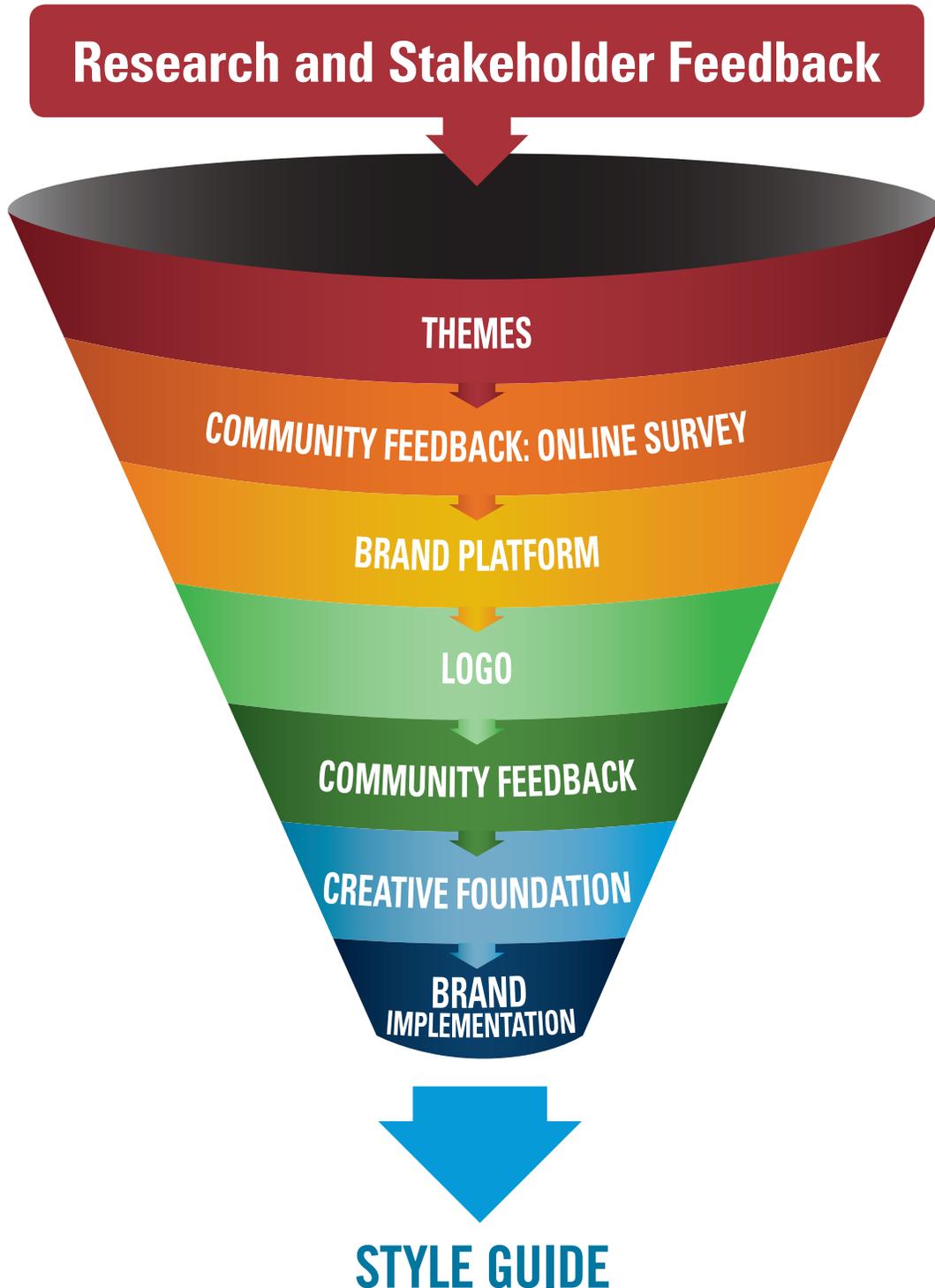


DISCOVERY

METHODOLOGY



BY THE NUMBERS



1,000'S
of Interactions



417
Survey Respondents



11
Boards & Commissions Presentations



1
City Staff Focus Group



80+
Stakeholders Engagement Participants



15
Hours of On-site, In-person Community Outreach



5
Community Engagement Events

WHAT WE ASKED STAKEHOLDERS

WHAT WE ASKED DURING STAKEHOLDER INTERVIEWS:

What key words or phrases come to mind when you think of the City of Englewood?

What key words or phrases come to mind when you think about the future of the City of Englewood?

What makes you proud to live or work in Englewood?

What are some misperceptions you've heard about Englewood?

What are some of the biggest challenges that Englewood currently faces?

QUESTION FOR THE STAFF:
Are you proud to work for the City of Englewood? If so, why?

What brought you to Englewood?
What has made you stay?

QUESTION FOR THE STAFF:
When you think about the completion of this branding process, how will you know it's been a success?

What do you think of the current logo?

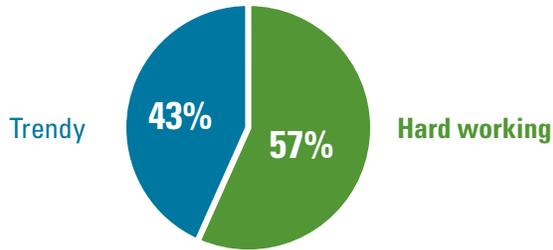
WHAT WE HEARD FROM STAKEHOLDERS



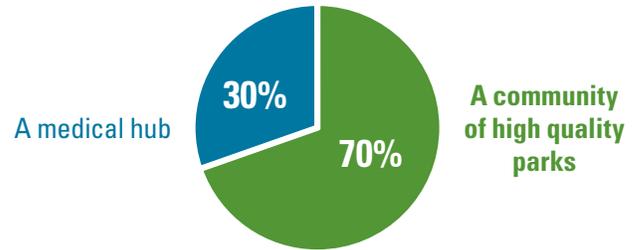
* larger type size denotes concepts heard more frequently

COMMUNITY SURVEY RESULTS

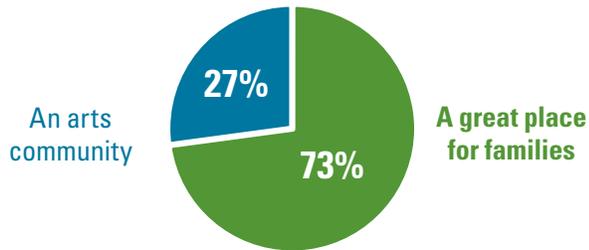
ENGLEWOOD WILL BE:



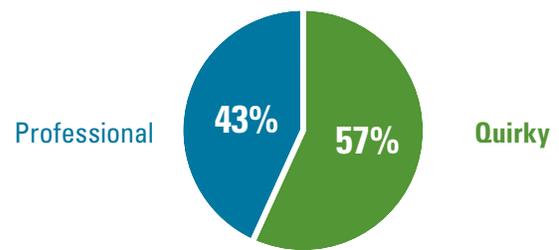
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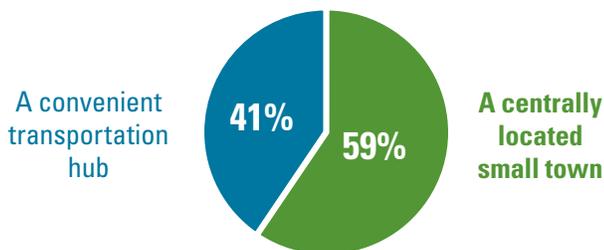
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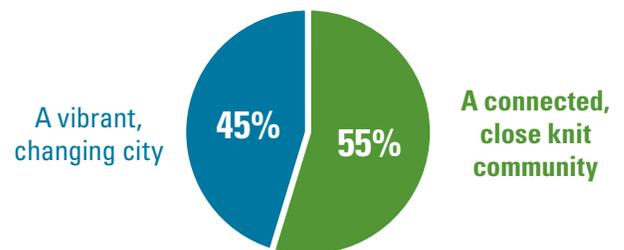
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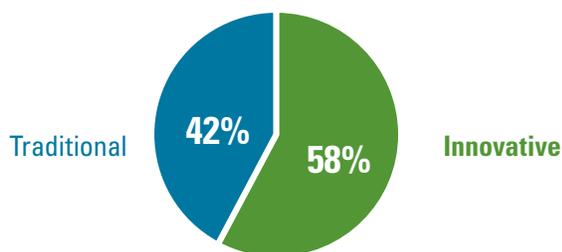
ENGLEWOOD WILL BE:



ENGLEWOOD WILL BE:



ENGLEWOOD WILL BE:



* See the Appendix for a compilation of written responses.

CITY OF ENGLEWOOD BRAND PLATFORM

POSITION: How the community is perceived in the context of competitive alternatives



ENGLEWOOD IS...

- A community of expansive, high quality parks
- An affordable option for Front Range living
- Undiscovered opportunity

PERSONALITY: A set of human characteristics associated with a community



ENGLEWOOD IS...

- Hard working and energetic
- Welcoming of all people
- Eclectic
- Family-friendly

PROMISE: Long-term commitments a community makes to their residents



ENGLEWOOD IS...

- Realizing its full potential through economic revitalization
- A multi-generational community that values the energy of youth and the experience of long-time residents
- Investing in safety, arts, parks and recreation to create a high quality of life

VALUE PROPOSITION: Community benefits that are relevant, unique, compelling, and believable



ENGLEWOOD IS...

- Urban convenience and vitality with a small town feel
- The ideal location for accessing all Colorado has to offer
- Authentic people and strong neighborhoods

THE BOTTOM LINE: Your core message



ENGLEWOOD IS...

A lively connected community