You brand.

As you pursue a redesign of the City website to further extend the brand, present a clean and orderly way to access information. Your site should illuminate paths to information in branded ways without bombarding the user with everything up front. Be judicious in your design and navigation. Focus on your user and how they want to access details about Sun Prairie. Clutter will cause them to move on, so don’t clutter your homepage with content. Be sure that the user experience on your site leaves visitors with the feeling that even the website visit revolves around them. Make them feel welcome, anticipate needs, and reward them ease.
As you secure buy-in and participation from local and regional organizations, ultimately you may want to consider a single landing spot for all things Sun Prairie (separate from your City site and to which your City site would link). A central portal is an ideal online organizational tool. Such a portal would link to all community-related sites as well as City-driven organizations and initiatives. Each organization like the Chamber or Downtown will keep their own website but link seamlessly to the portal and vice versa. This allows internet surfers to easily access comprehensive information and takes them through a branded web presence to get there. The Brand Manager should work with all entities linked to the portal so branded design elements are complementary. While the portal offers less content, it is focused on ease of use and getting online audiences to the information they seek. A central portal is a win-win-win for all involved. Most importantly, visitors enjoy the ease of finding all the information they need on one site. A portal represents a cohesive, comprehensive way to rein in the many diverse online initiatives of the community partners.

Remember that social media offers an affordable strategy to animate your relationship with residents, visitors, and businesses.

The City and partner sites should complement the main site with branded details relevant to their specific audiences. All affiliated websites should reflect the colors, language, organized design, and content of a brand centered on revolving around you. Remember content heavy sites often get overlooked. Give users the freedom to drill down to the details they seek rather than throwing everything at them on the home page.

Building email databases of residents, potential visitors, and business prospects should be a priority for your website. When people register for your newsletter, download a relocation guide, or maybe pay a utility bill online, try to gather email and cell phone contact information so you can build those databases. You will want to share branded communications with these audiences regularly. The effectiveness of your outward communications is directly related to the accuracy and depth of your databases. Building your databases and keeping them current ensures future success measurements can be calculated. These leads will be the best data start point for future brand evaluation.
Business prospects and site selectors want easily accessible information, and you will make their shortlist based on your reputation and the data they can gather before contacting you. Your economic development content should primarily serve outward audiences rather than board members. Economic development data and statistics can be dry and uninteresting. Infographics help present key points and knowledge in an engaging format that tells a story. More than a typical bar graph or pie chart, they show complex information quickly and clearly. Infographics have become widely accepted as the standard for data presentation.

Sun Prairie might consider a micro-site or small stand-alone site for business recruitment and workforce development where your primary focus should be on function and ease of accessing information. This content should still be presented with a cohesive brand aesthetic. Straightforward, intuitive and easy navigation should include: Doing Business Here, Our Region (because they will focus regionally first), Talent, Data, Sites and Buildings, Already Here, and Quality of Life. These are the most important things to prospects and site selectors. Make it easy for them to find content.

It is imperative that you make it obvious whom they can contact for more information. Keep news straightforward, but use branded language where possible. Sun Prairie should always present an updated sites and buildings database even if the buildings are just virtual. It will readily identify the opportunities and capacity available for prospects and site selectors and hopefully give them reason to keep you on their short list. Most often site selectors are looking for reasons to eliminate communities. Your website is your first line of defense in preventing elimination from consideration. Maps are key to the success of an economic development site.
Action

Integrate the brand into all of your social media platforms, including Facebook, Twitter, Instagram, and YouTube. The logo, color palette, and strapline are the most obvious way to do this. For example, consolidate all existing YouTube videos under the category of “Sun Prairie Revolves Around You.” In addition, consider creating content that supports your brand narrative. A few thoughts to get you started:

- Keep your Sun Prairie Instagram account engaging: Encourage users (particularly young professionals) to take over the account each week. Their posts introduce Sun Prairie to all of their followers, who then could become followers of Sun Prairie.
- Maintain a branded Twitter account: Invite people to post content and happenings that are consistent with Sun Prairie’s brand identity. Enable users to see the stream of tweets from your website.
- Create selfie walls on blank walls on Downtown, at parks, and in other well-trafficked areas and encourage visitors and residents to post on social media.
Organize branded photography contests: Sponsor a series of contests via Facebook, Instagram, and Twitter. The photos should all illustrate all the ways Sun Prairie shines. Anyone could submit an entry, but make a special outreach to art students at the high schools, along with professional photographers in the community. Drive submissions to your website, where visitors can view a regularly updated display. To encourage participation, set up rewards for free meals at local restaurants or branded merchandise or consider awards for the winning photos as determined by a panel of judges. In addition to reinforcing your digital brand, the photos can enjoy any number of uses beyond the realm of social media. For example:

- Make them the basis for future PR and marketing campaigns for Sun Prairie (as you should make participants aware regarding photo credits and permissions).
- Build a special event around a physical display of the photos that could be held at City Hall, Downtown, at one of the high schools, or at other venues. At these events, invite some of the photographers to tell the story behind the image: how they discovered it and how it spoke to revolving around you.
- Partner with restaurants, cafés, and retailers to display framed prints of the photos that patrons can purchase.
Branded merchandise is a tangible, memorable way to keep the brand top-of-mind with residents and visitors and to use as gifts for potential residents. Sell merchandise via your website, specialty gift shops, at parks facilities, etc. A few ideas for including the brand on items that people use regularly:

- T-shirts and polos
- Lapel pin
- Hats
- USB or flash drives
- Reusable shopping bags
- Car decals
- Welcome mats
- Keychains and lanyards
- Reusable water bottles
- Workout bags
- Wine glasses or beer mugs
- Yoga mats
- Frisbees
- Golf balls
- Kites
- Laptop sleeves and smart phone cases
- Backpacks
- Coffee tumblers
- Running, cycling, boating, or hiking gear
6. LET THE BRAND SHINE WITH CITY EMPLOYEES

Word of mouth remains one of the best ways to build awareness, and City of Sun Prairie employees are a valuable, built-in resource for helping spread that word. As the facilitators of the new brand identity, City employees and departments should be early adopters, embracing and leading this brand initiative. It is critical that they understand and accept the brand (not just the logo but also the strategy), championing it both within their departments and in the wider community. This will involve both education regarding the value of the brand and engagement initiatives to get them involved and excited. Cohesive messaging and consistency are particular goals for this effort so buy-in and support by all departments are critical.

Start by presenting a city-specific version of the PowerPoint presentation to department heads before introducing the brand to all City employees. Host the meeting in a relaxed environment to spur creative thinking. This audience is key to getting the larger group of city employees on board. Discuss potential logo variations for departments that communicate with internal and external audiences often; most departments won’t need a logo variation. Have some ideas on how each department can utilize the brand in programming or communications, and then brainstorm how the brand can guide efforts within their departments. This will increase buy-in. Offer branded merchandise to the employees.

Following the presentation, hold a brainstorming session where department heads can identify how their departments can apply the tenets and messaging of resident-centered service. The brand can be used to inspire employee engagement and productivity as well as to communicate the density of activity and opportunity in Sun Prairie. Discussions should include existing activities and responsibilities as well as new ideas. They should focus on internal goals and efforts as well as ways to engage the public with the brand. As part of this activity, specifically identify communications or publications like newsletters, activity guides, maps, blogs, etc. that can be reworked in the spirit of the brand. See example from Bakersfield, CA.
Action

6. LET THE BRAND SHINE WITH CITY EMPLOYEES

Once you’ve met with department heads, engage your City employees. They are a captive group of brand ambassadors. Work to develop a program that builds excitement about the potential of the brand for both their work lives and for the community at large. It is critical that employees understand that they are pivotal to spreading the good word about the brand. This brand should excite and empower employees to always offer more and better customer service than expected to residents and visitors.

To get them excited, plan a fun employee brand introduction that takes place in a large venue. Elevate this meeting above the typical department meeting to build enthusiasm and interest. The more people present, the more energy and excitement you will generate. A few ideas for the brand introduction meeting:

- Serve lunch or dinner from a local restaurant.
- Following the presentation, have each employee identify how they or their department can do more for the community or simply how Sun Prairie revolves around (or could) residents and visitors.
- Have drawings for services and merchandise from local businesses and brand partners. Give away branded merchandise, like t-shirts or hats.
- Hand out branded buttons and encourage them to wear the buttons at work and in public to start conversations on how Sun Prairie is centered on the individual.
- Give employees a generous supply of branded car decals, and ask them to distribute the decals to their friends and family in the City and the surrounding area.
- Distribute new stationery supplies to get City employees excited about the brand.
Use the brand introduction with City employees to initiate a new program that emphasizes and rewards exemplary customer service and out-of-the-box thinking focused on improving departmental operations, internal communication, quality of life initiatives for Sun Prairie, etc. Name the program in the spirit of the brand. Align traditional “employee of the month” programs to recognize those who have contributed to improving operations or offering something that creates the sense that Sun Prairie revolves around residents or visitors. Make sure employees understand the many ways to achieve the distinction, like going the extra mile to provide excellent service, taking the initiative to start a new project, or identifying an innovative solution to a departmental or community challenge. A few ideas:

- Partner with a company that offers specific customer service training that results in an actual degree or recognition that will serve not only Sun Prairie residents (who benefit from the better service) but City employees who have tangible training that can help further their careers.
- Set customer service benchmarks and work to exceed them: faster times getting information to ED prospects, shorter lines in public offices, and quicker licensing. When benchmarks are exceeded, reward all involved with a get together.
- Generate excitement for the program by giving all employees branded t-shirts, buttons, ball caps, and business cards with lines like the following:
  - Ask me how to shine
  - I Revolve Around U
  - Every day is a revolution
  - I'm a ray of sunshine
  - Does this smile make me look sunny?
  - Sunny Side Up Please
  - Go ahead and stare
6. LET THE BRAND SHINE WITH CITY EMPLOYEES

Action

- Inventory City employees who (do or could) wear branded apparel or uniforms, and apply the logo in various ways. For teams attending events or exhibits on behalf of the City, offer a range of branded apparel.
- Offer monthly and annual awards that include recognition as well as tangible incentives, such as more days off or gift certificates that can be used with local merchants. Offer such awards for every department as well as for the entire team of City employees. Invite residents to nominate City employees for an award based on superior effort or service. Provide winning employees with branded patches or other insignia they can wear on their work uniforms. The patches, which employees would accumulate like stickers on a football helmet, could feature the logo mark in varying colors from the palette.
Action

6. LET THE BRAND SHINE WITH CITY EMPLOYEES

- Encourage City employees to think like start-ups. This is radical for government, which is more inclined to take a “this is the way it’s always been done” attitude. Ask every employee to submit an idea for making their job, department, or any aspect of Sun Prairie government work more efficiently and cost-effective. This initiative is like one launched by Delta Airlines decades ago, asking for cost-efficiency ideas from employees. A flight attendant (back when flights had meals) recommended jettisoning the wilted lettuce leaf used as a garnish on meals or put on sandwiches, explaining that 99.9% of the time customers just threw them away. A timeless example where a small change saved the airline millions of dollars and earned that employee a cash reward, recognition, and a promotion. Put together a committee of forward thinkers to select the best two or three ideas. Implement winning ideas, report on progress and results, and reward employees who came up with the ideas. Promoting this type of initiative in local and regional media aids in brand reinforcement.

- A less radical, but still very effective, brainstorming initiative asks employees to brainstorm ideas for events and initiatives that support the brand strategy. Ask them to think about how their department is resident-focused, and incorporate the best ideas into your planning for brand integration. Consider setting aside a time during this gathering (perhaps over lunch) for small groups to come up with their ideas. Recognize and reward the best ideas.
Now that City employees understand the passion and the purpose of the brand, here are a few department-specific ideas for brand integration to get the brainstorming started. Department heads should examine all current communications, touchpoints, and initiatives already in place and apply the brand where appropriate, particularly in naming and language.

- **Mayor or City Administrator’s Office**: The Mayor and City Administrator are active and engaged in Sun Prairie and have been supporters of the branding effort. Have some fun with their responsiveness by hosting “walk and talk” sessions. Weather permitting, the Mayor and/or City Administrator meet with interested residents in a designated coffee shop or other meeting point, and the group goes for a one mile walk while the Mayor and/or City Manager answer any and all questions. It is a fun, interactive example of how Sun Prairie’s leadership revolves around the residents.

- **Communications and Public Engagement**: From within the City Administrator’s office, launch a public relations initiative that focuses on the programs and people in Sun Prairie who are committed to making a difference or doing more for the lives of others. From school programs that help impoverished kids to initiatives for empowering and lifting up the homeless to support for innovative technology and programs, Sun Prairie is no stranger to big ideas to benefit the diverse community.
6. LET THE BRAND SHINE WITH CITY EMPLOYEES

- **Transportation**: From city vehicles to safety gear and uniforms, you should apply the brand where appropriate.

- **Community Development**: For a “Revolves Around You” brand, be sure that consumers and prospects navigating planning and zoning feel that City staff are making the process easy to navigate. A business-friendly posture is emblematic of the brand without guaranteeing outcomes. People should expect efficiency, speed, and certainty. Even assign project navigators for prospects.

- **Public Services and Public Works**: Recycling bins could be labeled “Recycling Revolves Around You” or “Sun Prairie’s Recycling Revolution.” Be sure that your programming offers ease and convenience before publicizing those claims. Encourage the department head and employees to brainstorm ideas for integrating the brand strategy and graphic look.
  - What is more on brand than sustainability?
    - Use branded bags for trash or debris pickup titled: “Sun Prairie Recycles Around You.” *See example from Dayton, Ohio.*
    - Partner with Sun Prairie arts organizations to have local artists reimagine recycling bins by turning them into functional art. *See example from Providence, RI.*
Action

- **Schools:** Your excellent public and private school systems exemplify the tenets of the brand’s focus on revolving around the individual and community. Work directly with the school board, administrators, teachers, and students to integrate brand thinking into curricula, initiatives, and facilities. A few ideas to get you started:
  - Donate banners that celebrate the schools as well as the students’ ideas and devotion to improving their education, their futures, and their communities. *Below are examples of North Star clients who used their straplines to motivate messaging for banners on schools.*
    - Shawnee: “Good Starts Here”
    - Yukon: “Yukon’s Best”
  - Offer a scholarship program for students in which they prepare a written/video essay or art project about a person in their lives who has done more to improve their life in Sun Prairie or someone who has helped others in a significant way.
  - Connect civics classes with City administration for collaborative brainstorming on how to innovate in Sun Prairie and how to engage young people, all while exposing students to learning experiences and the importance of community engagement. Engage these students in crowdsourcing local improvements.
  - Hold a “Revolution Fair” for science, technology, or social innovation ideas where teams of students present out-of-the-box ideas in a variety of categories.
  - Host a school-wide volunteer program where students of all ages give back to the community under the name “Revolving Around Needs.”
Action

6. LET THE BRAND SHINE WITH CITY EMPLOYEES

- **Public Library**: Libraries are places where we can revolve around new ideas and acceptance of cultures. The library and associated groups and reading clubs are a great way to get people thinking about the roots of your brand in ways that are deeper and more meaningful than just a logo.
  - Make the theme of your 2023 Summer Reading Program “Read with Every Revolution.” Books and programming would focus on anything from space and astronomy to stories about those who generously centered their lives around others.
  - Upon entrance to the library, have a branded rotating display of favorite novels, movies, and TV shows labeled “Revolving Favorites.” Encourage library staff, city employees, and residents to create favorite lists that are then featured in the display and on the library website or social media.
  - Host a literacy program for adults.
  - Use the elements in your logo to create some fun public art on the walls of the children’s section.
  - Produce bookmarks with encouraging messages like “Read with Every Revolution” or “Sun’s Out! Books Out!”
6. LET THE BRAND SHINE WITH CITY EMPLOYEES

- **Parks, Recreation, and Forestry:**
  - The Sun Prairie brand is a perfect fit for wellness programming under the banner of “Revolves Around Your Health.” Look for ways to extend the brand to existing efforts, and brainstorm new ways to use the brand to motivate fitness and activity across the community. Parks and Rec is a natural channel to elevate and communicate your active lifestyles and Sun Prairie’s beautiful setting.
  - Be sure to include testimonial videos online of how residents are “Revolving Around Wellness” using Sun Prairie Parks and Recreation facilities, parks, and resources.
  - As discussed later in the report, examine all recreation assets to determine how and where to apply the brand to signage and infrastructure.
  - Host a summer movie series or outdoor movie nights on a large screen. Host stargazing activities after the show. Similar to the library, encourage staff to identify favorite films to feature each season for a family-friendly audience. Consider films that reflect brand themes.
  - For events in your parks, sell branded chairs for the best view and comfort. *See example from York County, PA.*
One of the ultimate goals of any community-wide brand is to increase residents’ pride and advocacy in their hometown. Even if not all citizens like the brand or the strapline (and not everyone will; that is the nature of creativity), all citizens can agree on the unique dichotomy of assets Sun Prairie offers—a smaller, close-knit, welcoming diverse community connecting you to scenic beauty, healthy lifestyles, community events, and outsized opportunity. One of the most important ways to ensure the success of Sun Prairie’s brand reputation is to make its messaging part of your residents’ way of life and living. As they claim the brand message as their own, residents will reflect not only a general pride in Sun Prairie but, more specifically, pride in the brand personality that makes the City special. Getting residents on board with the Sun Prairie brand is about much more than selling a logo. It’s about giving them a point of pride for the place where they live; about talking to residents in the language of the brand; about amplifying their voice in community improvements and changes moving forward; and about giving them a way to share what they love about their hometown.

- Plan some activities just for residents that help them connect more with community leadership. As discussed earlier, you could hold monthly walks with the Mayor. Every month meet on the trails, in a neighborhood, or at a coffee shop. The group will participate in a short one-mile walk during which participants can ask the mayor questions or just talk. Such programs are fun, interactive, interesting ways for residents to engage with their leaders.

- We’ve mentioned stickers and decals previously, but it should be a major goal to have every resident’s car in Sun Prairie proudly decked out with a decal. Distribute them via libraries, government offices, schools, events, gyms, shops, restaurants—anywhere and everywhere that residents gather. Create a variety of decals so that residents can have choices. Not only are they a great way for residents to display pride, but they also create interest for others who see them.
Action

- Look for ways to integrate the brand into the active lifestyles of residents. Expose them to the brand with activities they are interested in. Let families play among the brand with branded playgrounds—and any brand that “revolves around you” should be celebrated with a revolving merry-go-round. Get young professionals and other adults in on the fun by providing branded cycling gear, including branded wheels and gear. The shape can inspire applications like the top of the key on basketball courts or hockey pucks for youth and adult leagues. Anything that spins and revolves is ripe for integration.
Action

- Look at all the ways you communicate with residents. Make sure that all communications convey brand messaging. Brand an online newsletter (with perhaps a small batch printed version). Some things to note:
  - Use the language of your brand for headlines and copy points. Reference the brand narrative to set the tone. See example from Georgetown, TX.
  - Keep content consumer-oriented. Short, punchy articles about new businesses, infrastructure improvements, upcoming events, volunteer opportunities, customer service programs, and more are all of interest to residents.
  - Keep the design bright and engaging. Digital or printed, it should be as vibrant as the people who read it.
  - Look for ways to make the publication interactive. In every issue give residents a new program to sign up for, a new social media platform to use, new perspectives to contemplate, a new restaurant or business to try. You don’t just want to be talking at them, you want to be interacting with them. Anyone who registers for the newsletter should be in a monthly drawing for branded merchandise for their home or business.
7. BUILD COMMUNITY PRIDE WITH THE BRAND

- Start “The Sun Prairie Revolution Contest.” To embody Sun Prairie’s forward thinking spirit, enlist residents in generating ideas for starting new activities and creating new amenities. Sponsor an annual contest in which you invite people to submit their ideas. These might involve things in any number of categories, from infrastructure to parks to schools.
  - Launch a tree-planting campaign that more than demonstrates that your health and long-term view are priorities in Sun Prairie. Provide the trees, and rely on volunteers to plant them.
  - Offer a recreational sport through the Parks and Rec department that is not currently available.
  - Create a lecture series with a range of topics focused on exposing attendees to new perspectives.
  - Partner with area higher education institutions to offer continuing education courses in the evenings at the high school or library. The short courses would offer residents the chance to supplement their knowledge on select topics, from classical music to local history to navigating the healthcare system.
  - Work with area arts organizations and sponsor an annual public art program or juried art event that has an on-brand, rotating theme to the medium or style of art to be featured.
  - Publicize the Revolution contest throughout the community, and offer adequate time for entries. Form a cross-sector committee to evaluate entries based on feasibility and the value they would add. Each year, implement the winning idea. Hold a banquet to announce the winner, and honor the person who came up with the idea. You might consider expanding this context by picking winners in various categories: fun/entertainment, recreation, creativity, learning/knowledge.
• Make a list of events where resident participation plays a big part, and see where the brand message or graphic identity can play a role. Meet with all event organizers with community boards to determine fun brand extensions. For example, integrate the refreshed logo and color into your next Fire and Lights celebration.

• Brand your civic awards. Add a new category called the “Revolutionary Award,” and present it to the group who brought about the most positive change in Sun Prairie with forward thinking and generosity.

• Once or twice a year, offer residents an opportunity to “discover” their own community. For a discounted price locals can eat in the restaurants, shop, sample craft beer, enjoy massages, golf or fish, and visit the attractions typically associated with tourists. End this “Revolves Around You” weekend (or month) with a party and street dance under tents in one of your parks.

• Another great way to encourage residents to get out and about in their own town is with “Sun Prairie Revolves Around Local” restaurant week. All restaurants join forces to offer discounts and deals on meals to area residents. Connect this with the restaurant passport discussed later in this report.

• Organize a squad of volunteers to address public parks, scenic beauty, and blighted areas in the community.
Action

7. BUILD COMMUNITY PRIDE WITH THE BRAND

- Involve the schools. By their very nature, schools are a tool for encouraging new ideas and thinking, and young people—as well as teachers—bring enthusiasm and energy. Start by educating school leaders on the brand and identifying ways to integrate its ideas into the system. Here are some initial ideas to consider:
  - Look for ways to integrate your logo into the infrastructure and signage of your schools. Dual pole banners in parking lots and banners in hallways, gyms, and playing fields are all ideas. See example from Anna, TX.
  - Some may just want to wear their pride with branded merchandise, while others may want to get more involved in planning the future of the place with new ideas. Encourage them both. Some ideas that have come out of this type of engagement are:
    - Artists’ interpretations of the brand in mural or selfie wall form
    - Trading pins for students or athletes
  - Launch a program called “Revolve Around Ideas.” Offer entrepreneurship and social enterprise classes that build skills students will need to start their own businesses someday (and that will promote financial literacy in the process). Leverage Sun Prairie’s entrepreneurial community to serve as guest instructors. (These classes could also be offered in the evenings during the summer and could be opened to the public).
7. BUILD COMMUNITY PRIDE WITH THE BRAND

- Start a Young Entrepreneurs club at high schools. The club’s goals could include building skills needed for entrepreneurship, educating would-be entrepreneurs through field trips to area businesses, and exploring opportunities and challenges to launching a small business. Recruit mentors and sponsors from the local business community, particularly entrepreneurs.

- Offer job shadowing and internship opportunities in which students can learn from area companies and possibly earn course credit for the internships. Such a program not only reinforces your brand reputation but can play a role in workforce development. In addition, it can help entrepreneurial employers feel more of a direct stake in your schools and can encourage deeper levels of partnership that will benefit companies and students alike.

- Give awards for the best ideas for civic improvements. Create an annual competition in which students can present ideas for new service projects in the community. Bring in a panel of judges from the community to evaluate the submissions based on feasibility and the value they would provide. Award a financial grant to the winning entry that will enable them to launch and maintain the project.

- Since Pre-K is the starting point for formal education, recruit and train volunteers to help Pre-K teachers at Sun Prairie’s public schools and at the private institutions. Improving education at this age improves the chances of success for students as they progress. Volunteers can serve during part of the day to help students learn more, work on reading skills, help with other classroom tasks under the teachers’ supervision, and help oversee students at recess. Each volunteer—whose participation reflects their own devotion to improving the community—would wear a branded shirt or apparel.
Action

8. INFILTRATE YOUR INFRASTRUCTURE AND BRAND COST-EFFECTIVE SIGNAGE

We understand that a total rehaul of all signage in Sun Prairie (entryway, directional, etc.) is not politically or financially feasible. However, signage is a critical branding component for communities. Effective signage can positively impact a visitor’s experience and advance general awareness. Sun Prairie should inventory all its signage needs to develop a prioritized list and long-term plan for implementation.

A few ideas:

- Start simple. This brand will be adopted first by the City of Sun Prairie, so government buildings should reflect the new graphic identity in some way. Wall colors or large installations of the logo and line are easy beginnings. Consider painted exteriors or projection for temporary signage.

- Entryway or monument signage is important to define when you have arrived in Sun Prairie, but it is not feasible to install or replace entryway signage at every point of entry to town. Choose one corridor to focus on with signage or pole banners, and then identify a 5-7 year plan to address the others throughout town. Keep landscaping in great shape. See example for entry signage that illuminates at night.
Action

- Branded wayfinding is a great opportunity for building brand recognition because people interact with wayfinding on such a regular basis. See Downtown Sun Prairie suggestion and examples of welcome/district signage, vehicular and pedestrian directional signage, map, and trail signage for Johnson City, TN. Remember that function is the priority in wayfinding; brand integration and design are secondary.
Action

8. INFILTRATE YOUR INFRASTRUCTURE AND BRAND COST-EFFECTIVE SIGNAGE

- Wayfinding can include asset signage for government building signage.
- Use pole banners (as regulations allow) in parking lots, retail developments, schools, parks, golf courses, Downtown, and along main corridors. A high-impact, easy-to-use template that spans dual pole banners is the perfect way to promote all the best things in Sun Prairie. Dual pole banners allow for joint marketing of specific assets such as Downtown, parks, and events.

The infrastructure throughout Sun Prairie represents a unique, three-dimensional medium for displaying your brand. Options include adding some element of the brand to infrastructure that already exists as well as developing new infrastructure in places where demand and opportunity are high. In addition to displaying the brand on buses, pole banners, water towers, City vehicles, park benches, crosswalks, or community signage, here are a few ideas.

- You would expect fast connections and easy communications in a City claiming to revolve around you. Brand your zones of high speed WiFi with signage and stickers. Also, give branded window decals and table tent cards to retailers that offer WiFi. The goal is to convey the idea that Sun Prairie is one large, seamless zone of lightning-fast broadband.
- Municipal vehicles like City cars, buses, vans, and trolleys are a moving palette for your brand look and message. In some North Star communities, branding City vehicles is the top priority.
- Pay attention to the shapes in your logo and apply them to your infrastructure as temporary wayfinding to events or activities. Consider light projections or chalk drawings.
- Look for less expensive ways to integrate the brand. One of the easiest and least expensive methods for adding the new brand to all government buildings is by adding a Sun Prairie flag to the other flags being flown. See examples below from Quincy, IL and Lake Bluff, IL.
• Identify high-profile park installations including playgrounds, skateboard parks, basketball courts, and the bottom of pools where the city logo might work. Flags on greens at public golf courses are another great place for brand elements. Above are examples of a branded skate park, play structure and ice skating rink from Lee’s Summit, MO; Columbus, IN; and Providence, RI.

• Recruit local artists to creatively integrate the new Sun Prairie logo into public art, sidewalks, benches, planters, etc.

• Partner with local high schools or nearby college art students to bring the idea of “Revolving Around You” to life with public art and architecture throughout the community.
Action

- Create a series of selfie walls throughout Sun Prairie—on blank walls where people congregate like Downtown, on bike trails, and in public parks. In time, visitors and residents will make it a point to stop and get their pictures taken while window shopping, waiting for a table in a restaurant, or after a great run or bike ride. Not only are the walls artistic uses of blank space, but they encourage interaction with Sun Prairie consumers. See example from Turlock, CA.
- Alternate transportation like cycling is popular in Sun Prairie because of the youthful population and the City’s focus on active lifestyles. Bike racks are an excellent way to bring the brand to life functionally and serve as public art. The Sun Prairie logo mark would make for an iconic and interesting bike rack. See example from Columbus, IN.
Crosswalks and public areas are great ways to inject brand colors and elements subtly into the built environment.
Action

The resources and manpower to accomplish the goals of the Sun Prairie brand will be increased exponentially by marshaling the power of your private sector. Sun Prairie should consider engaging this group and other interested parties in a standing Market Sun Prairie Partnership (MSPP) with members from large and small businesses, healthcare, Tourism Council, car dealers, major employers, realtors, arts groups, media, business districts, civic groups, the Chamber, area developers, arts organizations, event organizers, and even individuals. Allow anyone who is interested and willing to contribute—time and funding—to participate in this collective focused on marketing the community.

Hold regular meetings under the guidance of the Brand Manager. We even have a charter to give you that seals member commitments in writing (see in Appendix G in your Google Drive). See members of the Partnership in Gainesville, FL signing a brand charter in the photo to the right.

A team approach (including the private and public sectors) to managing the brand furthers the buy-in and adoption of the resulting work. It keeps in mind the big picture, and it weatheres changes in political administrations. Most importantly (and this is key!), this group can solicit funds for brand implementation from its members. (Typically, the larger the organization, the greater the financial support). Ultimately, partnerships with private sector companies and organizations will be the primary funding source that drives the brand. Plus, with the private sector involved, decisions are often sharper and quicker. It is imperative that this becomes more than just a City-driven initiative. The community should work towards having all segments and aspects of Sun Prairie invested in the brand.
Some ideas for the group to get you started:

- Have each member of the MSPP bring a printout of their company’s website homepage to the first meeting. Discuss ways to integrate ideas and language that support the brand strategy into these web pages. Use your brand narrative as a guide. How have employees demonstrated a higher level of service or generosity? How have business owners shown more leadership to their staff? What about their business is forward-thinking compared to their competition? How do they inspire employees’ growth? Ask each member to craft branded language that works with the spirit of your brand and incorporate it into their website homepage. If a major business partner or organization is not in attendance at the meeting, go through this exercise for them. By presenting a consistent message about how Sun Prairie revolves around the individuals (to various audiences), you can establish a strong brand presence...absolutely free!

- In subsequent meetings of the Partnership, discuss public sector initiatives and identify opportunities for cooperative efforts with the private sector. Co-branded pole banners, signage, public art, events, merchandise, music, programming, products, etc. are just a small sampling of branded projects you can undertake in partnership with the private sector.

- Develop a branding toolkit that business partners can use to put the brand to work in their enterprises. Include research and the explanation of the brand, camera-ready art of the logo, bumper stickers, and a premium item such as a T-shirt or lapel/trading pins. Packaging for this toolkit can be inexpensive and straightforward or customized and expensive. Or you could strictly offer the tools online for cost and time savings. *See lapel pin example from Union County, NC.*
Action

- Adapt the closing paragraph strategy for press releases mentioned earlier in this report for the private sector and your non-profit community organizations. Ask your Brand Manager or a public relations writer (hired freelance by the Brand Manager) to develop a closing paragraph appropriate for each major business or sector (dining, shopping, health care, artisans, retailers, education, realtors, and so forth). This paragraph can serve as a customizable template for use by Sun Prairie businesses in their own press relations. The Brand Manager should push this tool out into the community through the Market Sun Prairie Partnership, the Chamber and other brand partners.

Be sure to educate, engage, and invite Madison and Milwaukee regional organizations to understand your branding position. They will not adopt the Sun Prairie brand as their own, but as they advance the area’s interests, they will have opportunities to discuss your community. Encourage them to use new brand elements and particularly brand language where appropriate. Consider a brand toolkit for them as well so you can make it easy for them to understand and use some of your branded tools. These are groups to whom you should present your branded PowerPoint(s) early in your implementation. Share branded merchandise they can use regularly with these partners like journals or flash drives.
10. DEMONSTRATE HOW ECONOMIC DEVELOPMENT SUCCESS RISES WITH THE BRAND

Sun Prairie’s quality of life, along with a balance of new ideas and agile responsiveness, makes the Sun Prairie brand perfect to pitch new business prospects. Companies not only are welcomed and nurtured but are crucial to Sun Prairie’s identity, and that type of support, resources, and new thinking has appeal to all companies. Service industries relate to Sun Prairie’s supportive, close-knit community. Tech companies can align with Sun Prairie’s energy and forward thinking. Proximity to the airport is key for talent attraction and logistics. Make business prospects feel the reason you seek to bring them to Sun Prairie is about more than economic impact; it’s because you believe they are a good fit with your identity. Economic Development deserves a logo variation for communication purposes with such a key audience.

- Make an economic development mini-site a priority. Though already discussed in the digital section of the Action Plan, it bears repeating. An early priority should be to create a more robust presence on the City’s website for your economic development efforts. If current resources don’t allow for development of a stand-alone economic development site, let this take the form of a site within the main site, where users can drill down to obtain much more detail than they can now. Remember, site selectors often do most of their research online BEFORE contacting an EDC group in a community. Your website is vital to making the shortlist. Integrating the brand into that website reinforces the message that all the players in Sun Prairie are united in their understanding and promotion of what makes this community special. Some considerations for the site:
  - Adhere to IEDC data standards
  - Use Google Earth
  - Showcase entrepreneurship
  - Showcase economic development staff as a one-stop shop to assist businesses, along with your innovative support and resources. A brand that “revolves around you” should be demonstrable in the ease and agility of the process for prospects.
  - Create a dynamic, prominent presence for business recruitment on the homepage of the City’s website. Don’t let it be simply a menu item.
Action

- Use strategically placed outdoor boards on I-90 and Highway 151 so people understand that Sun Prairie just to the east is welcoming and open for business. Use the language “The Sun Rises in the East.”

- Upgrade your recruitment materials. North Star created a beautiful, clean, branded design for your economic development folder (easily converted to the new resident welcome kit mentioned earlier). The inserts placed inside the folder would shift from those appropriate for new residents to inserts exploring tax incentives, support services, accessibility, available office space and land for development, workforce development, and quality of life. Inserts can be designed for printing on a color printer (or professionally) as needed and can be customized for different prospects, making this a very flexible approach. Include a letter from the mayor, city administrator, or community development officer along with a branded card in the appropriate slot. Branded window decals, event brochures, photographs, and other information can also be included when appropriate. See additional example from Johnson City, TN.

- Share branded elements and this economic development collateral with regional ED organizations. It is imperative that they understand Sun Prairie’s brand positioning and use that in their conversations with prospects as businesses or corporations consider the region.
• Organize special events to bring site selectors to Sun Prairie. Take them to dinner at a local restaurant. Make a personal sales pitch that is honest and straightforward. The event could include testimonial videos from business leaders. Incorporate Sun Prairie’s brand into the presentation in a way that is customized for the needs and interests of the audience. Enlist 1-2 residents or business leaders to offer their views about what makes Sun Prairie a great place to launch or relocate a business (and a great place to live and work).

• Create business recruitment testimonial videos. Produce a series of brief testimonial videos from businesses in Sun Prairie—with an emphasis on companies that have located in the City including legacy partners like QBE and newcomers like Quarra Stone. In the videos, which would serve as third-party endorsements, business leaders would talk about why they are situated in Sun Prairie and how it benefits them to be here. Ask them to speak to how relocating or expanding in Sun Prairie allowed them to feel welcome and like the City and the community revolved around them and their goals. The videos could form the basis for an email campaign to prospects or for other applications, and they could be housed on the economic development mini-site.

• As a symbol of Sun Prairie’s welcoming nature, responsiveness, and tech orientation, offer a branded smart speaker as a VIP gift to top prospects for business relocation to the community. See example from Richmond, CA.
Action

10. DEMONSTRATE HOW ECONOMIC DEVELOPMENT SUCCESS RISES WITH THE BRAND

- Brand your trade show booth. At trade shows, your booth may be the first impression of Sun Prairie that prospects receive. Make sure your display prominently reflects your new brand identity. At a minimum, this should involve adding the logo and strapline, but also consider designing the entire display so that messages and visuals align with and support the Revolves Around You identity. You might consider additional pull-up banners that talk about the region to aid in communicating the idea of more density. See example from Petersburg, AK.

- Develop elevator speeches. Create a short “elevator pitch” that Economic Development (and regional ED) officials can use to explain the Sun Prairie brand to prospects and site selectors. The speech is not intended to be delivered verbatim but to serve as a framework that facilitates the individual’s ability to put the message in their own words. The pitch should succinctly describe how Sun Prairie revolves around entrepreneurs and the business community to make enterprise feel welcome and enabled. Be specific. Discuss how “revolves around you” is shorthand for Sun Prairie's brand identity, what the brand means to people in Sun Prairie, how it plays out in the work of Sun Prairie businesses, and how those businesses connect to their customers. Some of the basis for the pitch can be drawn from the brand narrative. Make these scripts (along with suggestions on how to use them) available to economic development officials and employers throughout the City.
Action

10. Demonstrate how economic development success rises with the brand

- Throw parties for relocating and start-up companies that reflect your welcoming, diverse community. When you welcome new businesses to Sun Prairie, involve the whole community. Organize a public reception for them at City Hall or some other public spot. Invite residents to come and say hello and perhaps hear a short presentation about the company from its leaders. Serve refreshments. Present the company’s leaders with branded ball caps or other items. In addition to building your reputation for strong connections and a welcoming business community, these events would evoke a quaint charm not typically seen in other cities.

- Develop a newsletter for prospects. Consider a targeted newsletter that keeps prospects informed of growth taking place in Sun Prairie, entrepreneurial successes, and new businesses or expansions. Include content on technology, innovation, and quality of life that reinforce Sun Prairie’s brand. Name the newsletter in the spirit of the brand.

- Recruit entrepreneurs from area universities. You have a brand and culture that can appeal to young, aspiring entrepreneurs. In your business recruitment efforts, don’t neglect to take your message to graduate and undergraduate business programs (especially those with concentrations in entrepreneurship) at area universities. Get the word out that Sun Prairie is all about helping entrepreneurs. Give them extra incentives to be part of your business community.

- Form a Business Improvement rapid response team for handling business questions and issues raised by ED prospects, especially those in industries you want to attract. Set strict response benchmarks and follow them. Promote success stories on your mini-site and in your newsletter.

- Apply the brand to economic development assets, like the business park, so that site selectors and prospects can experience your cohesive message as they investigate locations.
Action

10. DEMONSTRATE HOW ECONOMIC DEVELOPMENT SUCCESS RISES WITH THE BRAND

- Offer incentives that make an impression. You are interested in attracting entrepreneurs, small businesses, and talent. Remove barriers by offering incentives with meaning for these audiences who may be short on capital but big on enthusiasm, creativity, progressive ideas, and ingenuity. For example, suspend any sort of business licensing for the first year, or offer graduated incentives that increase over a three-year start-up period as they demonstrate more staying power.

- Consider restructuring tax abatements for businesses that relocate to Sun Prairie. Change the incentives so that companies cannot receive the abatement until they have successfully been in business for three years; those that meet this test will then receive a larger abatement than they would have enjoyed upfront under a current structure. While this arrangement can help attract new business, it also makes strategic sense as a reflection of your brand identity. Companies demonstrate their commitment to succeeding in Sun Prairie and perseverance by staying in business for at least three years proving that they align with Sun Prairie’s brand personality, and they receive an abatement as part of their success. This idea is just one example of how Sun Prairie revolves around entrepreneurs and the business community.

- For red carpet visits by prospects, site selectors, entrepreneurs, CEOs, travel writers, or any other economic development influencers, integrate a Sun Prairie experience like dinner with a view or a meeting overlooking Downtown or a park where all of the players needed for this prospect’s project to pledge their interest and dedication to bringing that organization to Sun Prairie. Organize site visits as “Revolving Around You Tours” and point out how close and supportive the business and governmental entities are in Sun Prairie. End the tour at the dinner or meeting event mentioned above that introduces unique slices of Sun Prairie’s culture. Make a personal sales pitch that is honest and straightforward. The event could include testimonial videos from business leaders.
Action

11. SHOW LOCAL BUSINESSES HOW THE BRAND CAN WORK FOR THEM

There is a direct relationship between the success of your community brand and the businesses that call Sun Prairie home. Engaging ambassadors among the business community with success stories in the spirit of the brand will prove beneficial. The Sun Prairie Chamber should be instrumental in engaging the private sector and extending the brand into business attraction and retention efforts in Sun Prairie (even beyond the Chamber membership). To engage local businesses, it will be essential not merely to show them the new brand but to help them understand how they can benefit from it and how they can use it to help them reach their own goals. Your brand identity offers businesses a way to identify your location and offer a promise of more success.

For most Sun Prairie businesses, their primary connection to the City is either through the Chamber or an Economic Development officer who recruited them. Businesses look to the Chamber for resources, networking opportunities, social opportunities, marketing assistance, and more. For the Sun Prairie brand to work, Sun Prairie businesses need to understand and believe in it, and they need clear cut ideas on how it can help them. For businesses to get on board with the brand, it must have the support and promotion of the Sun Prairie Chamber. Participation in the brand should not be limited to the Chamber, however, as all businesses should be included. Although the Chamber does not have to change its logo immediately to start using the brand, it should consider integrating brand elements into its identity in the coming months with the goal of creating an integrated graphic identity.
**Action**

Provide the Sun Prairie Chamber with a quantity of branded folders that they can use to create a welcome kit for new residents and new businesses. On a macro level the kit welcomes residents or visitors to Sun Prairie using the new brand, while on a micro level it introduces the Chamber and its services.

Partner with the Sun Prairie Chamber to create a Sun Prairie brochure that can either be included in the new resident/business welcome kit or can serve as a welcome piece on its own. The brochure can also work to give visitors more information about what to do in Sun Prairie and the region. Generous quantities of brochures should be given to retailers, arts organizations, the library, schools, and municipal offices. After its initial printing, consider sending copies of the brochure to all residents in utility bills. And make a digital version available on your portal and City website. *See example from Carbondale, IL.*
11. SHOW LOCAL BUSINESSES HOW THE BRAND CAN WORK FOR THEM

- Working with the Brand Manager and Chamber, plan a special brand presentation that introduces businesses to the brand and explains the importance and impact the brand can have on business growth in Sun Prairie. Hosting this at a nice restaurant will increase attendance (charge per attendee). Some suggestions:
  - Do not roll out the brand to businesses until there is visible evidence of it (signage, website, pole banners). The more businesses can see the brand being put to good use, the more likely they are to use it themselves.
  - Hang banners at the event locale with the brand color palette, logo, and strapline. At every table, include tent cards with the brand narrative on one side and the logo and strapline on the other.
  - Customize the brand PowerPoint presentation for the business community audience. REMEMBER, a roll-out is for sharing what you’ve learned about the new brand direction, not about unveiling an updated logo.
  - Keep it short and simple, about 35-45 minutes with questions afterward.
  - Have branded keychains, USB drives, lapel pins, t-shirts, or other merchandise available for those who sign on for the Market Sun Prairie Partnership.
  - Showcase volunteer opportunities for businesses. Give businesses a way to sign up to help that day.
  - Give all attendees a branded window decal announcing to customers they are a partner in Sun Prairie and give them supplies of branded car decals or buttons that merchants and businesses can distribute to customers at the point of purchase.
  - Following the event, email attendees thanking them for coming and reviewing the goals of the new brand. Attach the PowerPoint presentation for their use.
11. SHOW LOCAL BUSINESSES HOW THE BRAND CAN WORK FOR THEM

Since the Sun Prairie Chamber should take the lead in championing the brand in the local business community for members and otherwise, consider these suggestions:

- Renovate Chamber offices to exemplify the brand with meeting spaces where people can come together and brainstorm.
- Offer branded column(s) in newsletters or electronic membership blasts called “Revolves Around You” each showcasing a different business and the ways they reflect the brand in their service or product offering, bringing together talent and expertise, rewarding employees with programs and incentives for solving problems, and celebrating community service programs and opportunities. Video editions of these profiles should be featured on your website. Share this content with local papers and other media outlets for regular business section features.
- Brand the Chamber’s online presence. As discussed earlier there is no vehicle more important than your online and mobile content. You can immediately apply the color palette, logo variation, and language to your existing site until the time and resources allow you to redesign the site.
- Organize a team (group of 4-5 that changes each quarter) that visits a set number of businesses each quarter (particularly new businesses) to primarily make them feel welcome in the business community. Talk about their goals, ideals, and pains and how to connect them with resources or other business professionals that can help them and present opportunities to help others.
- Work together (City, Chamber, etc.) to identify and offer incentives to businesses that focus on progressive ideas for public improvements, philanthropic efforts, employee wellness, sustainability issues, and other interests that enhance Sun Prairie.
- Review the Chamber’s existing signature events, and identify areas where the brand and its message are a good fit, like publications and awards.
Action

Additional ideas on engaging business with the brand:

- Create branded window clings that read “Sun Prairie Proud Partner” that businesses (and other members of the MSPP) can place in their windows. Develop criteria that should be met to gain the distinction. Create an online map with icons featuring each partner site. See example from Gallatin, TN.
- Plant a new tree every time a new business opens or expands in Sun Prairie. These plantings could be organized along entryway corridors or as part of extended streetscapes out of the central core. Be sure each business knows where their tree is planted so they can watch the tree’s growth as their business grows. This could also be a fun website feature.
- Get businesses on board with the selfie wall initiative discussed in this report by educating them on how the foot traffic can help their own business. Have them promote their proximity to the walls in their promotions. Have interactive fun with these walls and add dimension by having the logo elements spin.
- At the next Chamber meeting, brainstorm with your members about ways businesses demonstrate that they revolve around their customers and community. This will make others aware of the creative, innovative things your members are doing.
- As you brainstorm with young creatives, entrepreneurs, the Chamber, and broader business community, consider ways to incorporate the idea of being “consumer centered.” This could be the concept of upgrades or buying multiple items with big discounts on the second or third item (BOGO), or could be additional customized attention or customer service. You want the word of mouth for your business community to be associated with a high level of service and satisfaction. To engage your members and local business owners, develop a podcast series featuring local business owners and panels of business owners discussing hot topics. Place podcasts on your website for download.
Action

- Provide small businesses, particularly those without a marketing budget, some template tools in the spirit of the brand to use for small space ads, digital banner ads, or direct mail postcards. This is a great way to showcase both brands in meaningful ways for business. See example from Lee’s Summit, MO.

- Sun Prairie has a good retail mix and significant opportunity for more. Invest some time partnering with existing retailers from Prairie Lakes to Downtown and tourism-focused businesses to elevate their profile in terms of customer service and hospitality training (important for a Revolves Around You brand) as well as co-branded packaging like shopping bags or mailing labels for boxes. Retail prospects will be more interested if you can show them data supporting the sale of their product and municipal initiatives that help retailers succeed.

- For retailers you are interested in, offer small branded perks for elevating the appeal of their store. For example, place branded bike racks outside the shop of an outdoor outfitter and include their name in all promotions for hiking or biking in the area. Subsidize supplies of co-branded shopping bags or beer coasters. Give all retailers supplies of car decals they can give to customers at checkout.
Action

- Partner with retailers on a quarterly basis for a massive “Deals Around You” sale where all stores feature promotions and extras. Time the community-wide sales around the holidays and back-to-school.

- Once a month, work with a Chamber member to offer “Around You” events. The event will take place after business hours in a public building, park, or local business. This doesn’t have to be the same event every time: examples include a networking event, a video game tournament, an art gallery showing, an open-mic night, a craft workshop, a lecture by a passionate professor or citizen, a book signing, or book club meeting.

- Use branded banners to promote major Chamber events. Make the branded banners available at a subsidized price to Chamber members interested in promoting an event. Look for ways to support local and regional events (even those not sponsored by the Chamber).

- Look for opportunities to create collaborative merchandise with retailers and merchants whose products and services reflect the brand. Examples include coffee cups, coasters, napkins, and packaging. The goal is to promote consumer-oriented businesses in the context of the Sun Prairie brand, recognizing that the success of each is interrelated. See example for Sportsplex USA in Santee, CA and gear bags using the community tagline.

- Bring your artists and creative thinkers together along with business owners to brainstorm brand extensions, from craft brews to coffee to hotel partners. Successful business know they have succeeded because of the entrepreneurial, creative spirit embraced by their teams.

- Work with restaurant and food vendors on clever extensions with to-go containers that read something like: “Go ahead and stare. I ordered enough for tomorrow.” See example from Johnson City, TN.
Action

Visitors to Sun Prairie are a great way to increase community awareness and build the bottom line. The Tourism Council (operating as a City department) has created a strong brand for Sun Prairie. The City should advance tourism with the new community brand. The community tagline is a great fit for tourism and hospitality interests across Sun Prairie. The City, Tourism Council, Chamber, visitor-focused businesses, and lodging partners should meet regularly as a subset of the Market Sun Prairie Partnership. But each part of the group needs to work selflessly toward this effort, meaning that it cannot become a vehicle to promote only certain segments of active participants.

- The Brand Manager should meet with this subset of the Market Sun Prairie Partnership to discuss integrating the Visit Sun Prairie logo variation, brand look, and messaging into tourism partners’ and attractions’ websites, advertising, and signage. Full integration takes time and significant planning but is worth the effort because of the impact integrated marketing has on your overall reputation.
- Bring together leaders of key organizations currently drawing visitors to Sun Prairie—like event organizers, craft brewers, parks and trails advocates, restaurateurs, and retailers to discuss brand integration with their operations. How can the brand support their efforts and bring together the diverse destination?
- Meet with other regional communities to identify opportunities to communicate as a group and leverage the individual brands while also communicating the density of activity and opportunity near Madison.
Visitors centers are another critical hub for a City’s brand integration. Many communities choose to paint their visitors center in the colors of the brand (ideas already discussed for Chamber offices as a source for visitor information). You could opt for a progressive mobile visitor center that can travel to venues, sports fields, facilities, and events within Sun Prairie as well as to nearby sites beyond city limits. The mobile center could also be used by the Chamber and Economic Development staff to travel to area colleges and universities for recruiting purposes. The mobile center can be stocked with different materials depending on the reason for travel, but always stock both a brick and mortar center and the mobile visitors center with branded merchandise and Sun Prairie brochures. See examples at right.

- Brand your visitors guide for Sun Prairie in the spirit of the brand. Use spectacular photography to inform visitors that Sun Prairie puts visitors at the center of the experience.
- Remember to make the Sun Prairie brochure suggested for residents available to visitors containing information on retail, restaurants, recreation, and cultural activities. Keep area visitor centers and attractions well-stocked with copies of the brochure or guide.
- When putting together packages for group tours or meeting planners, use the branded folder created for economic development prospects. Include the Sun Prairie brochure and vehicle decals inside.
**Action**

People will connect with your place and brand through emotion and experience. One of the best ways to introduce (or remind people of) Sun Prairie to those unfamiliar with the area is through signature, memorable events. Sun Prairie excels at community and destination events already, from the holidays to Jimmy the Groundhog to Sweet Corn in the summer. Examine the current calendar to identify ways to celebrate art, flavor, culture, oddities, and outdoor recreation with existing events in the spirit of the brand. Then, bring creative minds together to identify a couple of signature branded events that motivate commerce and get crowds to enjoy new experiences and creativity.

The Brand Manager should establish regular meetings with event organizers to facilitate the exchange of ideas on how to demonstrate the brand in creative ways and how each event makes attendees feel like the experience revolves around them. As your creative thinkers brainstorm events to add to the calendar, use the idea of “revolving around you” as a starting point. With the active lifestyles in Sun Prairie, running, biking, or multisport events are a natural for brand extensions. Consider a craft brew and music event that then evolves to include a social enterprise or new solutions component. Showcase the concept of how Sun Prairie may think a little differently and that its ok to stare. We are that interesting and inviting. A few ideas on activities and events:

- Make event or performance venues awash in the brand. Host movie nights in parks or on the sides of buildings with available empty lots.
- Partner with local chefs and restaurants to host a competition or philanthropic event on the premise of the TV show *Chopped* where contestants or invited chefs receive a collection of odd ingredients to reinvent as great cuisine.
- Partner with events on branded merchandise like outdoor seating, apparel, water bottles, etc. As shown earlier, develop branded merchandise for athletes and spectators associated with events at your parks and with partners. Even consider making visiting teams experience more than they expected by handling snacks and waters (for a fee) in branded coolers and packaging. Make it easy on the coaches and parents. You want them to associate Sun Prairie with hospitality, customer service, thoughtfulness, and planning that revolves around their needs.
Beyond smart brand extensions with existing events, consider a one-of-a-kind event that integrates fully with your brand.

- **Roveling Arts**: Part of your reputation is the warmth and generosity of your residents. This event leverages your art engagement and giving nature with a fundraising arts festival. Each piece of art in the festival is affiliated with a charitable cause. The purchase of the art goes toward that charity and is a write-off so both the buyer and the artist can cover the costs. Connect this with your most famous artist Georgia O’Keeffe. Rotate the subject matter or medium each year.

- **Sunny Suds**: With breweries in the Sun Prairie area, there is significant potential for a beer event. Make it fun and casual with a name in the spirit of the brand.
  - One approach is an art and beer festival featuring presentations on craft brewing from the farm to the tap along with tastings by area brewers. The festival would feature interactive artist’s booths where they demonstrate their work (pottery, painting, etc.). One of the features of the art side of the festival could be designing beer labels with demonstrations by artists that focus on this area. Include a component where visitors can design a label based on specific criteria and representatives from the breweries can choose a winning label.

- **Odds Are Good Fest**: Host an annual event where you have an interesting world record broken that invites people “Go ahead and stare.” As Madison adjacent, poke fun at your neighbor to host the largest number of hipster beards being shaved at once or greatest number of people doing a trendy dance around the lake at Patrick Marsh. Connect art, beer, and food to the event. Make it fun and memorable...something that people look forward to every year.

- **Install pole banners for signature events (new or existing)** that promote the event, experience, and community all at once.
Action

- Organize restaurants to offer a Sun Prairie “Dine Around” Foodie Passport Tour. A foodie passport is a great way to get locals and folks from the greater region coming back to your restaurants time and time again. Extend your passports to include meals from food trucks or pop-up restaurants. Passports are free and can be distributed at participating restaurants, visitor centers, the Chamber, business districts, and retailers. Users get a stamp every time they dine at a particular restaurant. Get a stamp for every participating restaurant, and get a free meal at the place of your choice; get 5 stamps at a single restaurant and receive free drinks, desserts, two-for-one entrees, or more. Start with Sun Prairie, but partner with neighboring communities. See example from New Rochelle, NY.

- Partner with regional organizations promoting tourism across Dane County, and be sure they have access to your graphic elements and brand language. Brand language can be added to headlines, teasers, press releases, promotions, event listings, regional websites, social media and print publications by incorporating copy that evokes great experiences from your one-of-a-kind shopping and dining to your parks and arts. Provide brand elements and signage to area visitors’ centers. Pull-up banners (if following regulations and approvals) are good way to present the brand and to rotate content through the year celebrating a constant revolution of fun in Sun Prairie.
Establish an art trail based on the brand using blank walls and retaining walls throughout the community as the primary canvas for murals in Sun Prairie. Alternatively, partner with Parks, Recreation, and Forestry on an art trail in your parks.

From retail marketing to experiential dining, pop-up events are gaining in popularity since their inception about a decade ago. But pop-ups are more than just a trendy, “seemingly unplanned,” or temporary happenings. They have real power in building brand awareness and impressing a new audience. Invite any interested organization to sponsor such an event, and the City will help with the location and pop-up infrastructure (may require some investment on your part). For example, a budding entrepreneur could partner with the City to offer goat yoga or a zombie rave. An inflatable movie screen allows for pop-up movies almost anywhere. An arts group could sponsor a larger-than-life street painting event. You could even have pop-up shopping events to help further your retail reputation. Events will be announced 24 hours ahead of time on social media platforms of the event sponsor and the City. People will follow Sun Prairie on various platforms just to see what is popping up all over town. Pop-up events give a community a fun, spontaneous feel. Best of all, they get lots of different types of people interested in Sun Prairie, and they don’t have to be expensive.
Retail Downtown, at Prairie Lakes, and across the community is a tourism draw for Sun Prairie, so spend some time brainstorming ways to make the retail experience more interesting for visitors. See example from Downtown York, PA.

A few ideas:

- Partner with local retailers to post weekly “Go Ahead and Stare Deals” tweets. Encourage shoppers from inside and outside Sun Prairie to follow this Twitter account so they are up to date on the potential savings.
- During the holidays, have City employees take shifts offering free branded gift wrapping inside tents where hot chocolate and craft beers are served. Use branded wrapping paper and shopping bags.
- During coordinated sales events, have food trucks and live music in the area so that all the shopping feels like a party.
- Coordinate cultural activities such as plays, concerts, or restaurant openings with special hours for retailers.
- Have fun with brand merchandise, even limited editions.
- Place selfie walls in heavily trafficked shopping areas (or temporary selfie backdrops), and encourage visitors to take pictures with all their purchases. Feature all the pictures on your website.
- Partner with high-profile retailers and restaurants on co-branded merchandise and infrastructure that makes an impression with visitors. Bike shops are great candidates for bike racks; brew pubs for co-branded coasters; etc.
12. SHOW VISITORS HOW SUN PRAIRIE REVOLVES AROUND THEIR EXPERIENCE

- Engage Sun Prairie’s cycling community, including bike stores and riding groups. Reach out to organizers of all biking events to let them know about branded bike helmets and bike racks. Offer helmets as prizes and giveaways associated with various events, and make them available to biking groups at reasonable prices with the goal of getting as many people wearing the helmets as possible.
- Consider a bike share program with affordable rentals. Have bike racks at popular parks, attractions, trailheads, and retail centers. Brand these as “SP Revolves Around Wellness.” See example from Turlock, CA.
- Encourage your residents to hold family reunions in Sun Prairie by going above and beyond in assisting the planning of the event. As part of every reunion, provide a free “Revolves Around Family” genealogy session that helps them trace their family tree so they can learn how their family has progressed through time. As you help plan reunions, include activities focused on bringing the family together.
- Business travelers and executives visit Sun Prairie, and particularly those using the nearby airport. Partner with the airport to apply the brand to its infrastructure and even its communications. Look for ways the airport does more for its pilots and guests. Flags, banners, or selfie walls may be easy extensions at the airport. For some visitors, this will be their first experience with Sun Prairie.
For your brand to pay sustained dividends in the form of attracting companies (both start-ups and relocations) to Sun Prairie, you should leverage your efforts by reaching out across the greater region. Let the word about Sun Prairie’s distinct active lifestyles, comparative affordability, and Madison-area experience (which attract the talent these organizations seek) spread as widely across the region as your resources will possibly allow. Here are a few suggestions toward that end:

- **Get positions on County and regional boards.** Be intentional about securing spots for Sun Prairie residents (business leaders, civic leaders, etc.) on these boards. Be sure the people involved are champions of your brand so that they can help increase awareness of your position in the regional landscape and can help you attract new businesses, new talent, new residents, and new investment.

- **Create a comprehensive public relations program** (detailed later in this report that is guided by your brand). Target not only Sun Prairie residents—an important audience in their own right—but people across the Midwest. Promote stories in regional media that showcase your “Revolves Around You” identity. Incorporate photos from selfie walls into your PR campaign.

- **Engage area business accelerators.** With economic development staff, reach out to and seek relationships with associations and clusters of tech across the Madison region. Also include incubators and entrepreneurial groups in the region. Raise awareness about your brand and your goal to be known as a city where great talent chooses to live and raise their families, enjoys active lifestyles, and knows their neighbors. Explore partnerships which might help young companies locate in Sun Prairie.

- **Consider advertising regionally.** Help spread the word about Sun Prairie through targeted advertising efforts in parts of the Midwest. Examples of media you might consider:
  - Regional business-related publications
  - Billboards at sporting arenas and sideline ads
  - Mini-billboards in the concourses at area airports
  - Outdoor boards
Action

- **Write a branded boilerplate.** Include a boilerplate paragraph in all press releases or regional communications. The key to brand development is reinforcement of your strong message. A simple way to help promote your identity is to include the boilerplate paragraph about the brand at the end of all press releases from the City of Sun Prairie.

- **Involve regional organizations.** Although not the sole responsibility of Sun Prairie but as a leading city in Wisconsin, Sun Prairie must endorse and actively advance efforts at promoting the region as a whole to elevate the regard people have for Sun Prairie. As goes the reputation for the region, so goes Sun Prairie’s reputation. Therefore, be sure to involve regional economic development organizations in your plans, and remember to support their efforts as well. Sometimes the region will take the lead and Sun Prairie must participate demonstrably. It is an important way to meet your branding and awareness goals.
STRATEGIC MARKETING PLAN
Plan Overview

This plan should primarily be used to help Sun Prairie establish a marketing and communications strategic approach to promoting the community’s brand identity, benefits, and key differentiators, ultimately helping achieve its business and economic objectives.

Specifically, this plan outlines three different levels of strategic approaches for marketing and brand activation, which are primarily driven by budget and resources. As Sun Prairie determines the budget and resources available for this effort, the community should select the applicable approach and expand it into a highly actionable plan using the tactical recommendations provided.

The plan was developed by leveraging the insights from the branding process, as well as through input received from the team in Sun Prairie. Specifically, the client provided, prioritized, and approved the community’s economic objectives, which informed the plan’s development.

The North Star team built this plan with the intent of Sun Prairie’s team(s) and external partners executing it. The plan includes both high-level and specific recommendations for approaches and tactics, where many elements (e.g., creative materials, media buys, and spend allocations) must be built out during campaign prep and plan execution.
Plan Overview

Below is a brief outline of the contents of this communications plan.

- Economic objectives
- Target markets and insights
- Communications strategies
- Tactical directions
- Marketing activation levels, driven by budget and resources
- High-level timeline guidance
- Recommendations for measurement and key performance indicators
Economic Objectives

- **Year 1-3 Objectives (Addressed in this Plan)**
  - Grow tourism prospects and visitation.*
  - Attract additional sporting and other entertainment events.
  - Increase community engagement, pride, and the likelihood that residents would recommend others visit and live in Sun Prairie.

- **Future Objectives (Not Addressed in this Plan)**
  - Increase number of people relocating to Sun Prairie (accelerating 50,000 residents by 2040 goal).
  - Continue to attract entertainment and hospitality companies and groups, establishing Sun Prairie as a midwestern hub for the industry.

*As outlined in future slides, Sun Prairie should capture and nurture visitors to ultimately convert them into residents, supporting a future objective.
Tourism Target Markets: Where to Fish

- **Madison, WI**
  - Population: 270,000
  - Driving Distance: 15–30 Minutes
  - Insight: A lower-cost option to attract Madison visitors and residents through municipal collaboration.

- **Chicago, IL**
  - Population: 2.7 million
  - Driving Distance: 2.5 Hours
  - Direct Flight to Madison: Yes
  - Insight: Expensive, but a large market where the halo effect from Madison/state tourism (halo effect) can drive visitors.

- **Twin Cities Region, MN (Minneapolis-St. Paul-Bloomington)**
  - Population: 3.7 million
  - Driving Distance: 4 Hours
  - Direct Flight to Madison: Yes
  - Insight: Like Chicago, a pricey market where the halo effect from city and state tourism partnerships is critical.

- **Des Moines, IA**
  - Population: 212,000
  - Driving Distance: 5 Hours
  - Direct Flight to Madison: No
  - Insight: Lower budget and population, with more difficult travel, but the growing region, with evolving entertainment options, could be attractive. The halo effect from Madison and the state could be helpful.

- **Other considerations**: Milwaukee, WI; Springfield, IL; Rochester, MN
Communications Strategies & Tactical Directions
Overview

In place of a highly tactical marketing plan, Sun Prairie requested that North Star develop three levels of strategic approaches for marketing and brand activation as the community determines its annual and three-year marketing budgets and resources.

On the slides that immediately follow this one, a comprehensive set of strategies and tactical directions are listed. Following those slides is a breakdown of each activation level/approach and the corresponding tactics appropriate for each.
Three-Year Strategies & Tactical Directions

- **Strategy 1**: Develop a multi-year, digitally-focused visitor attraction campaign.
  - Develop foundational digital assets and core activations.
  - Utilize paid digital media strategically, targeting the right markets and audiences efficiently.
  - Use PR and social media to promote Sun Prairie organically.
  - Work closely with local and state tourism departments to expand the organic reach of the campaign.

- **Strategy 2**: Position Sun Prairie as a growing market with an emerging entertainment scene, particularly for sports and events.
  - Develop a commission designed to strategically grow Sun Prairie’s presence as an entertainment hub, with the ultimate objective of attracting more events and organizations.
  - Leverage current venues and promote existing events heavily.
  - Strengthen industry presence through engagement at and sponsorships of trade shows and associations.
Strategy 1: Develop a multi-year, digitally-focused visitor attraction campaign.

- Develop foundational digital assets and core activations.
  - Foundational assets will often be the first impression of Sun Prairie for tourism prospects and will also serve as the core for how Sun Prairie engages with prospective and current visitors.
    - A website featuring tourism content and calls to action
    - A CRM (e.g., HubSpot) for ongoing email marketing and the building of a database consisting of tourism prospects and prior visitors
    - Creative assets for paid media, social, website, video, etc.
  - Core activations
    - Any incentives to further attract prospects to the community, such as paying a hotel stay, partnering with an airline to fund a limited amount of airfare, or reimbursing visitors for gas
    - Special activities to help visitors see all aspects of the community (e.g., a scavenger hunt of lesser-known places across Sun Prairie; those who complete the hunt win a gift card to a local establishment)
    - Key local events to promote within paid, PR, or social content
    - Through any activations, find ways to collect the contact information of participants in order to build a database of prospects for repeat visits and potential relocators
      - Communicate with them regularly through a newsletter or other form of email marketing, leveraging the chosen CRM.
Tactical Directions

Strategy 1: Develop a multi-year, digitally-focused visitor attraction campaign.

- Utilize paid digital media strategically, targeting markets and audiences efficiently.
  - Paid media is an effective tool to reach the right audiences by demographics and geography. Budget pending, the following options, among others, may be available to promote the campaign’s core activations and calls to action.
    - Out-of-home/outdoor (billboards, etc.)
    - Digital display
    - Paid search and social

- Use PR and social media to promote Sun Prairie organically.
  - Develop a public relations strategy that:
    - Introduces relevant reporters to any newsworthy elements of the campaign (e.g., reporters on local and national scale have paid attention to incentive-based campaigns)
    - Tells the story of your community through the perspectives of residents (media are typically most interested in first-person, real-world experiences)
    - Offers travel/tourism reporters/bloggers to visit Sun Prairie, interview local stakeholders, etc.

  - Use social media to:
    - Feature your people and things-to-do across Sun Prairie (through content/videos series, etc.)
    - Promote key campaign activations and those who participate in them
    - Partner with local/regional influencers to promote your place through a third party and expand your following
Tactical Directions

**Strategy 1: Develop a multi-year, digitally-focused visitor attraction campaign.**

- Work closely with local and state tourism departments to expand the organic reach of the campaign.
  - **Destination Madison**
    - Pending budget, a wide-reaching advertising campaign may not be feasible in the campaign’s initial years.
    - Thus, Sun Prairie should further its partnership with Destination Madison to leverage existing and prospective visitation in Madison, creating ways to bring Madison visitors over to Sun Prairie for a day or few hours.
    - Look for opportunities through Destination Madison’s current activations and materials to do so, and also propose additional marketing tactics such as:
      - Joint PR pitch to Madison & Wisconsin media on how Madison and Sun Prairie are working together to attract more people to the region (e.g., the importance of municipal/regional collaboration)
      - Joint/interactive social media content (e.g., Destination Madison heads over to Sun Prairie for a day)
      - Flyers and other organic signage/collateral in Madison promoting campaign activations
  - **Travel Wisconsin**
    - Similarly, collaborate with Travel Wisconsin to reach additional markets and audiences they market to, which might otherwise not be reachable within your budget.
      - Share campaign content, creative, key events, and other resources about your campaign for the Travel Wisconsin website and publications (e.g. Official Travel Guide).
      - Share key wins with them and work together on joint PR and social media content, when applicable.
Tactical Directions

Strategy 2: Position Sun Prairie as a growing market with an emerging entertainment scene, particularly in the sports and music realms.

- Develop a commission or council designed to strategically grow Sun Prairie’s presence as an entertainment hub, with the ultimate objective of attracting more events and organizations.
  - For example, the Sun Prairie Sports & Events Council
  - This group would be a subset of Visit Sun Prairie that focuses exclusively on attracting and promoting the community’s sports and events scene.
  - This would create a dedicated group of knowledgeable local experts that set the future strategy for Sun Prairie in this area, determining what type of events to attract and what’s needed to do so—as well as overseeing or managing the day-to-day needs of prospective and secured events (e.g., monitoring RFPs, supporting event preparation, etc.).
  - Sun Prairie should identify a local champion to chair the council. Other members are appointed by Visit Sun Prairie.
Tactical Directions

Strategy 2: Position Sun Prairie as a growing market with an emerging entertainment scene, particularly in the sports and music realms.

- Leverage current venues and promote existing events heavily.
  - No matter the strategy set by Visit Sun Prairie or the previously mentioned sports and events council, Sun Prairie should promote existing venues and one-time/recurring events heavily through all community marketing channels. For example:
    - Secure earned media coverage about events and activities coming to Sun Prairie. This should primarily be done on a local and regional level, but as a reputation for hosting bigger events is built, national and trade media should be targets.
    - Develop preview and real-time content about events coming to Sun Prairie; leverage on social media.
    - Create collateral about existing venues and all the benefits to hosting events in Sun Prairie.
    - Dedicate a page on the new website about why Sun Prairie is an ideal place for hosting events; include a call-to-action about learning more (through Visit Sun Prairie or the council).
    - Consider targeted advertising in key markets to promote existing events, boosting tourism efforts.
Tactical Directions

Strategy 2: Position Sun Prairie as a growing market with an emerging entertainment scene, particularly in the sports and music realms.

- Strengthen industry presence through engagement at and sponsorships of trade shows and associations.
  - Attend and sponsor key industry trade shows, such as the TEAMS Conference & Expo (2023 Show: Oct. 2-5, Palm Beaches).
  - Promote Sun Prairie’s venues and opportunities/infrastructure for visitors.
  - Create swag, collateral, and activations—leveraged through sponsorships—to further build presence.
  - Apply for speaking engagements at applicable shows.
  - Consider additional advertising (e.g., geofenced paid social) while on site.
  - Host exclusive educational and social events at show.
Marketing Activation Levels
Marketing Activation Levels

**Level 1: Conservative**
- **Annual budget range:** $150–250k
- **Strategies implemented:**
  - Heavy focus on Strategy 1 (Tourism)
  - Light focus on Strategy 2 (Econ. Dev. – some PR/social efforts, consideration creation of council)
- **Tactical approach overview:**
  - Foundational assets (website, CRM, creative/collateral)
  - Organic social/media relations
  - Municipal & state collaboration
  - Hyper-targeted paid media (digital only: paid social)
  - Sports/events council creation

**Level 2: Moderate**
- **Annual budget range:** $250–500k
- **Strategies implemented:**
  - Strategy 1 (Tourism) & 2 (Economic Development)
- **Tactical approach overview:**
  - Foundational assets (website, CRM, creative/collateral)
  - Organic social/media relations
  - Municipal & state collaboration
  - Targeted paid media (digital only: possible mix includes display, search, social)
  - Video & content creation
  - Sports/events council creation
  - Limited trade show participation & engagement (1 show w/ moderate involvement)

**Level 3: Robust**
- **Annual budget range:** $500–750k+
- **Strategies implemented:**
  - Strategy 1 (Tourism) & 2 (Economic Development)
- **Tactical approach overview:**
  - Foundational assets (website, CRM, creative/collateral)
  - Organic social/media relations
  - Municipal & state collaboration
  - Aggressive paid media (digital + outdoor: possible mix includes display, search, social, billboards)
  - Video & content creation
  - Sports/events council creation
  - Active trade show participation & engagement (2–3 shows w/ moderate-to-high involvement)
Timeline
Timeline

**Early-to-Mid 2023:**
- Determine budget and activation level.
- Decide tourism target audiences and core activations.
- Build PR and social pitch angles/content pillars.
- Identify collaboration opportunities with local and state tourism departments.
- Make decision on sports & events council; decide scope and capacity needs.
- Identify potential target trade shows.

**Mid-to-Late 2023:**
- Build comprehensive year-one (2024) marketing plan, including a clear definition for how the plan continues into 2025-2026.
- Present plan to relevant stakeholders (city officials and potential partners); achieve buy-in.
- Finalize plan.
- Create foundational assets & PR/social content (plus other creative needs).
- Begin building/organizing sports & events council.

**Early 2024:**
- Begin plan execution and launch campaign.
Measurement
Measurement

Tourism:
- Paid media (digital/social/search) engagement (impressions, clicks, likes/reactions)
- Website site traffic: visits, time on site/per page
- Newsletter sign-ups, CRM database growth
- Visitor/resident incentive metrics (e.g., gas reimbursements, gift card redemptions)
- Total visits documented with hoteliers & other hospitality partners

Economic Development:
- Creation of + community interest in joining sports/events council
- Paid media (digital/social/search) engagement (impressions, clicks, likes/reactions)
- Trade show performance (impressions, clicks, speaking engagements, exclusive event attendance, leads)
- New events attracted, past events retained

PR/Social:
- Earned media hits by depth of article, extent of Sun Prairie official quoted, tier of media, readership/viewership
- Advertising equivalency of earned media
- Increases in social media following and engagement (likes/reactions, shares, story views)
EVALUATION
Evaluation

How Is The Brand Performing?
Evaluation yields new information which may lead to the beginning of a new planning cycle. Information may be gathered from concept pre-testing, campaign impact in the marketplace, and tracking studies to measure a brand's performance over time. These methods of evaluation should be used once a visual brand identity has been established based on the strategic brand platform.

Ideally, two basic questions will be answered when there is visible implementation of your brand in the community: Have responses to the brand among target audiences changed in the way the BrandPrint intended? And have these changes resulted in consumer action that will achieve the desired objectives of the brand? Turnkey or do-it-yourself programs are recommended depending on the needs of the community.

To begin the process of brand evaluation, North Star has set up a schedule to discuss Sun Prairie’s brand progress. This schedule begins immediately after the delivery of your BrandPrint.

- Immediately – North Star recommends building your databases and keeping them current. This ensures future success measurements can be calculated. These leads will be the best data start point for future brand evaluation.
- One year – North Star’s Research Director will conduct an assessment call to outline a plan for determining brand performance moving forward. Sun Prairie will be contacted to determine specific measurement goals, including re-measuring awareness and perception of the community among intended audiences.
As stated previously, North Star will consult with the community at the proposed times to evaluate your specific needs. Keep in mind that many of the research pieces in your BrandPrint were created to act as benchmarks by which future improvements can be measured. Based on what we now know of the community, likely recommendations for success measurements at Sun Prairie’s one-year mark may include:

- Online Community Survey
- Community Brand Barometer
- Consumer Awareness and Perception Study
Evaluation

Purpose
The purpose of the Online Community Survey is to gain a quantitative measure of the community’s perceptions of Sun Prairie.

Methodology + Results
This qualitative survey is fielded online and is open to all residents of the community. The study measures the following:

- Overall top-of-mind perceptions of Sun Prairie
- Strengths and weaknesses of Sun Prairie
- Resident suggestions on what is missing in Sun Prairie
- Measurements of Sun Prairie’s quality of life indicators

Positive resident perceptions are a strong indicator of brand success. Successful brand implementation will energize the resident base, making them more likely think of the community in a positive light.

Timing
The Online Community Survey should be conducted biannually. The first survey should be conducted no sooner than one year from brand introduction (when there is visible implementation of your brand in the community).
Evaluation

Purpose
The Community Brand Barometer measures the strength of Sun Prairie’s brand according to:
- Resident satisfaction/advocacy with the brand as a place to live, work, and visit
- Brand satisfaction/advocacy relative to the nation.

Methodology + Results
The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant. Participants answer three questions:

- Would you recommend living in Sun Prairie to a friend or colleague?
- Would you recommend visiting Sun Prairie to a friend or colleague?
- Would you recommend conducting business in Sun Prairie to a friend or colleague?

Resident advocacy is one of the strongest measures of brand success. Successful brand implementation will energize the resident base, making them more likely to recommend their community to others.

Timing
The Community Brand Barometer should be conducted biannually. The first Brand Barometer should be conducted no sooner than one year from brand introduction (when there is visible implementation of your brand in the community).
Evaluation

Purpose
The purpose of this study is to gain insight into external consumer awareness, visitation, and perceptions of Sun Prairie.

Methodology + Results
This quantitative survey is fielded online outside of Sun Prairie borders in order to obtain an outsider’s perspective. The survey measures:

- Overall top-of-mind perceptions of Sun Prairie and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends and family)
- Strengths and weaknesses of Sun Prairie identified within community attributes
- Consumer suggestions on what is missing in Sun Prairie
- Measurements of Sun Prairie’s delivery of hospitality
- Measurements of Sun Prairie’s quality of life indicators

Timing
The CAP Study should be conducted every 3–5 years. The first survey should be conducted no sooner than two years from brand introduction (when there is visible implementation of your brand in the community).