

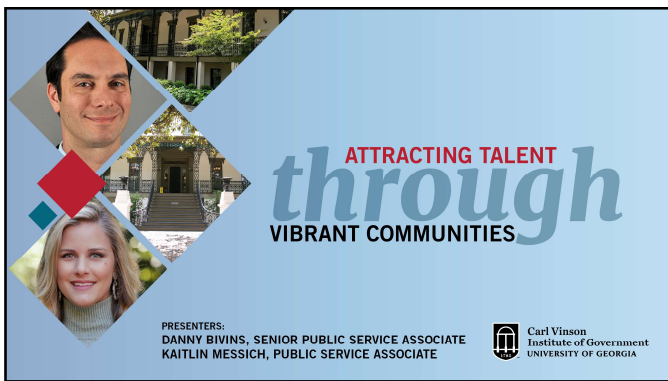


**Attracting Talent
through Vibrant
Communities**




**INNOVATING GEORGIA'S
WORKFORCE PIPELINE**
2022 CONFERENCE

November 1-2, 2022 Athens, GA  Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA



**ATTRACTING TALENT
through
VIBRANT COMMUNITIES**

PRESENTERS:
DANNY BIVINS, SENIOR PUBLIC SERVICE ASSOCIATE
KAITLIN MESSICH, PUBLIC SERVICE ASSOCIATE  Carl Vinson
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20th Century Economy



21st Century Economy

Economic Development

<p>20th Century Model</p> <ul style="list-style-type: none"> • Public Sector leadership • Shotgun recruitment strategy • Low-cost positioning • Cheap labor • Focus on what you don't have • Quality of life unimportant • Driven by transactions • Key Infrastructure=Roads 	<p>21st Century Model</p> <ul style="list-style-type: none"> • Public/Private Partnerships • Laser recruitment strategy • High value positioning • Highly trained talent • Focus on what you do have • Quality of life critical • Driven by an overall vision • Key Infrastructure=Education
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ATTRACTING TALENT
through
VIBRANT COMMUNITIES

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ATTRACTING TALENT through VIBRANT COMMUNITIES

MAIN STREET AMERICA
Overseeding Program
GEORGIA

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DOWNTOWNS ARE Open FOR BUSINESS

“
Downtowns in Georgia collectively create as many jobs as one Kia Plant does per year.”

2020* = \$950 Million Total Amount of Public/Private Investment

- 1,219 Building Rehab Completed
- 1,170 New Businesses & Expanding
- 3,764 New Jobs

Data provide by the Georgia Department of Community Affairs

THE GEORGIA DOWNTOWN RENAISSANCE
partnership

HELPS GEORGIA'S DOWNTOWNS MAKE THEIR VISION NOT JUST A DREAM BUT A REALITY.

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GEORGIA FOUNDATION

GEORGIA MUNICIPAL ASSOCIATION

LYNDHURST FOUNDATION

ATTRACTING TALENT through VIBRANT COMMUNITIES

PARTNERSHIPS SINCE 2013

SUMMER FELLOWSHIPS:
Buena Vista, Chamblee, Chatsworth, Colquitt, Cornelia, Dahlonega, Fitzgerald, Gainesville (2013 and 2021), Greensboro, Hapeville, Holly Springs, Jesup, Lilburn, McDonough, McRae-Helena, Monroe, Milledgeville, Newnan, Porterdale, Richmond Hill, Statesboro, Toccoa, Trenton, and Tvrone

URBAN DESIGN STUDIO:
Chickamauga, College Park, Commerce, Conyers, Flowery Branch, Forsyth, Glennville, Griffin, Hinesville, Lafayette, Lookout Mountain, Milledgeville, Milton, Rossville, and Washington

RSVP's:
Americus, Bainbridge, Brunswick, Cairo, Cedartown, Chickamauga, Clarkesville, Cordele, Copper Basin (McCaysville, Copper Hill, TN, and Ducktown, TN), Dalton, Fort Oglethorpe, Gainesville, Hawkinsville, Hinesville, Homerville, Jefferson, Jesup, Lafayette, Perry, Ringgold, St. Marys, Stockbridge, Thomson, and Villa Rica

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Fun Facts

WHEN was the Album Released?

WHAT number did it get to on Billboard Hot 100?

HOW many Albums were sold in the U.S.?



Fun Facts

WHEN was the Album Released?
1983

WHAT number did it get to on Billboard Hot 100?
**Nominated for best Rock performance Group
#8 on Billboard Hot 100**

HOW many Albums were sold in the U.S.?
Sold over 10 million copies in the U.S. alone



"The best way to predict the future is to create it yourself."

Abraham Lincoln

Two Kinds of Change

- 1. Planned Change
- 2. Unplanned Change



through
ATTRACTING TALENT
VIBRANT COMMUNITIES

STEP 1
Where are
we **now**?

VISUAL PREFERENCE ASSESSMENT
STEERING COMMITTEE
FOCUS GROUPS
INTERVIEWS
PLAN REVIEW
SURVEY
DEMOGRAPHICS & ECONOMICS

TOP ISSUES

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LISTEN

Communities have the solutions to their problems. It is about guiding a process that asks questions to get to issues and the solutions.

through
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through
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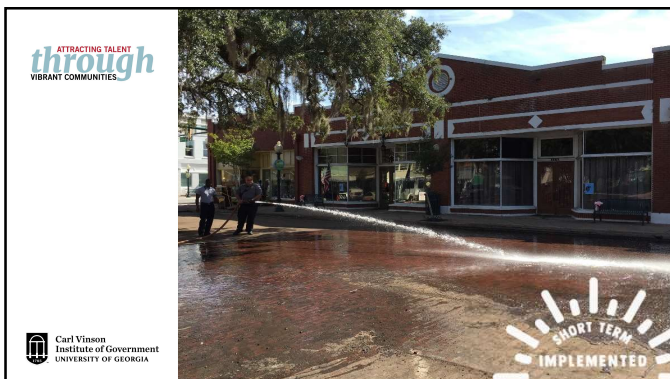
STEP 2
Where are
we **going**?

DESIGN SOLUTIONS
RENDERINGS
VISUALIZATION

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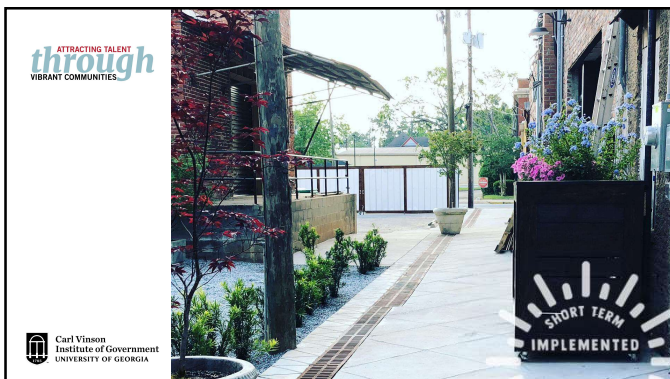


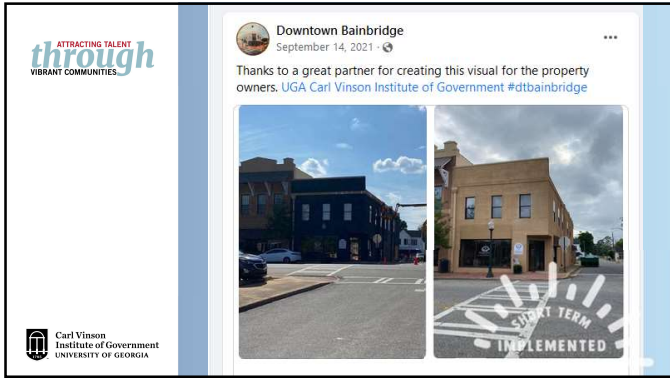


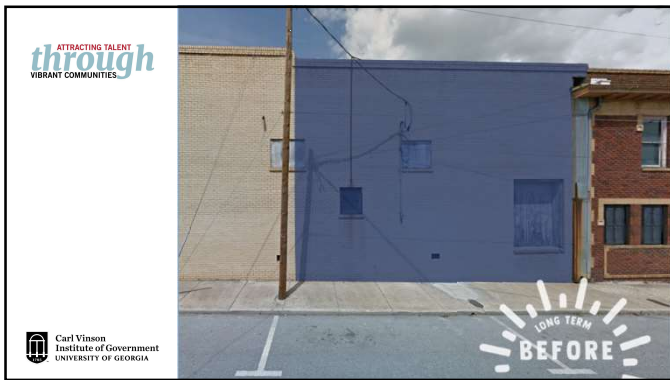


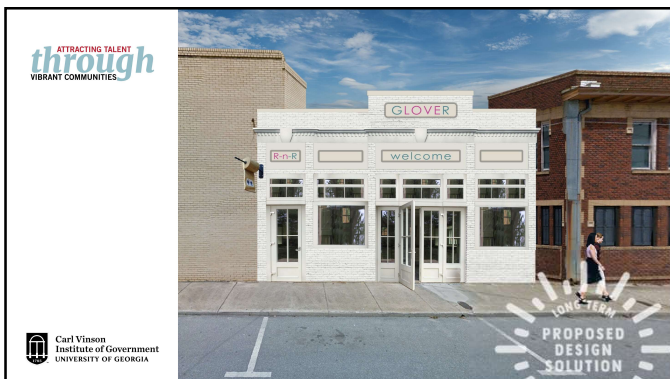










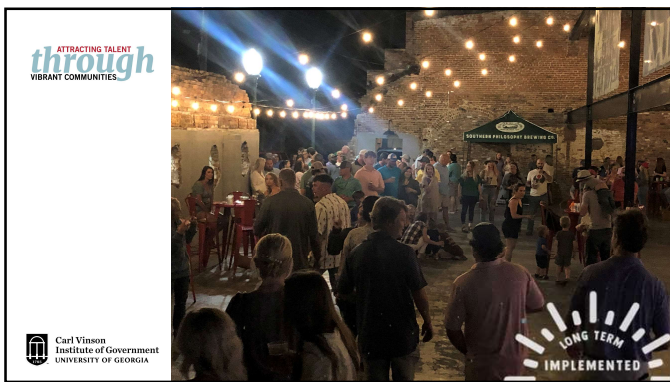










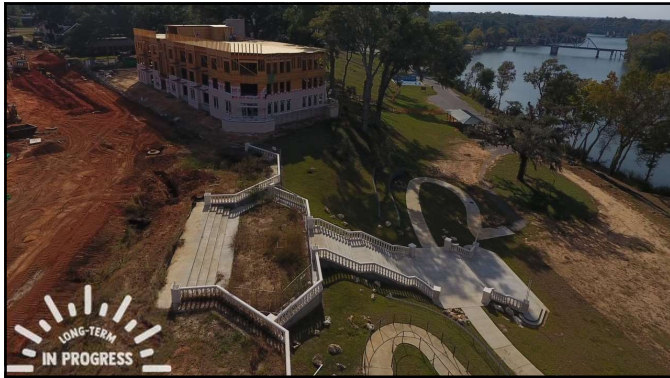


















ACTIVITY
LIST HOW MANY BRANDED
ITEMS YOU SEE FROM
YOUR SEAT.

CREATING A PLACE BRANDING
Strategy
FOR COMMUNITIES

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WHY IS
Place branding
IMPORTANT?

- Increase brand recognition.
- Enhance economic development.
- Have a consistent look and message.
- Increase community pride.
- Become more competitive.
- Promote quality of life.
- Increase tourism.
- Tell your community's story.

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**PEOPLE SEE UP TO
10,000 BRANDED
advertisements
every day.**

Your community's brand must be more
than just a logo and should capture its
unique sense of place and personality.



CREATING A PLACE BRANDING
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**IT' ALL ABOUT CREATING A
HIGH VALUE POSITIONING STRATEGY**

- What your community has to offer
- How it's different from other places
- How it fulfills a need for targeted audiences (quality of life)
- Authenticity





“
A place is not
defined by a
map. It's defined
by the people
who live there.”

Gary Warnaby, Professor at Manchester Metropolitan University





**THINK ABOUT YOUR
BRAND EXPERIENCE**

Brand experience encompasses all the feelings consumers have *before, during, and after* interacting with your brand.





CREATING A PLACE BRANDING STRATEGY FOR COMMUNITIES

1. public input & research "the voice"

- Create a Steering Committee (10-12 people)
- Public Input Meetings
- Online Survey
- Market Research
- Asset Mapping
- Analysis of Current Brand
- Writing

Goal: Create the "Voice" of the Brand (Brand Position Statement and Tagline, Messaging).

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Strategy
CREATING A PLACE BRANDING FOR COMMUNITIES

2. brand design "the look"

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Place Branding Strategy: Phase II

- Logo design
- Photography
- Design elements (patterns, icons, & more)
- Revisions
- Mockups
- Finalize the Brand Look

Goal: Create the "Look" of the Community Brand based on public input and steering committee feedback.

Strategy
CREATING A PLACE BRANDING FOR COMMUNITIES

3. brand implementation "the game plan"

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Place Branding Strategy: Phase III

- Brand Launch Strategy
- The Community Brand Lookbook
- Style Guide
- Terms and Conditions
- Trademarking the Logo
- Brand Reveal Event
- Continued Technical Support

Goal: Help the community launch their new brand

Strategy
CREATING A PLACE BRANDING FOR COMMUNITIES

Incorporate your brand personality into your local events.

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CASE STUDY:

VIDALIA

CREATING A BRAND WITH LOTS OF LAYERS

For most of us who live in the South, the arrival of spring is marked by the return of longer days or the sight of daffodils. In Vidalia, with spring comes the scent of Vidalia onions awaiting harvest—a scent that lingers in the collective memories of this small-town Georgia community. Vidalia was founded in 1890 before the famous sweet onion made its way to our dinner plates.

Located in the heart of Central Georgia, Vidalia is more than the onion. It boasts an international reputation and serves as a regional commercial hub. It is widely known as The Sweet Onion City.



THERE'S JUST SOMETHING IN THE SOIL HERE. AND WE AREN'T JUST TALKING ABOUT ONIONS.

Rooted in traditions like the Vidalia Onion Festival and high school football rivalries, Vidalia is where shared memories are passed down for generations. Vidalia's name is known far and wide for its sweet onions — a name that rolls off the tongue with a soft Southern drawl and a friendly smile. Vidalia's old soul remains young at heart, embracing the future with optimism and forward-thinking leaders. Filled with opportunity, Vidalia boasts international industries, small business success stories, excellent schools, and first-class health care. This small town is bursting with Southern hospitality and is bound to entice you to stay. If you aren't from around here, you'll soon be acting like you are.

Life is Sweet IN VIDALIA.

WHAT WE HEARD



The
VIDALIA BRAND
THE SWEET ONION CITY *and* THE SWEET LIFE

VIDALIA HARVEST SUNNY DAYS NEW GROWTH ONION BAG SWEET SOCIETY HAND-PICKED

EST. 1890
VIDALIA
GEORGIA

EST. 1890
VIDALIA
THE SWEET ONION CITY™

BRAND GOALS:
Build on the existing and internationally-known Vidalia Onion brand
Hometown nostalgia
Agricultural heritage & true grit; sandy soil
The Sweet Life: Southern hospitality, a great place to raise a family, and opportunity
Capture vibrant and diverse cultures and culinary heritage

EST. 1890
VIDALIA
GEORGIA

The
SWEET ONION CITY
WELCOME TO THE CITY OF VIDALIA, GA.

















Help your Brand Grow

KEY FACTORS IN LONG-TERM BRAND SUCCESS

- Take advantage of your events as showcases of your community's brand.
- Repeat, Repeat, Repeat! Get your brand message and look out over and over again.
- Utilize your Brand Champions!
- Leadership within the government must make a long-term plan for implementing a brand
- True place branding takes time and money.
- A collective, comprehensive effort is crucial for a place branding strategy to be successful.
- You're NEVER really finished!



Thank you!