NORTH STAR

Fairburn
Situated to Succeed

Fairburn, Georgia BrandPrint Report September, 18, 2015

TABLE OF CONTENTS

EXECUTIVE SUMMARY	5
Understanding	6
Insights/Strategy	7
Creativity	8
Brand Integration	9
UNDERSTANDING	10
Research Methodology	11
Materials Audit	12
In-Market Study	15
Brand Barometer	28
Vision Survey	34
Online Community-Wide Survey	55
Tapestry Report	75
Top Business Prospects	92
Consumer Awareness & Perception Study	106

TABLE OF CONTENTS

Perception Study	135
Online Brand Monitoring Study	144
Competitive Analysis	152
INSIGHTS	165
Brand Platform	169
Platform Rationale	170
CREATIVE	174
Strapline	175
Brand Narrative	176
Logo	179
Color Palette	181
Descriptive Vocabulary	182
Creative Executions	184
Creative Deliverables	190
ACTION	245
Evaluation	301

TABLE OF CONTENTS

Appendix A – Vision Survey

Appendix B – Online Community Survey

Appendix C – CAP Study

Appendix D – Brand Barometer Description

Appendix E – Graphic Standards Guide

Appendix F – Brand Manager Job Description

Appendix G – Brand Charter

Appendix H – Trademark Search

EXECUTIVE SUMMARY

PROJECT OVERVIEW

Branding Partners

The City of Fairburn contracted with North Star Destination Strategies to determine Fairburn's true, unique and relevant brand position to help the community stand out in the marketplace. This Executive Summary represents a snapshot of the critical highlights from all phases of the BrandPrint process. Detailed findings are compiled in the report that follows.

This process was divided into four stages: Understanding, Insights/Strategy, Creativity, and Brand Integration.

Understanding

North Star conducted more than a dozen pieces of research to identify what differentiates Fairburn from its neighbors and competitors. By examining consumers (visitors, site selectors, regional/Georgia officials in tourism and economic development), the community (residents and stakeholders), and the competition (neighboring and other communities), North Star determined a strategy for Fairburn to assert across all community assets to implement an effective, meaningful and relevant brand. Findings are summarized on the following pages.

EXECUTIVE SUMMARY

UNDERSTANDING: KEY RESEARCH FINDINGS

Differentiators: Location is one of Fairburn's key assets. Just minutes from both Hartsfield and Atlanta and a few miles from shopping meccas like Peachtree City, the community is positioned to take off. It is also a transportation hub with the CSX Intermodal terminal, access to interstates and the airport and close proximity to dense populations. Fairburn's strategic location has attracted a wide range of higher education institutions. In contrast to its key location in the center of all this activity, Fairburn is quiet, hospitable, affordable and historic. In places it feels almost bucolic.

Challenges: To grow and thrive, Fairburn must add retail options. A lack of sit-down restaurants, retail and a high-end grocery store result in about 90% of resident spending leaving town. It also makes it hard to attract young professionals seeking entertainment. The South Fulton County school system is a deterrent for young families who can't afford private schools and the lack of a parks program and the associated parks, green spaces and trails is a deterrent for those seeking an active lifestyle. Recent growth is clustering near the 74 Corridor and away from Downtown. And a lack of public sector professionals in areas like economic development and tourism limit coordinated activities.

Opportunities: Because of its location, Fairburn is ripe with opportunity. But to attract the young professionals, families and visitors the town needs to grow, Downtown must develop with an eye toward adding restaurants and unique retail as well as increasing walkability. Other opportunities flowing from location include becoming an airport edge City, becoming a higher education destination, more collaboration with the well-known Renaissance Festival and extended use of those ground, infrastructure improvements including connecting Landmark to Downtown and improving Duncan Park, adding bike trails, leveraging Fairburn's unique historic niche to get a piece of the state's burgeoning film industry and the Jehovah's Witness Convention Center.

EXECUTIVE SUMMARY

INSIGHTS/STRATEGY

Data is analyzed for trending insights that hone in on the Fairburn story. Fairburn's insights tell a story of a community that is perfectly situated for success. Minutes from the world's busiest airport and one of the nation's largest cities. Nestled between all the major interstates that serve the region. Home to the CSX Terminal. Despite this location, Fairburn has resisted overdevelopment. Unlike its other South Fulton counterparts, Fairburn is quiet, safe, connected, neighborly. In fact it has been called Mayberry. The community is deeply rooted but perfectly positioned for global success.

These insights were funneled into a brand platform that will serve as the touchpoint for all creativity and action moving forward.

Target Audience:	**For those seeking authentiCity, affordability and accessibility**
Frame of Reference:	**Fairburn is an up-and-coming City strategically located south of Atlanta**
Point-of-Difference:	**where global access warmly meets historic small-town charm**
Benefit:	**positioning you comfortably close to a world of opportunities.**

EXECUTIVE SUMMARY

CREATIVITY

The final package of foundational creative tools strategically supports the Fairburn brand platform. These tools include a strapline, a narrative, a logo family, a color palette and a creative execution look. Together they tell the Fairburn story in a compelling and memorable way.

EXECUTIVE SUMMARY

BRAND INTEGRATION

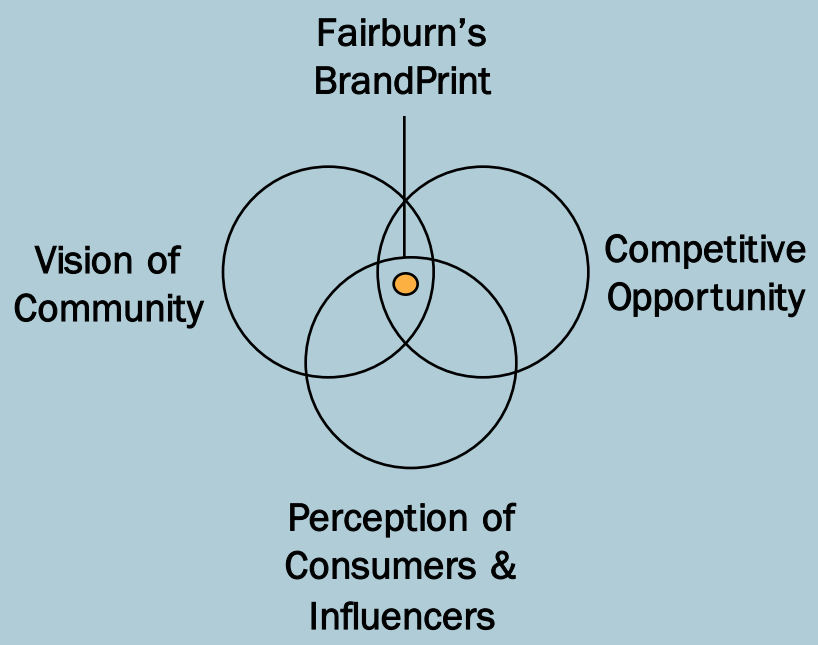
The Brand Integration Plan contains hundreds of ideas – large and small – for integrating the brand into the Fairburn community. Ideas touch on leadership, infrastructure, tourism, economic development, community outreach and more. Almost 50 deliverables were designed using the visual brand identity and brand language to serve as a guide for putting the brand to work. The collage below is a sampling.

RESEARCH

(UNDERSTANDING FAIRBURN)

This research stage addresses the community's current brand positioning. We assess the environment; demographics and psychographics of residents; perceptions of visitors, residents, and stakeholders; current communications and the competition. Most importantly, we gather input from Fairburn and its constituents.

We are looking for current attitudes regarding Fairburn. We are also trying to spot behavioral trends that exist around the existing Fairburn brand. This stage is critical because it uncovers the relationship between three factors: the community's physical qualities, communication materials, and the position the community holds in the minds of its consumers.



RESEARCH METHODOLOGY

Community
(internal research)

- Materials/Communication Audit
- Situation Analysis
- In-Market Study
- Key Stakeholder Interviews
- Stakeholder Focus Groups
- Undercover Interviews
- Vision Survey
- Community Survey
- Brand Barometer
- Tapestry Profiling (Residents)

Consumers
(external research)

- Tapestry Profiling (Regional)
- Perception Study (Qualitative interviews w/regional tourism and economic development professionals)
- Consumer Awareness & Perception Study (Quantitative)
- Online Brand Monitoring
- Top Business Prospects

Competition
(competitive research)

- Competitive Positioning Review
- Perception Study (Qualitative interviews w/regional tourism and economic development professionals)
- Consumer Awareness & Perception Study (Quantitative)

MATERIALS AUDIT

Purpose

The materials audit provides an overview of past research, marketing, promotions and education done on behalf of Fairburn. Before we can determine where the new identity should go, we must understand where you have been.

Methodology & Results

A comprehensive library of materials were gathered 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.

FAIRBURN MATERIALS AUDIT

CITY MATERIALS

- Fairburn Livable Centers Initiative Study (2009)
- Fairburn City Org Chart
- Fairburn Meeting Flyer (2014)
- Fairburn Comprehensive Plan Meeting Flyer (February 2014)
- Fairburn Vision Meeting Flyer (2014)
- Aquatic Center Proposal (April, 2014)
- Fairburn Water Systems Improvement Addendum (August 2014)
- Fairburn Comprehensive Plan 2034 Draft
- Fairburn Web Presence Analysis (2014)
- Fairburn Comprehensive Plan Presentation (October, 2014)

RESIDENT EDUCATION MATERIALS (government issued)

- Fairburn City Newsletter (January-July 2014)
- Kroger Teacher Supply Giveaway Flyer (July 2014)
- Fairburn After-School Program Flyer (2014)
- Fairburn Mobile App Announcement
- Line Creek Bridge Construction/Road Closure Announcement (July 2014)
- Fairburn Transportation Improvement Open House Announcement (2014)

FAIRBURN MATERIALS AUDIT

TOURISM/VISITATION/EVENTS MATERIALS

- Fairburn Summer Events Announcement (2014)
- Fairburn Summer Concert Series Announcement (2014)
- Fairburn 160th Birthday Fall Festival Flyer (2014)
- Memorial Day Announcement
- Labor Day Announcement
- Fairburn Farmers Market and Yard Sale Announcement (August 2014)
- Fairburn Youth Center Family Game Night Flyer (2014)
- Fairburn Youth Center Movie Night Flyer (2014)
- Fairburn Youth Center Summer Camp Announcement
- Fairburn Duncan Park History

ECONOMIC DEVELOPMENT MATERIALS

- Fairburn Demographic and Retail Profile by ECG (May 2010)
- Fairburn Development Authority Newsletter (August, 2011; November, 2011; March 2012; Summer 2012; Winter 2013)
- Fairburn Demographic Profile From Georgia Municipal Association (2011)
- Fairburn Retail Marketing Profile (2013)
- Fairburn SWOT analysis (2014)
- Fairburn "Power of Location" Economic Development Handout
- Stone Brewing Co. Proposal Request (2014)
- Fairburn Proposal for Stone Brewing Co. Location (March 2014)

IN-MARKET STUDY

Purpose

The purpose of the In-Market Study is to gain a "first-hand" understanding of the perceptions and attitudes of Fairburn residents and stakeholders towards their community and to experience what makes it a unique destination for business prospects, visitors, or potential residents.

Methodology & Results

The following summary reflects observations and input received during the North Star Destination Strategies In-Market visit from October 28 – October 31, 2014. The information is not meant to be all-inclusive, but rather highlight the most common themes experienced on the trip. This includes an area familiarization (FAM) tour, stakeholder focus groups, stakeholder one-on-one interviews and local community one-on-one perception interviews.

ASSETS

(identified in interviews/focus groups during the in-market trip)

- Proximity to Atlanta
- 15 minutes from Airport
- Less traffic and congestion
- Available land
- Downtown Fairburn
- Landmark Christian School
- Private schools
- Public elementary schools
- Churches
- Historic County Courthouse
- Railroad
- Duncan Park
- Density of people surrounding Fairburn
- Available workforce
- Fairburn Fall Festival and Parade
- Renaissance Festival
- Durham Lakes neighborhood and golf course
- Judy's, Oz Pizza and Armando's
- Walkable areas
- Diversity
- International grocery stores
- Oakley Industrial Park
- Score Indoor Sports Complex
- Hwy. 74 businesses and hotels
- Strawn Brewery

CHALLENGES

(identified in interviews/focus groups during the in-market trip)

- South Fulton County Schools
- No full-time economic development professional
- No media coverage/designated media
- Limited high-end housing stock
- Many City employees live outside Fairburn
- Perception of limited Downtown parking
- Water/electric access
- No big emphasis on green space in Downtown
- Landlords not part of community
- Islands created because of annexation
- Limited sit-down eateries
- Lack of a high-quality grocery store
- No chamber or business association
- No tax incentives for businesses
- Citizens in unincorporated Fulton County have a Fairburn zip code

OPPORTUNITIES

(identified in interviews/focus groups during the in-market trip)

- Film industry
- Partnering more with educational institutions
- Improvements – Duncan Park
- Improvements on Broad – adding medians, parallel parking, improving aesthetics
- Connecting Landmark to Downtown (tunnel)
- Downtown Plaza
- Vacant buildings in Downtown
- Improve entryway signage
- Vacant classroom building – educational campus
- Recruit events to use Renaissance Festival grounds
- Rentals at Duncan Park
- Jehovah's Witness Convention Center
- Increase lodging tax and start a CVB
- Build sports fields
- Bike trails - Duncan Park
- Senior living facility

KEY QUOTES

(gleaned from Community Leader focus group)

- It's an escape for me to come here because everybody is so warm. They're not just my customers, they're my friends.
- It's nice, homey, safe and affordable. Very accessible to airport. But as a YP it feels old. Not much innovation. Not up and coming.
- In the past old timers wanted things to stay the same. New residents wanted progress. For the first time we are building consensus for positive change. The mayor had a lot to do with that.
- No place for people to spend their money after a football game except Oz. The town is crowded with nowhere to go.
- Duncan Park is gorgeous. Needs a larger playground. Maybe more sit-down restaurants.
- Landmark is an asset because of its reputation, although not many Fairburn kids go there. I wish my kids could attend school in Fairburn. They are at the new charter school in Chattahoochee Hills.
- A real community feel. You know people everywhere you go. The Fall Festival fills a need to get people together. People look forward to it.
- Chain stores and restaurants don't fit our personality, especially Downtown.
- The business environment is very easy. People are welcoming. You can walk into City Hall and get it done in 10 minutes. City is willing to go the extra mile to help.
- Should leverage our affordable housing more.
- We need to recruit families with young kids. There just aren't enough children here or things for kids to do. The schools are a problem. We wouldn't have purchased a house if we had known about the schools.
- No clear brand. Just feels like a bedroom community. Used to be the center of South Fulton County. Newnan feels historical. Other places offer upscale shopping. Not sure about us.
- The old train depot is a symbol of the town, but lots of people feel that symbolism is too dated. The depot is vacant and the logo is old-school. Not us anymore.
- Georgia Military College is a positive asset. I mentor those young people in development work for nonprofits.
- We need: more visible signage, a CVB, a website renovation, a new logo.
- In 15 years ideally Fairburn would have more restaurants, recreation and business and would have tackled the education system. A visitors center would be great.

KEY QUOTES

(gleaned from Hotel/Tourism focus group)

- Fairburn is small, sleepy and unknown. But I feel like it's waking up.
- I chose to live here because it just feels right. The location is a huge bonus.
- I work in marketing and can tell you there is so much potential here.
- After driving around in Atlanta traffic, Fairburn is a place where you can finally exhale. But when people staying here ask about a mall or shopping, I have to send them to Peachtree City. When they want a rehearsal dinner for their wedding I send them to Newnan or Peachtree City.
- Not much meeting space. One small room.
- Guests come from the north side and up the 74 corridor. Lots of out-of-town guests for the Renaissance Festival. Lots of business travelers because we are close to the airport. We get folks for Tomorrow World.
- Everyone agrees that there needs to be more collaboration. Renaissance Festival organizers weren't aware of Strawn Brewery. They send people to Tyrone for a family dinner.
- Not ready for a CVB. Just isn't enough to promote. But maybe a regional organization for Fairburn-Tyrone-Peachtree City?
- The question almost all visitors ask is "where can we sit down and eat?"
- I promote the fact that Fairburn is 10 minutes from the airport. We get lots of repeat business because travelers want to be near the airport but not right on top of it.
- Definitely need more signage and more colorful signage. Replace current faded sign on 51.
- Need to add vibrancy to Downtown. Does not feel historic, it just feels old. Depot is not clearly marked. Like appearance of the McDonough Downtown square and Dahlonega.
- I love the "country" feel with lots of trees. Would not want to see that go away. Why is there not a corn maze or hayrides?
- Can't lose Oz or the Renaissance Festival.
- Renaissance Festival organizers would like to feel more connected to the community. Our attendees want to know what is going on in the area and we get no info. We have to Google it. Our characters make appearances at grand openings and events throughout the Atlanta area. But not here. We would love to.

KEY QUOTES

(gleaned from Planning & Zoning and Downtown Development focus group)

- Fairburn is feminine on the inside. Downtown is more feminine. But masculine on the outside, gritty and industrial.
- One attendee says he lives in "New Fairburn," the part of town that is incorporated.
- We have lived here 28 years and there has been progressive change, but not enough, not enough new jobs.
- The quiet here is great compared to Atlanta but we do need growth, especially job growth. The challenge is to balance it so that it doesn't change the character of the community.
- Another 10,000 cars won't help our quality of life. But more restaurants and a nicer Downtown will.
- Fairburn has a reputation for accepting businesses other places won't accept (others disputed this).
- I moved specifically looking for a place like Fairburn. We need some growth but we don't want to be a metropolis.
- Industrial businesses are good around I-85.
- People want historic looking buildings Downtown, but they also want it to be lively and walkable That is hard to achieve; it will require a lot of rezoning.
- So much opportunity here. Housing – including amazing historic homes – is affordable. But people want stuff to do. The people who live in Fairburn are LOOKING for places to spend their money. Downtown has to be revitalized to support that with shops and restaurants.
- Need to connect and pull together the assets we have – Landmark and Downtown
- You can't even buy groceries in Fairburn. I spend gas and time just getting other places to spend my money.
- We need attractive signage. We need curb appeal.
- We identify by the subdivisions people live in here.
- I think we are losing that sense of place and small-town feel because new people are moving into subdivision on the periphery of town. Downtown is the place where we can still connect but there is no place to go.
- Fall festival and Christmas tree lighting brings us together.
- Parks can be unifying. We just paid $1 million for Duncan Park. If we don't use it, businesses won't come.
- Opinions are very disjointed regarding the future of Downtown. Some people want it to be a destination but with that comes density, crowds, noise and traffic. Many people don't want that. They came here for the quiet. We need to unify around a plan. Decide what we want to be.

KEY QUOTES

(gleaned from Planning & Zoning and Downtown Development focus group)

- A strong arts program is a real draw. With Landmark and the Amphitheatre we have a lot of opportunity for that.
- Landmark is the premiere private school in the region. There are lots of people who only know Fairburn's name because of Landmark. But the Landmark parents don't invest a lot of time in Fairburn. There is just not enough to do.
- Georgia is becoming the nation's leading location for film production and Fairburn has a unique place in that. We should form partnerships; provide technical skills for kids in film production. There should be a curriculum for this stuff to crank out students in film production.
- Fairburn is not a particularly philanthropic community.
- Opportunities: Landmark is dreaming of a lake and a giant park on 92. You want people to say, Fairburn, that's a beautiful town. We need to incentivize college kids to eat here by offering discounts. People love college towns. If Landmark weren't here, that would be a huge void. I think we need to revitalize Duncan Park. The front entrance doesn't reflect the football field. We need to attract people back to that park, especially attract youth.
- We're not a particularly active town. Many people don't even know about the walking trails in Duncan Park. We need to make this place more walkable and promote that.

KEY QUOTES

(gleaned from City Employees focus group)

- We are transitioning from rural to modern and urban. Transitioning to greatness and leadership.
- Only two of 14 employees in group live there.
- They live elsewhere because they already owned a house, their kids were in a great school somewhere else, can't afford Landmark and don't want kids in the public school system.
- Fairburn has changed, is changing, but outsiders don't know that. They think of Fairburn how it was in the old days.
- Fairburn used to have a reputation as a town that was resistant to change That attitude is changing but many people and businesses don't know that.
- The framework is here is set to move on to great. But there is timidity to embrace that.
- We are stuck in the struggle between wanting to be down home and wanting to be well-known.
- I am young and wouldn't be here if I didn't work here. There is just nothing to do. The Downtown is perfect for shops, restaurants, bars, a wine bar. But people are resistant.
- 90% of the money in Fairburn goes somewhere else. When friends come you take them somewhere else.
- Fairburn is nothing BUT potential.
- Shops Downtown are literally falling apart. Maybe we need to tear them down and start over.
- We need to attract people who will spend money. We need a steakhouse.
- Where can you send your kids if your don't have money. We are a two income family and still can't afford Landmark.
- The airport is going to develop what they call airport City that includes residential, entertainment and shopping. In my mind we need to capitalize on that; if this is coming, how do we partner or how do we market (we're minutes from the airport).
- Our strengths are Duncan Park, football field, proximity to the airport/Atlanta; job opportunities; affordability, college campus. But I think we could do so much more.
- Downtown should not be our only area of focus. Schools are Fairburn's biggest obstacle to attracting families. Giving your kids the best chance to succeed hinges on the school system.
- Every chain has looked at the 74 Corridor. But none of them settle here because we don't have enough roofs yet.
- We need to grow while we can.
- Downtown is the place to begin, the low hanging fruit.
- Concerts, festivals and football bring us together.

KEY QUOTES

(gleaned from Developers focus group)

- Crime is a detriment in attracting business. It is not terrible and it is getting better but police don't do enough to prosecute property crimes like break-ins so businesses go places where there are no break ins.
- Development goes where the best school is. Northgate HS is seen as really good, and that area is going great guns.
- Two things alone will make this place take off – low taxes and a good school system.
- Assets are proximity to the airport and I-85. People want to get where they are going fast and we have that
- Opportunity is the film industry, it is having a great economic impact on the area.
- Fairburn looks old. That will need to change.
- The development/construction regulations are really difficult in Fairburn. Word gets around who is easy to work with and who is difficult to work with.
- Some builders won't consider Fairburn because of the impact fees.
- It's a great location if you need to get to Atlanta. I'm one mile from the expressway.
- You can't beat the location. You're just struggling with demographics. The younger demographic wants nice restaurants.
- A lot of people working for Pinewood are calling me about storage. When actors start moving here, this area will take off. These people won't care about the schools because they don't have kids; they'll care about convenience.
- If you allowed developers to put residences above storefronts, the residential would sell out fast. If you leased them, Landmark parents would swoop them up.
- City needs to revise regulations to make it easier and to offer incentives. If they don't, development will start south of Fairburn and go in the other direction.
- If you fixed up Bay Street, a lot more Landmark parents would buy over there. Landmark parents looking for place to hang out while kids are at events after school. If they had the political courage to condemn some of those properties or take them for back taxes and cleared them, we'd buy and build homes there. Some are thinking about pitching in to buy a house just so they'll have a place to hang out.
- What will hurt the area most is bringing MARTA in here; people don't want to live where MARTA is. When you look at the crime in the MARTA areas, the crime is always higher.
- There are no tax incentives to move your business here.
- Focus on your web presence for marketing. No trains. No warehouses.

KEY QUOTES

(gleaned from Downtown Business Owners focus group)

- I didn't run the demographics before opening Oz and Gizmos. Seems like all development is going to 85 not Downtown. It's like Mayberry at night.
- The police write tickets at night in the two blocks in front of our stores. It makes people leave.
- We need to generate more foot traffic; that would benefit everyone. We were in Decatur for 10 years and it was just a small town. After 17 years it boomed because of leadership. Whatever vision the City wants, it has to work together as a team.
- The Landmark crowd helps Oz out a lot. 60% to 70% of our business come from 5-mile radius. Beyond that, they come from Newnan, Douglasville.
- Parking is a problem for Downtown. Need more parking in the back.
- People don't eat wings or pizza or Subway every day. Needs to be more restaurants here.
- They have a good administration here. They will work with you and for you.
- Lot of good people. I have good neighbors. You have problems everywhere, not just Fairburn.
- A nice place. Good, wholesome people. I like having the police presence. I don't see them at our location in East Point, and we have more problems there than I can handle.
- More shopping and entertainment would help with restaurants. You can't eat, shop and go to a movie here.
- Economic development could work with building owners and aggressively recruit people to come into these spaces. It would be great to put a traffic island in the middle of Downtown to slow the traffic down.
- We should open the amphitheater up to a wide range of music.
- I would use any property for parking. I would reach out to business owners to come fill in these vacant spots. Not just restaurants and bars but more retail. I think we have a strip of unique buildings that could make Fairburn a destination spot. The stage will help get the ball rolling.
- I think Fairburn is on the cusp of something big. In terms of leadership and what they're trying to do. At some of my other restaurants there's all this fighting with the administration. Here I feel like it's close.
- We've been able to assimilate growth better and keep a sense of community.
- The City should be asking the residents, "What do you want? What would keep you here as opposed of going to Newnan?"

KEY QUOTES

(gleaned from Educators focus group)

- People are surprised at how well Campbell is performing. Campbell is a Title I school. We rank with state standards.
- I think a positive is having GMC and Brenau -- good gateway to other opportunities.
- What I like is there is a good relationship between Campbell and Landmark; we like the collaboration. I think we offer a quality education and the resources they need. We have a very heterogeneous group of students.
- Once kids get to Langston Hughes, we have a variety of career pathways from auto mechanics to culinary arts. We have programs to help kids get up to 21 college credit hours before they graduate.
- Our schools are more collaborative than competitive. This is the first time I've seen this type of partnership. We have teachers who were Landmark students and come back and teach at Campbell; they remember the joint field day.
- For Arlington our enrollment from Fairburn families has been on the rise. Previously we pulled from 5-10 mile radius, now it's more like a 5 mile radius. At Landmark we have seen real interest by Landmark families actively looking into the Fairburn area.
- We have over 20 business partners in Fairburn. They donate resources to help our schools. The mayor will come out and speak to student government induction ceremony; good support from City government.
- Brenau's home campus is Gainesville, GA. For our first 2 years we didn't do much with the community here. We recently put an enrollment team in and we're trying to build. Trying to partner with Oz Pizza.
- Landmark has a pretty good relationship with the community. We want to be a school that's part of Fairburn, not just located in Fairburn. We work at trying to be good neighbors.
- I'm not sure we have a distinct brand for schools that serve Fairburn. We should be really selling our narrative.
- I don't think there's a lot of crime, but there may be a perception that if you're not on this main highway, something could happen to you.
- Fairburn needs more family entertainment. You're traveling to other cities for that.
- Downtown Fairburn is not really accessible to Landmark because of the RR tracks and the highway. If our faculty stay for an event, they won't go home and come back; if there were more for them to do here, that would be great.
- Fairburn is a pleasant surprise. That's how I felt when I moved here. You wan walk to the bank. People know your name.
- We need a plan that pulls everything together so we can pull together. I have sat in many planning meetings and nothing ever happens.

KEY QUOTES

(gleaned from Church Leaders focus group)

- We have lots of churches but not a lot who go to church.
- I came here in 1991 with 12 members and now have over 300 active members.
- All churches have a connected relationship with the community. Abundant programming and outreach.
- The greatest change the churches have seen over the years is in demographics. There is more diversity.
- There seems to be more fear. We listen to the news, and we see a lot of things are going on. In Fairburn itself, you don't hear much about trouble. I saw survey that showed Fairburn was among the 15 safest communities in Georgia.
- Fairburn is a place you can breathe. I came here from Dayton, Ohio. I like peace and quietness because I'm getting older.
- I know there's a lot of love in Fairburn. A lot of loving people. A lot of mercy. Extends across racial lines.
- I like the proximity to Atlanta. It's very quiet, warm and inviting. But if we want anything we're less than 30 minutes away (airport, baseball stadium, Downtown).
- The train and railroad is our history but our new logo needs to represent the fact that we are a hub now.
- If I had family in town I would take them to church, Cracker Barrel and Armando's restaurant.
- The mayor has a good heart. First time I met him he was going door to door on Mother's Day handing out flowers.
- I would change the empty, boarded-up houses. After 8 years, I'm still living beside a boarded-up house.
- I think joblessness is something people would like to see resolved. A lot of people sincerely seeking jobs cannot find them.
- I'd like to see a greater focus on our youth, more centralized. The youth center owned by the City is underutilized. More mentoring, more recreation, get young people off the street where they are doing nothing constructive. When people hear the name Fairburn, they think it's so far away. Some people think we're near Macon.
- People from the African American community think it's a hick town. In the sticks. Not realizing the City has really progressed.
- When I came here in the 1980s, it was like Mayberry. People who have just moved here don't think "hick town" any more.
- We think of Mayberry as a positive; I can move at my own pace.
- Perspective of older white pastor: Pastor remembers going down to Dillard Hardware and talking theology and business around a wood stove with George Dillard.
- Perspective of African American pastor: "I'm proud of the City; in the 1990s it reminded people of In the Heat of the Night. That was when Lightning was in its hey day. The transformation has been awesome."

BRAND BAROMETER

Purpose

The Community Brand Barometer measures the strength of the Fairburn brand according to:

- Resident satisfaction with and advocacy for Fairburn as a place to live, visit, and conduct business
- Fairburn 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 City 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.

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 Fairburn to a friend or colleague?
- Would you recommend visiting Fairburn to a friend or colleague?
- Would you recommend conducting business in Fairburn to a friend or colleague?

**Research conducted by Satmetrix Systems, Inc., Bain & Company and Fred Reichheld, author of "The One Number You Need to Grow,"* Harvard Business Review *(Dec. 2003).*

BRAND BAROMETER

Methodology & Results

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 brands.
- Detractors (1-6) – Unhappy residents who can damage your brand and impede growth through negative referrals.

Brand Advocacy Score = % Promoters – % Detractors

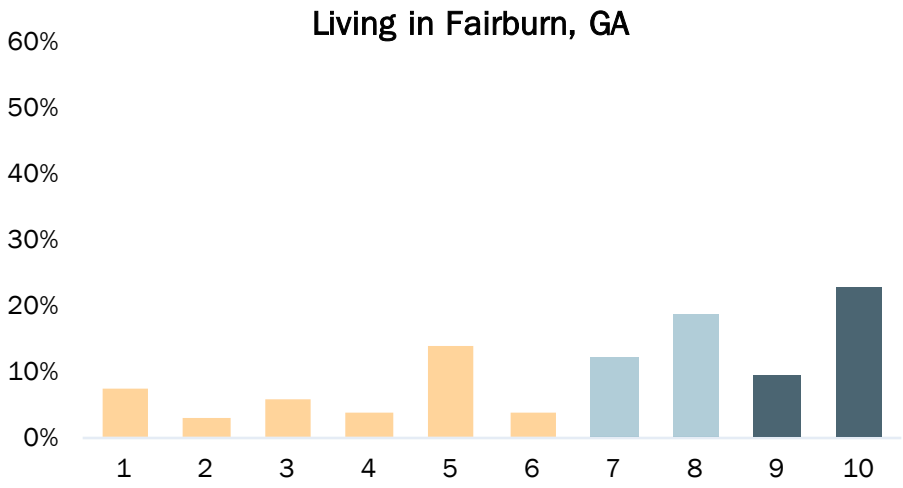
Fairburn's Brand Advocacy Score can then be compared to a benchmark score that has been derived for the entire nation. North Star employs multiple survey methods through proprietary sources to determine national averages. Scores represent a stratified random sample of the entire U.S. population and are 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 Community 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.

See **Appendix D** on the Final Report CD for the complete description of the Brand Barometer.

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 **living** in Fairburn to a friend or colleague?

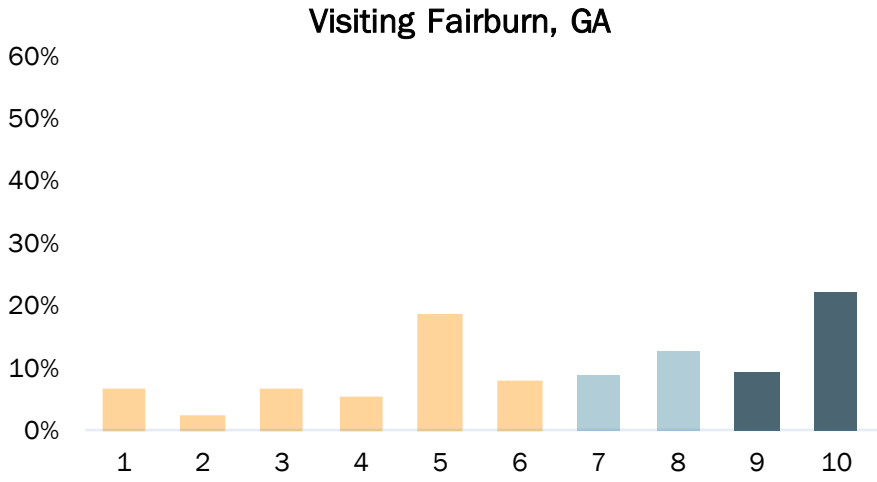
Living in Fairburn, GA		
1	7.3%	Detractors
2	3.0%	
3	5.8%	
4	3.6%	**37.08%**
5	13.7%	
6	3.6%	
7	12.2%	Passives
8	18.8%	**31.00%**
9	9.4%	Promoters
10	22.5%	**31.91%**



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 **visiting** Fairburn to a friend or colleague?

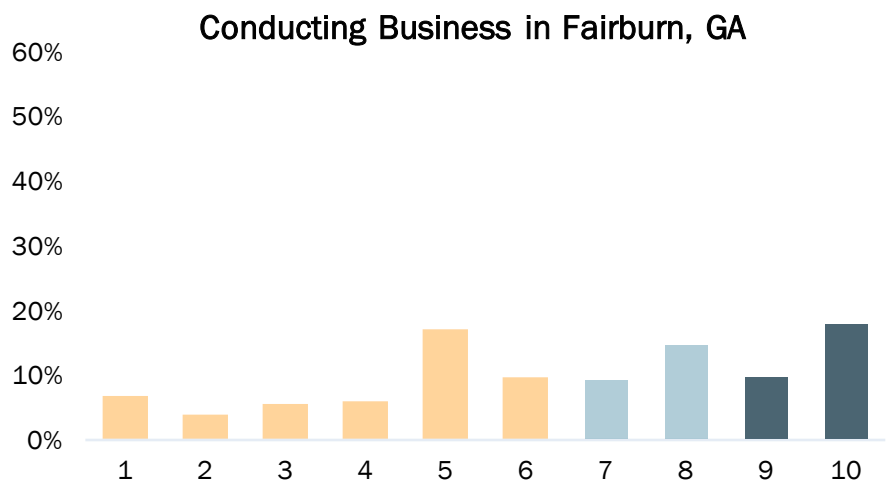
Visiting Fairburn, GA		
1	6.9%	Detractors
2	2.5%	
3	6.6%	
4	5.3%	47.6%
5	18.5%	
6	7.8%	
7	8.8%	Passives
8	12.5%	21.3%
9	9.1%	Promoters
10	21.9%	31.0%



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 Fairburn to a friend or colleague?

Conducting Business in Fairburn, GA		
1	6.6%	Detractors
2	4.1%	
3	5.6%	
4	6.0%	**48.9%**
5	16.9%	
6	9.7%	
7	9.1%	Passives
8	14.4%	**23.5%**
9	9.7%	Promoters
10	17.9%	**27.6%**

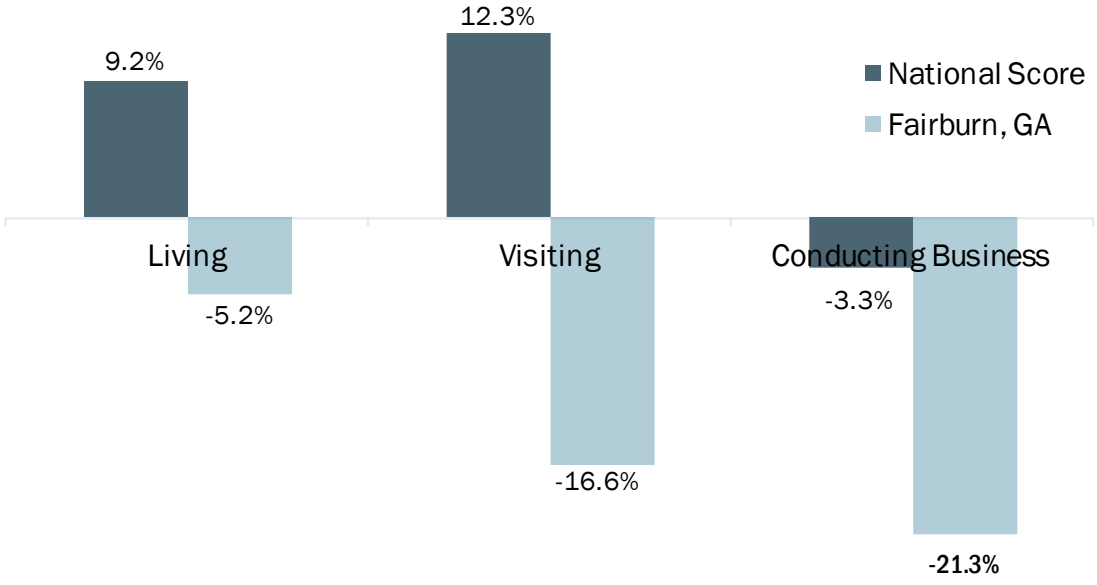


BRAND BAROMETER

Brand Advocacy Score = % Promoters – % Detractors

When removing the Passives category, one can see that Fairburn underperforms in every category.

Brand Advocacy Comparison



VISION SURVEY

Purpose

Part of the Understanding stage includes collecting stakeholder perceptions of Fairburn. What do stakeholders like and dislike about their community? How would they make it better? What kind of things do they associate with Fairburn? After all, no one knows Fairburn better than those who form its backbone.

Methodology & Results

To understand stakeholder perceptions, a Vision Survey was emailed to key stakeholders in the community identified by the brand drivers. All questions were open-ended, allowing for a qualitative measure of stakeholder perceptions. Many of the questions in the survey focused on Fairburn's direct strengths, weaknesses, opportunities and threats. Other questions focused on brand perception, allowing the respondent to translate the intangible elements of a brand into a tangible noun.

66 stakeholders responded to the survey. The top answers most reflective of all stakeholders are shown on the following pages.

See **Appendix A** on the Final Report CD for the complete Vision Survey results.

COMMUNITY LEADER PERCEPTIONS

DESCRIBE FAIRBURN

How would you describe Downtown Fairburn?

- Outdated/needs improvement
  - *"Needs a major face lift."*
  - *"A historic location that needs revitalizing. Downtown needs to bring in businesses that will attract customers. I believe the Downtown area needs to be a place with an upbeat feel."*
  - *In need of repair and expansion, needs significant revitalization."*
- Potential/growth opportunity
  - *"Unrealized potential - need to incentivize development in the Downtown."*
  - *"Charming, Historic, Cohesive, Walkable, Growing, Underutilized."*
  - *"I like the historic appeal of the buildings and the feeling of potential growth that surrounds them."*
- Limited/lacking
  - *"Non-existent, lacking in every area."*
  - *"Since there are limited attractions (i.e.: entertainment options, shops, restaurants) within Fairburn, citizens simply don't have the opportunity to recycle their residual dollars within their community."*
  - *"Needs a few more cool local places to really take off."*

COMMUNITY LEADER PERCEPTIONS

FAIRBURN ASSETS

What is Fairburn's single greatest asset?

- Location near the freeway, in the Atlanta metroplex
- The people and sense of community
- Charming, small town feel

What is Fairburn's most underutilized or underappreciated asset or advantage?

- Space for development
- Downtown area
- Duncan Park
- Location

COMMUNITY LEADER PERCEPTIONS

FAIRBURN CHALLENGES

What are the greatest challenges currently facing Fairburn?

- Future growth plan
  - *"Growing without losing its heritage."*
  - *"Attracting the middle class to move and live here."*
  - *"I believe the City has a "Mayberry" impression to outsiders. We have attempted to shift the direction of progress but still have some that fight the growth. We may need to check our policies to see if we are actually business friendly."*
- Business development
  - *"We don't have enough family restaurants and shopping areas in our City."*
  - *"Attracting a balance of mainstream and small businesses."*
- Education system
  - *"Quality schools and lack of public transportation."*
  - *"The public educational experience does not invite nor promote growth in this area. The only viable educational option is Landmark Christian School, which is a private institution."*
  - *"The complete lack of decent public education."*

COMMUNITY LEADER PERCEPTIONS

FAIRBURN ECONOMIC GROWTH

What are Fairburn's greatest opportunities for economic growth?

- Highway 74 development
  - *"Highway 74 corridor could be developed in a way to attract people."*
  - *"Hwy 74 is the greatest asset."*
  - *"The area on Highway 74 that has yet to be developed..."*
- Downtown redevelopment
  - *"The Downtown and sense of pride that comes with living in a small town. Creating a thriving Downtown can bring in new residences and ultimately new jobs."*
  - *"Development of the Downtown area, in combination with better housing alternatives."*
- Industrial growth
  - *"...I'm of the opinion the economic growth sectors would be industrial and commercial."*
  - *"We need to really push our recruitment for industry."*
  - *"Industrial warehouse growth."*

COMMUNITY LEADER PERCEPTIONS

INVESTING IN FAIRBURN

If you could add something to Fairburn that would make a positive difference for its future, what would you add?

- Retail development
- Restaurants
- Businesses/jobs to attract young professionals

If you could take away something from Fairburn that would make a positive difference for its future, what would you take away?

- Inconsistency of Downtown buildings
- Vacant/dilapidated structures
- Resistance to change

COMMUNITY LEADER PERCEPTIONS

FAIRBURN PERCEPTIONS

How would outsiders (residents in surrounding communities) describe Fairburn?

- Small town
  - *"A few years back one of my friends called it Mayberry."*
  - *"As the best of the small towns that are located along the I-85 corridor."*
  - *"Small, quaint, and family oriented."*
- Lacking/limited
  - *"Underdeveloped."*
  - *"Lacking entertainment, business options, and job opportunities."*
  - *"I have heard people that know Fairburn talk about it as being a place that has nothing that draws them here."*
- Old/tired
  - *"Old, drive-through town, poor schools."*
  - *"Tired."*
  - *"Old, slow."*

COMMUNITY LEADER PERCEPTIONS

FAIRBURN GROWTH

In your opinion, what is the best way to attract more of the following to Fairburn?

Residents
- Improved schools
- Diverse, affordable housing options
- Downtown redevelopment

Visitors
- More retail options
- More restaurant options
- Events and programming

Business and Industry
- Tax incentives
- Promotion/solicitati on by government
- Better housing options

COMMUNITY LEADER PERCEPTIONS

FAIRBURN INDUSTRY

What businesses/industries are best suited for Fairburn? Why?

- Restaurants
  - *"Coffee shops, restaurants - people need a place to gather as a family."*
  - *"Mainstream seated restaurants and grocers."*
- Distribution/warehousing
  - *"Distribution/warehousing because of transportation infrastructure and Fairburn's capable workforce."*
  - *"Industries - would be warehouses or industrial facilities that could utilize the City's transportation resources (Hartsfield Jackson Airport & I-85)."*
  - *"Manufacturing, warehousing because of existing resources."*
- Retail
  - *Retail outlets (clothing, shoe, household goods) because they're not currently available."*
  - *"Traders Joe's, Whole Foods, recycling, bed & breakfast, business incubator facility, mixed use living and retail. Check out how the City of Decatur has developed over the years."*

COMMUNITY LEADER PERCEPTIONS

FAIRBURN GROWTH

In your opinion, which communities does Fairburn compete with for the following?

Residents
- Union City
- Peachtree City
- Tyrone
- Fayetteville

Visitors
- Peachtree City
- Newnan
- Union City
- Atlanta

Business and Industry
- Union City
- Peachtree City
- Newnan
- Fayetteville

COMMUNITY LEADER PERCEPTIONS

COMMUNITY COMPARISONS

What is the first adjective that comes to mind when you think of the following areas?

Douglasville
- Growth
- Shopping
- Far away

Union City
- Decline
- Crime
- Small

Fayetteville
- Growth
- Business
- Busy

Newnan
- Growth
- Shopping
- Country/rural

Peachtree City
- Affluent/upscale
- Suburban/planned
- Quality of life

COMMUNITY LEADER PERCEPTIONS

COMMUNITY COMPARISONS

How is Fairburn different from the communities listed in the previous question?

- Untapped potential
  - *"Fairburn has the greatest potential."*
  - *"Fairburn is different because the true beauty and uniqueness has not been tapped yet. Once Fairburn is discovered by the 'right audience', it is going to take off!"*
- Lacks retail and entertainment
  - *"Fairburn does not offer as many business, retail, and entertainment options."*
  - *"Nowhere near the shopping opportunities that exist in PTC, Fayetteville, and Newnan."*
- Quaint/small town feel
  - *"It has just the right amount of small town charm with proximity and potential to compete with movie production and new start up incubators."*
  - *"More authentic, friendly and real."*
  - *"Smaller, more quaint."*

COMMUNITY LEADER PERCEPTIONS

COMMUNITY COMPARISONS

What does Fairburn offer 20-30 year olds? How do they feel about the community?

- Nothing
  - *"Almost nothing. There is nothing to attract them here."*
  - *"No entertainment opportunities and a lack of local jobs they qualify for."*
  - *"Nothing! I moved to Fairburn when I was 24 because I liked living far enough away from the City yet close enough to get anywhere, but the City hasn't grown to offer anything for 20-30 year olds."*
- Georgia Military College
  - *" A college campus is a great asset for the young professionals in Fairburn."*
  - *"Fairburn offers the opportunity of Georgia Military College and some of the types of eateries that this age group typically visits."*
- Affordability
  - *"Inexpensive housing near the airport."*
  - *"Fairburn offers this age group a safe community with affordable housing options, however this group has to explore outside of the City for entertainment and retail options."*

COMMUNITY LEADER PERCEPTIONS

FAIRBURN EVENTS AND FESTIVALS

What role do festivals and events play in Fairburn?

- Bring the community together
  - *"Brings the community together, raises spirits."*
  - *"Festivals and events play a huge role in getting residents out of their homes and interacting with neighbors and the larger community."*
- Exposure and publiCity
  - *"It's good to get the name out so people from surrounding areas will come visit and hopefully be surprised in a good way at all Fairburn has to offer."*
  - *"They will be vital to bringing families and young adults to see Fairburn as a place to live and work."*
- Positive, important role
  - *"Festivals and events play a big role in what Fairburn offers to its citizens. They look forward to these events, which is evident by the attendance numbers."*
  - *"Maybe the most positive events in Fairburn."*

COMMUNITY LEADER PERCEPTIONS

DESCRIBING FAIRBURN

What is most important to Fairburn's identity?

- Friendliness and sense of community
  - *"Sense of community for both residents and businesses. Pride in location."*
  - *"Quaint City with strong community concern."*
- Small town atmosphere
  - *"Clean streets and quaintness. More in line with Savannah, GA."*
  - *"Small town feel."*
- History
  - *"Fairburn is a community rich in history that welcomes all walks of life to continue in building Fairburn's image."*
  - *"Its historical feel, and its peacefulness."*

COMMUNITY LEADER PERCEPTIONS

DESCRIBING FAIRBURN

Where is the one place in Fairburn you would take a visitor so they would always remember their visit?

- Nowhere
- Duncan Park
- Oz Pizza

COMMUNITY LEADER PERCEPTIONS

DESCRIBING FAIRBURN

In your opinion, what would be an ideal version of Fairburn in 10 years?

- *"A historic looking Downtown full of local businesses with patrons walking or biking around town. A community that works in-town instead of commuting somewhere else. A town that is known for having a thriving technology sector south of Atlanta (I can't emphasize enough how such a thing does not currently exist and really, really, should)."*

- *"A contemporary suburban community that truly offers a live work environment, while maintaining certain aspects of its historical charm coupled with rural elements (i.e.: winery/vineyard, community gardens, etc.)."*

- *"Quaint yet festive small-town charm; some locally owned businesses, and viable events that sustain opportunities for employment and economic growth. Innovative recreation facilities at Duncan Park. New/renovated single family homes. No sub-divisions. Diverse demographics, sidewalks."*

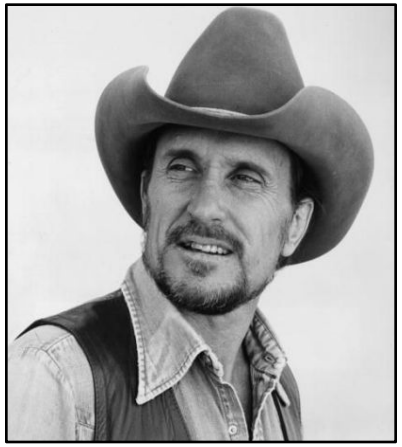
- *"A City that encourages outdoor lifestyles to include sidewalks and bike lanes/trails. New and renovated homes instead of subdivisions. Retail stores established by local entrepreneurs. A state-of-the-art Duncan Park that focuses on health and fitness. About the same population with more diversity of age. Known to be the film site for numerous movies. A strong educational presence and arts influence."*

COMMUNITY LEADER PERCEPTIONS

PERSONIFICATION OF FAIRBURN

If Fairburn were a famous person, who would it be? Why?

- Andy Griffith
  - *"Not much excitement, but safe."*
- Robert Duvall
  - *"A little bit country, a little bit old, but still has a lot to offer."*
- Jimmy Stewart as Mr. Smith
  - *"A classic underdog that never gives up and hangs in there for the opportunity to shine…Fairburn's best days are just around the corner."*



COMMUNITY LEADER PERCEPTIONS

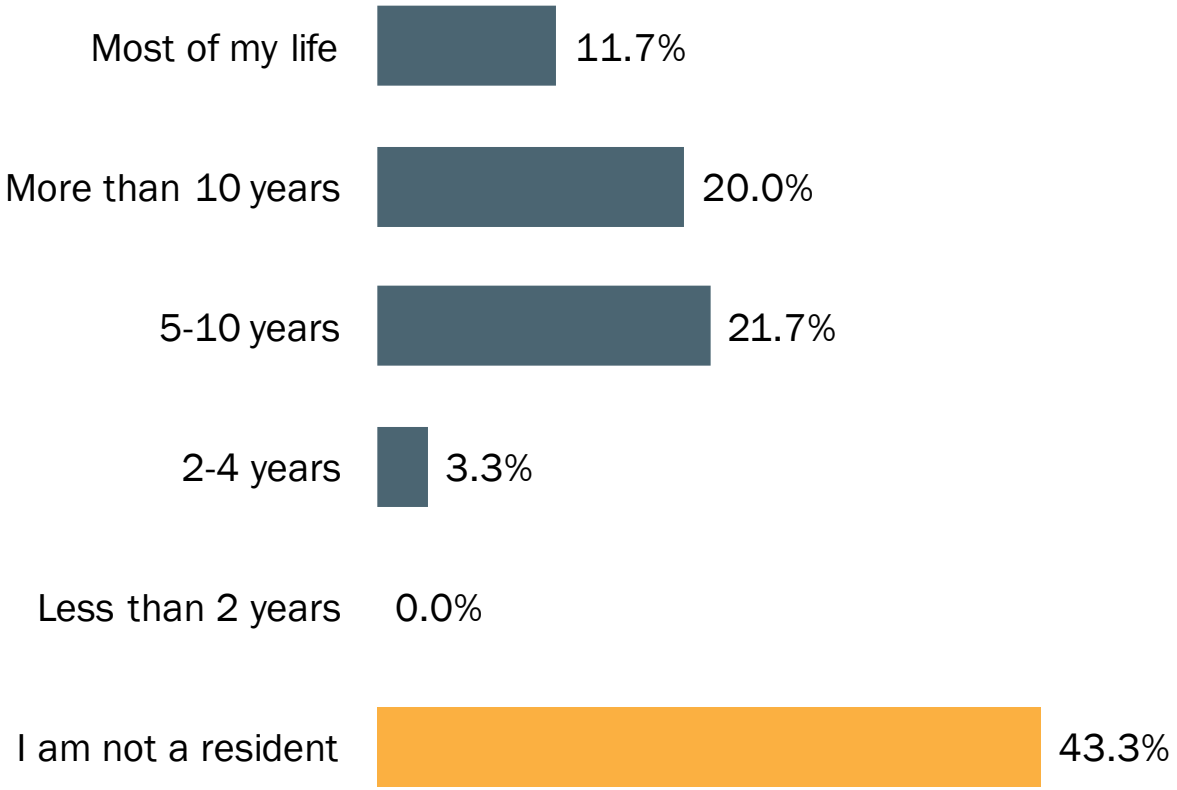
FAIRBURN AS A CONSUMER PRODUCT

If Fairburn were a popular consumer product brand, what would it be? Why?

- Fiat
  - *"It is a vehicle that possibly has potential but is unknown to most."*
- Kirkland's
  - *"Good value and a solid product, but not a lot of flash and excitement."*
- Kodak
  - *"It is still viable but few people use it any more. It needs to become more modern."*

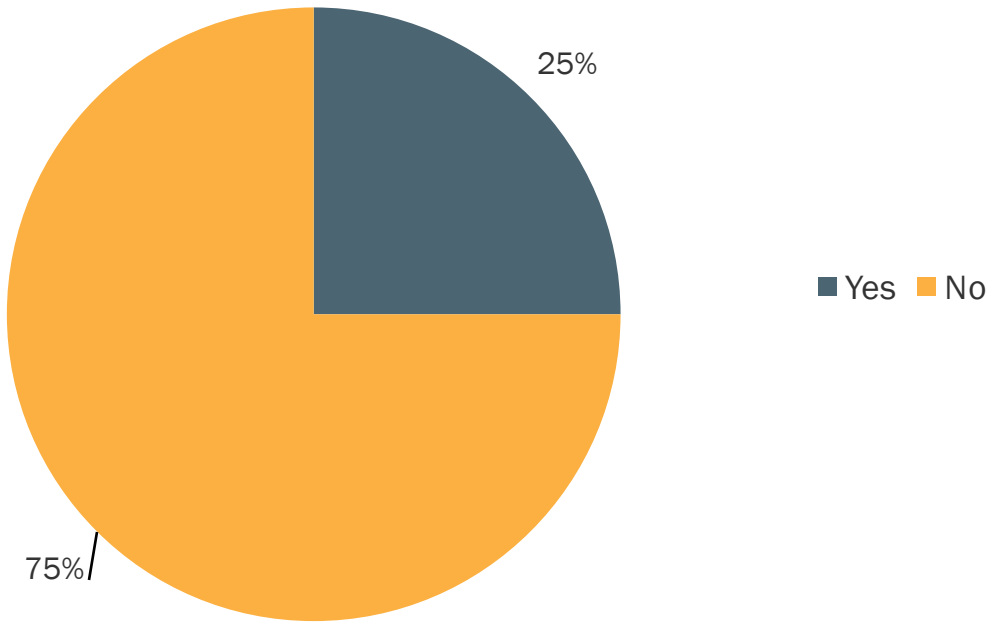
COMMUNITY LEADER PERCEPTIONS

How long have you lived in the Fairburn area?



COMMUNITY LEADER PERCEPTIONS

Do you own a business in Fairburn?



ONLINE COMMUNITY-WIDE SURVEY

Purpose

The purpose of the Online Community-wide Survey is to gain a quantitative measure of the community's perceptions of Fairburn.

Methodology & Results

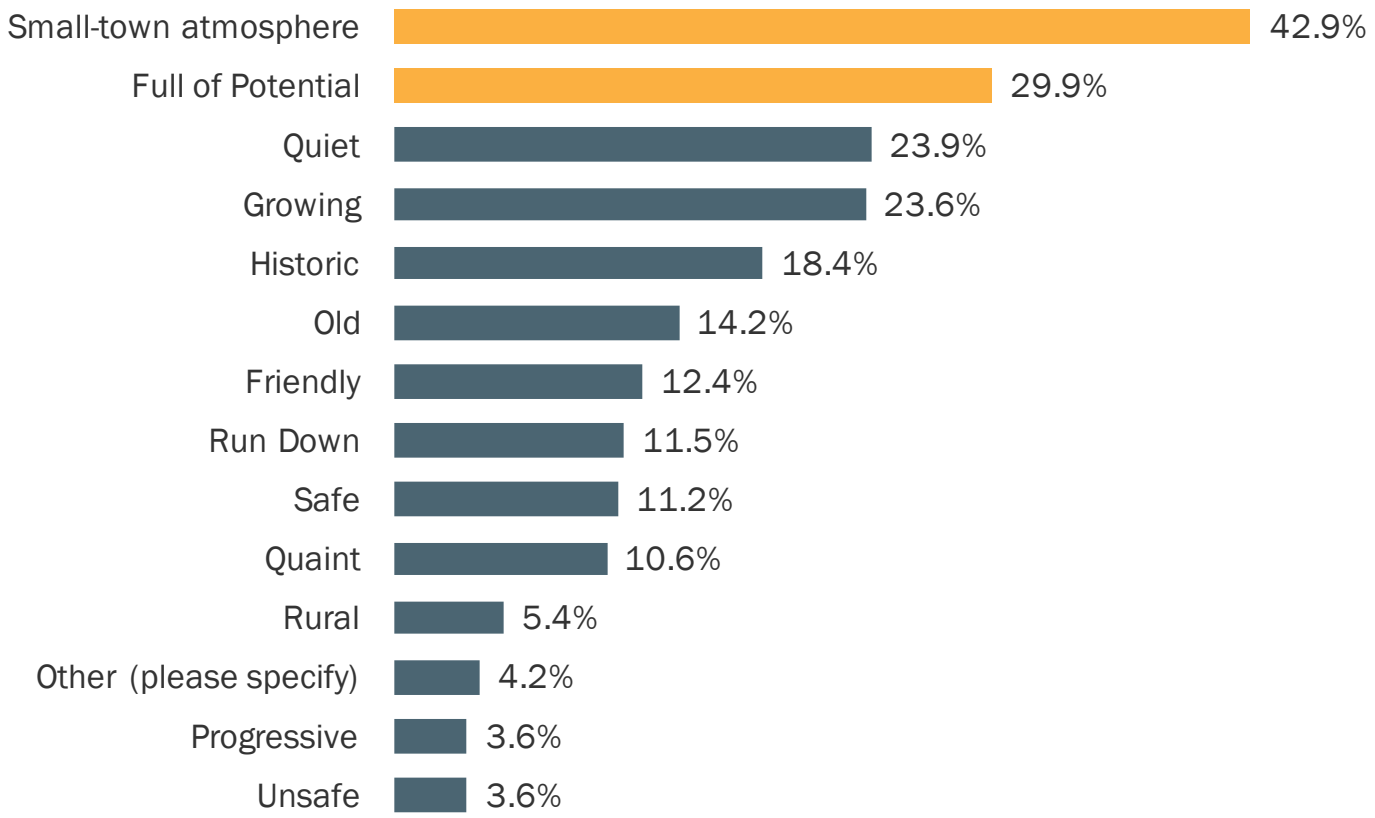
North Star developed an online survey based on the results of the qualitative Stakeholder Vision Survey and In-Market conversations. All questions were multiple choice, allowing for a quantitative measure of resident perceptions. Community members were encouraged to participate after the survey was posted on City websites and publicized in local media.

1,936 survey responses were collected for this survey.

The graphs on the following pages highlight responses for each question on the corresponding survey, allowing side-by-side comparison of results. Please refer to the Final Report CD and Appendix B for a detailed list of all "Other" responses.

RESIDENT PERCEPTIONS

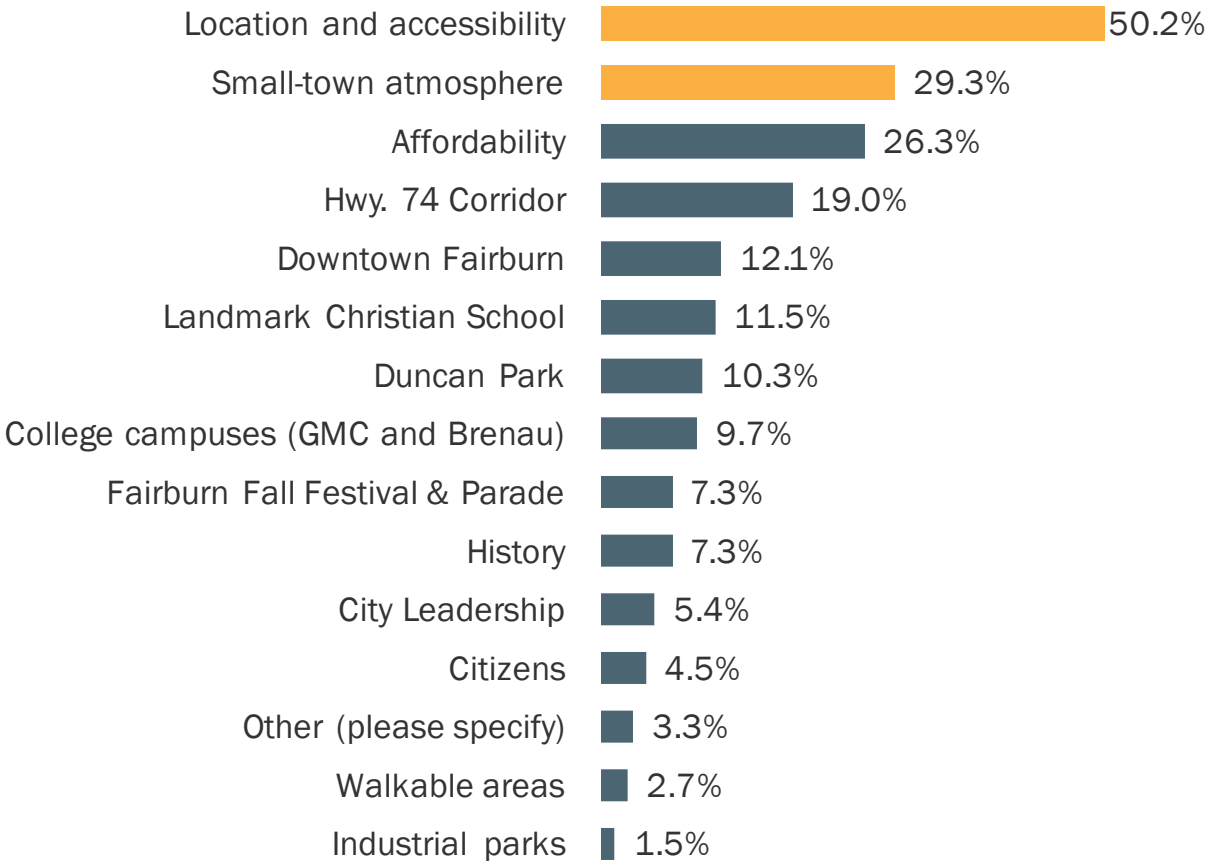
Which of the following is the best descriptor for Fairburn? Choose two answers.



Other: Country, unpleasant, changing, old-fashioned

RESIDENT PERCEPTIONS

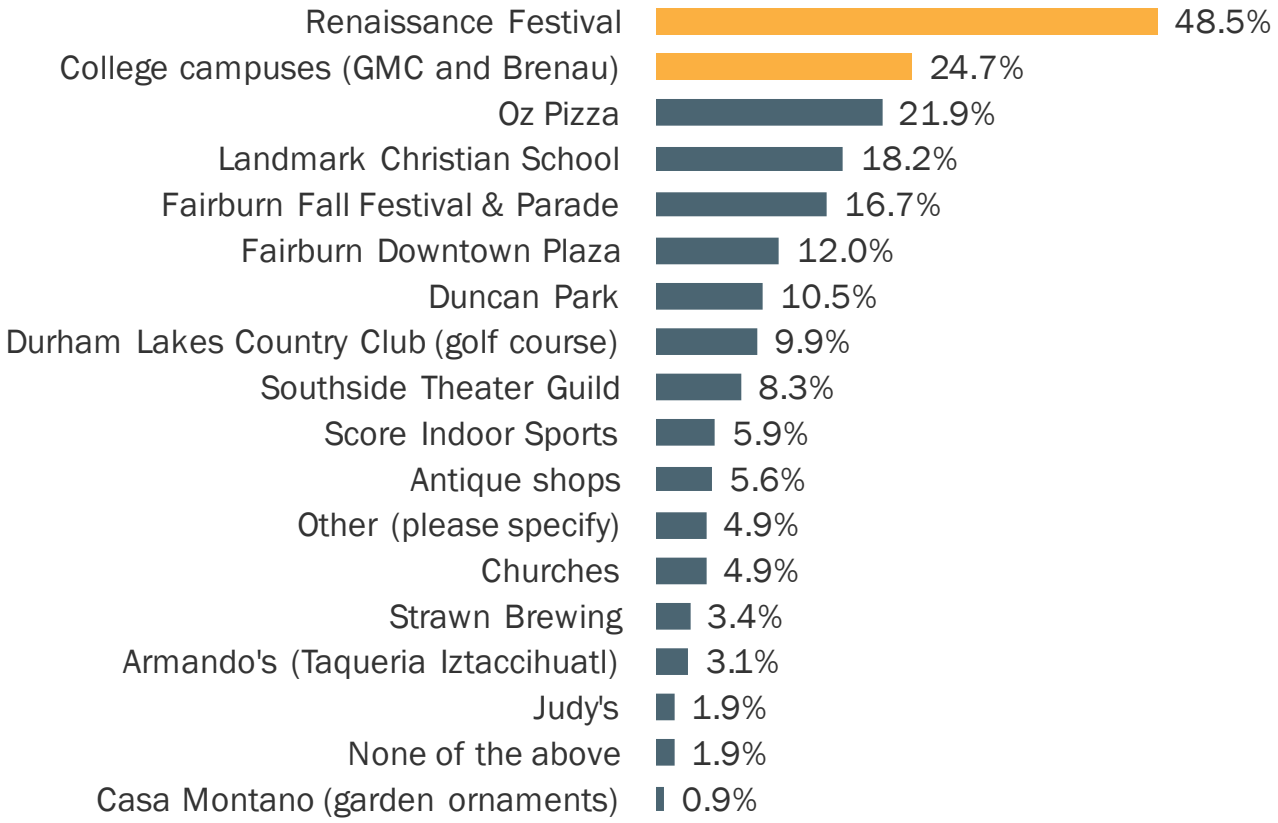
In your opinion, what are Fairburn's two greatest assets? Choose two answers.



Other: Nothing, churches, green space

RESIDENT PERCEPTIONS

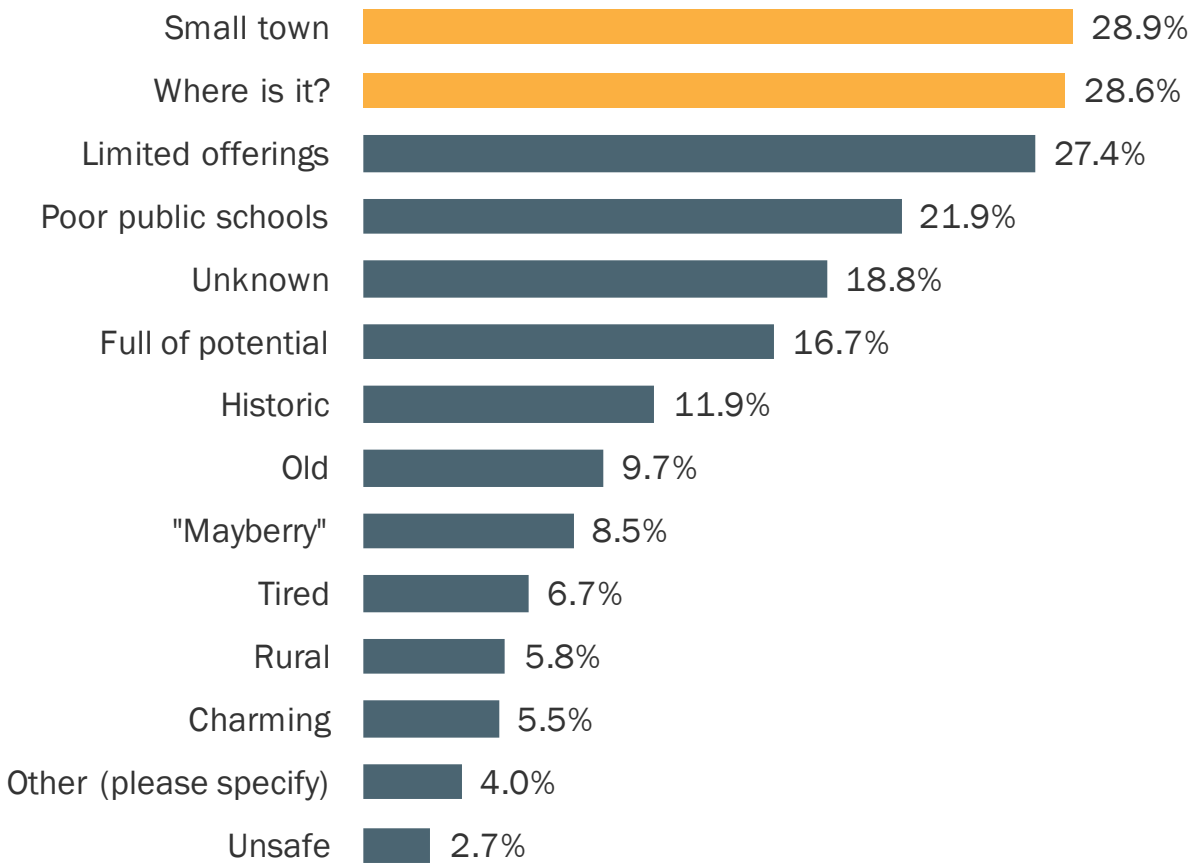
In your opinion, which Fairburn assets have the potential to attract the most visitors from OUTSIDE the City? Choose two answers.



Other: Nothing, Southern Cosmopolitan Baking Company

RESIDENT PERCEPTIONS

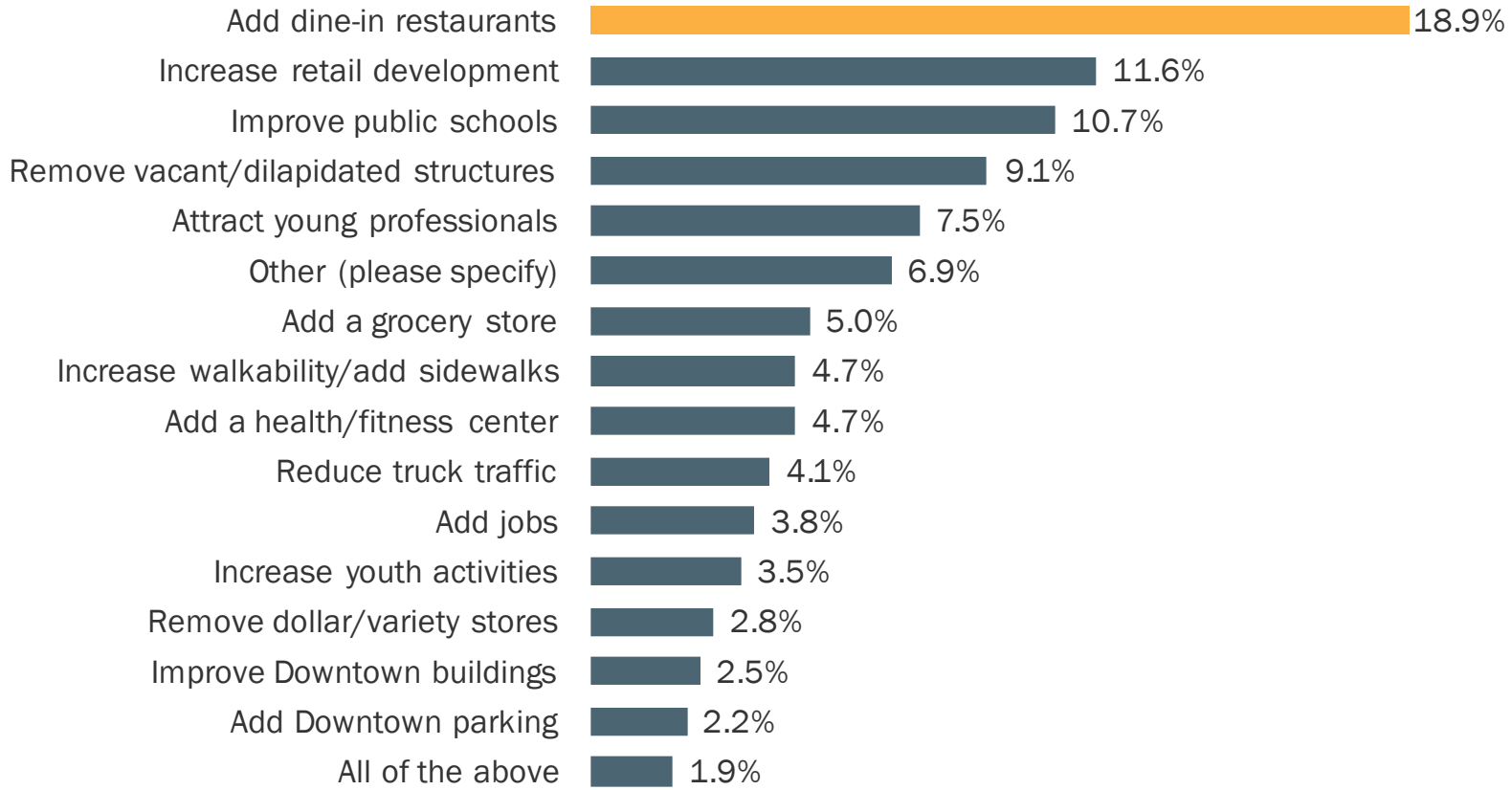
Fairburn's reputation to outsiders is best described as...
Choose two answers.



Other: The Fire Department, backward thinking, excellent public services

RESIDENT PERCEPTIONS

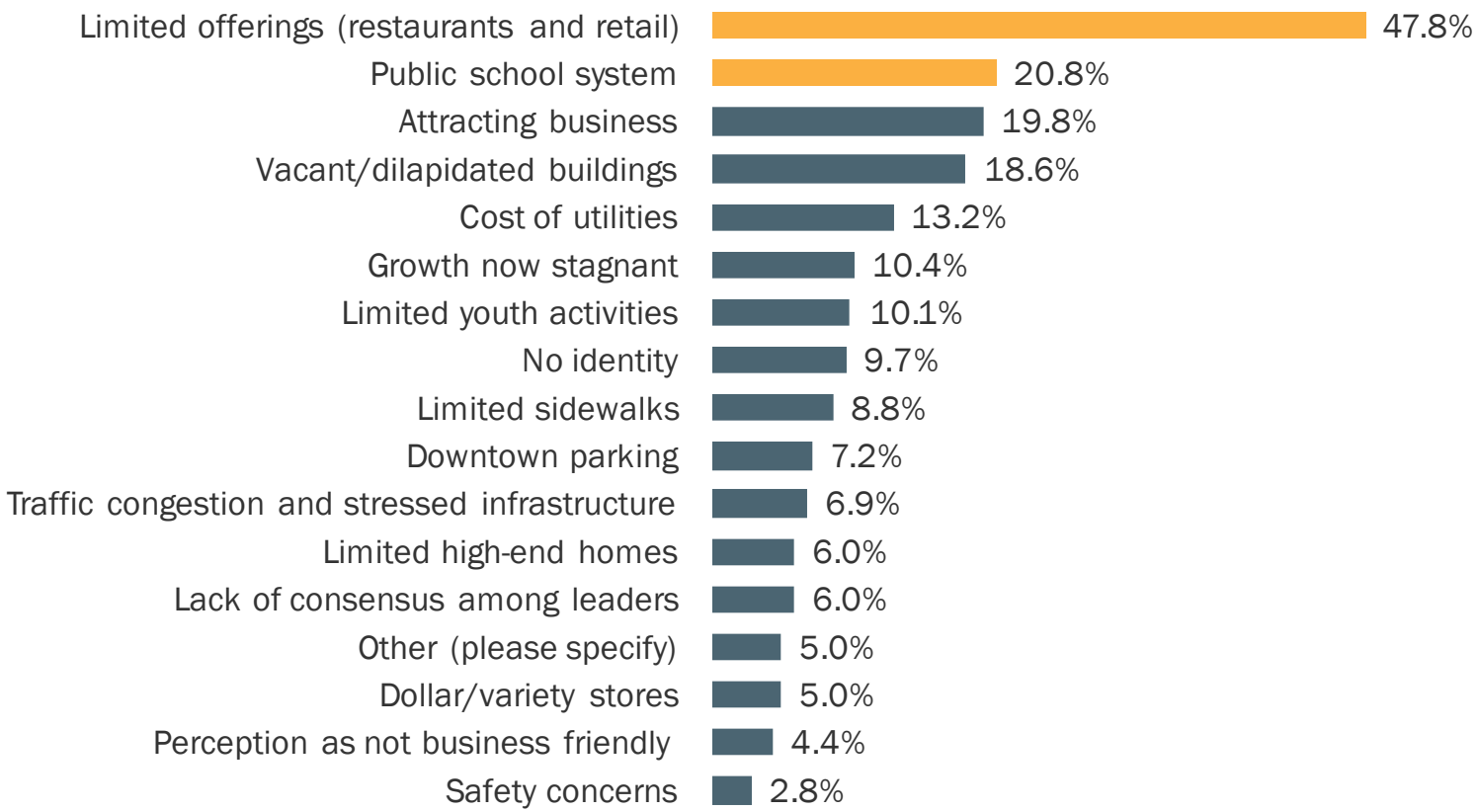
If you could change ONE thing (add, remove, or change something) about Fairburn that would improve its future, what would it be?



Other: Attract better businesses, improve Duncan Park, get involved in the movie industry

RESIDENT PERCEPTIONS

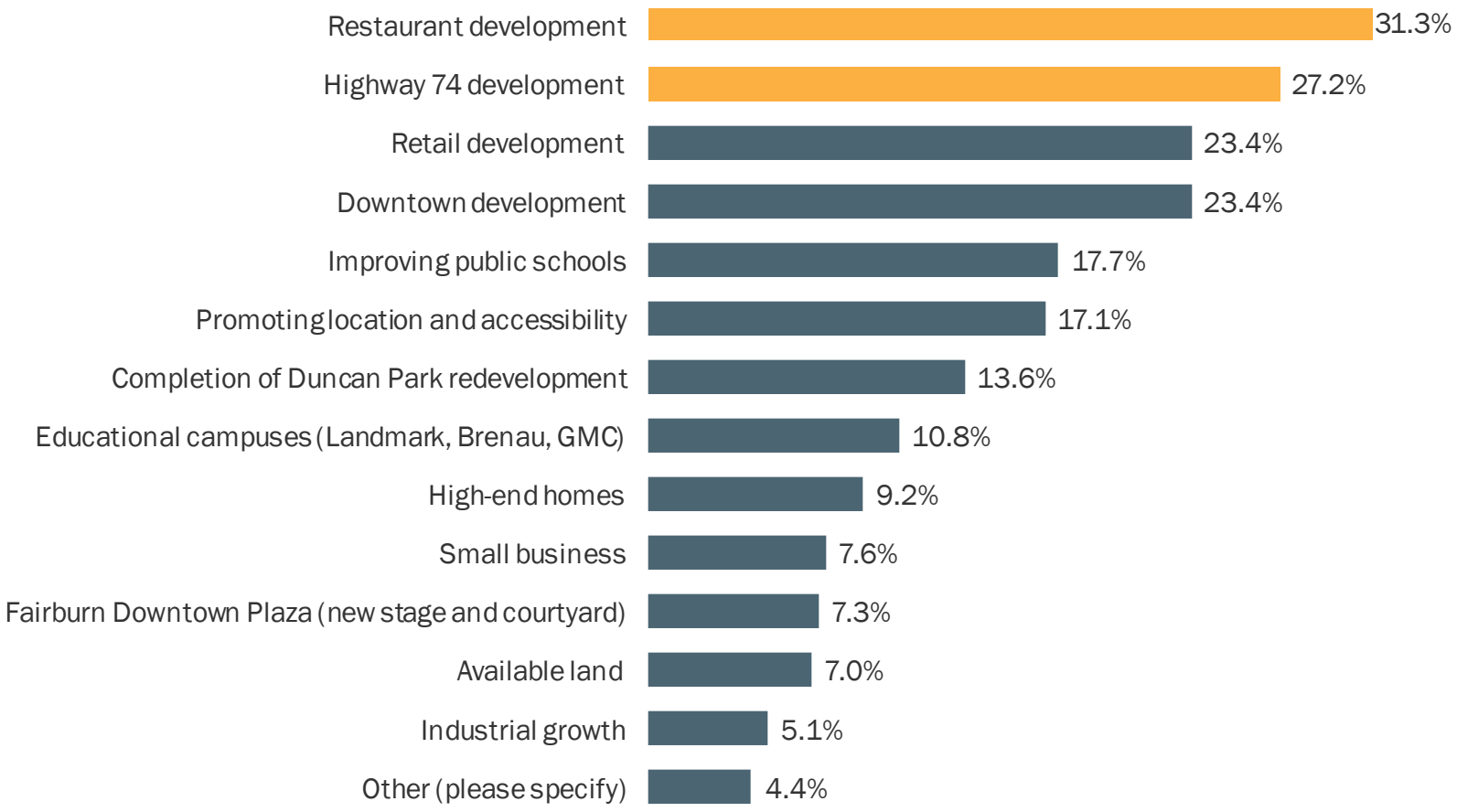
In your opinion, what are the two greatest challenges currently facing Fairburn? Choose two answers.



Other: Lack of community involvement, all of the above, walking trails/biking access

RESIDENT PERCEPTIONS

In your opinion, what are Fairburn's two greatest opportunities for growth? Choose two answers.



Other: Improve public safety, increase youth activities, crime prevention

RESIDENT PERCEPTIONS

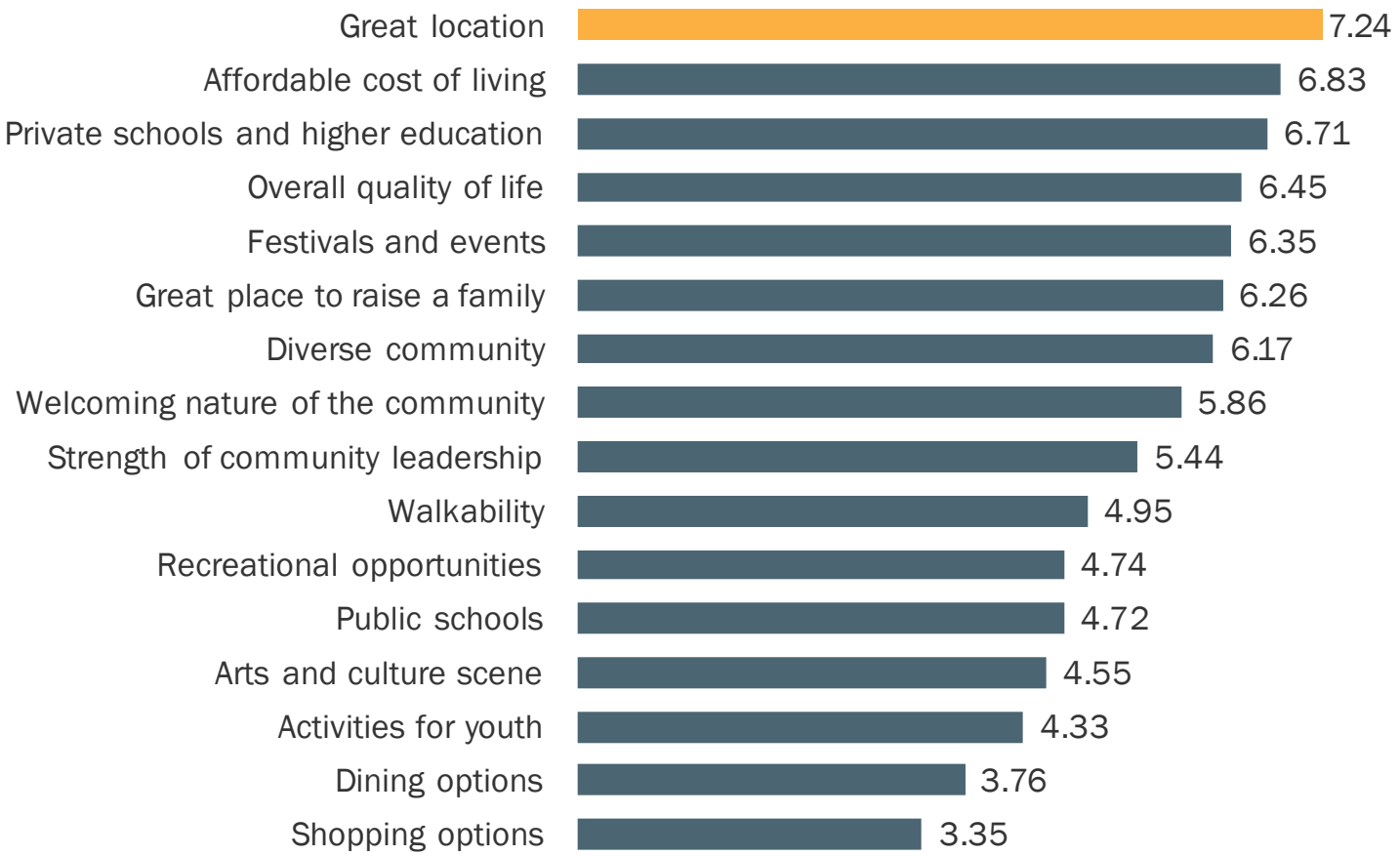
COMMUNITY AFFAIRS: In your opinion, please rate the following Fairburn attributes on a scale from 1-10, where 1 is "Poor" and 10 is "Excellent."

RESIDENT PERCEPTIONS

BUSINESS ATTRIBUTES: In your opinion or perception of the business community, please rate the following Fairburn attributes on a scale of 1-10, where 1 is "Poor" and 10 is "Excellent."

RESIDENT PERCEPTIONS

COMMUNITY OFFERINGS: In your opinion, please rate the following Fairburn attributes on a scale of 1-10, where 1 is "Poor" and 10 is "Excellent."



RESIDENT PERCEPTIONS

What immediately comes to mind when you think of the following communities?

Palmetto, GA

- Country
- Old
- Rural

Union City, GA

- Crime
- Busy
- Congested

Fayetteville, GA

- Nice
- Progressive
- Shopping

Newnan, GA

- Growing
- Nice
- Progressive

Peachtree City, GA

- Affluent
- Upscale
- Progressive

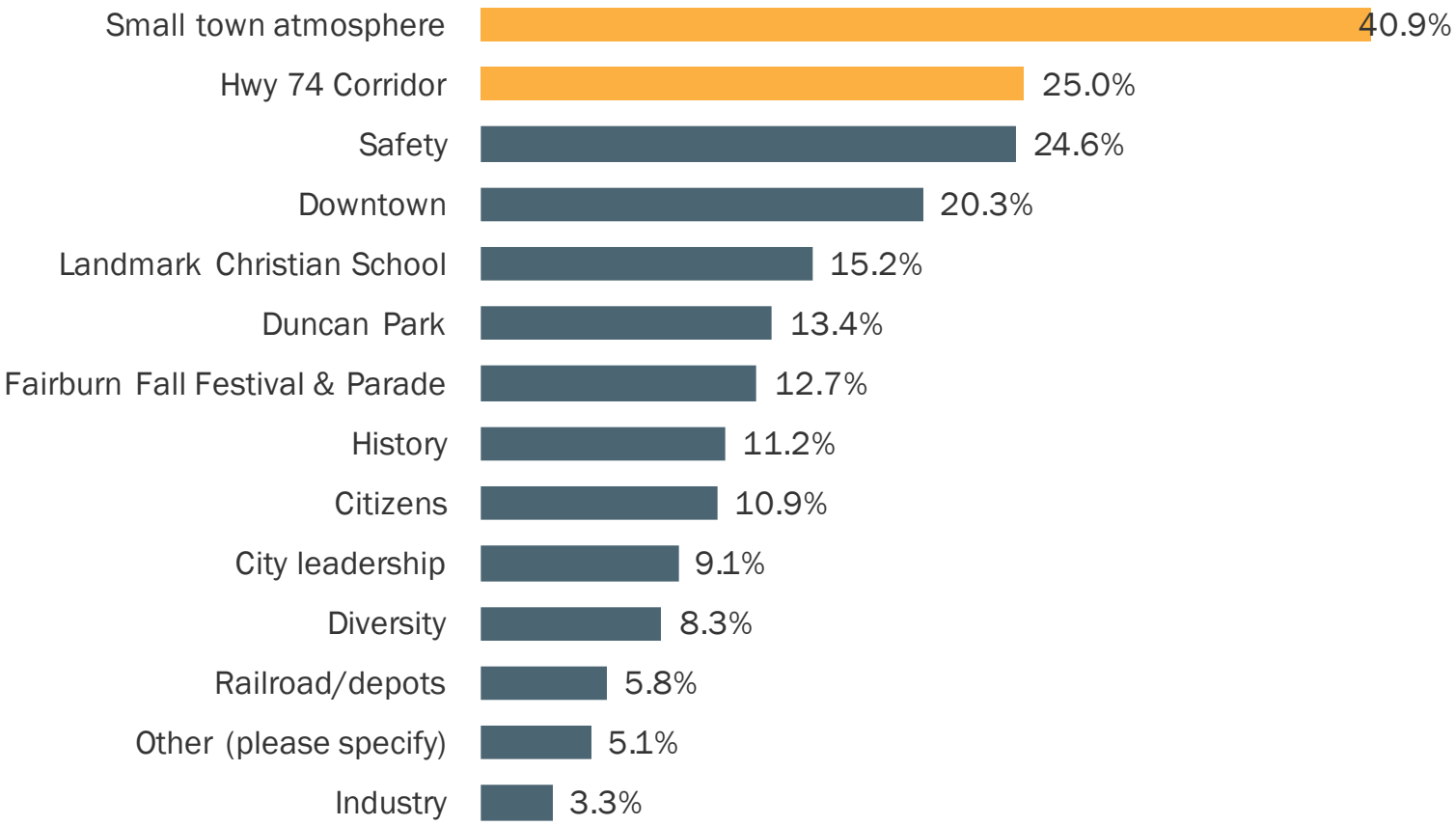
RESIDENT PERCEPTIONS

In your opinion, what is Fairburn's single greatest advantage or strength when compared to the communities listed in the previous question?

- Location
  - *"Close to the action but still quiet."*
  - *"Fairburn is only minutes away from I-85, I-285 and, the airport. It is much more accessible to major metro-Atlanta venues and communities."*
- Small town atmosphere
  - *"Small town feel with a lot of potential for growth; could be a great small town City with local businesses."*
  - *"Fairburn gives the open air feeling of a small community, while allowing easy access to conveniences."*
- Affordability
  - *"Less taxes than Peachtree City, much more affordable."*

RESIDENT PERCEPTIONS

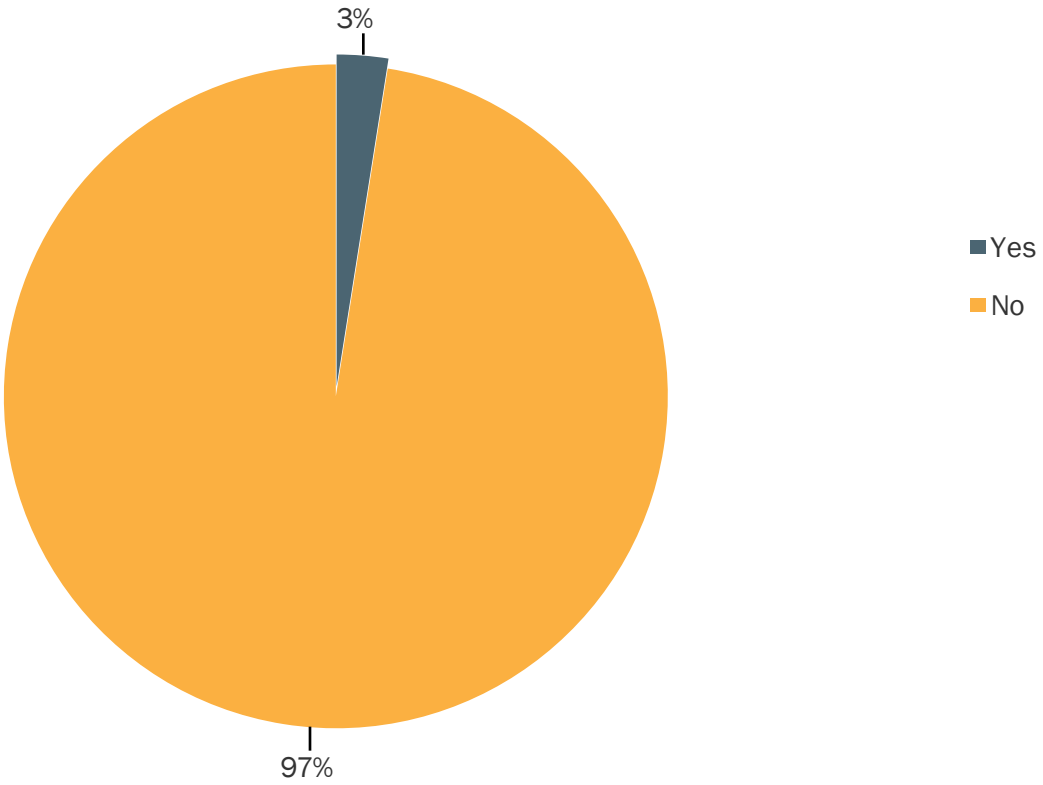
In your opinion, what two things are most important to Fairburn's identity as a community (without these Fairburn loses its essence)? Choose two answers.



Other: College campuses, Renaissance Festival, dining and upscale retail

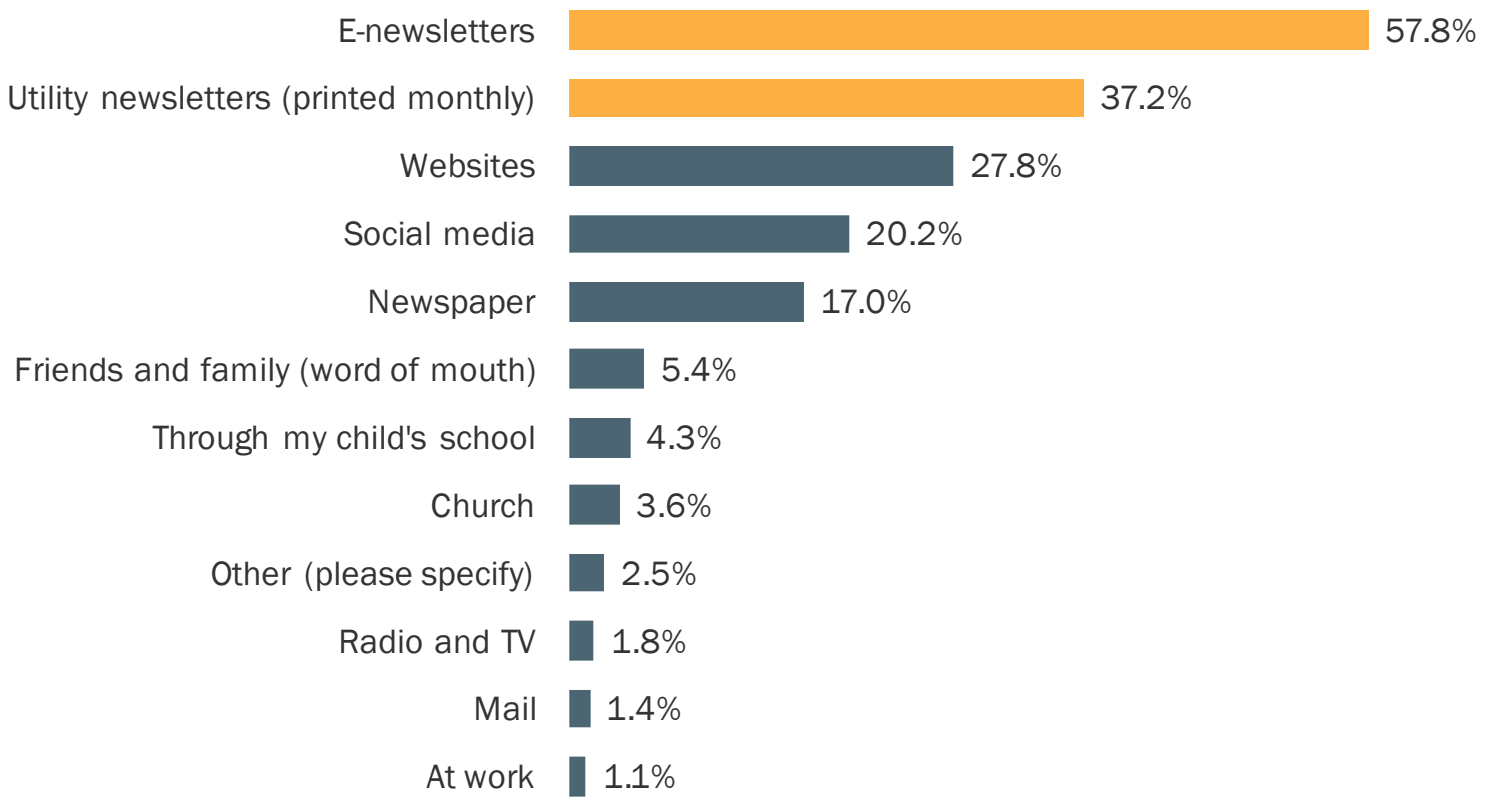
RESIDENT PERCEPTIONS

Does your child attend Landmark Christian School?



RESIDENT PERCEPTIONS

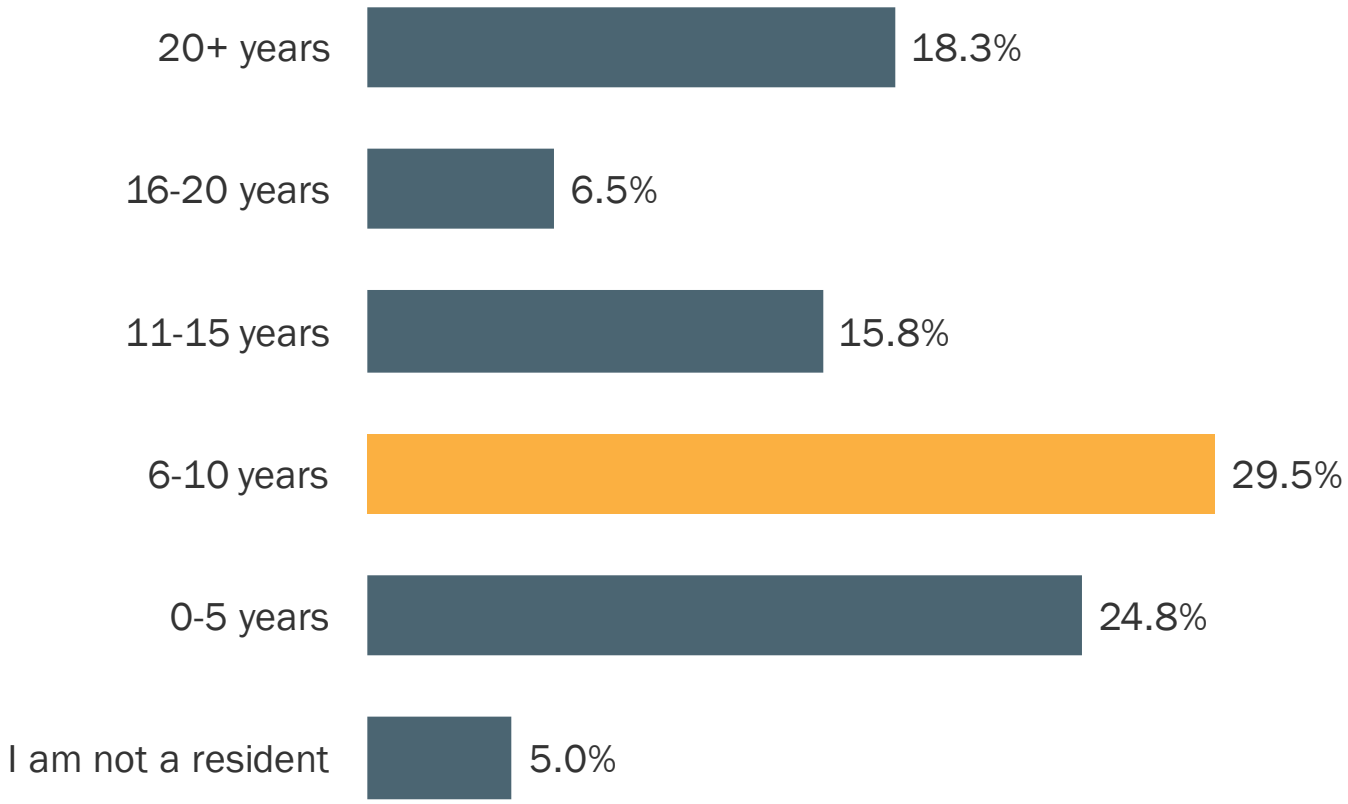
As a member of the Fairburn community, how do you prefer to receive information about the Fairburn community? Choose two answers.



Other: Mailings, City-wide bulletin postings, community meetings

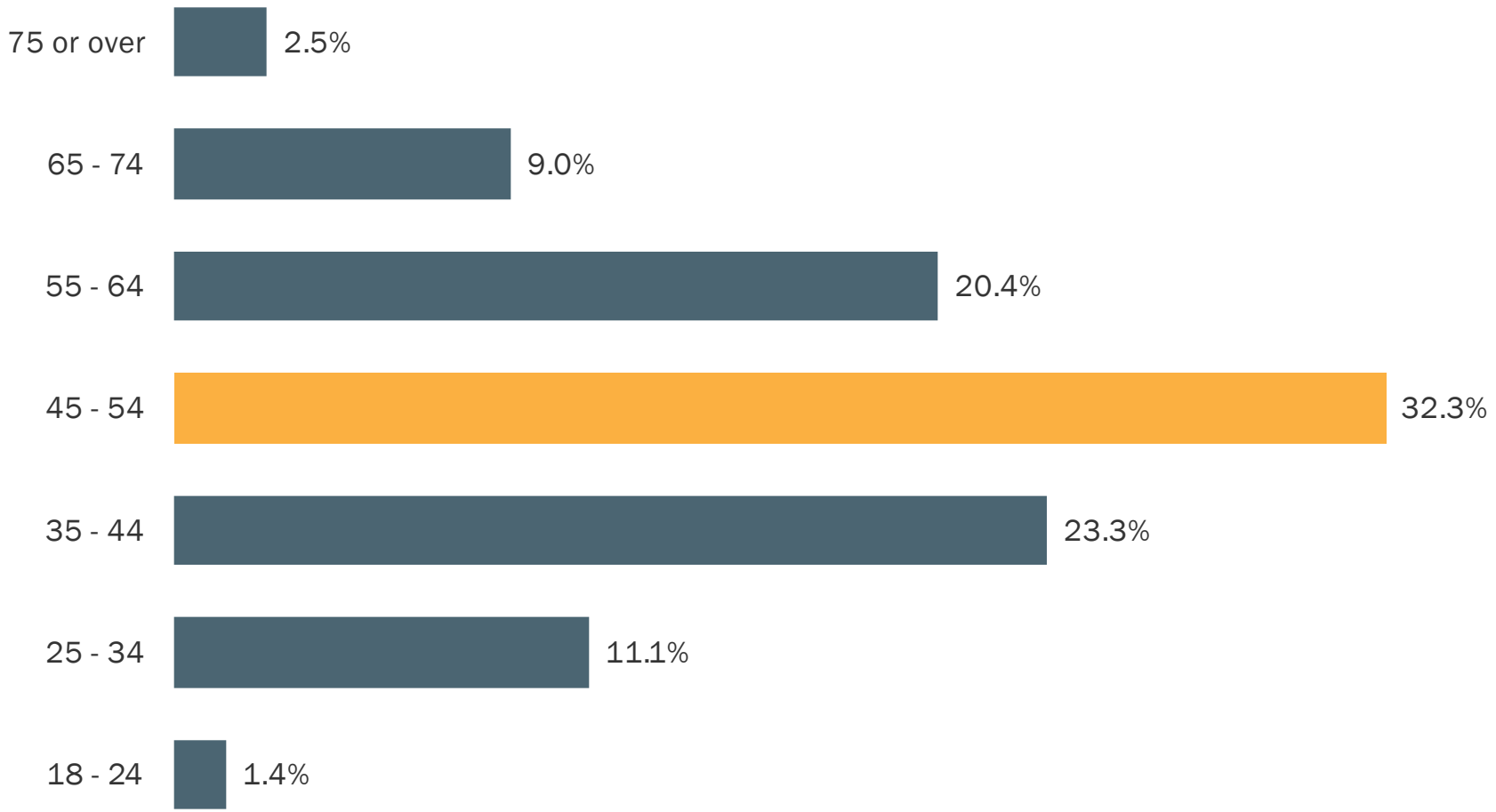
RESIDENT PERCEPTIONS

How long have you been a resident of Fairburn?



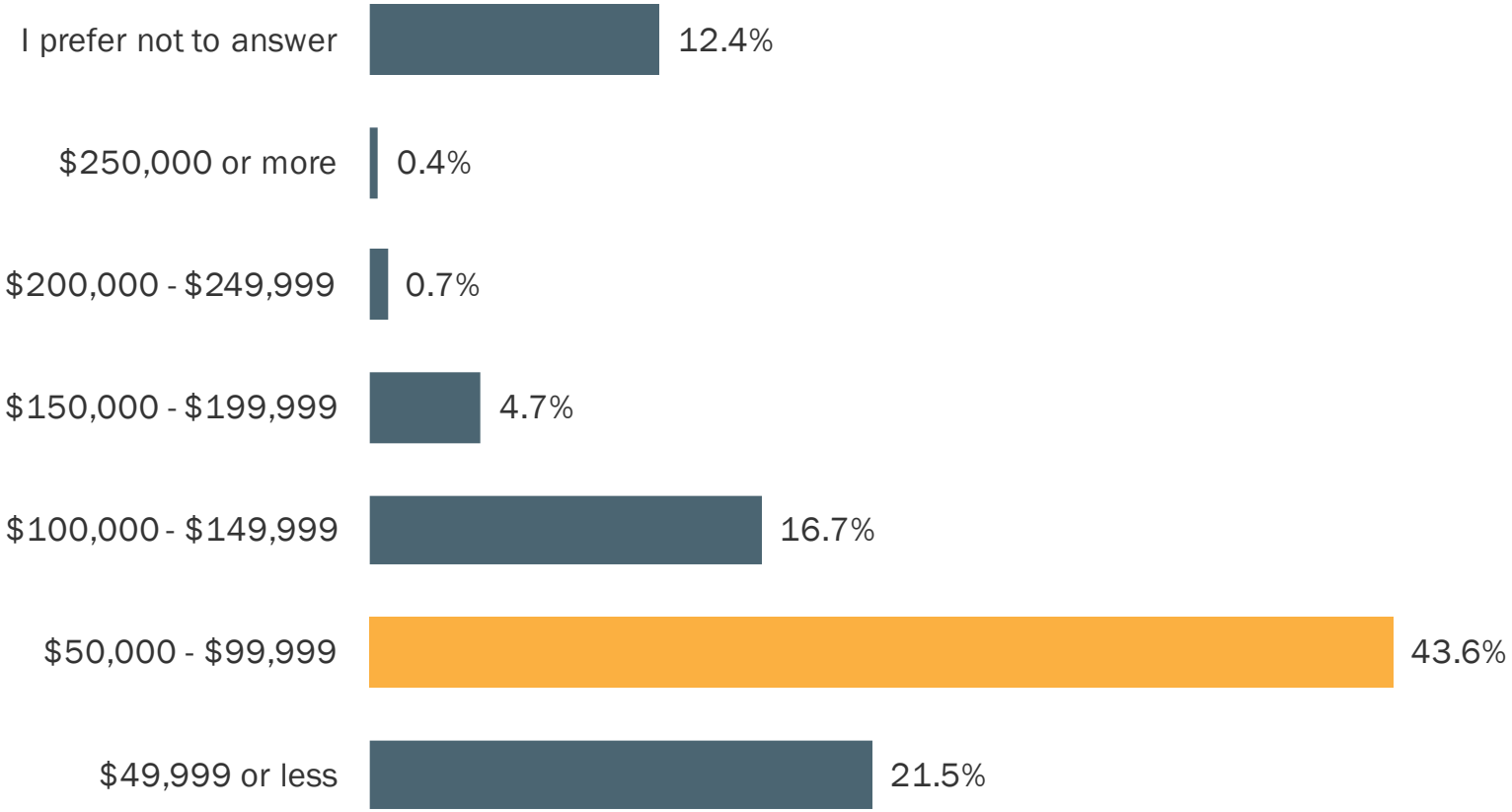
RESIDENT PERCEPTIONS

Which of the following includes your age?



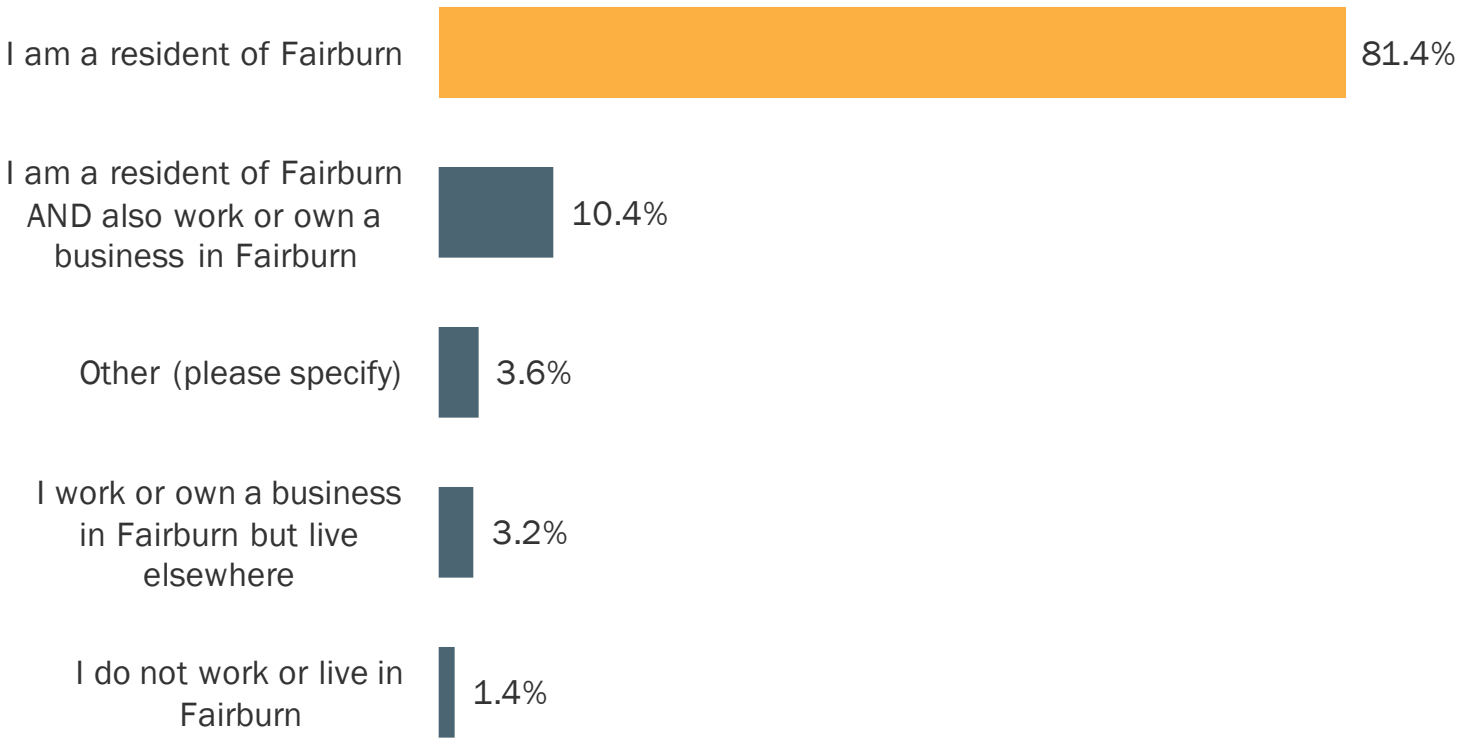
RESIDENT PERCEPTIONS

Which of the following levels matches your total household income?



RESIDENT PERCEPTIONS

Please mark the description that best identifies you.



Other: Live in unincorporated Fairburn, attend Brenau University

TAPESTRY STUDY

Purpose

The Tapestry Study uses segmentation to divide and group consumer markets to more precisely target Fairburn's best customers and prospects. Segmentation explains customer diversity, simplifies marketing campaigns, describes lifestyle and lifestage, and incorporates a wide range of data.

Methodology & Results

Esri's Tapestry Segmentation system combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses—distinct behavioral market segments. Data is derived from 2000 Census data based on zip codes. Studies were conducted for both internal audiences and external audiences.

TAPESTRY STUDY

Methodology & Results (continued)

The results from the Tapestry studies can be classified into two main reports:

- Who Report:
  - Profiles the demographic and lifestyle segmentation of the population
  - Classifies the population in each of the ways outlined above and indexes the population under study against national averages

- What Report:
  - Provides a detailed profile of the core population for 37 separate lifestyle and media groups in over 2,200 sub-categories
  - Each category is indexed against the average U.S. resident to determine whether a member of the population under study is more or less likely to exhibit the specific behavior

Key findings from the Community Tapestry reports are shown on the following pages.

For the comprehensive Tapestry Who and What reports, please refer to the Final Final Report CD. For further explanation of any data or methodologies used to analyze the Tapestry reports, please refer to the supplemental Community Tapestry Handbook. An electronic copy of the Tapestry Handbook can be found at this link:
http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

UNDERSTANDING FAIRBURN RESIDENTS

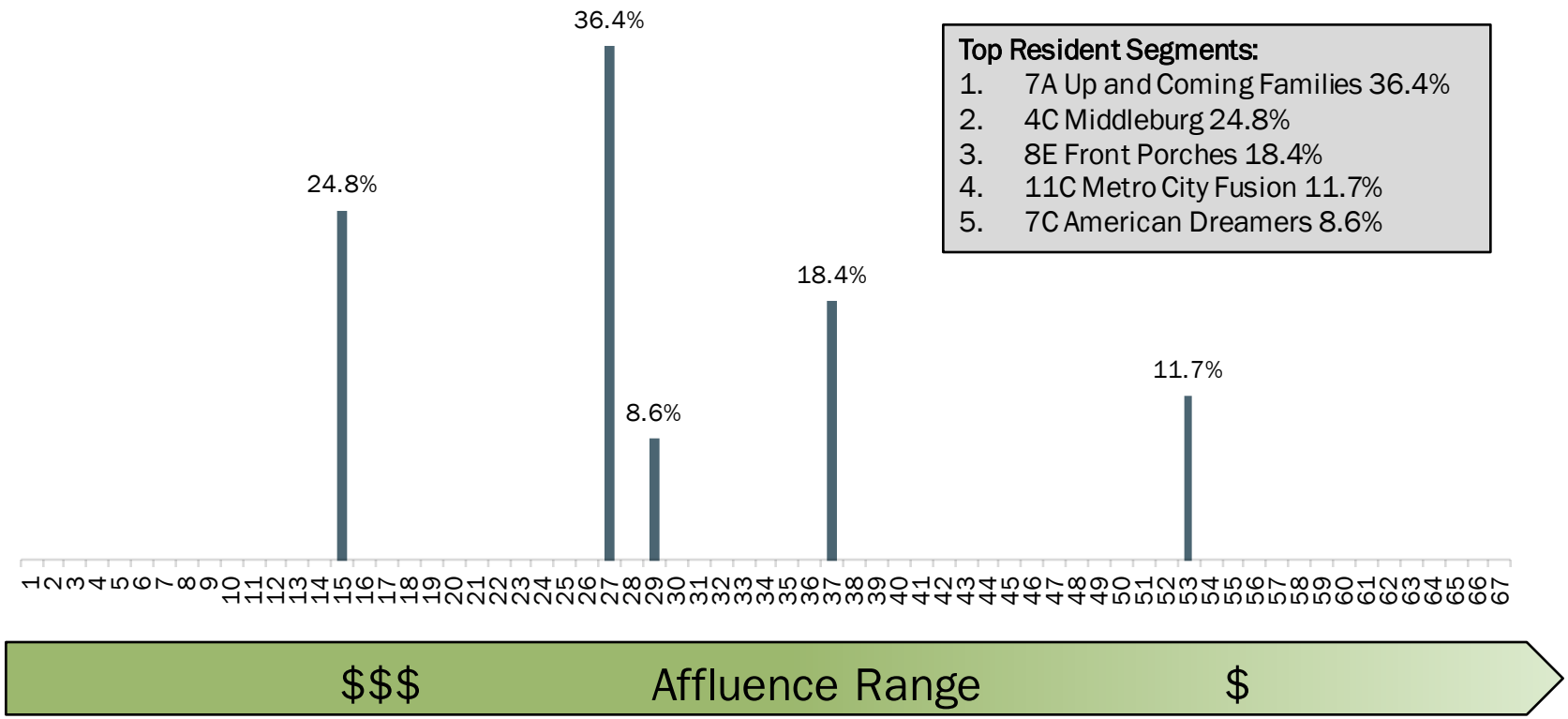
Resident Profile "Who" Report

First we profiled your residents to determine who they are in terms of general lifestyle and demographics.

TOP RESIDENT SEGMENTS

Fairburn residents represent only 5 different Tapestry Segments, indicating a homogenous population. *Up and Coming Families* makes up just over 36% of the population.

Tapestry Segments | Fairburn Residents



Top Resident Segments:

1. 7A Up and Coming Families 36.4%
2. 4C Middleburg 24.8%
3. 8E Front Porches 18.4%
4. 11C Metro City Fusion 11.7%
5. 7C American Dreamers 8.6%

Segment Spotlight

7A Up and Coming Families (36.4%)– Indexed 1339 against the U.S. average

- Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. Median age is 30.7 and median HHI is $64,000.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology. Rely on the Internet for entertainment, information, shopping, and banking.
- Young families still feathering the nest and establishing their style.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Spend leisure time in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

4C Middleburg (24.8%) – Indexed 849 against the U.S. average

- Young couples, many with children, living in semi-rural neighborhoods. They are conservative and family-oriented consumers. Median age is 35.3 and median HHI is $55,000.
- Prefer to buy American-made products for a good price.
- Comfortable with the latest in technology for convenience (online banking or saving money on landlines) and entertainment.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants. Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling, and baseball.
- TV and magazines provide entertainment and information. Media preferences include country and Christian channels.

Segment Spotlight

8E Front Porches (18.4%) - Indexed 1176 against the U.S. average

- Front Porches blends household types, with more young families with children or single households than average.
- The median age is 34.2 and the median HHI is $39,000.
- Comprised of a blue-collar work force, but unemployment is high at 11%.
- Participate in leisure activities including sports, indoor water parks, bingo, and video games.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.
- With limited incomes, these are not adventurous shoppers. Price trumps brand names or style.
- They would rather cook a meal at home than dine out.

11C Metro Fusion (11.7%) – Indexed 883 against the U.S. average

- They're a diverse market with 30% black, 34% Hispanic, and 20% foreign born.
- Median age is 28.8 and median HHI is $33,000.
- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They enjoy watching MTV, BET, Spanish TV networks, and pay-per-view. They listen to R&B, rap, Latin, and reggae music.
- Football and soccer are popular sports.
- They shop at discount grocery stores, Kmart, and Walmart. They often eat frozen dinners, but when dining out prefer McDonald's, Wendy's, and IHOP.

Segment Spotlight

7C American Dreamers (8.6%)– Indexed 484 against the U.S. average

- Located throughout the South and West, most American Dreamers own their own homes, primarily single-family housing—farther out of the City, where housing is more affordable. Median household income is slightly below average at $48,000. Median age is 31.8.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.
- When dining out, these residents favor fast-food dining places such as Taco Bell or Wendy's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.
- During the summer, family outings to theme parks are especially popular.
- Favorite channels include Animal Planet, MTV, Cartoon Network, and Disney, as well as programming on Spanish TV.

UNDERSTANDING FAIRBURN CONSUMERS

Regional Profile "Who" Report

Next we profiled residents of the region (Chattahoochee Hills, Union City, College Park, East Point, Hapeville, and Palmetto) to determine who they are in terms of general lifestyle and demographics. Both profile studies were compared to determine areas of overlap and distinction

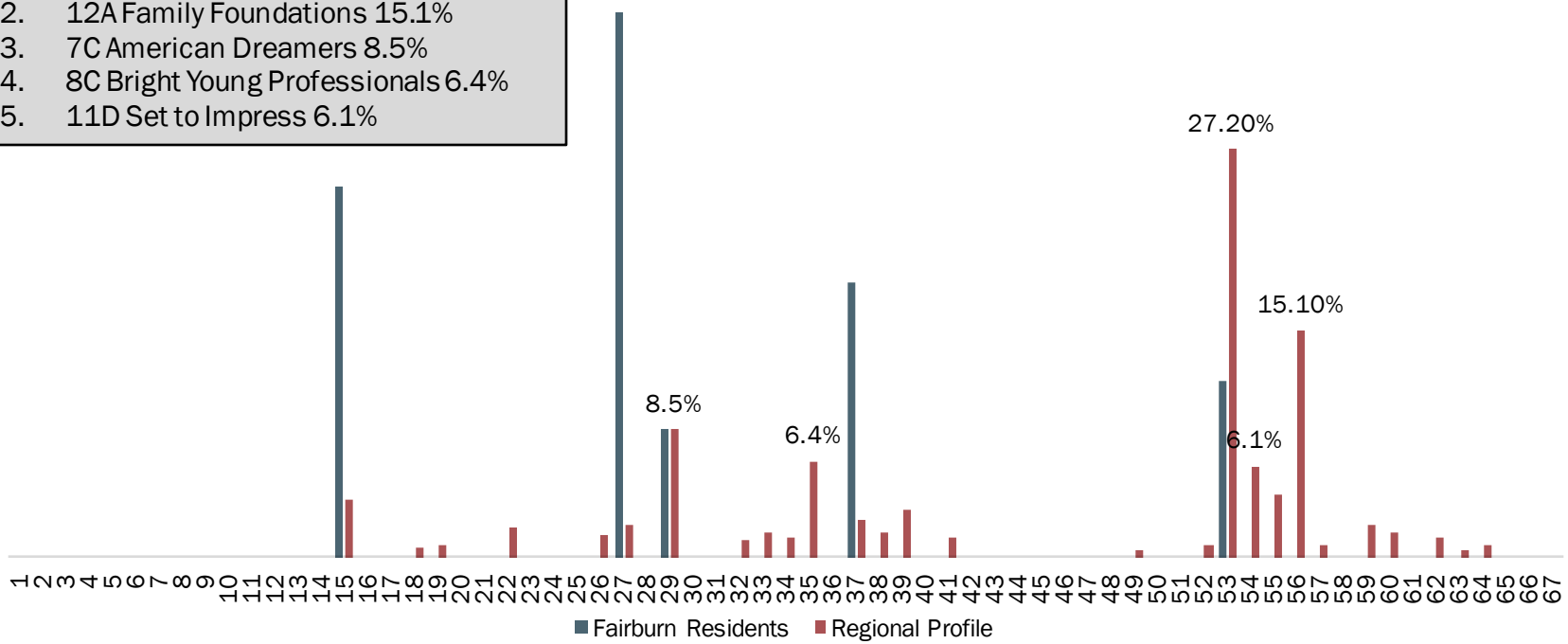
Regional Profile

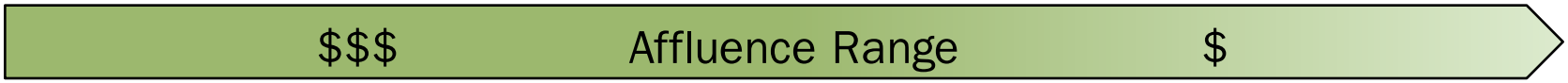
The Regional Profile represents a wider range of Segments than the Resident Profile, located within the less affluent half of Tapestry segmentation

Tapestry Segments | Fairburn Residents vs. Regional Profile

Top Regional Segments:

1. 11C Metro Fusion 27.2%
2. 12A Family Foundations 15.1%
3. 7C American Dreamers 8.5%
4. 8C Bright Young Professionals 6.4%
5. 11D Set to Impress 6.1%





Segment Spotlight

11C Metro Fusion (27.2%)– Indexed 1931 against the U.S. average

- They're a diverse market with 30% black, 34% Hispanic, and 20% foreign born.
- Median age is 28.8 and median HHI is $33,000.
- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They enjoy watching MTV, BET, Spanish TV networks, and pay-per-view. They listen to R&B, rap, Latin, and reggae music.
- Football and soccer are popular sports.
- They shop at discount grocery stores, Kmart, and Walmart. They often eat frozen dinners, but when dining out prefer McDonald's, Wendy's, and IHOP.

12A Family Foundations (15.1%)– Indexed 1361 against the U.S. average

- Family Foundations residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- The median HHI is $40,000, with a median age of 38.8. Almost 80% are black.
- A strong focus is on religion and character. Style and appearance is also important.
- Baby and children's products are the primary purchases made by residents.
- They shop at discount stores, such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club.
- One of their favorite entertainment sources is television: subscribe to premium cable channels and own 3–4 TVs.
- They're connected, but use the Internet primarily for entertainment, chat rooms, and online gaming.

Segment Spotlight

7C American Dreamers (8.5%)– Indexed 480 against the U.S. average

- Located throughout the South and West, most American dreamer's residents own their own homes, primarily single-family housing—farther out of the City, where housing is more affordable. Median household income is slightly below average at $48,000. Median age is 31.8
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.
- When dining out, these residents favor fast-food dining places such as Taco Bell or Wendy's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.
- During the summer, family outings to theme parks are especially popular.
- Favorite channels include Animal Planet, MTV, Cartoon Network, and Disney, as well as programming on Spanish TV.

8C Bright Young Professionals (6.4%)– Indexed 317 against the U.S. average

- Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals.
- Median age is 32.2 and median HHI is $50,000
- These consumers are up on the latest technology. They get most of their information from the Internet.
- They use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Spend leisure time going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting, and yoga.
- Eat out often at fast-food and family restaurants.

Segment Spotlight

11D Set to Impress (6.1%)– Indexed 531 against the U.S. average

- Single person households that rent in multiunit structures. They're found in mostly urban areas.
- Median age is 33.1 and HHI is $29,000.
- Residents are better educated and mobile. Unemployment is higher, although many are still enrolled in college.
- They use the Internet for social media and managing finances. They also download music online.
- Their fashion tastes are price conscious but also very-image conscious.
- They own used, imported vehicles.
- They enjoy leisure activities including going to rock concerts, nightclubs, and the zoo.

Segment Commonalities

	Fairburn Residents		Regional Profile	
1	7A Up and Coming Families	36.4%	11C Metro Fusion	27.2%
2	4C Middleburg	24.8%	12A Family Foundations	15.1%
3	8E Front Porches	18.4%	7C American Dreamers	8.5%
4	11C Metro Fusion	11.7%	8C Bright Young Professionals	6.4%
5	7C American Dreamers	8.6%	11D Set to Impress	6.1%
6			11E City Commons	4.1%
7			4C Middleburg	3.8%
8			8G Hardscrabble Road	3.2%
9			8E Front Porches	2.5%
10			7A Up and Coming Families	2.2%

Observations:

- The Fairburn Resident Profile and Regional Profile share all 5 segments, implying reasonable similarities in lifestyles and preferences between them.
- The top segments for the Resident Profile are concentrated in the middle income levels, while the Regional Profile tends to skew towards lower income levels.
- *American Dreamers* share very similar percentages in both profiles.

UNDERSTANDING LIFESTYLES & PREFERENCES

Fairburn Resident and Regional "What" Report

Now that we understand "who" your residents are relative to others living in the region, we looked deeper to understand "what" your residents are in terms of lifestyles and preferences in everything from what they eat to how they spend their spare time. We then compared that to the regional "what" analysis.

Fairburn Resident and Regional Lifestyles

Once segments have been identified, we can draw conclusions about consumer habits and lifestyle preferences.

Lifestyle/Media Groups:

Apparel, Appliances, Attitudes, Automobiles, Auto/Aftermarket, Baby Products, Alcohol, Books, Cameras, Civic Activities, Convenience Stores, Electronics, Financials, Furniture, Garden/Lawn, Grocery, Health, Home Improvement, Insurance, Internet, Leisure, Yellow Pages, Watch, Read, Listen, Personal Care, Pets, Restaurant, Shopping, Smoking, Sports, Telephone, Tools, Toys/Games, Travel, Video/DVDs, Miscellaneous.

Profile Comparison

Fairburn Resident Profile

(the higher the index # the higher your residents rate for this behavior above the national average of 100)

Listen	Index
Radio format listen to: gospel	392
Radio format listen to: urban	266
Radio format listen to: Hispanic	147
Radio format listen to: classical	56
Radio format listen to: all news	36

Leisure	Index
Dine out < once a month	143
Played lottery: 8+ times in last 30 days	143
Visited any Sea World in last 12 months	140
Bought biography in last 12 months	63
Went to museum in last 12 months	54

Read	Index
Read motorcycle magazines	178
Read music magazines	145
Read bridal magazines	142
Read newspaper: fashion section	57
Read travel magazines	48

Internet	Index
HH owns video game system: Nintendo GameCube	192
Bought video tape/DVD last month: romance	191
Rented video tape/DVD last month: horror	162
Internet last 30 days: traded/tracked investments	57
Ordered on Internet/12 mo: clothing	57

Watch	Index
Watch Syndicated TV (M-F): Judge Mathis	339
Watched last week: BET (Black Entertainment TV)	331
Watch TV aired once/wk: Primetime	61
Watch TV aired once/wk: CBS Sunday Morning	60
Watched last week: Golf Channel	46

Health	Index
Used body powder 8+ times in last 7 days	323
Smoke cigarettes: menthol	221
Used prescription drug for anxiety/panic	173
Visited doctor in last 12 mo: dermatologist	58
Own treadmill	53

Data includes national chains that may not be present in your region, but represent the type of consumer behavior likely.

Profile Comparison

Regional Profile

(the higher the index # the higher regional residents rate for this behavior above the national average)

Listen	Index
Radio format listen to: gospel	1,145
Radio format listen to: urban	705
Radio format listen to: jazz	402
Radio format listen to: all news	62
Radio format listen to: sports	62

Leisure	Index
Attended movies in last 90 days: once/week or more	293
Bought lottery ticket in last 12 mo: Daily Drawing	274
Went to beach in last 12 months	46
Dine out once a week	46
Bought book at warehouse store in last 12 months	45

Read	Index
Read music magazines	355
Read baby magazines	261
Heavy magazine reader	162
Read newspaper: travel section	52
Read two or more Sunday newspapers	50

Internet	Index
Bought video tape/DVD last month: horror	281
DVDs purchased in last 30 days: 5+	226
Own Polaroid camera	182
Purchased item: amazon.com in last 12 months	39
Ordered on Internet/12 mo: airline ticket	39

Watch	Index
Watch Syndicated TV (M-F): Judge Mathis	842
Watched last week: BET (Black Entertainment TV)	765
Watched last week: Golf Channel	50
HH has digital video recorder (DVR)	50
HH has satellite dish: Dish Network	46

Health	Index
Smoke cigarettes: menthol	431
Smoked 2+ cigars in last 7 days	386
Used hair growth product in last 6 months	266
Buy foods specifically labeled as natural/organic	51
Own treadmill	40

Data includes national chains that may not be present in your region, but represent the type of consumer behavior likely.

TOP BUSINESS PROSPECTS

Purpose

The Top Business Prospects aims to uncover industries and businesses that best correspond and complement successful, high growth industries in Fairburn, Georgia. This research component results in the compilation of potential business prospects based on industries that are succeeding in your community and communities with a similar economic and psychographic footprint. This list of prospects can be used to assist economic development professionals and leadership in the community to actively recruit businesses and industries to Fairburn.

Methodology & Results

Using data gathered from Environmental Systems Research Institute, Inc. (ESRI), North Star developed a demographic and psychographic profile for Fairburn. We then identified complementary communities that most closely share similar consumer characteristics. Using the Bureau of Labor Statistics, Quarterly Census of Employment and Wages data, North Star then identifies the top growth industries. Our approach is to examine long-run and short-run net positive growth exhibited by industry sectors in terms of employment, firms and wages. From this analysis we determine the top industry sectors – listed using the North American Industry Classification System (NAICS) – within Fairburn's economic landscape. These industries are then compared to those of complementary communities around the country. This allows us to measure Fairburn's economic growth comparatively to communities with similar economic profiles as well as determine other high potential industries that may not have been targeted previously.

Using proprietary methods, North Star combines Fairburn's top NAICS codes and the City's workforce characteristics (using Resident Tapestry data derived from ESRI) to define a list of top prospects that best match Fairburn's top industries and labor market strengths.

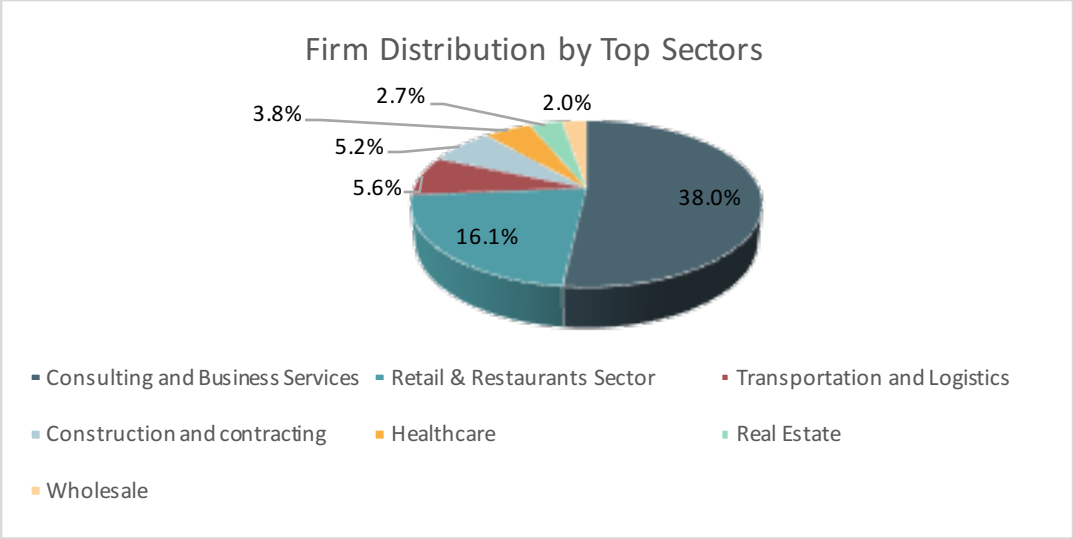
TOP BUSINESS PROSPECTS

The complete results from the Top Business Prospects list can be found on the Final Report CD and should be passed on to economic development entities in the area.

Note: The Top Business Prospects list is meant to serve as a targeted example of the types of businesses and organizations that best fit Fairburn's economic strengths. This list can most effectively be used by identifying the types of companies included and targeting similar businesses through economic development efforts. The Business Prospects list not only provides company information, but also provides you information on who the C-suite level executives are in order to enhance your recruitment efforts.

Note: Growth industries provided are not the only industries experiencing growth in your region, but are those calculated to be most relevant to your community's demographic and psychographic profile. For additional information and a full description of NAICS codes, see: http://www.census.gov/eos/www/naics/.

Number of companies within top industries	
Professional, Technical & Business Services	688
Retail, Restaurants, & Consumer Services	291
Transportation and Logistics	102
Construction & Contracting	94
Healthcare	69
Real Estate	48
Wholesale	36



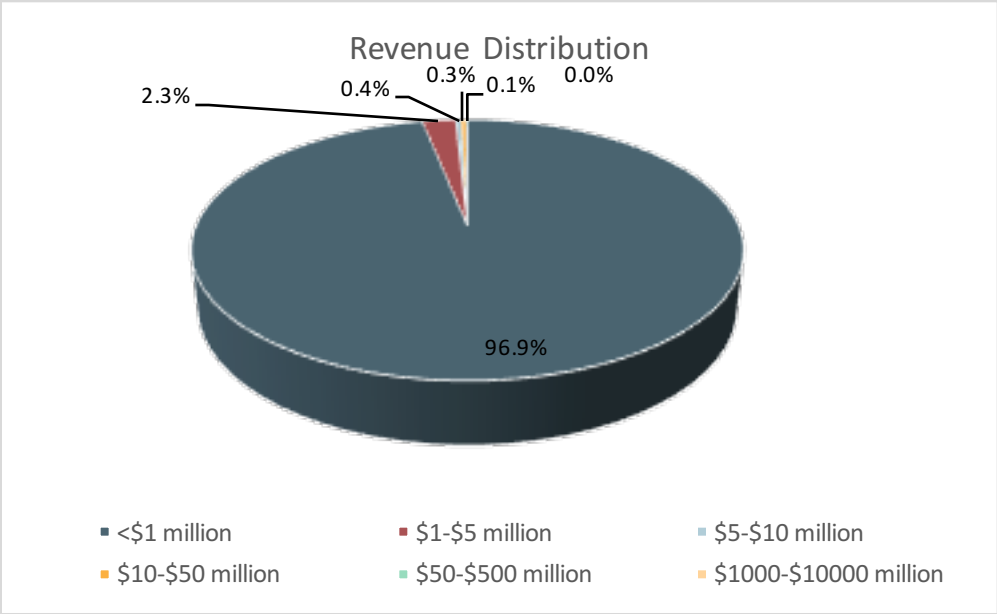
Fairburn's Top Industries: Growth Sectors

As part of the review of Fairburn's businesses, North Star conducted a review of all businesses that were either a headquarters or single location within the City limits utilizing our Dun & Bradstreet database. This resulted in the identification of approximately 1,811 companies with the top industries represented in the graph above.

Fairburn's top growth industries are in the professional, technical & business services & consulting sectors. They account for nearly 40% of Fairburn's businesses. In the aggregate the top growth sectors account for approximately 75% of all businesses in the City. Industry mix indicates a less than diverse range of industries in the community. However, North Star found that there has been significant growth in the construction and contracting related firms which points towards economic recovery as well as overall community growth.

Note: Information is based on Duns & Bradstreet (D&B) business research and profiling.

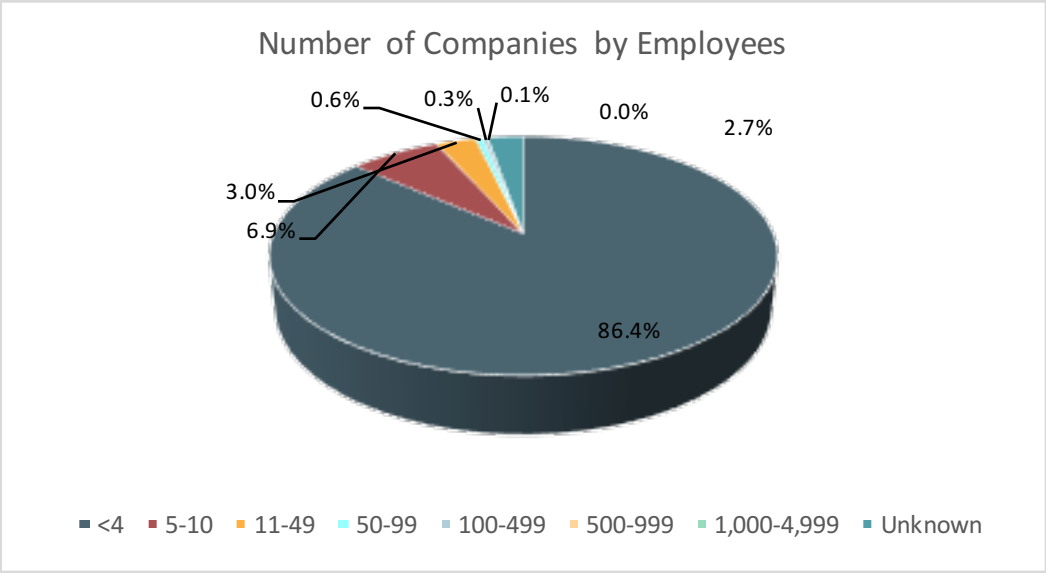
Number of Firms by Revenue Level	
<$1 million	1,754
$1-$5 million	42
$5-$10 million	7
$10-$50 million	6
$50-$500 million	2



Fairburn's Top Industries: Revenue

Nearly 97% of Fairburn's businesses report revenue stream of less than $1 million. These are typically small business enterprises that may be indicative of small business and entrepreneurial climate in Fairburn, GA. A small portion of businesses in Fairburn (2.3%) report revenue between $1 – $5 million. According to D & B, approximately 0.4% of companies in Fairburn indicated having revenues in excess of $5 million.

Employment Levels	
<4	1,564
5-10	125
11-49	55
50-99	10
100-499	6
500-999	1
1,000-4,999	0
Unknown	50

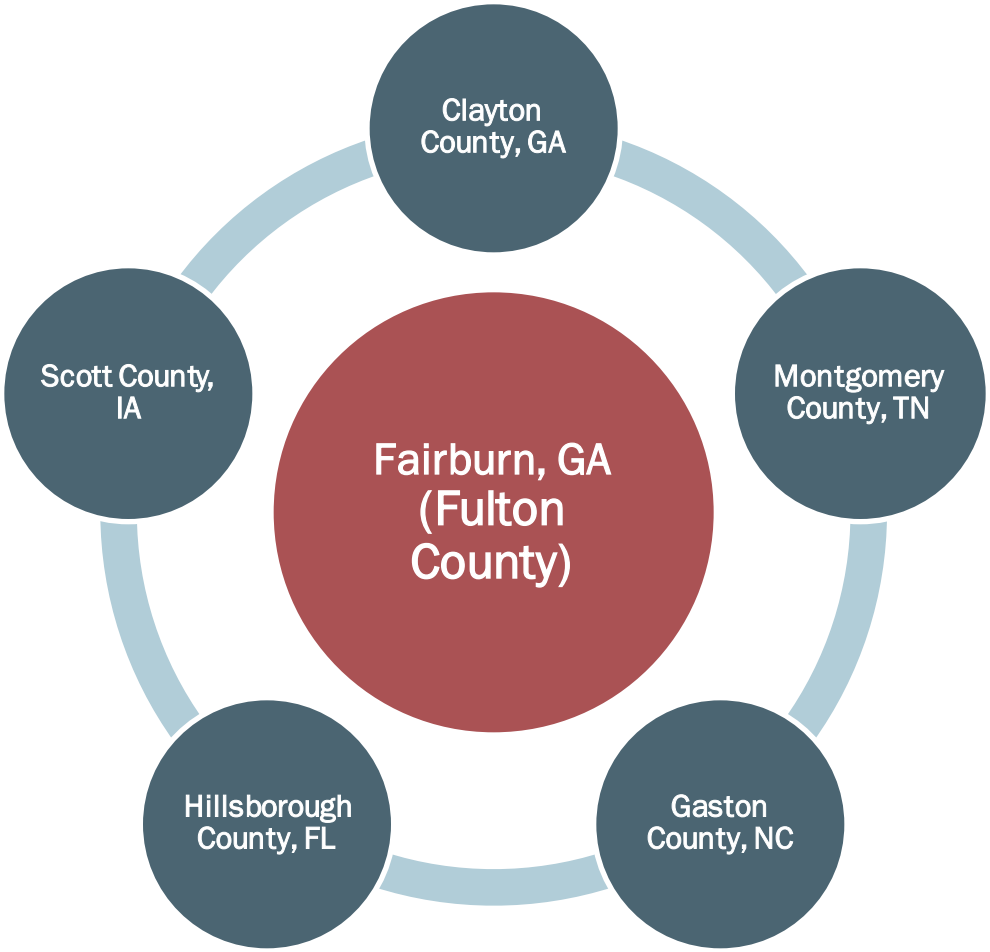


Fairburn's Top Industries: Employment

The majority of Fairburn's businesses (1,564 companies) employ fewer than four employees, followed by companies who fall into the five to ten employee bandwidth (125 companies). Approximately 55 companies employ 11-49 people with a small percentage (1%) having over 50 employees.

Given that such a large number of Fairburn's businesses operate with fewer than four employees, we can again surmise that the heart of Fairburn's economic landscape is paved with small businesses and entrepreneurial enterprises.

COMPLEMENTARY COMMUNITIES



COMPLEMENTARY COMMUNITIES

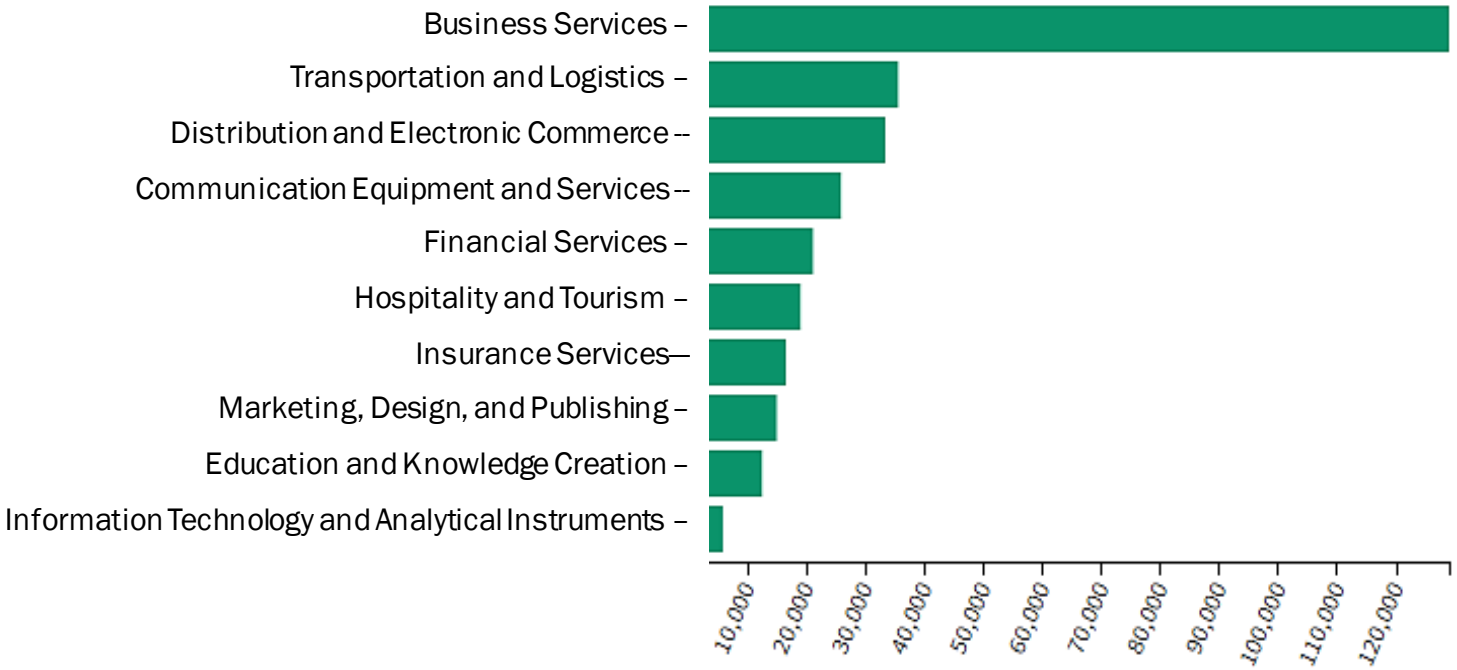
Five complementary regions were selected as correlating economic communities based on their labor market, labor force, industrial, and demographic & psychographic profile as determined by North Star to be similar to Fairburn. A comparative analysis of Fairburn to these Footprint Communities was conducted in order to validate the selected growth sectors as well as identify other industries with the potential to flourish in the area. This comparison allows North Star to identify and strategically select industries that could also be successfully recruited or expanded in Fairburn.

North Star conducted an extensive analysis of industries in each of these communities on a 4-digit NAICS level. NAICS codes are typically available for industries on the 2-, 3-, 4-, 5-, and 6-digit levels, with each increasing level of data providing more granular industry information. The larger the digit level, the more specific a given industry's information becomes, however, in an effort to provide confidentiality to proprietary industry information, the Bureau of Labor Statistics often suppresses information for a localized geography, particularly if the area in question has industry representation that is too few in number. As such, North Star typically selects industry data on the 4-digit NAICS level, which provides optimal granularity, yet is consistently reported (non-suppressed) for local and regional data, allowing us to pinpoint economic and business information in Fairburn and its Footprint Communities. Typically this data is pulled on the county level, but is subsequently scrubbed utilizing community level business and industry data analysis.

The following top growth industries were chosen on the basis of net positive long-term employment, establishment, and wage growth. Though this information is pulled on the county level, we further counter balance and scrub our findings based on City level economic analysis. While the complementary communities included in this report are not an all-inclusive list, they are communities most similar to Fairburn and Fulton County.

TOP INDUSTRIES BY EMPLOYMENT

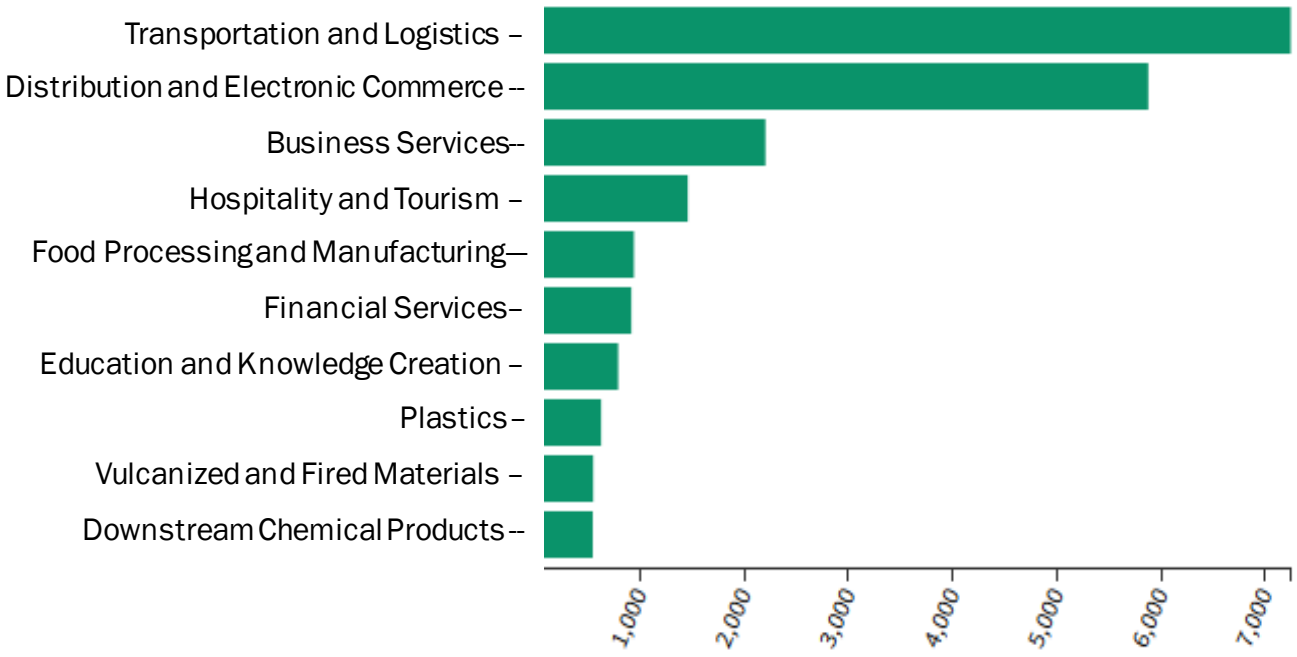
FULTON COUNTY, GA



Economic growth in Fulton County is cross-correlated to Fairburn's economic profile. Growth trends primarily identified industries in business services that included business support services, computer services, consulting and engineering/architectural services, as well as corporate headquarters. Regional traded clusters offers Fairburn recruitment opportunities in financial services, insurance (with GA regulatory framework, look at captive insurance firms), and Transportation. Fiber optic infrastructure will allow for financial firms, IT, communications as well as growth in music and video production.

GROWTH INDUSTRIES IN COMPLEMENTARY COMMUNITIES

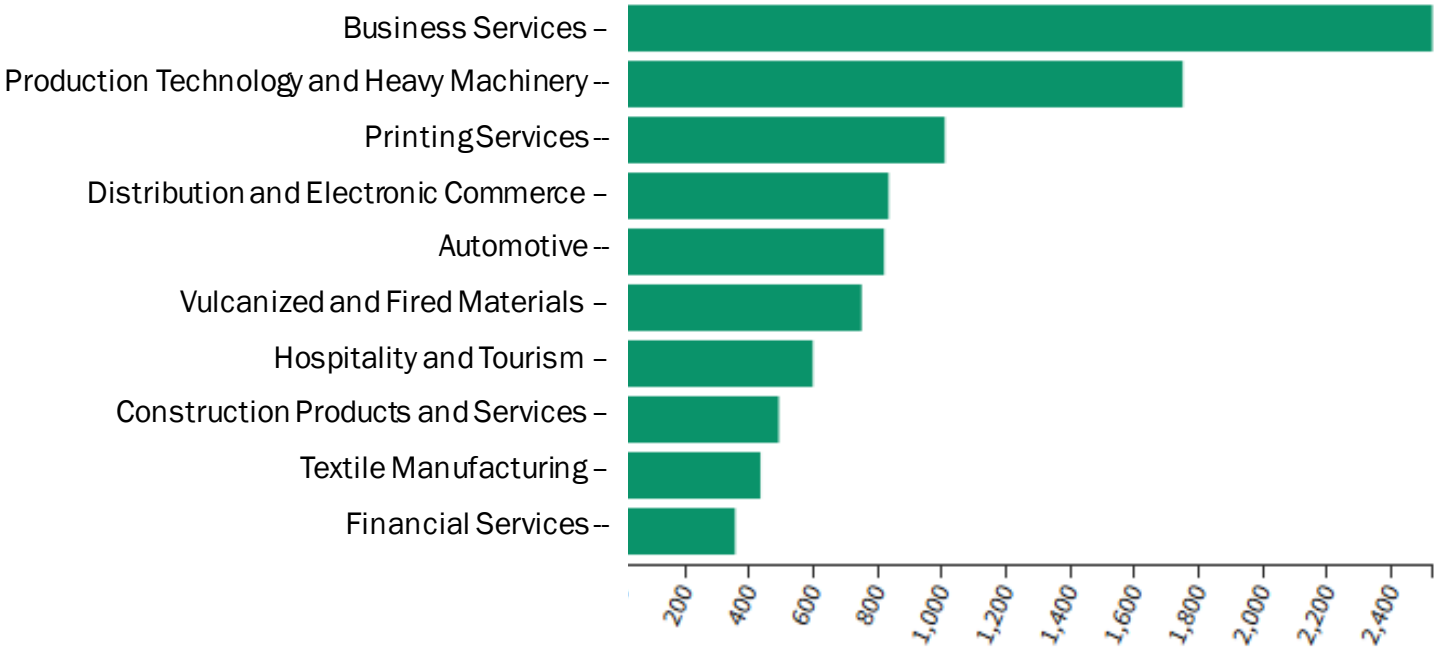
CLAYTON COUNTY, GA



Growth industries in Clayton County, GA include transportation and logistics, distribution and electronic commerce, business services as well as hospitality and tourism. Manufacturing efforts are predominantly focused on food and agricultural processing. Regionally this area has traded clusters in the manufacture of plastic products, materials and resin and downstream chemicals that include personal care and cleaning or processed products.. Additionally the area has had growth in vulcanized materials that includes clay, glass or rubber products.

GROWTH INDUSTRIES IN COMPLEMENTARY COMMUNITIES

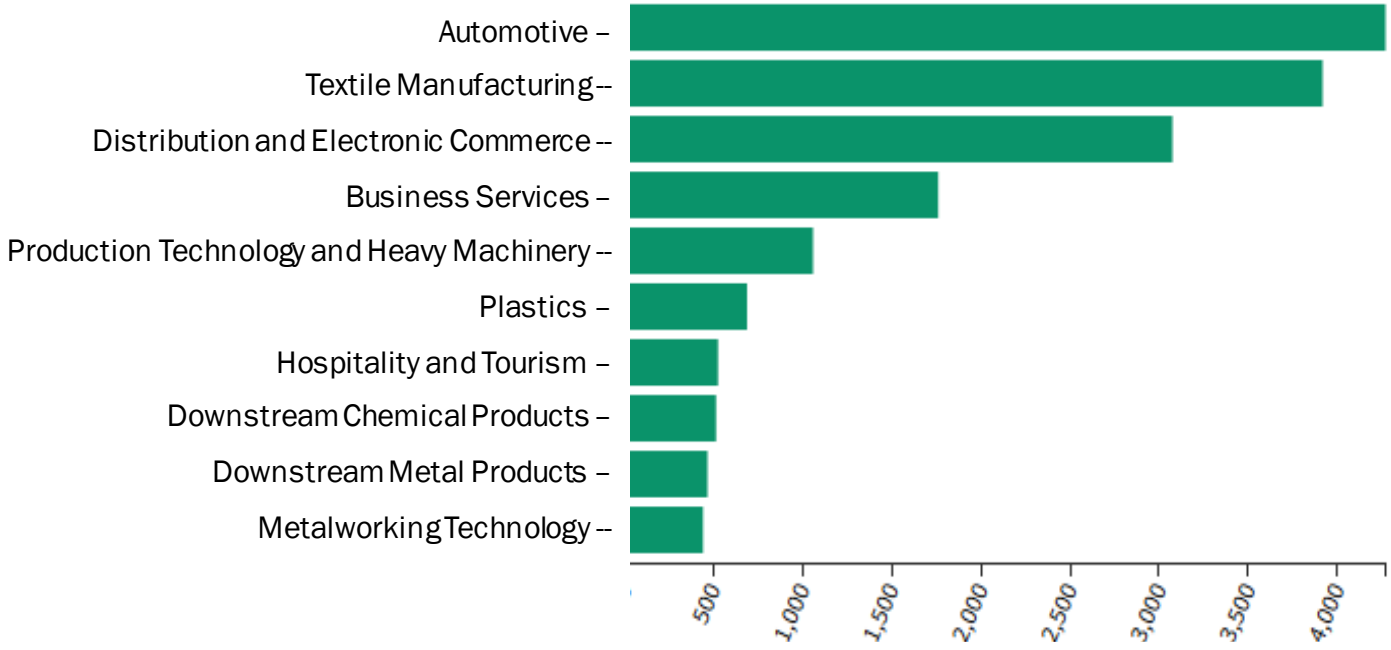
MONTGOMERY COUNTY, TN



Montgomery County in Tennessee offers Fairburn the opportunity to see how best to leverage, distribution and electronic commerce, transportation and logistics, as well as vulcanized material production. This area has seen growth in these clusters despite having a heavily transient military resident pool by drawing its labor force from neighboring counties in Tennessee and Kentucky, namely from Nashville-Davidson County for its business and financial services sectors.

GROWTH INDUSTRIES IN COMPLEMENTARY COMMUNITIES

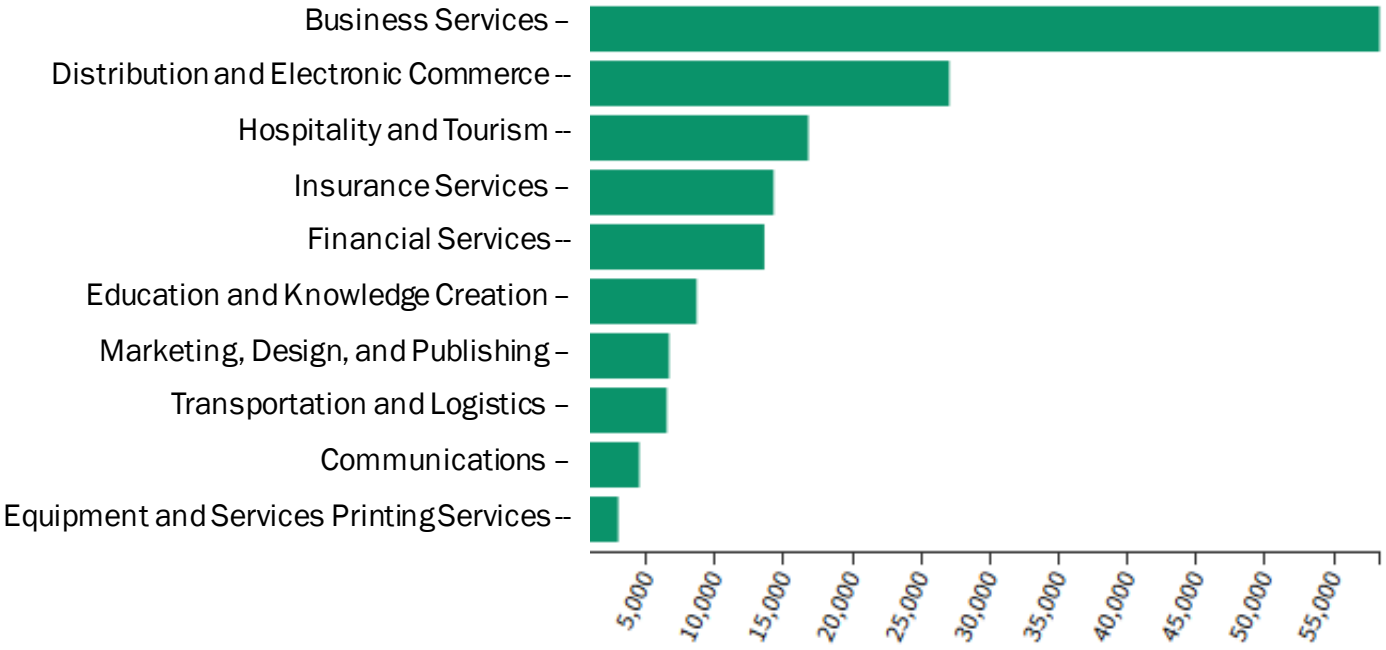
GASTON COUNTY, NC



Gaston County, NC offers Fairburn an ideal locale for recruitment efforts given its increasing cost of doing business and regulatory framework. This area also has 15 traded clusters meaning it could leverage its regional strengths, but has only done so for 31% of its industry landscape. While the automotive industry is its top traded cluster, this is less useful to Fairburn. Industries to focus on from this area include production technologies such as industrial, agricultural, and construction machinery. Also consider air handling equipment and commercial and service industry machinery. Downstream chemicals and metals should be another area of recruitment focus as well as plastics.

GROWTH INDUSTRIES IN COMPLEMENTARY COMMUNITIES

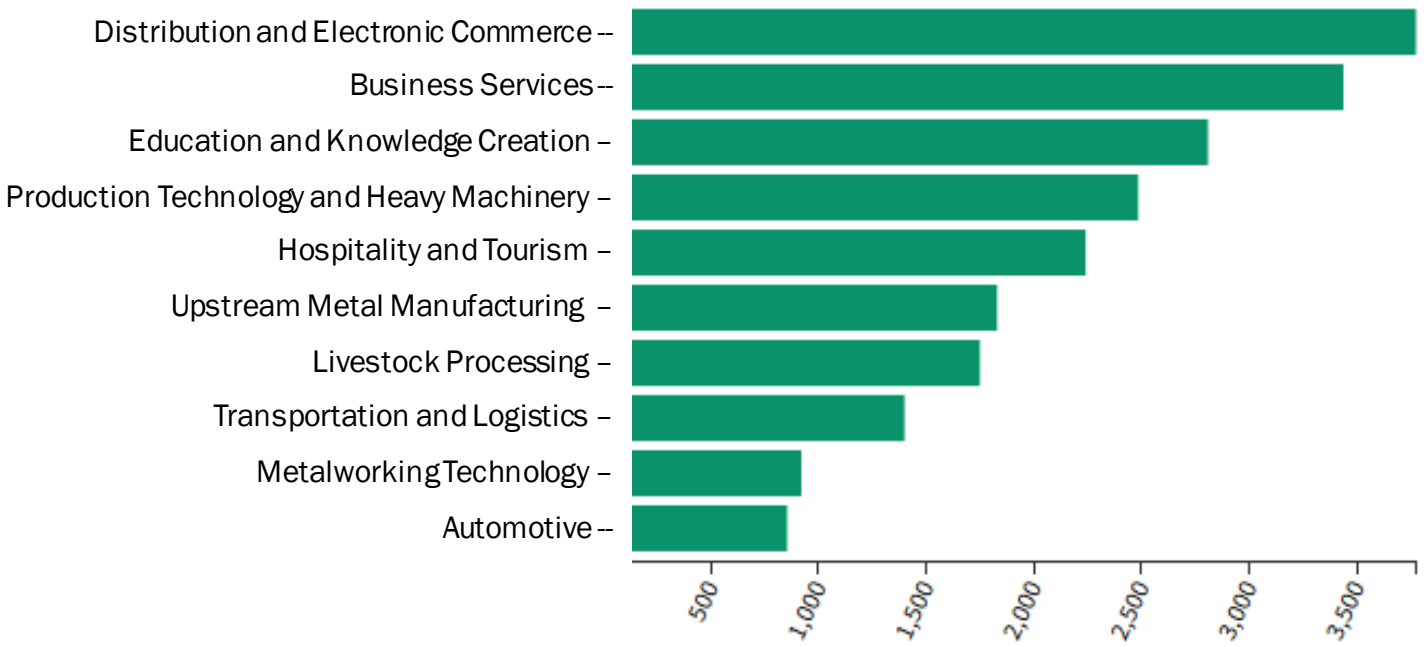
HILLSBOROUGH COUNTY, FL



Hillsborough County, FL offers Fairburn an outline of an ideal economic development story for the development of its growth industries namely, business services, distribution and electronic commerce, insurance as well as financial services. This region also offers Fairburn a significant opportunity for recruitment in that their business and real estate costs are considerably higher. Additionally cost of living indicators and tax structures make the cost of business an impediment.

GROWTH INDUSTRIES IN COMPLEMENTARY COMMUNITIES

SCOTT COUNTY, IA



Scott County in Iowa also offers Fairburn reasonable ground for targeting recruitment efforts in that their tax and regulatory framework is becoming more complex and less business friendly. Their top traded clusters are in production technologies, communications, downstream chemicals, and electronic commerce.

FINDINGS

Overall, Fairburn and its complementary communities have experienced similar sector growth trends. They have all seen growth in at least one area of a business services related sector (NAICS 5416, 5415, 5417, 5611, and 5419), as well as electronic commerce and distribution (i.e. 4251, 4541, 484, 4885). Complementary communities also saw growth in various manufacturing including food production, upstream/downstream chemical (325) and metal (332, 333) production as well as plastics products (3261) and vulcanized (3271, 3722) materials.. Given the relationship that exists with the Atlanta region and its fiber optic infrastructure, strong emphasis should be placed on the recruitment of information technology related industries. Additionally Fairburn could consider investment/incentivizing small tech-related startups. This infrastructure also opens the door for music and video production industries.

When looking at communities with similar profiles, Fairburn ought to consider what factors beyond data make industries in those areas successful. These factors may include things like infrastructure, Downtown walkability, labor costs, access to interstates, access to rivers, oceans, and ports, business costs and incentives, population density, tourism assets, regulatory environment, and community quality of life.

Fairburn County and its counterparts have a wide range of industry growth, allowing its growth strategy to be flexible. A list of top prospects is included on the Final BrandPrint CD.

CONSUMER AWARENESS & PERCEPTION STUDY

Purpose

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

Methodology & Results

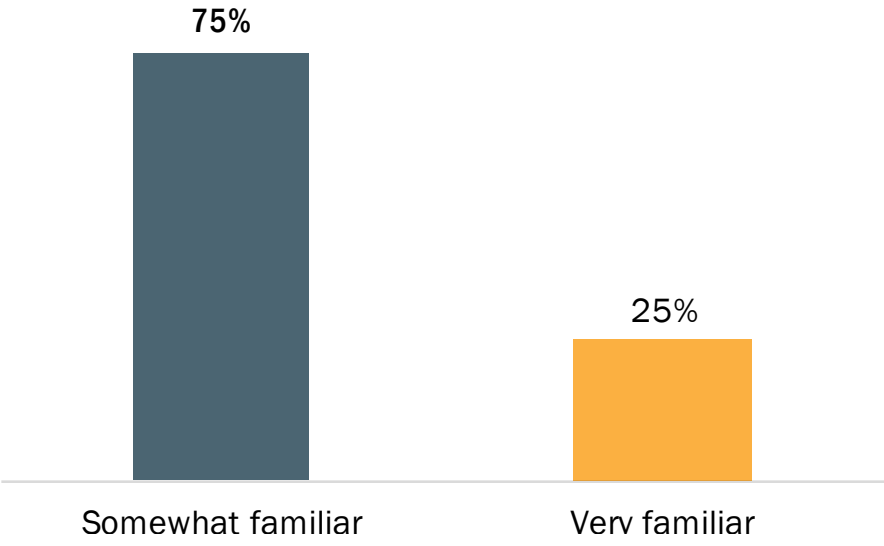
This quantitative survey is fielded online outside of Fairburn's borders in order to obtain an outsider's perspective. The survey measures:

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

CAP STUDY

FAMILIARITY WITH FAIRBURN

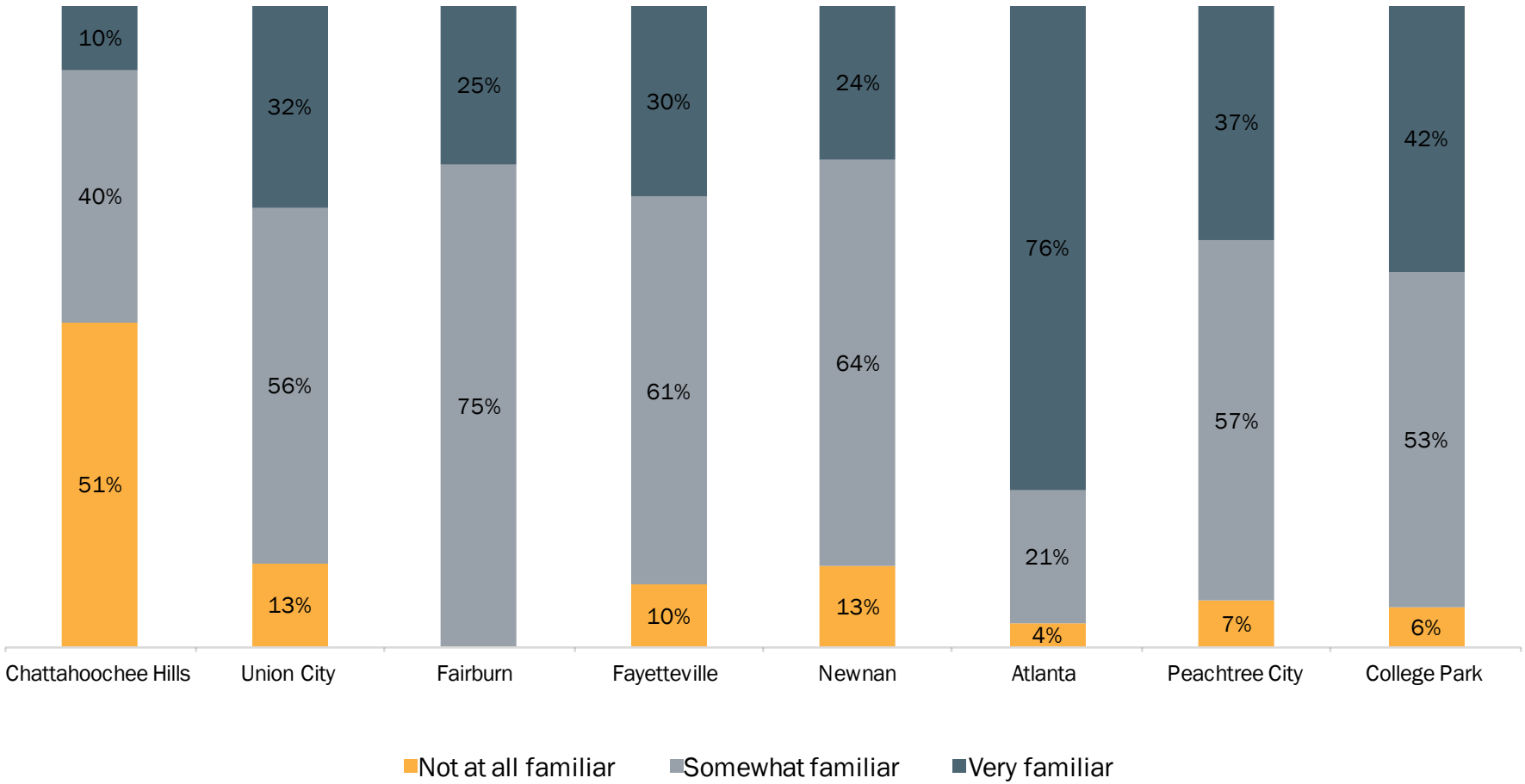
- Residents of the City of Fairburn, GA, Respondents under 18 years of age, and Respondents who are Not at all familiar with Fairburn, GA were all terminating factors for the survey.
- 360 respondents did not pass the parameters, and therefore were terminated from the survey.
- The termination rate was 64%, which is above average, indicating less than average awareness for Fairburn.
- Of those not terminated, 75% were Somewhat Familiar with Fairburn and 25% were Very Familiar (after termination for lack of familiarity).
- **200 responses** were collected for the CAP Study within the Atlanta, GA MSA (excluding Fairburn).



CAP STUDY

How familiar are you with the following areas?

(Fairburn has no "Not at all familiar" responses because that group was terminated for purposes of this survey).



CAP STUDY

When you think of the following areas what three words come to mind?

Chattahoochee Hills

- River
- Scenery
- South Atlanta

Union City

- Car dealerships
- Nothing
- Nice area

Fairburn

- Country
- Suburbs
- Far away

Fayetteville

- Country
- Nothing
- Suburban

Newnan

- Downtown
- City
- Country

Atlanta

- Big City
- Busy
- Urban

Peachtree City

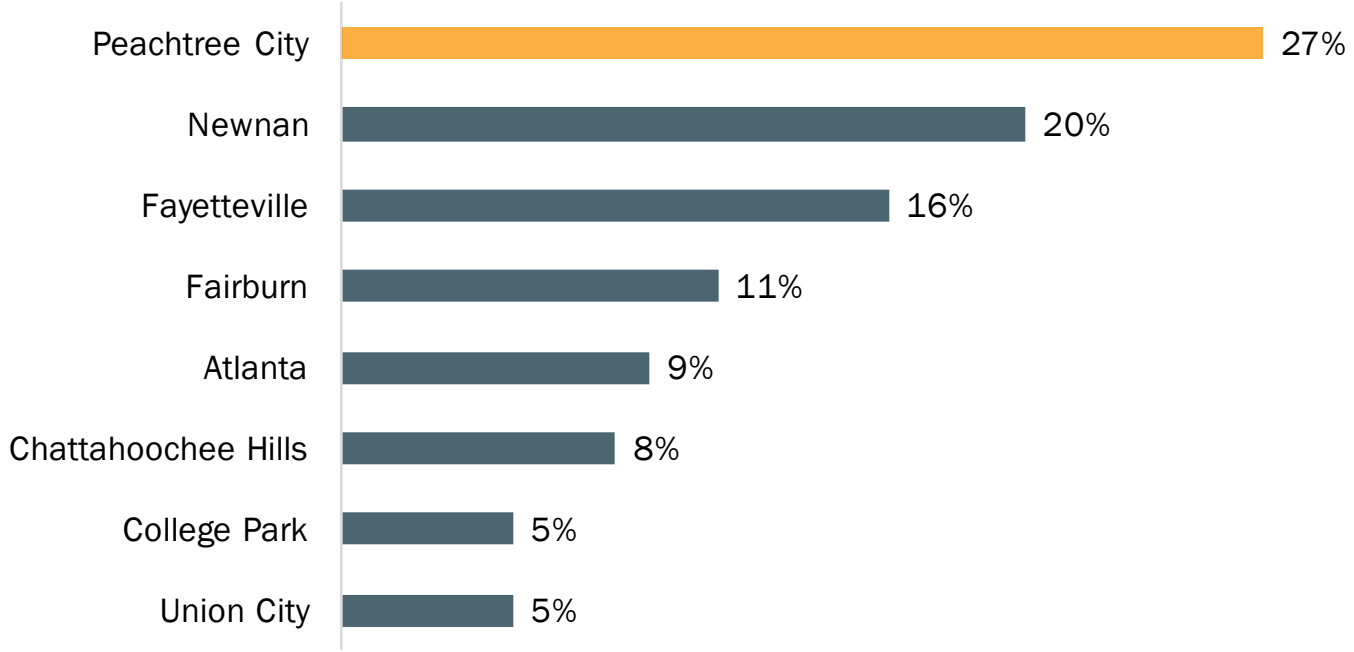
- Airport
- Golf Carts
- Shopping

College Park

- Airport
- Crime
- Distressed

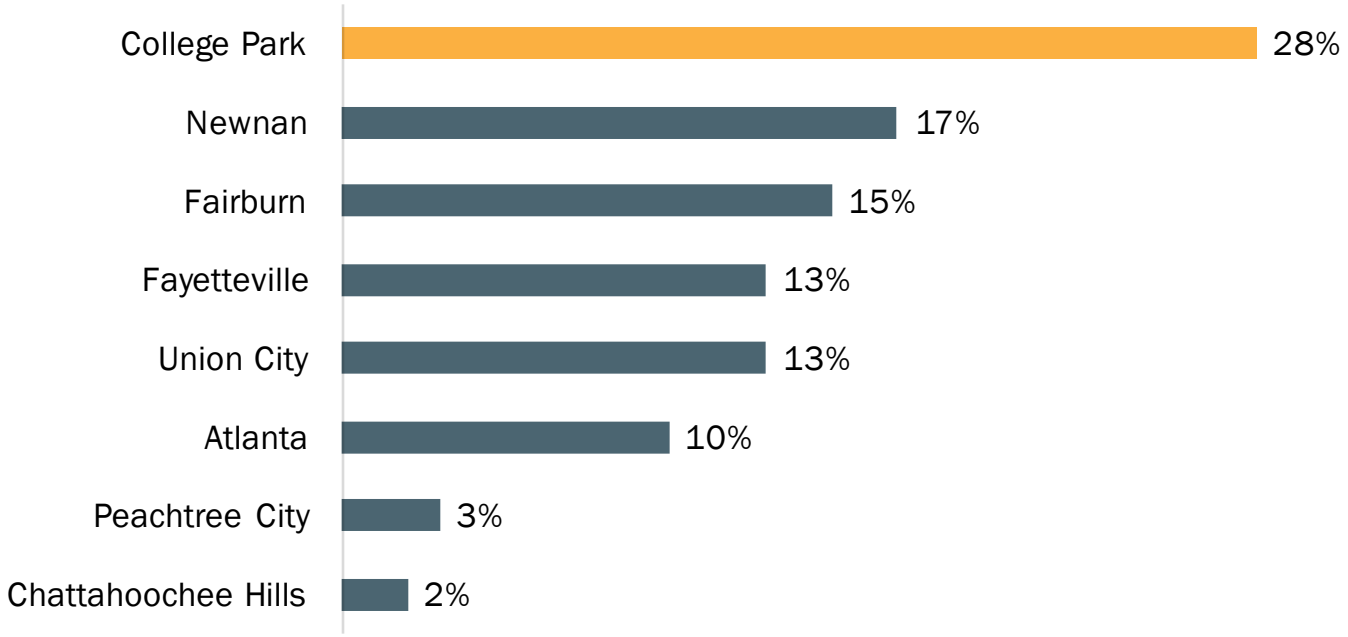
CAP STUDY

From the following list of communities in South Metro Atlanta, which would you consider to have the best small-town atmosphere?



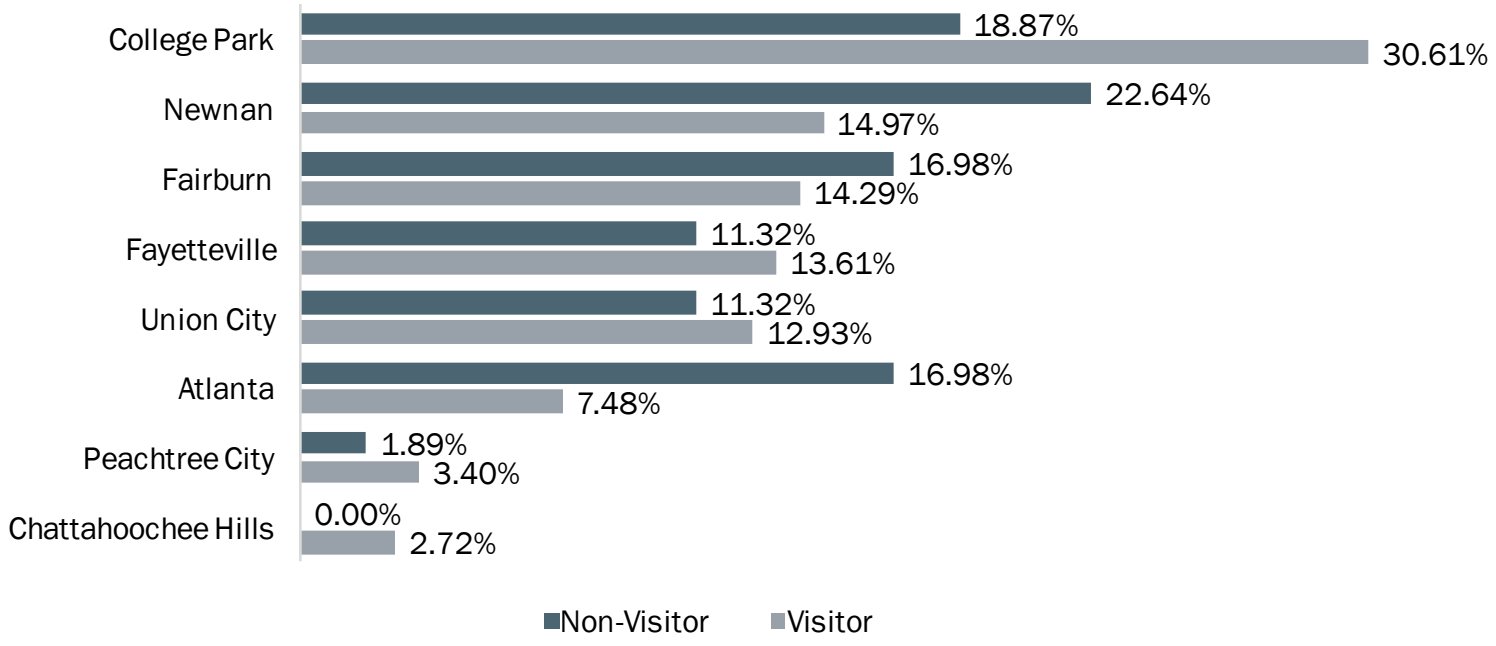
CAP STUDY

From the following list of communities in South Metro Atlanta, which would you consider to be the most affordable?



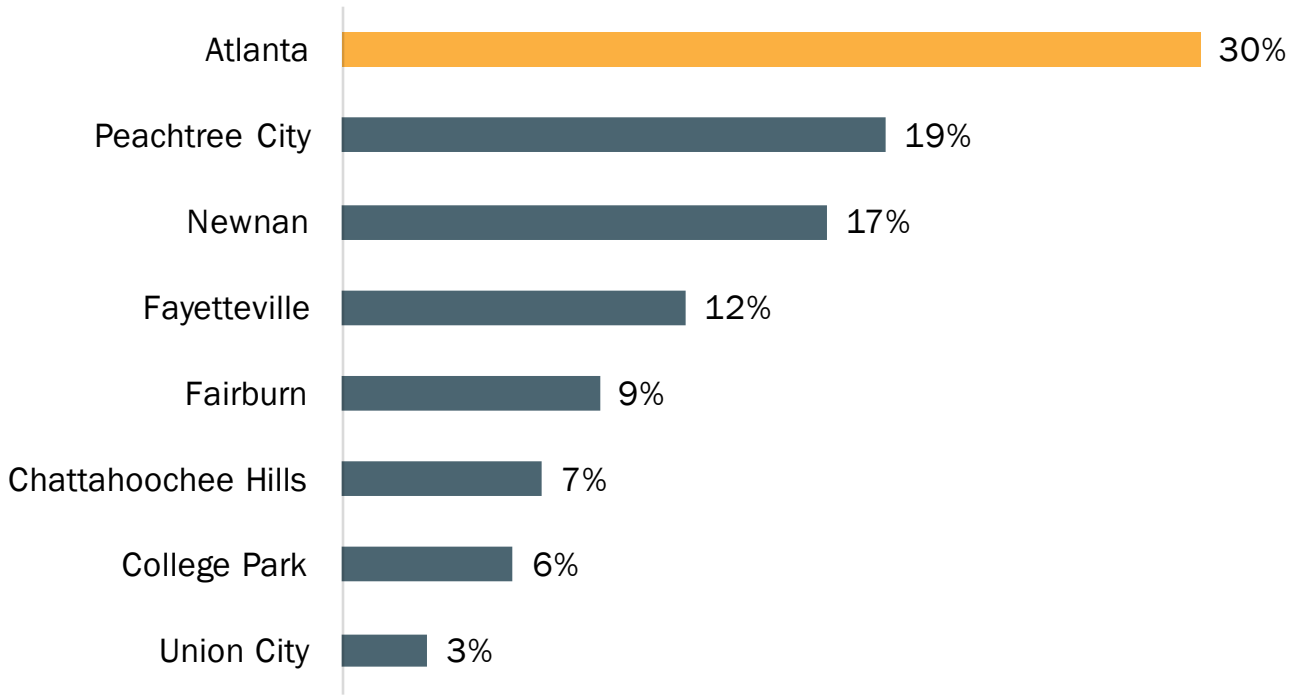
CAP STUDY

From the following list of communities in South Metro Atlanta, which would you consider to be the most affordable?



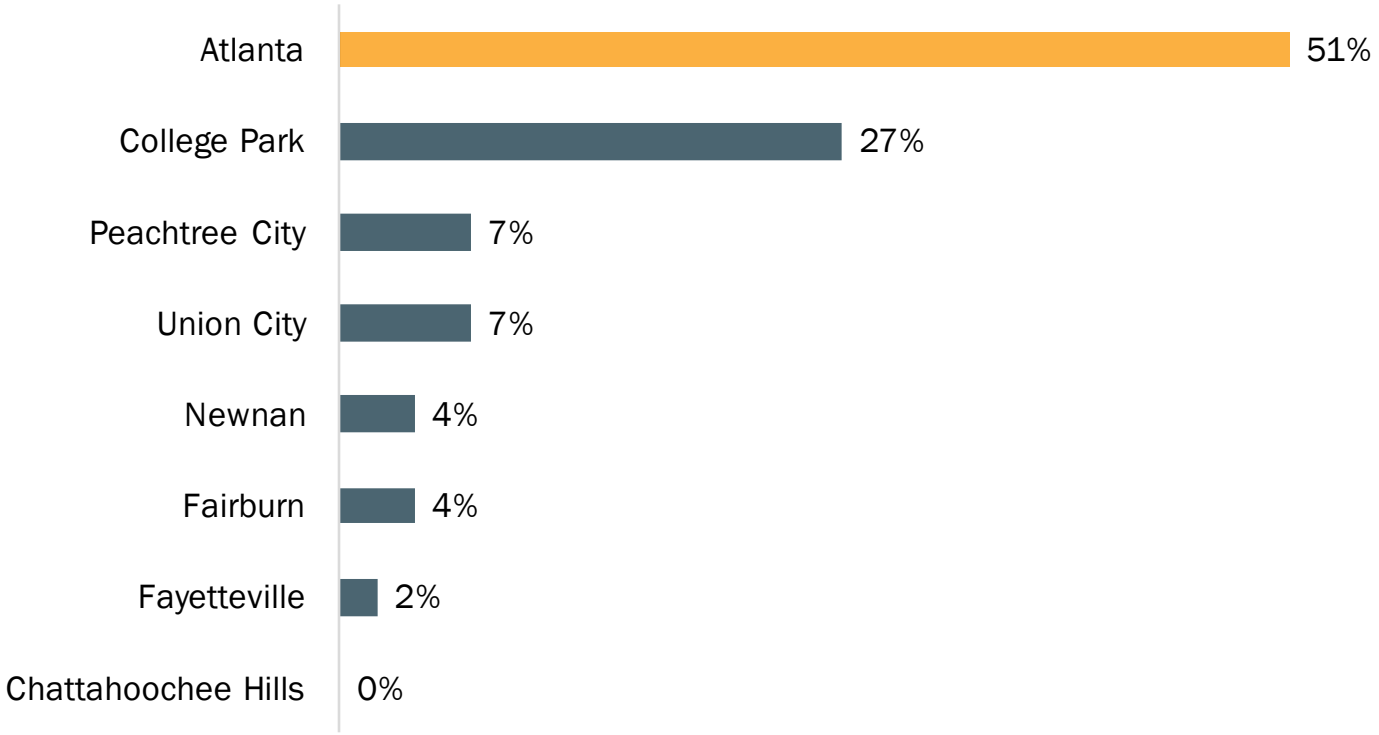
CAP STUDY

From the following list of communities in South Metro Atlanta, which would you consider to have the most growth potential?



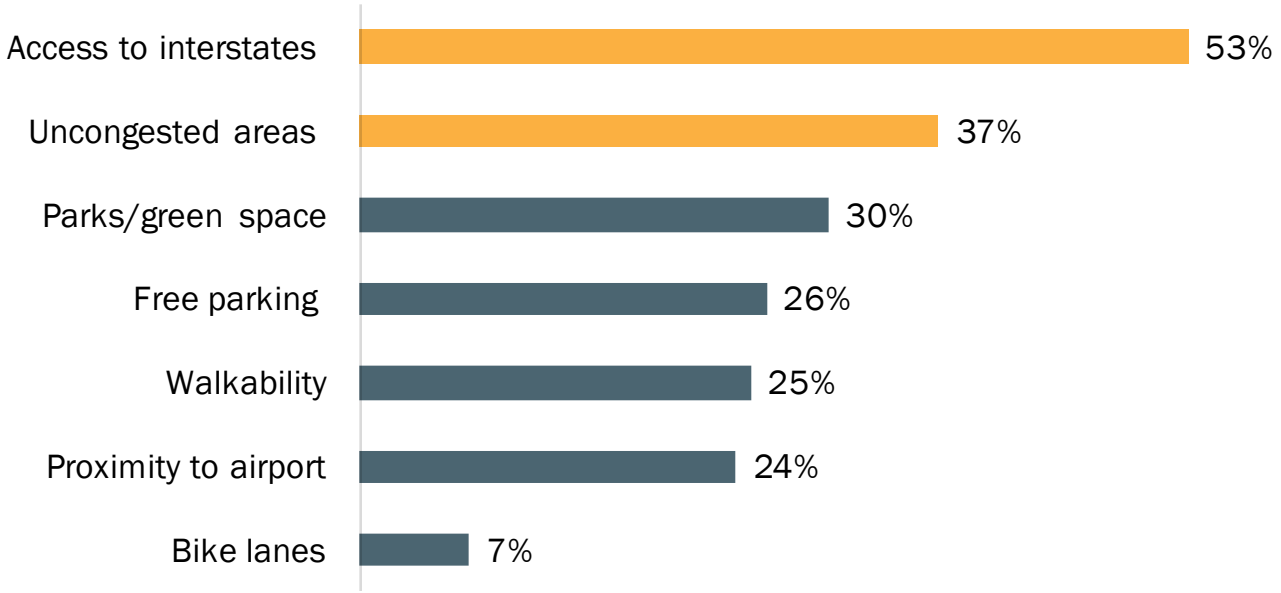
CAP STUDY

From the following list of communities in South Metro Atlanta, which would you consider to be the most accessible (to highways, area communities and the airport)?



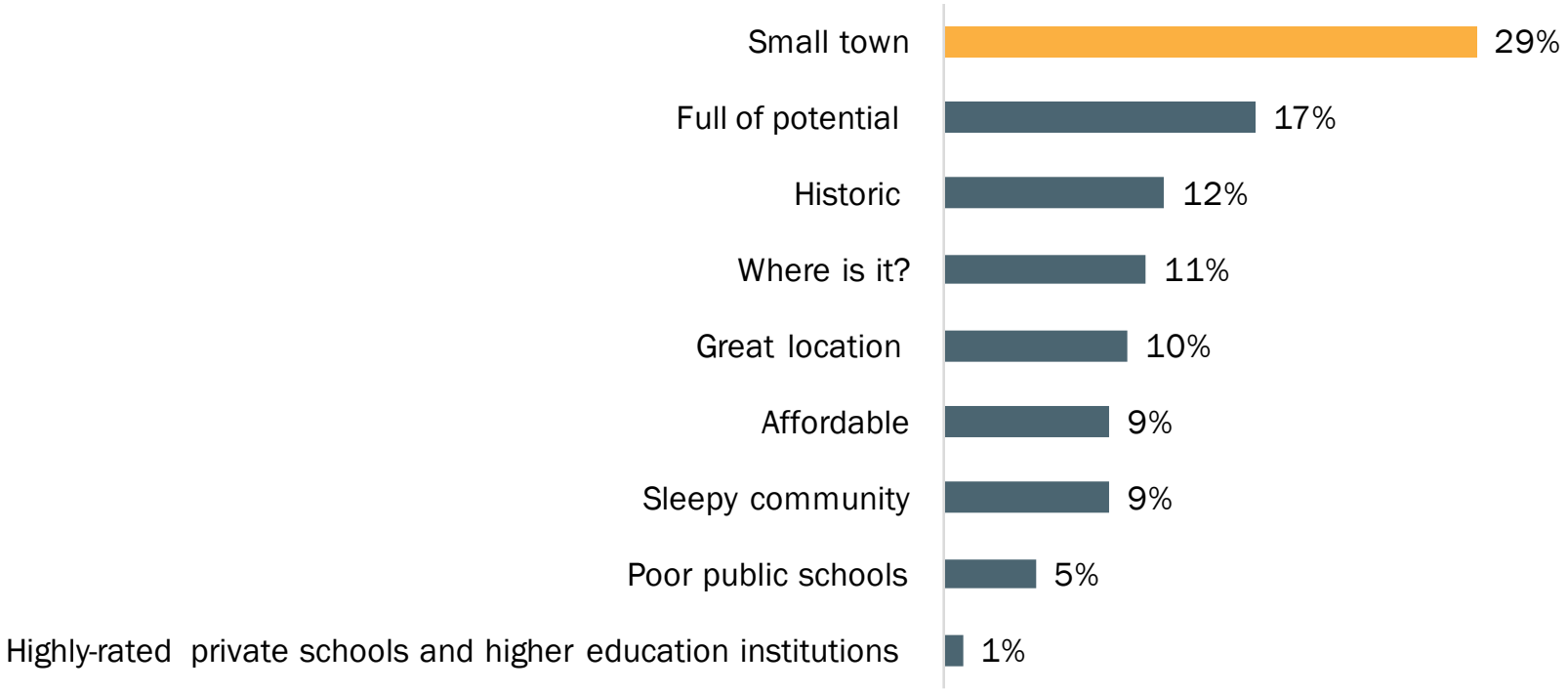
CAP STUDY

Living in or near Atlanta, which of the following do you value the most? Choose two.



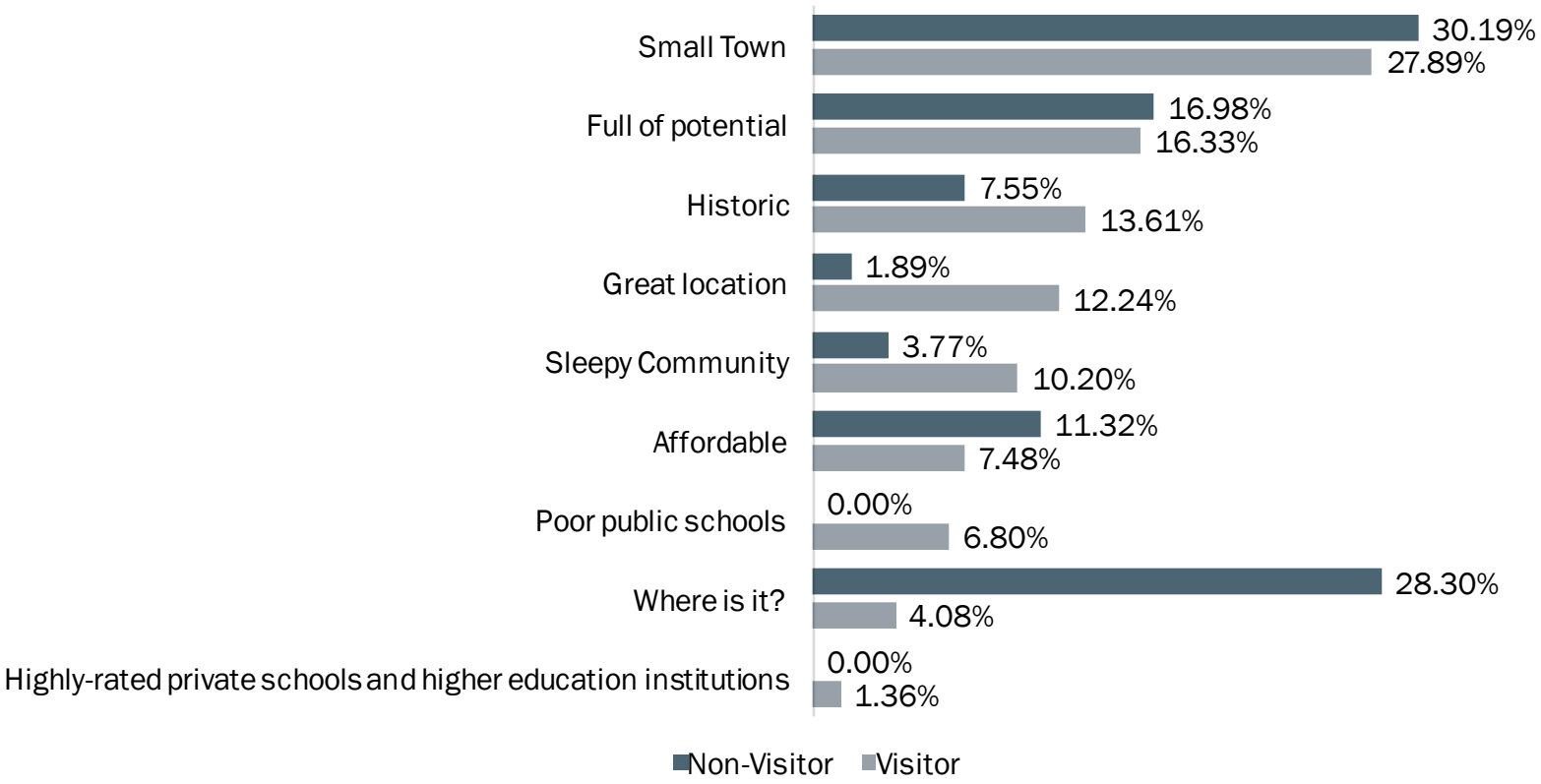
CAP STUDY

Which of the following most closely fits your perception of Fairburn, GA?



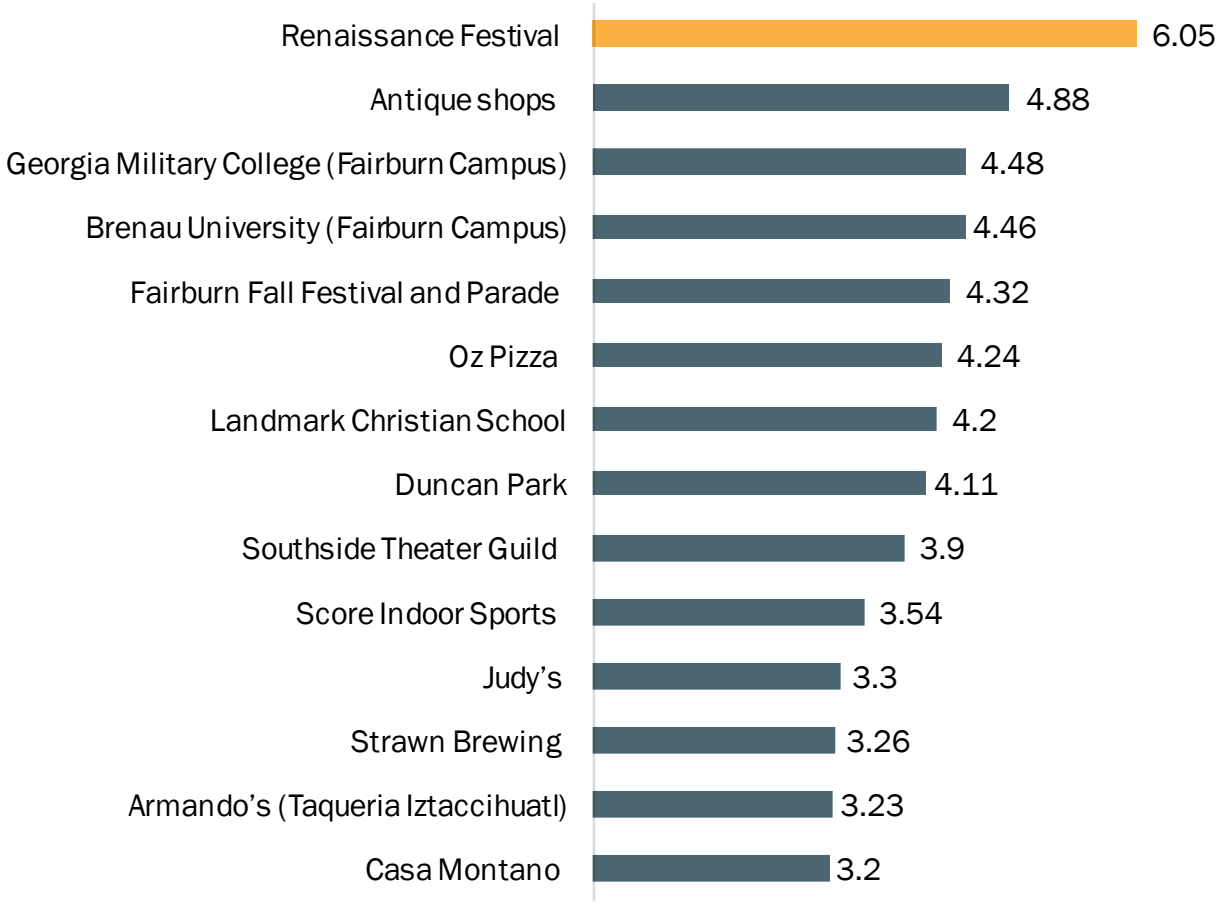
CAP STUDY

Which of the following most closely fits your perception of Fairburn, GA?



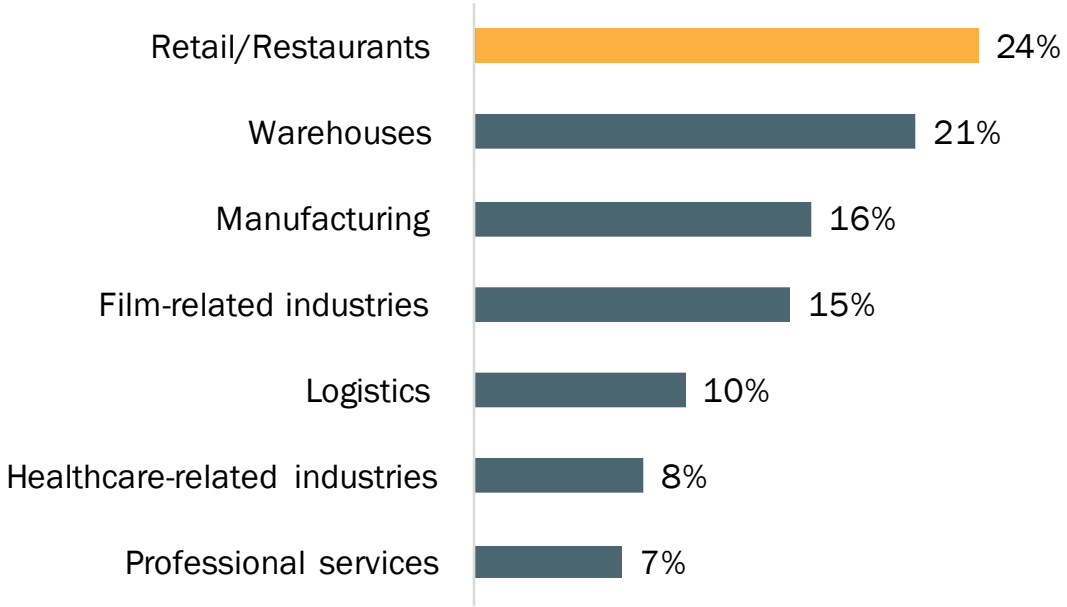
CAP STUDY

Rate your familiarity with the following assets in Fairburn on a scale of 1 to 10 with 1 being "not at all familiar" and 10 being "very familiar."



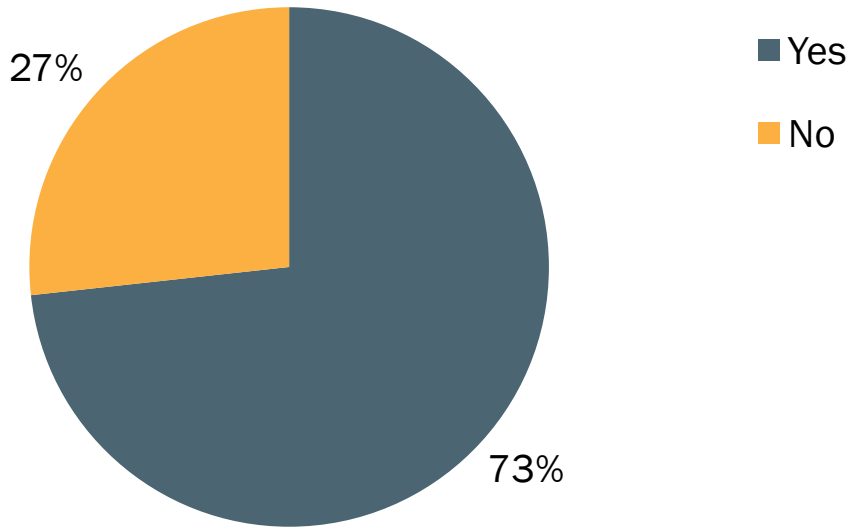
CAP STUDY

Which of the following industries/business clusters do you feel is best suited to Fairburn, GA?



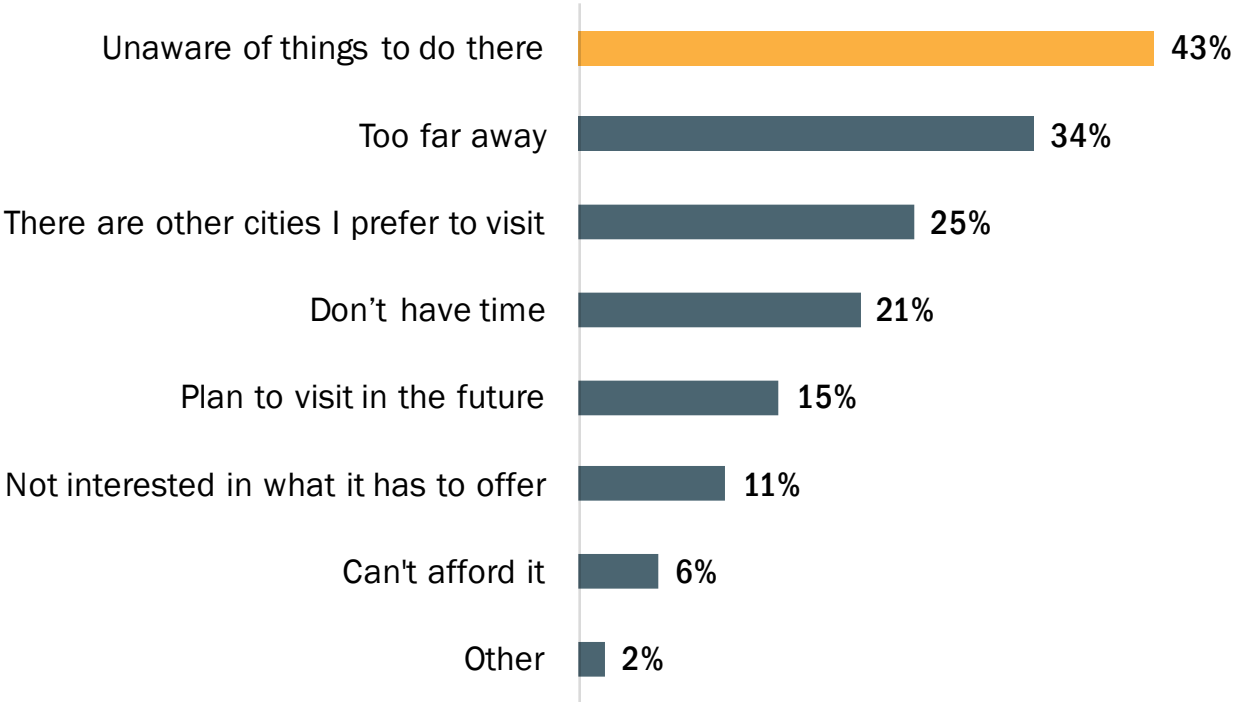
CAP STUDY

Have you visited or been to Fairburn, GA?



CAP STUDY

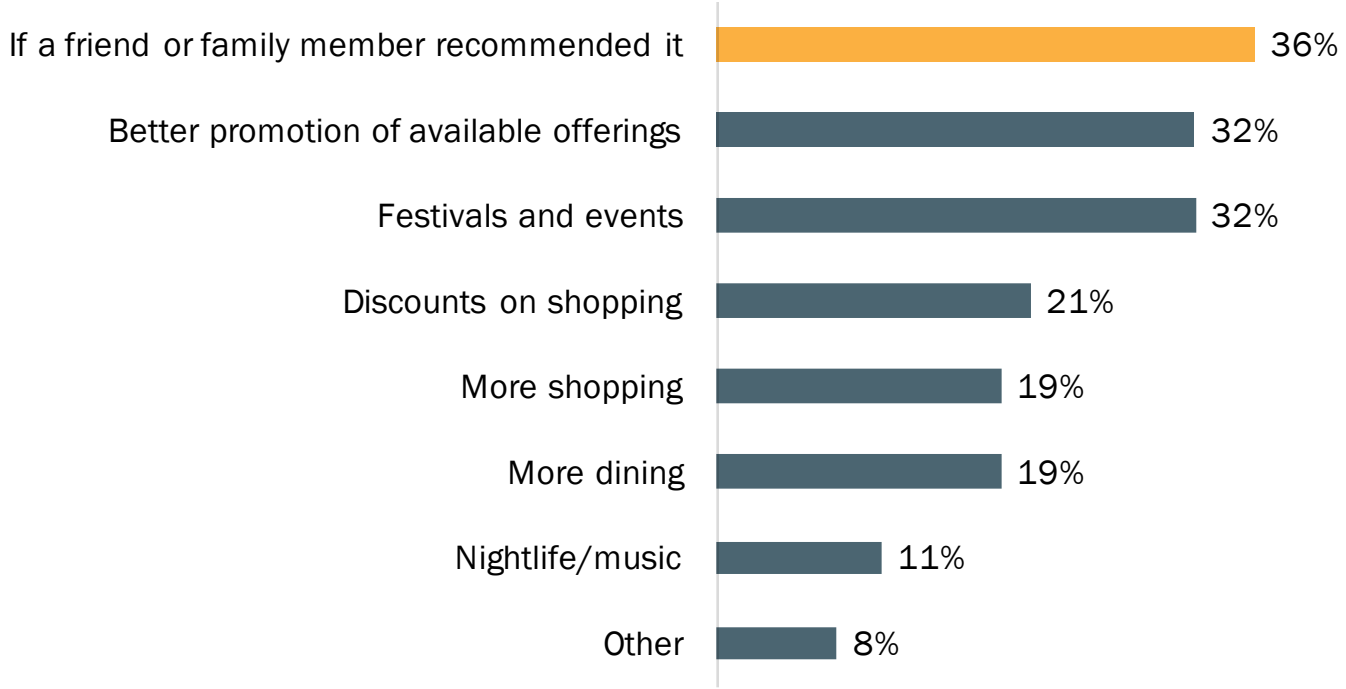
Why have you NOT visited Fairburn, GA?
Choose all that apply.



Other: Nothing

CAP STUDY

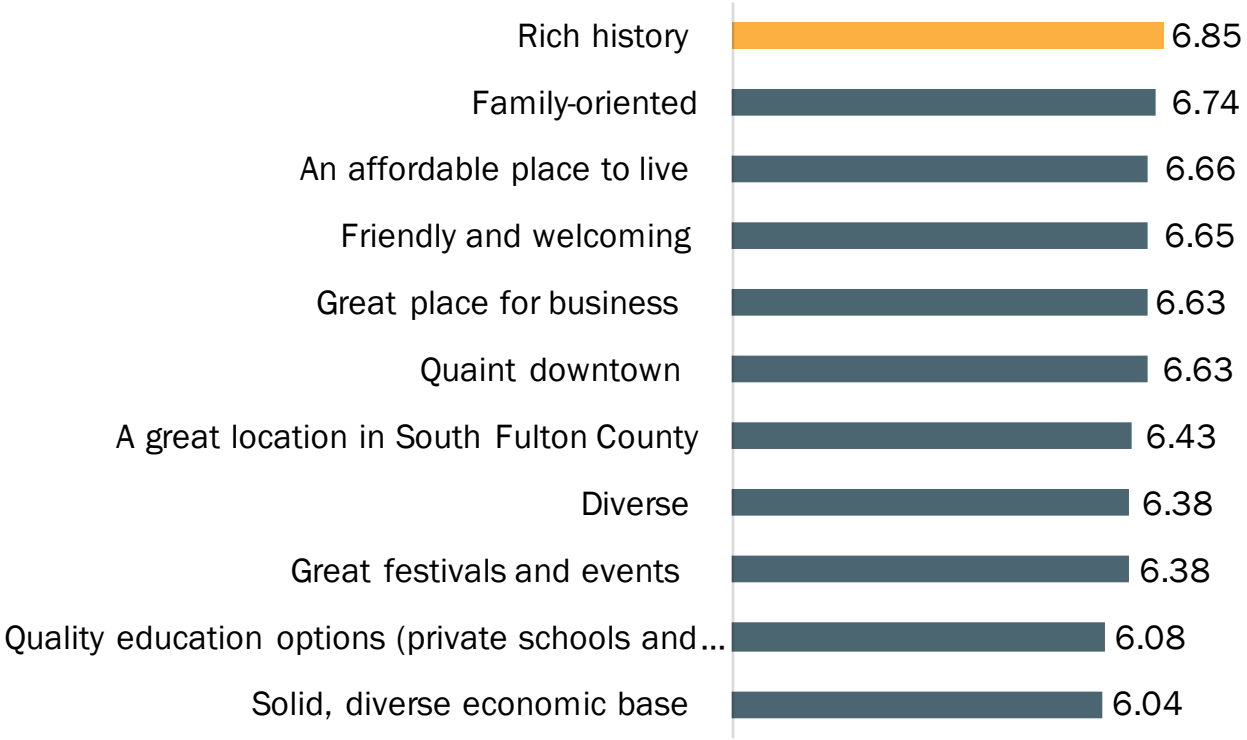
What would make you more likely to visit Fairburn?
Choose all that apply.



Other: Transportation

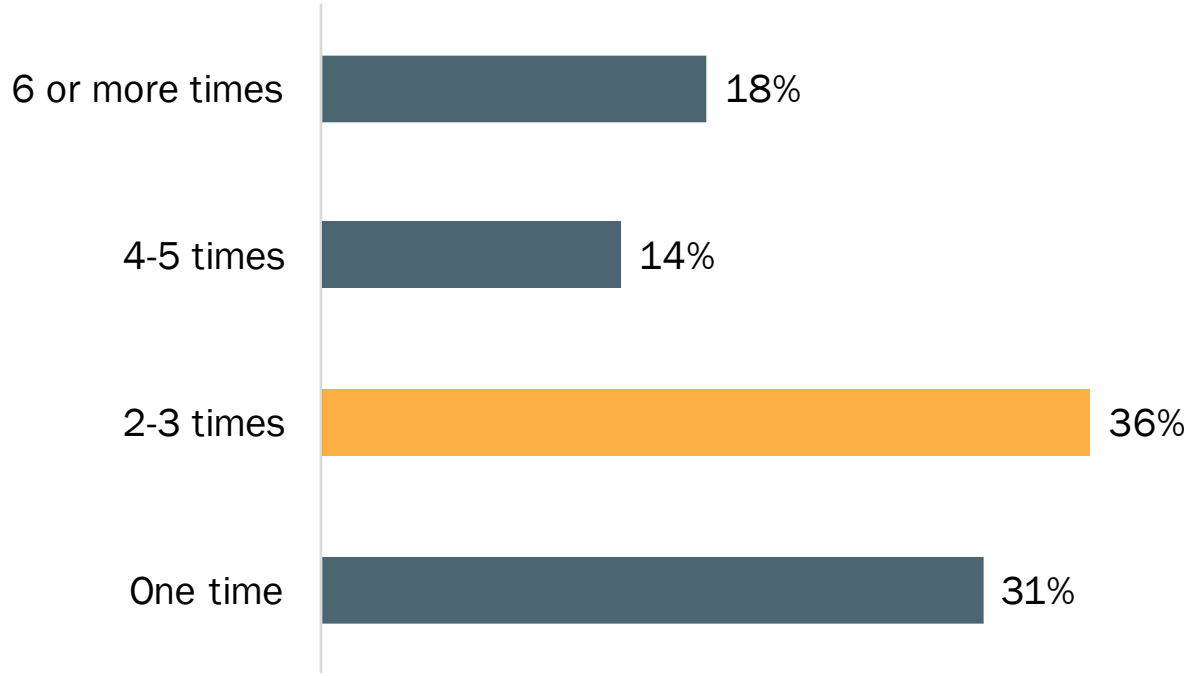
CAP STUDY

Based on your perceptions of Fairburn, GA, how would you rate the following descriptions on a scale of 1 to 10, with 1 being "does not match Fairburn at all" and 10 being "is an exact description of Fairburn?"



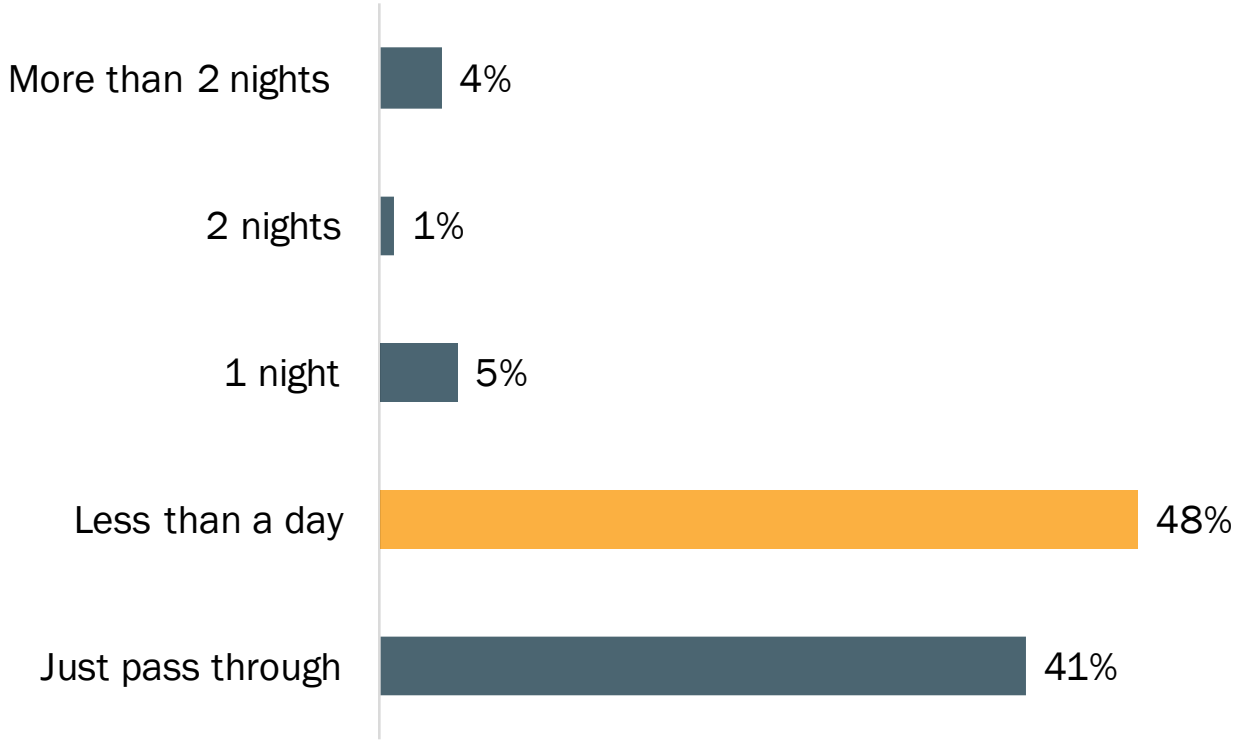
CAP STUDY

How many times have you visited Fairburn, GA in the past three years?



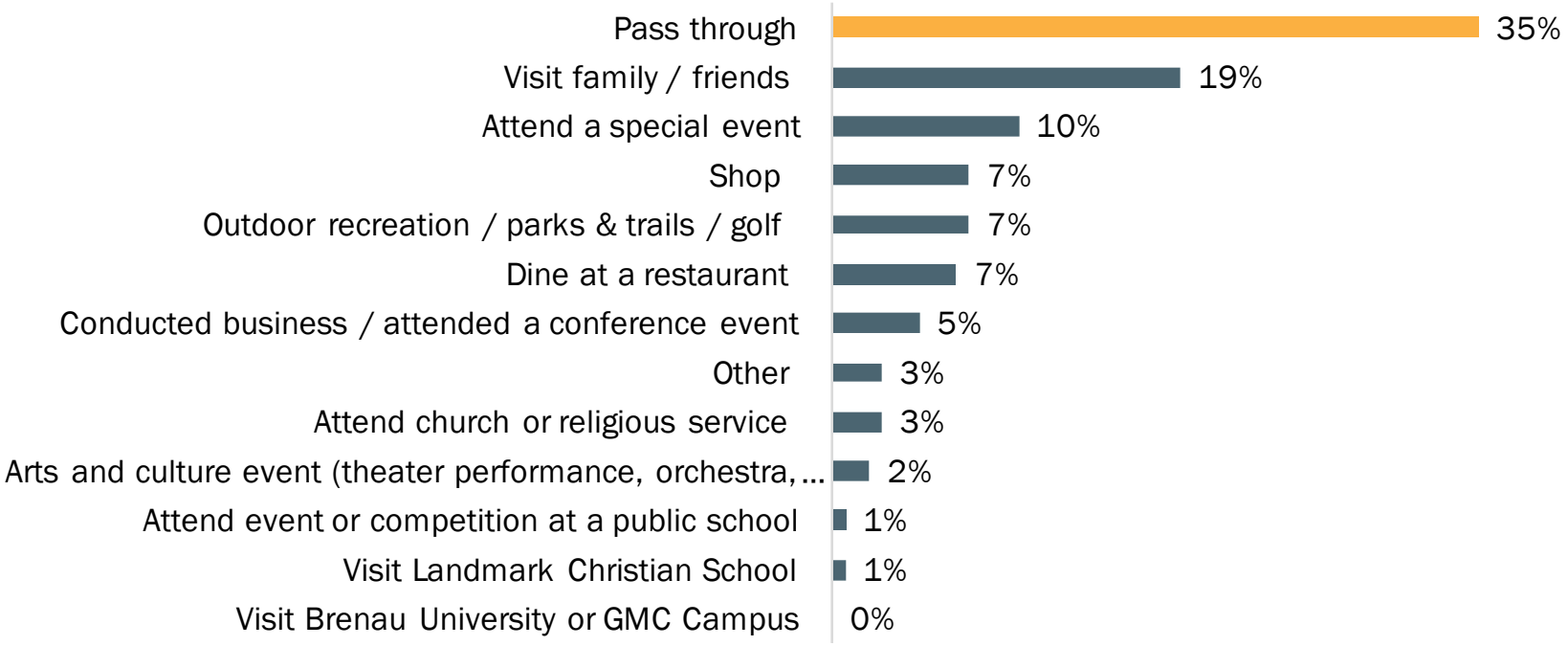
CAP STUDY

On average, how much time do you spend in Fairburn, GA when you visit?



CAP STUDY

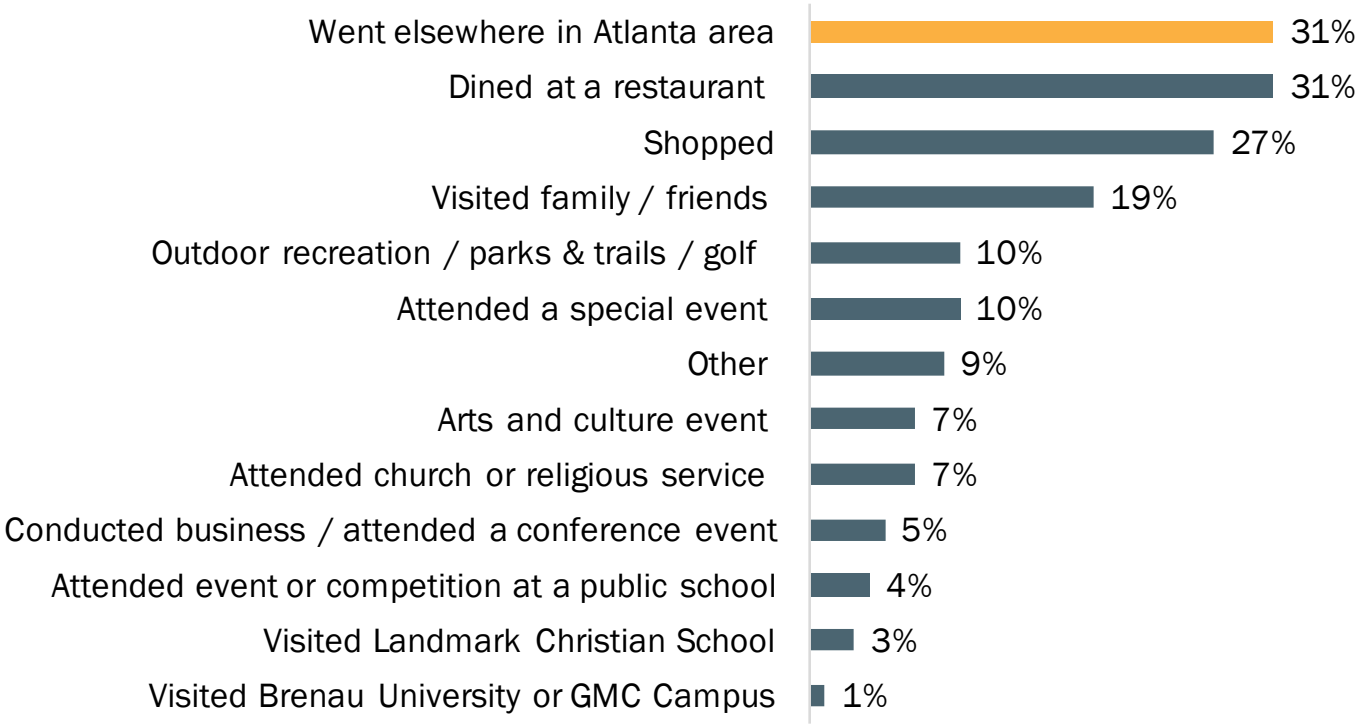
What was the primary purpose or main reason you visited Fairburn, GA on your most recent visit?



Other: Work, doctor appointments

CAP STUDY

While you were visiting Fairburn, which of the following did you do, in addition to the primary purpose of your trip? Choose all that apply.



Other: Nothing

CAP STUDY

You mentioned you were just passing through Fairburn. What was your final destination?

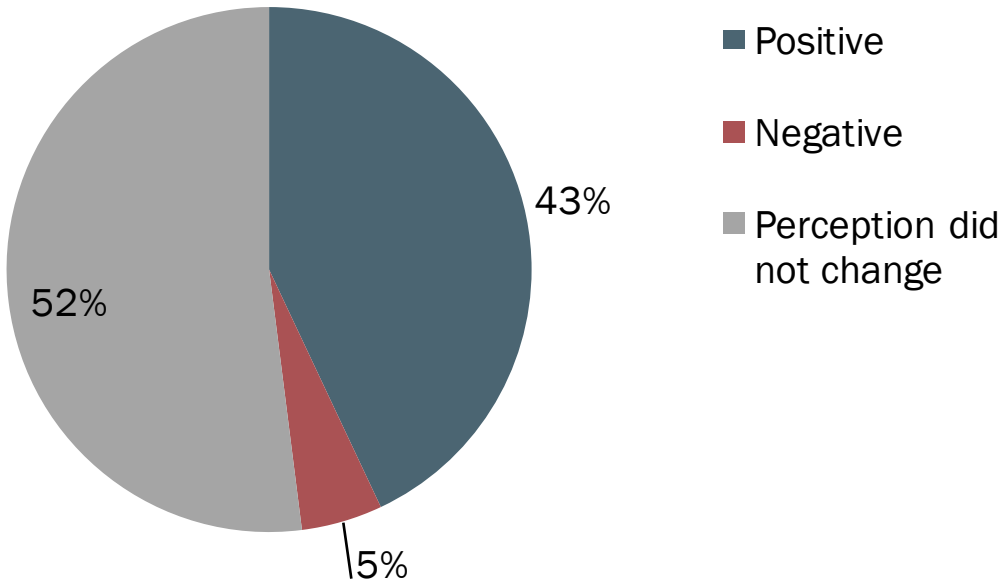
- Atlanta
- Peachtree City
- Palmetto

You mentioned you attended a special event in Fairburn. What event did you attend?

- Renaissance Festival
- Fall Festival

CAP STUDY

Did your perception change in a positive or negative way once you visited Fairburn?



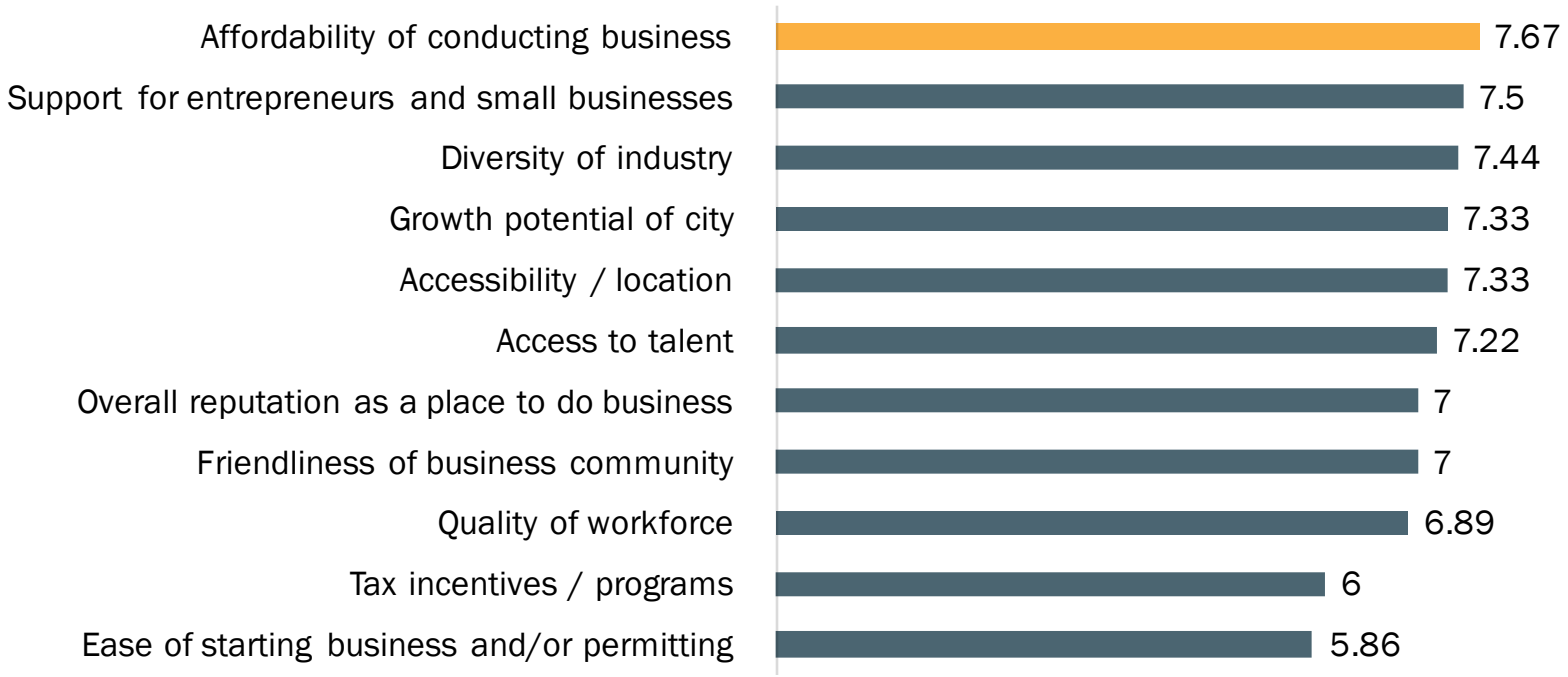
CAP STUDY

What changed your perception?

- Scenery
- Atmosphere
- Niceness
- Ouaintness

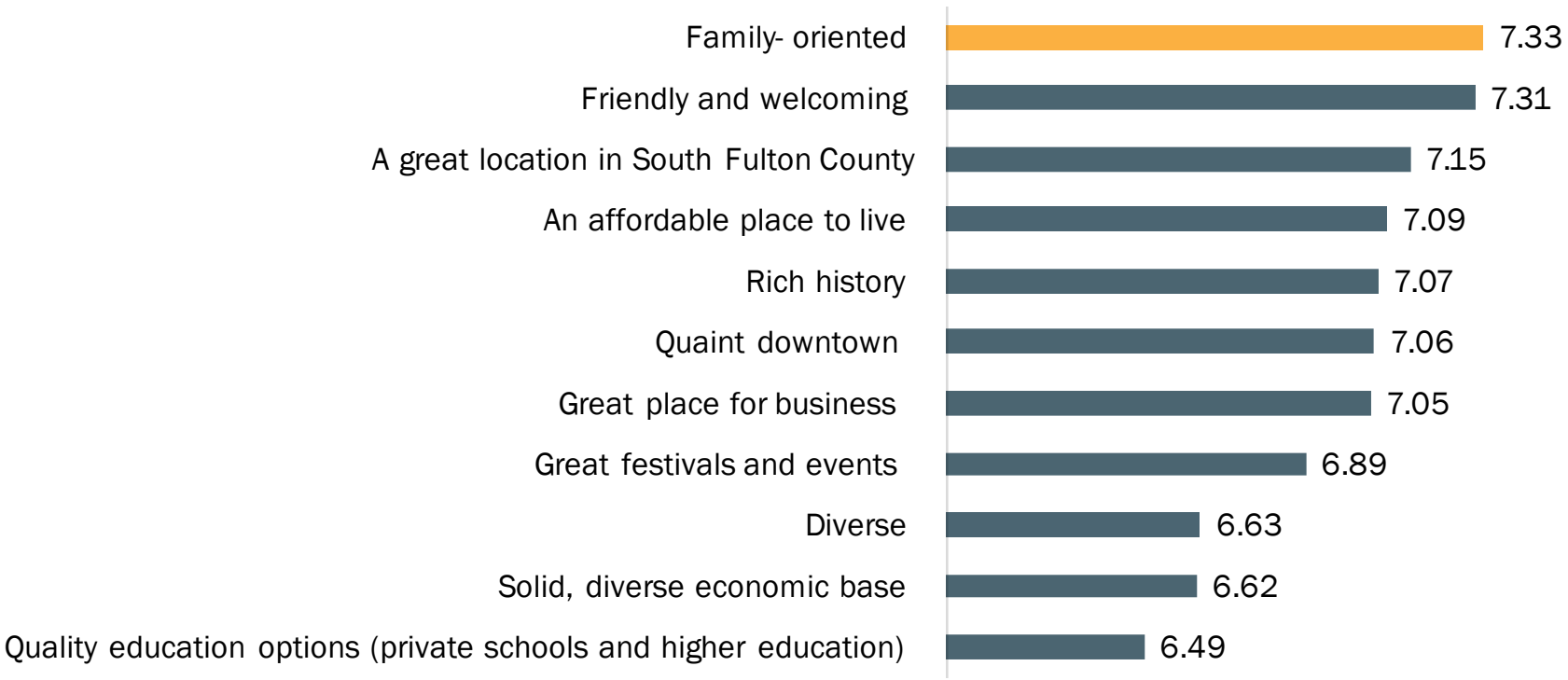
CAP STUDY

Based on your experience conducting business in Fairburn, how would you rate the following business attributes of the community using a scale of 1 to 10 with one indicating "poor" and 10 indicating "excellent?"



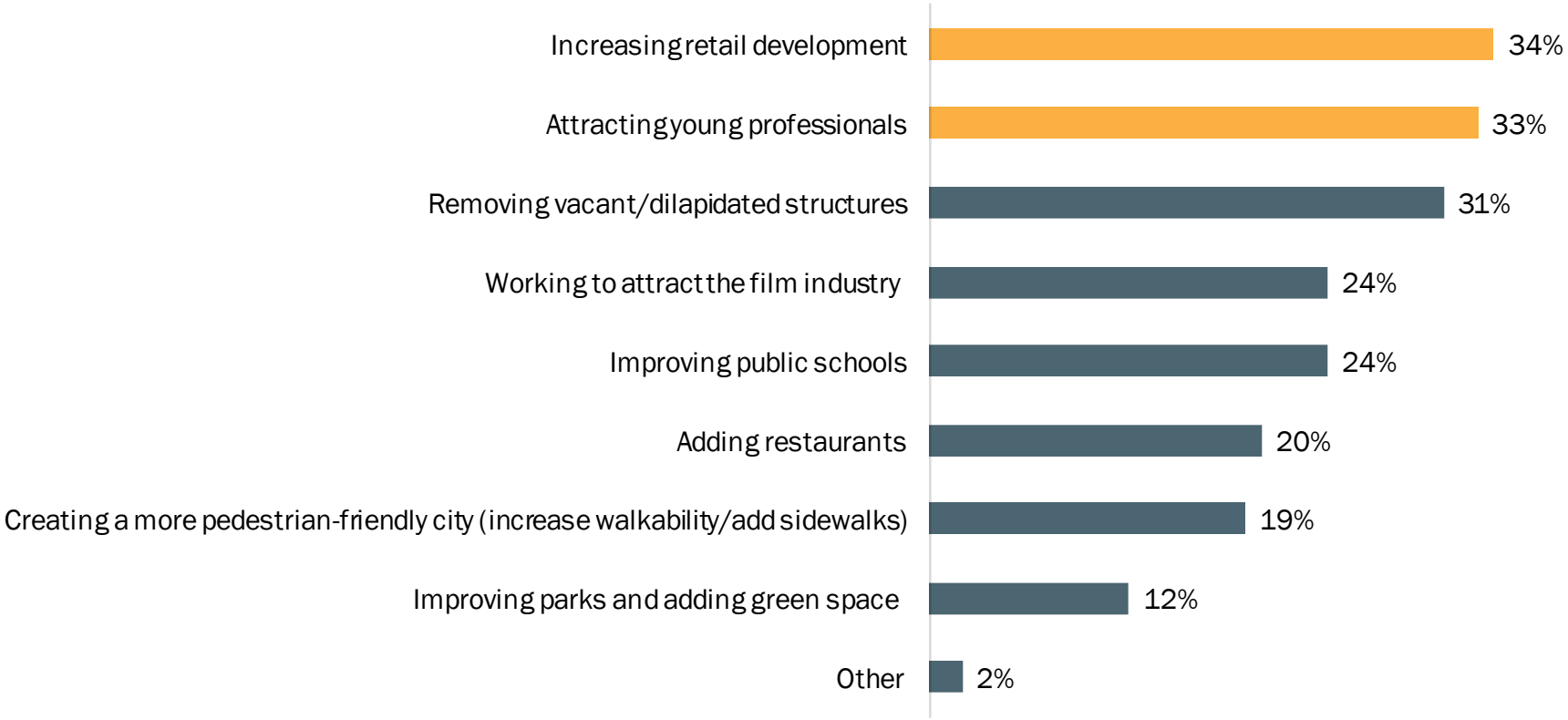
CAP STUDY

Based on your past experiences, how would you rate the following attributes in Fairburn using a scale of 1 to 10 with one indicating "Inaccurate" and 10 indicating "Very accurate"?



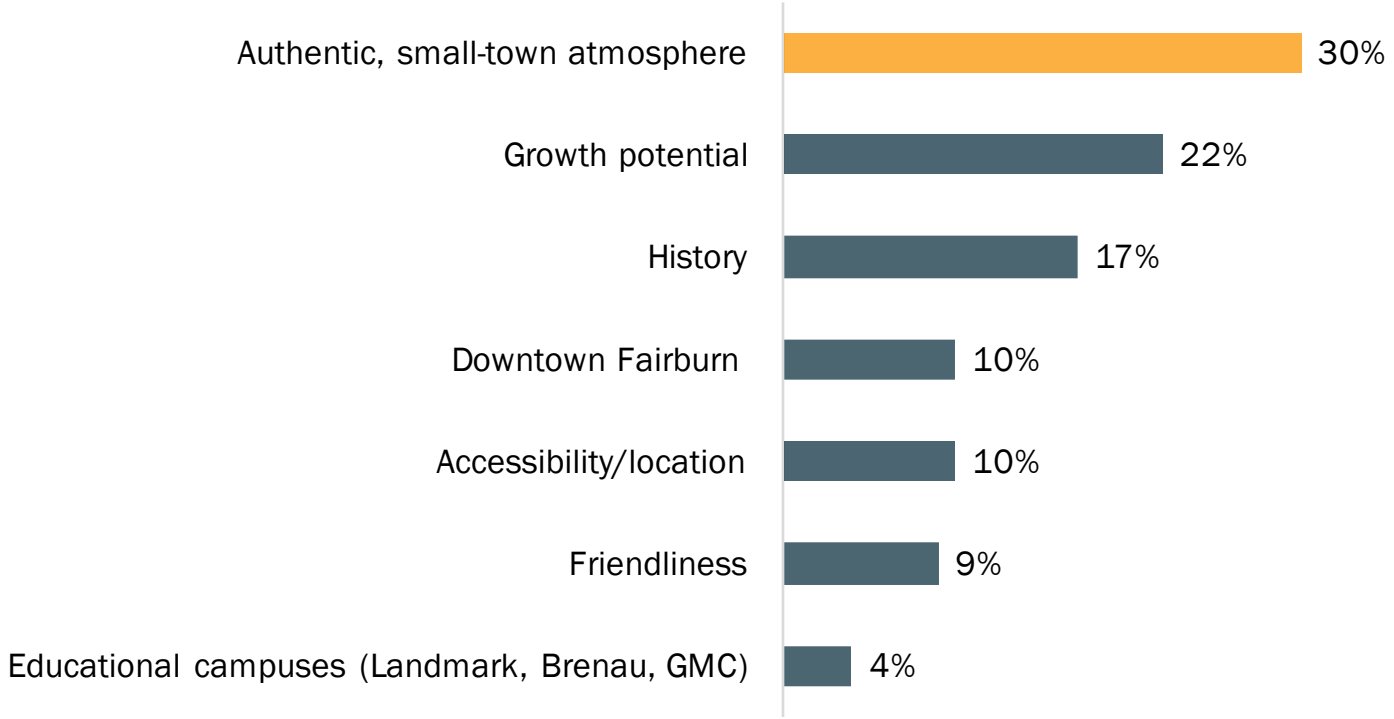
CAP STUDY

Which of the following changes do you think would have the biggest impact on Fairburn's future? Choose two.



CAP STUDY

What is most important to Fairburn's identity?



PERCEPTION STUDY

Purpose

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

Methodology & Results

North Star consultants conducted perception interviews via telephone. The targeted audiences included competitor communities, business owners, developers, tourism officials and regional partner agencies. Questions were phrased to gather qualitative information. An executive summary of the data is provided in the following pages.

PERCEPTION STUDY

What one word first comes to mind when you think of Fairburn?

- Quaint
- Old
- Unknown
- Potential
- Hidden gem
- Small town atmosphere
- Friendliness
- Diversity
- CSX
- Renaissance Festival
- Available buildings

PERCEPTION STUDY

How would you describe Fairburn to someone who has never heard of it before?

- *"Bedroom community of Atlanta."*
- *"Great potential location for industrial. Fairburn has great proximity to the airport using state highways and 85, good rail access. If they wanted to focus on one thing – it would be industrial space, workforce, and closet to metro Atlanta."*
- *"It's a convenient location. Lot of opportunities to work there. Good businesses. Lot of opportunities for more business. Have some nice established neighborhoods – cute Downtown."*
- *"It's a small town atmosphere. Real estate is very affordable, but you'll still get quality housing."*
- *"Small suburban community south of metro Atlanta very close to the airport."*

PERCEPTION STUDY

How is Fairburn different from neighboring cities (like Newnan, Fayetteville, Peachtree City, Union City, etc.).?

- *"More rural, more of a quiet bedroom community."*
- *"It offers outstanding accessibility in terms of the industrial space."*
- *"Schools in South Fulton County are not perceived well."*
- *"Fairburn is just 20 minutes from the airport."*
- *"Smaller than Newnan and Fayetteville. More thriving than Union but less so than Newnan. A bit stagnant compared to neighboring communities."*
- *"It seems like Fairburn has an opportunity to develop their Downtown."*
- *"Not as large in terms of population, not as bustling for retail and entertainment amenities."*

PERCEPTION STUDY

What do you think is Fairburn's single greatest asset?

- *"Proximity to Atlanta without traffic congestion."*
- *"CSX Intermodal."*
- *"Quaintness."*
- *"The businesses that are located there like CSX and the industrial jobs they provide."*
- *"CSX Intermodal, several industrial parks, and lots of open lots for industrial opportunities."*
- *"Once the amphitheater is built that will be a great asset."*

PERCEPTION STUDY

In your opinion, what is the greatest obstacle to selling Fairburn for business?

- *"Schools in South Fulton area."*
- *"The City is relatively unknown outside of their immediate area."*
- *"While they have excellent access from the interstate, they do have a lot of substandard local roads and many traffic lights."*
- *"Poor perception of the south side of Atlanta concerning education opportunities and skilled workforce availability."*

PERCEPTION STUDY

What change would have the biggest impact on the City's future?

- *"Outside perception of south side is not all that great. North side of Atlanta is more desirable."*
- *"They need to be more aggressive. It seems like they are waiting for things to come to them. It would certainly benefit them if they had a full-time economic development professional."*
- *"City owned business park/industrial park. Most of the parks are owned by private companies, but this would provide more flexibility for products and incentives. Without the risk of market shifts, the City could be molding the situation to fit their desires."*
- *"Locating that one signature manufacturer – because just like Burger King, following McDonalds, etc. – without a doubt – clusters will form. Need one major manufacturer to come in. That would help significantly."*
- *"Film – have a great chance of attracting film and TV productions. They're always looking for small towns and older buildings."*
- *"They need to promote the strong facets of their educational system that includes colleges and Landmark private school. They also need to promote accessibility to the Atlanta area and Fayette."*
- *"Need to build off of Airport City and the film industry."*
- *"They need to get consensus from City leadership and move forward harmoniously with whatever they adopt as Fairburn's identity. From an outsider's perspective – the politics in Fairburn are dicey. Potential projects will always take into account current events and the political status of a community before locating.*

PERCEPTION STUDY

Do you think of Fairburn as being more accessible than neighboring communities in the South Fulton Region?

- *"Not particularly, they've got the 1 exit off of I-85 where as other communities like College Park and Hapeville are closer so they've got better commutes."*
- *"Yes. While there are other cities that are closer, Fairburn is far enough out that they don't have the negative impacts of the airport – like noise. They're comfortably south of the airport and far enough out of Atlanta that residents can enjoy a suburban lifestyle, but close enough that the commute isn't terrible."*
- *"South side of Atlanta has a huge benefit because of their proximity to the airport, also ease of access to go to the port in Savannah."*
- *"Closer than Newnan and Peachtree City, but not College Park and Union City. It's well located off of 1-85."*
- *"Yes, besides Union City. They have the interstate and the airport and they have CSX."*

PERCEPTION STUDY

Would you describe Fairburn as being more walkable or pedestrian friendly than other neighboring communities? Do you consider it to be safe?

- *"Yes. I rarely hear about crime or issues in Fairburn. That's not the case in areas like Hapeville or College Park."*
- *"They have a historic Downtown that has somewhat of a grid and a stellar Christian school. They've done a lot of studies related to increasing walkability, they should just go ahead and execute those plans. If they did, they'd begin to drive traffic Downtown."*
- *"Parts of it – yes. Definitely more so than Union City and Newnan, not more walkable than Peachtree City because they have a very extensive trail system. Yes, very safe."*
- *"Only the Downtown is walkable. On par with the other cities."*
- *"Not as walkable as College Park. One thing that makes it less walkable is that they don't have much to walk to. A lot of the businesses that are there are spread out. See some value in providing that in the future, but I'm not sure they have the density right now."*
- *"It's always a good idea to have pedestrian and bike infrastructure, especially in Downtown areas. If they put that investment there maybe that would attract visitors."*

ONLINE BRAND MONITORING STUDY

Purpose

Over the years, brands (of products, of companies, of communities) have transformed from something that identified products to something people identified with. Recently, the evolution of technology, especially internet search engines, blogs, and social media has enabled widespread conversations to take place about brands in online consumer communities. Understanding how these online conversations contribute to reputation is just as important as understanding in-person conversations taking place between consumers.

The purpose of the Online Brand Monitoring Study is to gain understanding of the online reputation ("conversations," or content generated and consumed by people) centered around Fairburn on social media platforms. The Online Brand Monitoring Study reveals where online conversations are taking place, the authors of such content, top keywords used online, and overall sentiment of the community and assets within the community.

Methodology & Results

Leveraging methods that combine the analytical power of online measurement and monitoring tools, the Online Brand Monitoring Study examines social media content from a specific date and time (January 2, 2014). By examining social media platforms, the Online Brand Monitoring Study identifies authors, online influencers, and the content being generated around Fairburn.

Online behavior is organized into five discrete types: Search, Visit, Mention, Join, and Engage. These behaviors are monitored on the following platforms:

- Blogs (Livejournal, Typepad, etc.).
- Microblogs (Twitter, Plurk, Identi.ca, etc.).
- Video/Photo Sharing (YouTube, Flickr, etc.).
- Social Network (Ning, Facebook, LinkedIn)

ONLINE BRAND MONITORING

Areas Searched
- Broad Street
- Duncan Park
- Renaissance Fest

Social Media Platforms in Use For the Study
- Twitter
- Instagram
- Facebook
- Flickr
- Picasa
- YouTube
- Viddy

AREA ANALYTICS

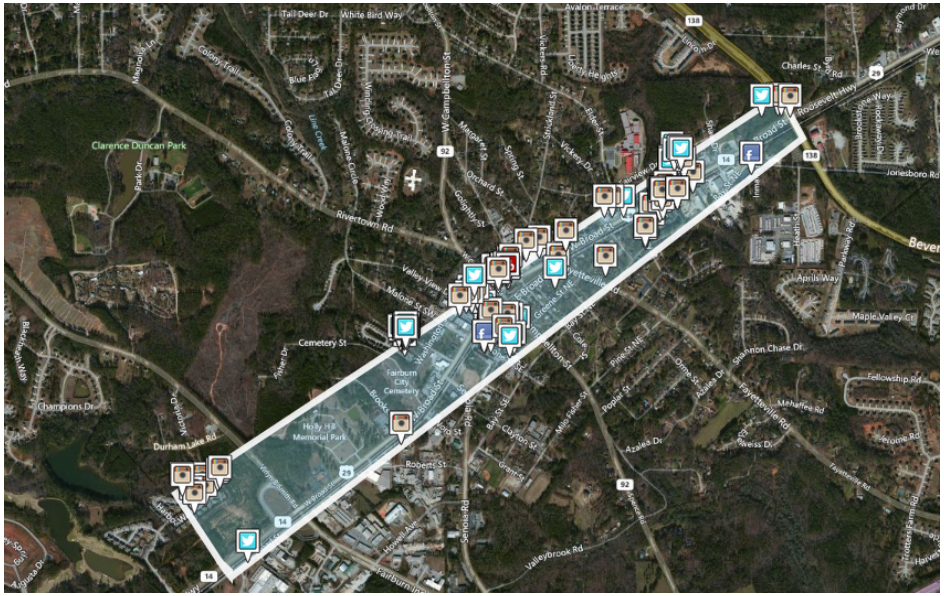
North Star monitored Fairburn's Broad Street area during the week of December 2-9, 2014. The following data is publicly shared, geo-located posts.

ONLINE BRAND MONITORING

Broad Street

Over the course of the recording:

- 161 users created a total of 161 posts. The average user posted 10.8 times.
- The majority of posts were published via Twitter (92 tweets) and Instagram (62 posts).
- The top 10 users posted on average 90 times. Reaching out to certain active social media users may prove useful.

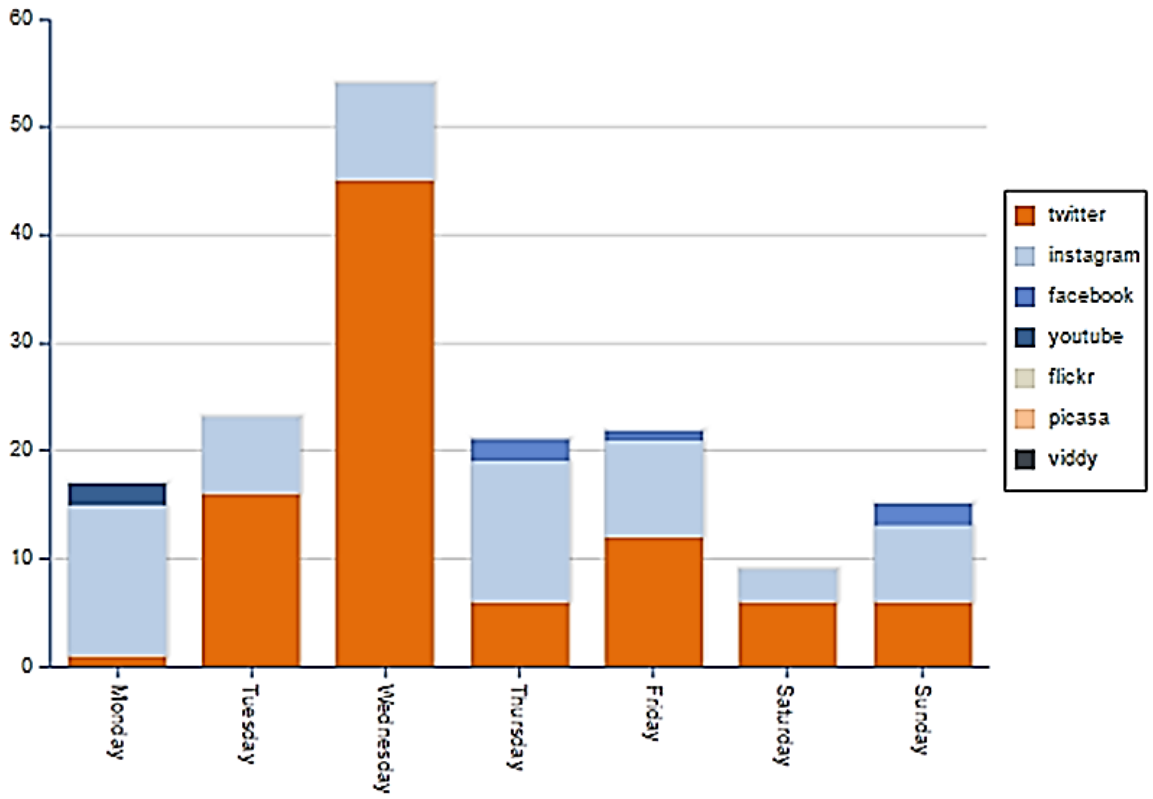


Average source	
Total	161
Twitter	92
Instagram	62
Facebook	5
flickr	0
Picasa	0
Youtube	2
Viddy	0

Top users	
Total	90
mlsg_wee	46
ChukaOffor	13
Lydia_Doin_Me	7
AndresTheName	5
raimonnorris	4
rmaull2	3
cory.jones.3517	3
teammars	3
papiGRANDE_	3
lydialuvinglife	3

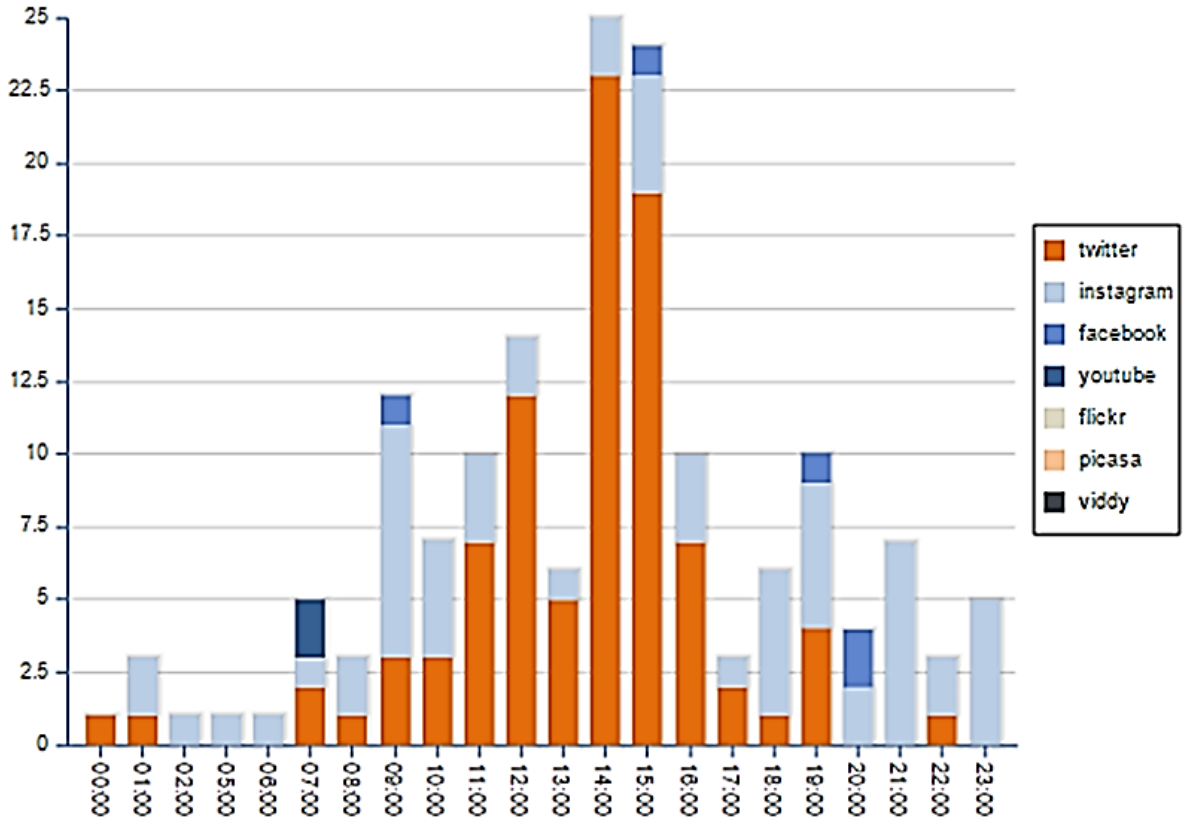
ONLINE BRAND MONITORING

Broad Street – by day of the week



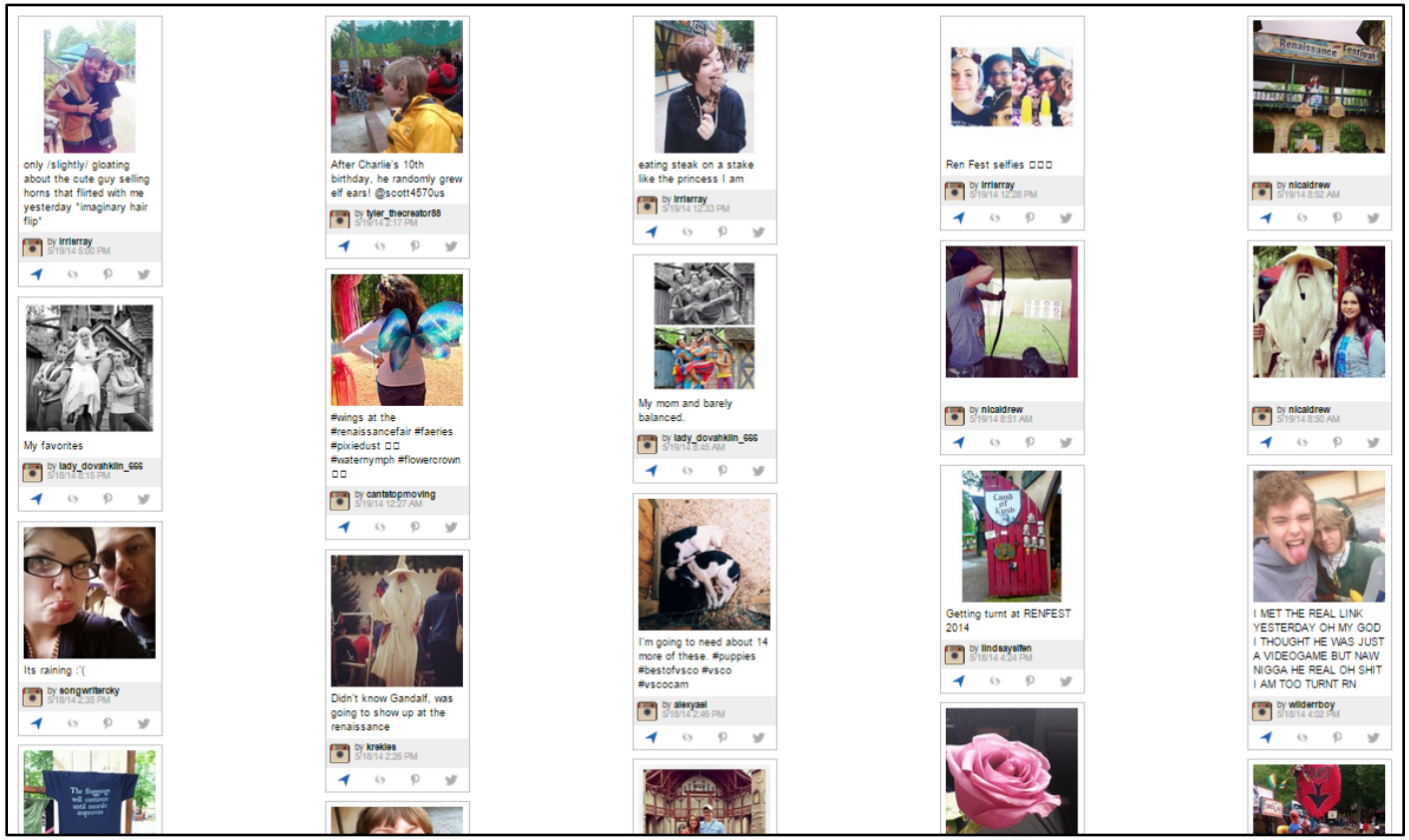
ONLINE BRAND MONITORING

Broad Street – by hour



ONLINE BRAND MONITORING

Activity around Renaissance Fest



ONLINE BRAND MONITORING

Suggestions based on Online Brand Monitoring

- Incorporate a community-wide hashtag that is promoted throughout Fairburn and used in all marketing materials.
- Encourage local business to develop a strong social media presence featuring their products or services. Small Business Saturday is an initiative that spans across the country, largely driven from social media efforts.
- Organize a self-guided tour of various landmarks and attractions in Fairburn. Incorporate a unique hashtag and encourage users to tag the photos as they tour the community. Incentives like a branded hat or sticker for participating could be used to boost involvement.
- There is a lot of social media usage surrounding Renaissance Fest, but the posts quickly stop after the festival. Themes like Throwback Thursday, or #tbt, can be incorporated throughout the year for the festival to have more of a year-round social media presence.

COMPETITIVE ANALYSIS

Purpose
To better understand what Fairburn's competition is currently offering.

Methodology & Results
North Star reviewed each of the following City's communication materials to compile a short synopsis of their attributes. The materials reviewed include but are not limited to the City's website, the CVB website, area attraction websites, as well as other communication materials such as brochures and visitors guides.

- **Palmetto, GA**
- **Union City, GA**
- **Fayetteville, GA**
- **Newnan, GA**
- **Peachtree City, GA**

COMMUNITY-WIDE VISUALS

From the Situation Analysis & Research

COMMUNITY-WIDE VISUALS

From the Situation Analysis & Research

IDENTIFIED COMPETITORS

Palmetto, Georgia

Tagline and Marketing Messages

Positioning Lines:

- **Reputation:** *Old, rural, country*
- **City:** *"Green space, blue skies, great people!"*
- **South Fulton COC:** *"Where Business Blooms"*

Marketing Messaging:

- Palmetto leverages its rural reputation by focusing on its nature in positioning statements for both the City and the Chamber of Commerce. (Keeping in mind that the South Fulton COC comprises more than just Palmetto). The green and blue color palette also supports this idea as does the leaf graphic in the Chamber logo.
- Palmetto has identified its rural nature as a key differentiator and used it loosely in messaging and visuals.

IDENTIFIED COMPETITORS

Palmetto, Georgia

Visual Branding

- Again supporting its nature, both the City and Chamber websites feature green as the predominant color as well as nature photography.
- The Chamber site is well done and compelling, having recently been updated. In keeping with the focus on bucolic nature, the backdrop is a picture of a quant farm with a barn and horses.
- Overall, Palmetto's messaging is consistent with their reputation for being rural, country and undeveloped.

IDENTIFIED COMPETITORS

Union City, Georgia

Tagline and Marketing Messages

Positioning Lines:

- **Reputation:** *Crime, busy, congested, declining, car dealerships*
- **City:** *"You'll Like What UC"*
- **COC:** *"Where Business Blooms."*
- **ECD:** *"Where Business Meets The World"*

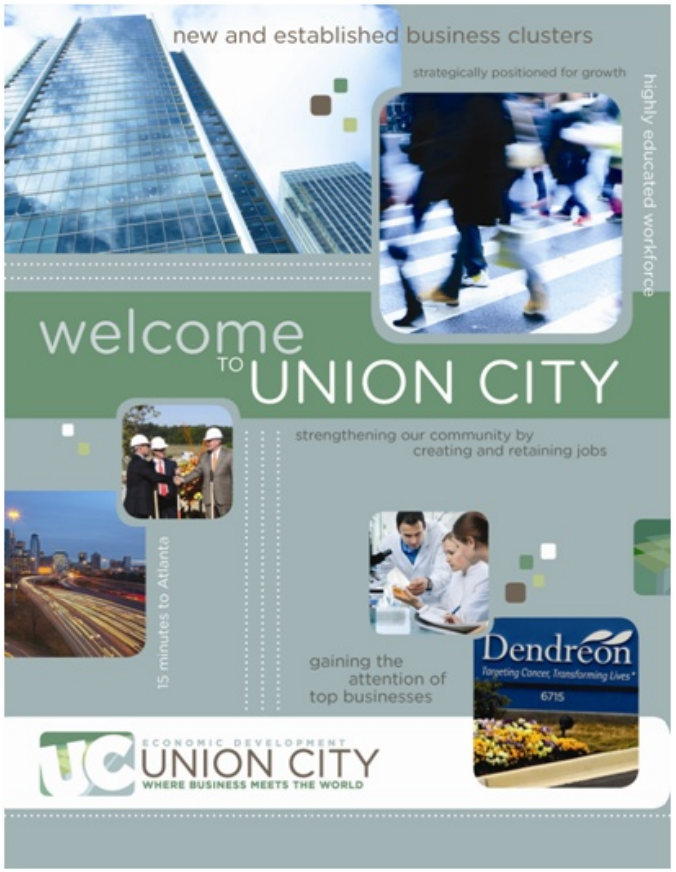
Marketing Messaging:

- There is no clear underlying strategy or consistent messaging in the taglines undertaken by Union City's various public sector organizations.
- Note: The regional Chamber's strategy is much more in line with Palmetto's rural nature than it is with Union City. Since the Chamber is a regional organization its branding more than likely was not in the jurisdiction of Union City (so there was little control over developing a consistent look).
- Both the City logo and the economic development logo make use of a bold sans serif monogram placed against customized backgrounds. This helps to create some unity in visual marketing efforts even if messaging is very different.
- The reputation for the community as identified via research is fairly negative focused on crime and congestion. No clear counter message is evident.

IDENTIFIED COMPETITORS

Union City, Georgia

Visual Branding



- While economic development in Union City does not have its own site, there are some visual consistencies between the City website and the economic development brochure.
- Both of these marketing workhorses primarily use green in their palettes and both use the angled "UC" monogram in their logos.
- While no strategy underpins graphic design choices, recognizable consistency has been achieved between organizations

IDENTIFIED COMPETITORS

Fayetteville, Georgia

Tagline and Marketing Messages

Positioning Lines:

- **Reputation:** *(External) Country, suburban, small town; (Internal/inside Fairburn) Progressive, shopping, growth, business, busy*
- **City:** *"A History With A Future."*
- **COC:** *"Where Business And Community Connect"*
- **County ECD:** *"Move Forward"*

Marketing Messaging:

- There was an interesting reputation dichotomy with Fayetteville. Fairburn residents and stakeholders view the community as growing, progressive, busy with lots of shopping. Respondents to the CAP study fielded in the greater Atlanta region viewed it as country, small town and suburban.
- That same split personality is evident in the graphic brand identities adopted by public sector organizations. The City's tagline and logo feel very historic and small-town. In contrast, the logos for economic development and the Chamber feel very progressive and modern.

IDENTIFIED COMPETITORS

Fayetteville, Georgia

Visual Branding

- The progressive nature of economic development and the Chamber are carried through in relatively progressive websites (particularly economic development). Shades of green are the primary color, which is a fairly standard choice in the business arena.
- Conversely, the City site feels old and outdated.
- Overall, the messaging and graphic brand identity for Fayetteville and Fayette County conflict, with the City conveying an older, small-town feel relative to the progressive, more abstracted and modern approach of the business organizations.
- However, Fayette County and Fayetteville are different entities so marketing decisions could be made independent of each other. The end result is confusion in the larger marketplace.

IDENTIFIED COMPETITORS

Newnan, Georgia

Tagline and Marketing Messages

Positioning Lines:

- **Reputation:** *(External) Downtown, City, country; (Internal/in Fairburn) Growing, nice progressive, shopping, rural*
- **City:** *"City of Homes"*

Marketing Messaging:

- As with Fayetteville, Newnan has a conflicted reputation with country and rural cited as frequently as progressive and growing.
- The City's tagline, "City of Homes" lends to the confusion as its meaning is unclear. Especially in the logo where it is coupled with the very historic date of incorporation.
- The Chamber and economic development are both regional entities that feel very different from the City of Newnan. Closely integrated, the graphic identities of these two organizations feel modern and progressive.

IDENTIFIED COMPETITORS

Newnan, Georgia

Visual Branding

- Newnan has a conflicted reputation in the larger Atlanta region.
- That may result in part from differences in marketing for the City of Newnan, Coweta County and the regional Chamber and economic development.
- Both Newnan and Coweta County marketing feels more traditional and historic. While regional business entities feel more progressive.
- Websites are all easy to use, well done and professional.
- While most smaller communities in the area use green in their materials, the regional Coweta County materials use red as a primary color. It is worth noting how a simple color choice can help to create distinction in a marketplace dominated by blues and green.

IDENTIFIED COMPETITORS

Peachtree City, Georgia

Tagline and Marketing Messages

Positioning Lines:

- **Reputation:** Affluent, upscale, shopping, progressive, excellent quality of life, growth potential
- **City:** "Plan To Stay"

Marketing Messaging:

- Peachtree City overall has a very positive reputation and high name recognition in the marketplace. The tagline for the City hones in on quality of life using a line that would be effective for the CVB as well (but isn't used by the CVB).
- Significant cohesion exists between the graphic marks for the City and for the CVB. The marks tie into the name rather than a strong strategy, but they are closely integrated and create a cohesive package.
- Peachtree City's graphic identity has no cohesion with that of its regional partners for the Chamber and economic development. Again, that kind of disconnect is not unusual.

IDENTIFIED COMPETITORS

Peachtree City, Georgia

Visual Branding

- The logos and a green-driven palette are the unifying elements between the City and CVB sites.
- There is no integration with regional business sites.
- Overall, there is some identity integration for organizations within Peachtree City, although that identity does little to convey the strong quality of life the community is known for. Tying into the Georgia peach for primary marks can also introduce confusion in the marketplace because of widespread use.

INSIGHTS

Where The Brand Should Be

During the Insights portion of this process North Star compiled and analyzed the research data with an eye toward identifying trends, relationships and emotional connections. We then used that data to craft a "storyline" that led logically to the strategic position that identifies the essences of Fairburn.

During the research analysis stage we evaluated data within the framework of these questions:

- What emotional attachments can the brand hold for the consumer?
- How does the brand fit into his or her lifestyle?
- How can the brand best be used to redefine perceptions?
- How can the brand stand out in the marketplace?

These insights will become the framework of our creativity on behalf of the brand.

INSIGHTS

OVERVIEW

- Fairburn is a startling contrast to Atlanta, one of the nation's largest cities and Hartsfield, the world's busiest airport. And yet it is situated between these two mega-powers. This small town has retained the Mayberry charm people crave it today's fast paced world.

- It also feels different from other South Fulton communities battling congestion, commercialism and crime. Small-town qualities include a strong connection to local schools, an emphasis on local festivals (while at the same time serving as host for one of the region's largest best-known festivals), connected neighbors and neighborhoods and local restaurants and retail like Oz Pizza, Strawn Brewing Company and Judy's Restaurant.

- But this charming small town is also full of opportunity and ripe for progress because it is so perfectly situated relative to major global entities like Atlanta and Hartsfield and because of Fairburn's robust transportation infrastructure.

- The Fairburn brand needs to take into account this unique juxtaposition of global access and small-town attitude.

INSIGHTS

CONVENIENT LOCATION

- *Fairburn is unique in that it is located in area where the transportation infrastructure abounds (i.e.: Hartsfield Jackson International Airport, CSX Railroad, I-85, State Routes 29 & 74)."*
  -Quote from the Research

- Fairburn is a transportation and logistics hub, with transportation assets from the CSX Intermodal terminal, access to interstates, and proximity to dense populations.

- Frankfort is ideally located for comfort and convenience:
  - Comfortably positioned on the edge of Fulton and Fayette Counties
  - Comfortably convenient (free parking Downtown, uncongested)
  - Comfortably close to Atlanta and Hartsfield-Jackson Airport
  - Convenient connectivity through interstate highways
  - Conveniently linked to the Port of Savannah

- Frankfort's strategic location has attracted several educational institutions with nationwide reach such as Landmark Christian School, Brenau University, and Georgia Military College.

- Frankfort's location allows for urban amenities from South Fulton as well as rural benefits associated with Fayette County.

INSIGHTS

THE MAYBERRY FACTOR

- While Fairburn's location is ideally situated for easy access to Atlanta or Hartsfield Airport, one of its greatest and most mentioned advantage is its small-town charm. Countless residents and visitors likened Fairburn to the idyllic and iconic small town—Mayberry.

- But unlike the fictional Mayberry, Fairburn's small town charm is authentic and on display every day in every corner of the City as people from across Atlanta interact with locals in area businesses and community gathering spots such as Judy's, Landmark Christian School, Casa Montano, Strawn Brewing Company, and Oz Pizza.

- With original Downtown structures still intact, Fairburn retains unique character that differentiates it from other small-town suburbs.

- Fairburn's idyllic, small town charm is emphasized by its lack of big City problems. In comparison to its nearby mega-powers, Fairburn is a safe community in peaceful setting with affordable, unique real estate, local shopping, and room to grow.

- Fairburn is ideally situated with global access to countless opportunities in a comfortable, serene setting.

FAIRBURN, GA
Brand Platform

Target Audience:	For those seeking authentiCity, affordability and accessibility,
Frame-of-Reference:	Fairburn is an up-and-coming City strategically located south of Atlanta
Point-of-Difference:	where global access warmly meets historic small-town charm
Benefit:	positioning you comfortably close to a world of opportunities

PLATFORM RATIONALE

- For those seeking authentiCity, affordability and accessibility,
  - Target Audience: Those who will find Fairburn most appealing. Uncovers a characteristic of a type of person that will find Fairburn attractive.
  - Fairburn is a great value for anyone looking to locate in the Atlanta metro area. Real estate is priced right and there is still available land to develop. Value also speaks to the economic development opportunities.
  - AuthentiCity works on many levels:
    - You have a mix of blue and white collar residents
    - The City is diverse
    - Original Downtown structures still standing
    - You're not a suburb with the same set of chains stores and cookie-cutter houses

PLATFORM RATIONALE

- Fairburn is an up-and-coming City strategically located south of Atlanta
  - Frame-of-Reference: A simplistic geographic identifier for the community. Often includes regional interests and assets to establish geography.
  - The word potential was a common thread across all of our research. Up-and-coming captures that idea. It also speaks to one demographic we'd like to attract: up-and-coming young professionals. A group who values a town with character as well as convenience, has an entrepreneurial mindset, can work from anywhere, and would likely not have school-aged children.
  - Up-and-coming also speaks to the regional draws that exist here, but haven't been widely promoted in the past as a reason to visit Fairburn:
    - Oz Pizza; Landmark Christian School; Casa Montano; the Renaissance Festival; antique shops; college campuses; Score Indoor Sports; other private schools like the Bedford and Arlington; and Strawn Brewing.
  - Through research, we found that many feel like your location on the border of South Fulton County and Fayette County is a positive. You strike a balance between your proximity to urban amenities and the more rural feel associated with Fayette County.
  - Research uncovered that while neighboring communities may have an idyllic Downtown, they have more crime. Residents and visitors touted the fact that Fairburn feels very safe.

PLATFORM RATIONALE

- where global access warmly meets historic small-town charm
  - Point of Difference: What's most relevant and distinct about the Fairburn community. What sets you apart in the marketplace.
  - Global access represents Fairburn's transportation assets:
  - Hartsfield-Jackson Airport is just a stone's throw away from Fairburn. It is the busiest passenger and operations airport in the world.
  - CSX Intermodal terminal calls Fairburn home and services domestic and international freight.
  - The City has great connectivity via interstate highways and is linked to the Port of Savannah.
  - Research findings centered on your small-town environment. You provide refuge from Atlanta – you're the "last uncongested piece of the Atlanta pie" – as one person told us.
  - Warmly, of course, is a nod to the welcoming nature of your residents.
  - Your historic small-town charm is evident in the care you put in to events like the Fairburn Fall Festival and Parade, the support that the community shows Landmark Christian School and their athletes, as well as the wealth of churches that call the area home.

PLATFORM RATIONALE

- **positioning you comfortably close to a world of opportunities.**
  - Benefit: What's in it for a resident, visitor, or business. The Benefit statement connects to the Target Audience.
  - "Positioning" was used because we want to place a strong emphasis on appealing to economic development prospects in this branding effort.
  - Although you're close to Downtown Atlanta, Fairburn's streets are uncongested. And while you're close to Hartsfield-Jackson Airport, your residents are far from the noise of jet engines. Fairburn provides a more serene environment compared to neighboring communities.
  - Your world of opportunities is represented by your connectivity to transportation assets. But it also gives you a chance to talk about:
    - Education assets - Brenau University and Georgia Military College allow people of all ages to further their education and open doors for their futures. Landmark Christian School has a stellar reputation and draws students from across the Atlanta metropolitan area.
    - Available land and sites at Oakley Industrial Park and on Hwy. 74.
    - Vacant buildings and available land Downtown.
    - Potential opportunities related to the film industry, Airport City, and even the future Jehovah's Witness Convention Center.

CREATIVE

Creative Tools for Bringing the Brand to Life

You are about to see a range of creative expressions that will help bring Fairburn'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. 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 Fairburn, 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 a guide. Those tools include:

- Strapline and narrative
- Logo and color palette
- Graphic Standards Guide
- 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. Elements included in the Imagination section influence, guide and inform the tactic-driven Action Plan that follows in the next section.

Note: *All final logos for Fairburn are included in the attached Final Logo CD in both JPEG and Vector/EPS format. We encourage you to make more copies of this CD to give to City departments, 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 on your Final Report CDs.*

Strapline

Situated to Succeed

Taking Fairburn's convenient location as its starting point, this line focuses most obviously on the benefit of accessibility. But "situated" doesn't refer only to location. This line equally addresses all of Fairburn's target audiences because it implies that success is available to anyone who comes here – whether they define success according to affordability and convenience (young professionals); according to access to transportation and available land (industry); according to attractive opportunities for development (retailers and restaurants); or according to safety and walkability (older adults). The overarching benefit of "success" opens up a range of creative possibilities for advertising and brand identity campaigns using design to showcase where and how Fairburn is situated.

North Star ran a search for Fairburn's strapline on the United States Patent and Trademark Office's Trademark Electronic Search System (TESS). No conflicts for use of the line were revealed in the search. North Star highly recommends Fairburn pursue trademark protection of the strapline along with the new logo. Trademarking the logo and line together ensures that the identity is protected from usage by other communities or conflicting parties. North Star's trademark search is documented in **Appendix H.**

Brand Narrative

A Brand Narrative was developed using artistic language to set the emotional tone for the brand. The narrative directly supports the chosen line, "Situated to Succeed." Its purpose is to help residents, businesses and visitors connect the emotional story of the brand to their own situations.

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 amongst 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?"

Situated to Succeed

For good reason, real estate professionals say the three most important attributes of a place are, in order . . . location, location and location. Where you are situated in life goes a long way in determining where you can go and what you can be.

Fairburn — arguably, more than any other place in the Metro Atlanta area — has all three of those attributes in abundance. Tucked into its own un-suburbanized, sprawl-free corner on the southwest side, Fairburn puts you close to the airport, without ever making you feel like you live anywhere near an airport. Close to the interstate, without the seen-one-you've-seen-them-all feel of "interstate towns." Within a convenient commute to Downtown Atlanta, without the crushing, congested daily crawl. Close enough to Fayette County that you can pull up to an elegant restaurant in Newnan or pull into your favorite store in Peachtree City, within minutes of pulling out of your driveway.

There aren't many places situated for both global access and small-town charm, at least not without adding several extra zeros to the price. Fairburn is the rare, affordable exception. Here – distinctively – the whole bustling 24/7 world is within your reach. Yet you still inhabit a calm haven, a welcoming refuge, a place where neighbors invite you over to sip summer lemonade under the shade trees. The kind of place you thought didn't exist anymore . . . your own little town.

Fairburn doesn't just feel like a small town. It feels like home. And the atmosphere isn't piped in. It never left. It's a feeling Fairburn leadership has worked hard to preserve even as the town has grown. It's a sensibility Fairburn residents cherish, and one you'll understand when you walk past the turn-of-the-century storefronts Downtown and everyone you encounter says hello. Or when you walk with friends around the lake in Duncan Park on a gorgeous afternoon. Or stroll home at night from Oz Pizza or a concert at the plaza feeling as safe as in your own back yard.

Situated to Succeed

You'll feel it, too, in the way people support hometown institutions, from Landmark Christian School to Judy's Restaurant to the Renaissance Fair and the Fall Festival, because they're hometown. And you'll feel it in the history that's part of the landscape here — the old courthouse that announces Fairburn was a county seat, and the tracks and depots recalling a time when railroads were America's interstates.

Most of all, you can feel comfortable here in your own shoes. In Fairburn, you don't have to try to be somebody in order to fit in. You can just be.

In a world full of change and uncertainty, this is the quiet, centering place where you can always feel at ease. And that kind of certainty can situate you for success on your terms, whether you're a young adult just starting out or a retiree embarking upon a whole new chapter.

But don't let the easygoing, unhurried atmosphere fool you. Fairburn may be quiet, but it's anything but sleepy. Not with two institutions of higher learning here. Nor with the town's position as an industrial and transportation hub. Nor with plenty of available land that's ready to go, a historic Downtown that's rich with new possibilities, and a diverse community that embraces entrepreneurs of every stripe and size.

Fairburn doesn't pretend to be for everyone. But for those who prize accessibility, affordability and authentiCity, it's a very sweet situation. Here, you can really go places. You can have the world, while holding fast to a unique place that's a wonderful little world unto itself.

Logo

Your mark is simple but compelling and packed with meaning. Both a strong visual representation of your strapline and a graphic icon representing a map pin, this element ties your whole brand package together. Each line within your mark represents Fairburn's accessibility: the curved line represents 285, the diagonal line is I-85, and the fork in that line is I-75. Finally, the red area is where Fairburn is located. The map pin is strategically situated above the word succeed (also in red), making this feel like an exclamation point exuding excitement and optimism. When you are talking to consumers outside the community you may want to consider using the version that includes the state name.

Fairburn
Situated to Succeed

GEORGIA
Fairburn
Situated to Succeed

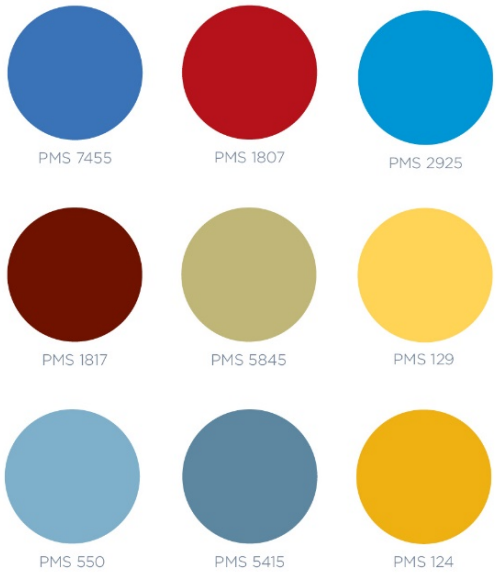
City Seal

North Star revised the design for Fairburn's historic railroad oriented City seal. The new design is more current and it integrates well with the new logo, creating a "family of marks" feel.

Fairburn
Situated to Succeed

Color Palette

The Creative Committee selected a traditional palette to represent the graphic identity of Fairburn. The shades of blue feel progressive and business oriented without being too traditional. The shades of red, maroon, olive green and gold are all more subdued and feel historic. This palette is a juxtaposition of traditional and progressive, just like Fairburn.



All creative files are included in the attached Final Report CD. 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 and line. North Star has produced Fairburn's Graphic Standards Guide attached as **Appendix E** to this report which provides some rules for implementation to ensure consistency and accuracy. In addition, North Star has included two copies of the Fairburn Final Logo CD.

Descriptive Vocabulary

The brand vocabulary provides a common language that reinforces brand attributes and brand positioning for use in communications materials, press releases, interviews, presentations, and general conversation among community officials, brand partners, area businesses, and internal/external audiences.

Creatively, these words set the balanced tone of the brand:

Access, Accessible
Affordability
Authentic
Belonging
Celebrate
Close
Close-knit
Comfortable
Convenient, Convenience
Corridor
Edge town
Friendly
Genuine
Global
Growing
Historic
Home, Hometown
Hospitable
Hub
Intimate
Inviting
Location
Neighborly
Opportunities
Possibilities
Potential
Proximity
Small-town
Southern
Success
Take off
Transportation
Up-and-coming
Value, Values
Welcoming
Well-situated

Messaging

The following phrases are not additional straplines or taglines. Rather they are "on-strategy" messaging that can be used in headlines and body copy to help extend the reach of the brand. You will see them used in many of the creative deliverables on the following pages.

- The perfect spot
- The sweet spot
- Close to everything
- Small-town charm
- Global access. Small-town attitude.
- You'll love it here
- The ideal location for life
- Opportunity in every direction
- Live closer
- Come closer
- Inviting possibilities
- Go anywhere from here
- Front-porch friendly
- Moving forward
- Find your edge
- The Renaissance City
- A close community that's wide open
- Right place. Right time. Right here.

Creative Executions (in the form of a full page ad)

The final tool in the Fairburn Brand Identity Guide is a creative execution demonstrating a detailed "style" for creating various marketing materials. This creative execution is presented as a full-page ad allowing North Star to demonstrate headline structure, photography style, graphic devices, copy styles, color treatments and more.

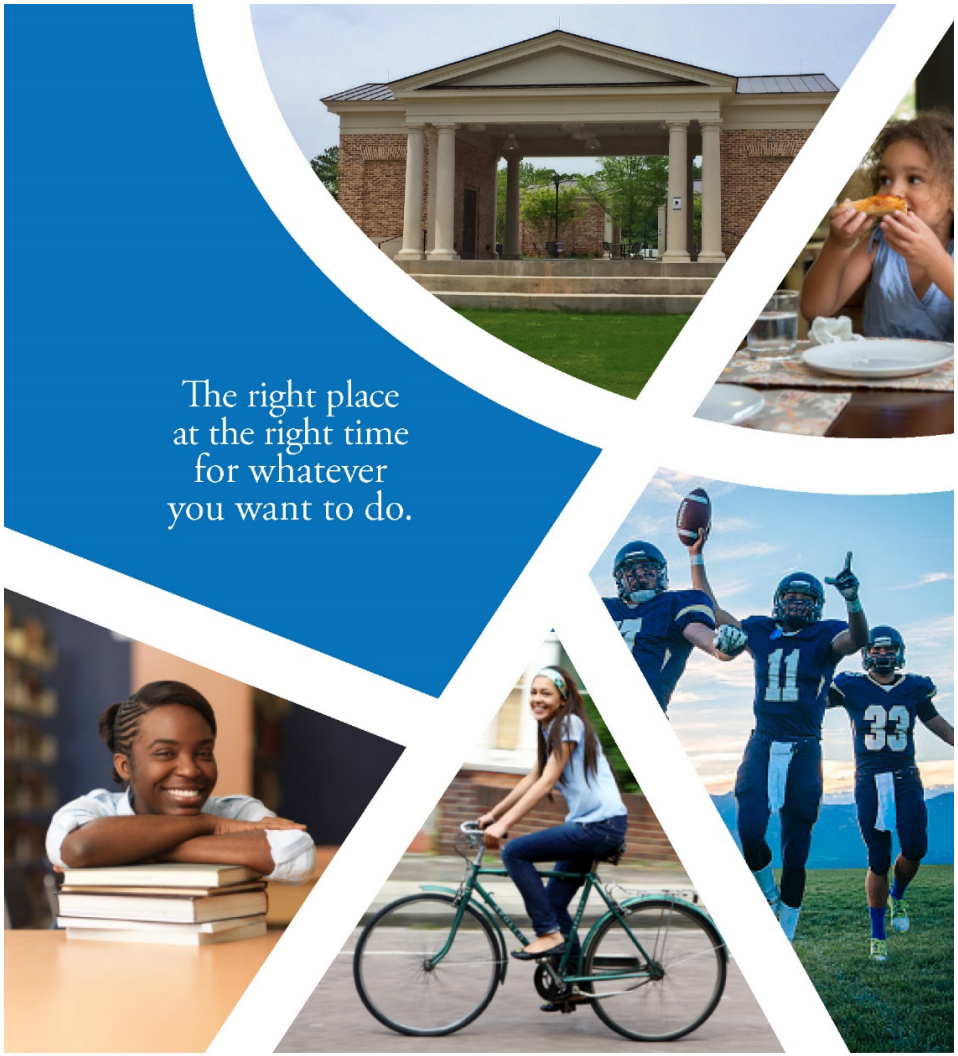
The map pin shape is used as a structure in which to place photography. The headlines are simple and can be used for messaging by all organizations. The headline structure supports the Fairburn strapline without duplicating it exactly and is easy to replicate. Branded body copy allows you to hone in on a specific message.

Variations of this look follow.

Image ad

FAIRBURN ANTIQ
Fairburn
East Point
College Park
Union City
Tyrone
The right place
at the right time
for whatever
you want to do.
Xernatempore comnihic tem facidel lacea rchicil mos ditis sum, to dolorum dolore, nit lis
nime num aut reium harum fugit, omnimen issincipis restrunturi cusam, tem intur aut adi
reped et qui conecum ulparum, quia nia ncipis restrunturi cusam, tem tru nturiusam, te.
Fairburn
Situated to Succeed

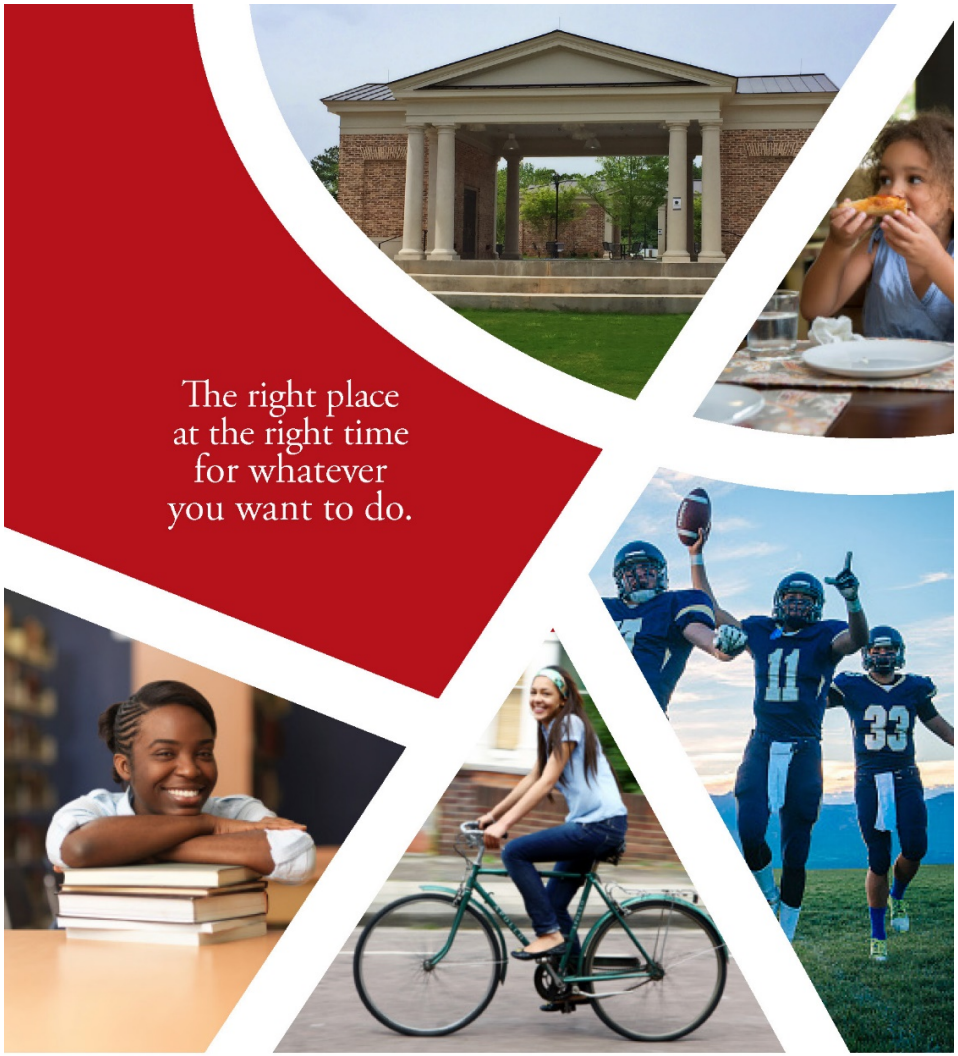
Image ad



Fairburn
Situated to Succeed

Tecae. Esti odis quati ullatet apelique peribeatur sim volene cum rate volut eiur aut adi cus, sunti volupiet haria quiatium suntiumquas exerferum etuscitam soluptatius et quatusa epu

Image ad



Fairburn
Situated to Succeed

Tecae. Esti odis quati ullatet apelique peribeatur sim volene cum rate volut eiur aut adi cus, sunti volupiet haria quiatium suntiumquas exerferum etuscitam soluptatius et quatusa epu

Image ad

Fairburn

Situated to Succeed

The right place at the right time for whatever you want to do.

Natem aut lature, utem quisimint dolorro reptaspelit es atatem quibus, optiati sitatur, arum quia nus volorescium se voluptat. Ucilit ant face archil. utem quisimint dolorro reptaspelit es atatem quibus, utem quisimint dol.

Image ad

Fairburn

Situated to Succeed

The right place at the right time for whatever you want to do.

Natem aut lature, utem quisimint dolorro reptaspelit es atatem quibus, optiati sitatur, arum quia nus volorescium se voluptat. Ucilit ant face archil. utem quisimint dolorro reptaspelit es atatem quibus, utem quisimint dol.

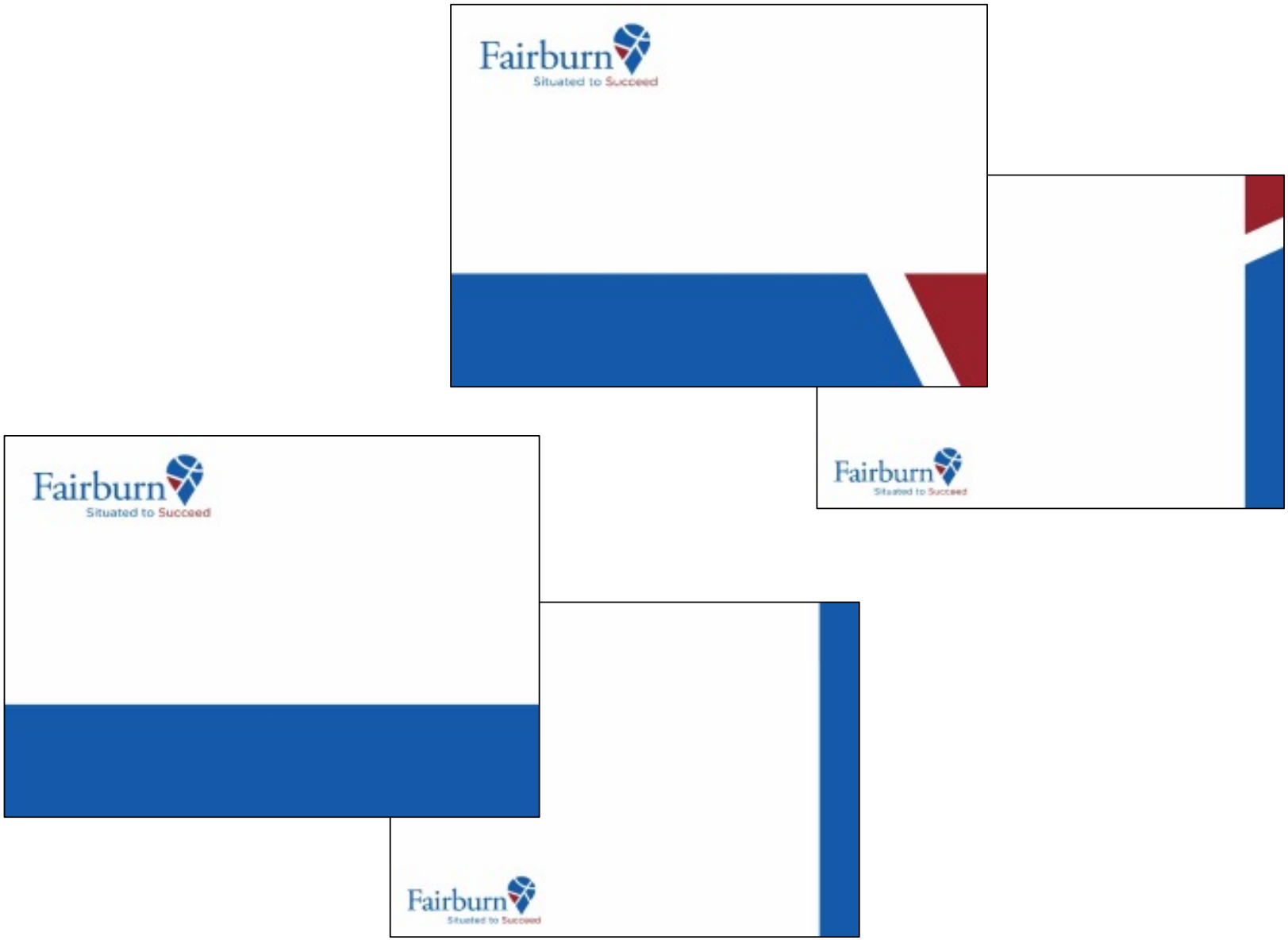
CREATIVE DELIVERABLES

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

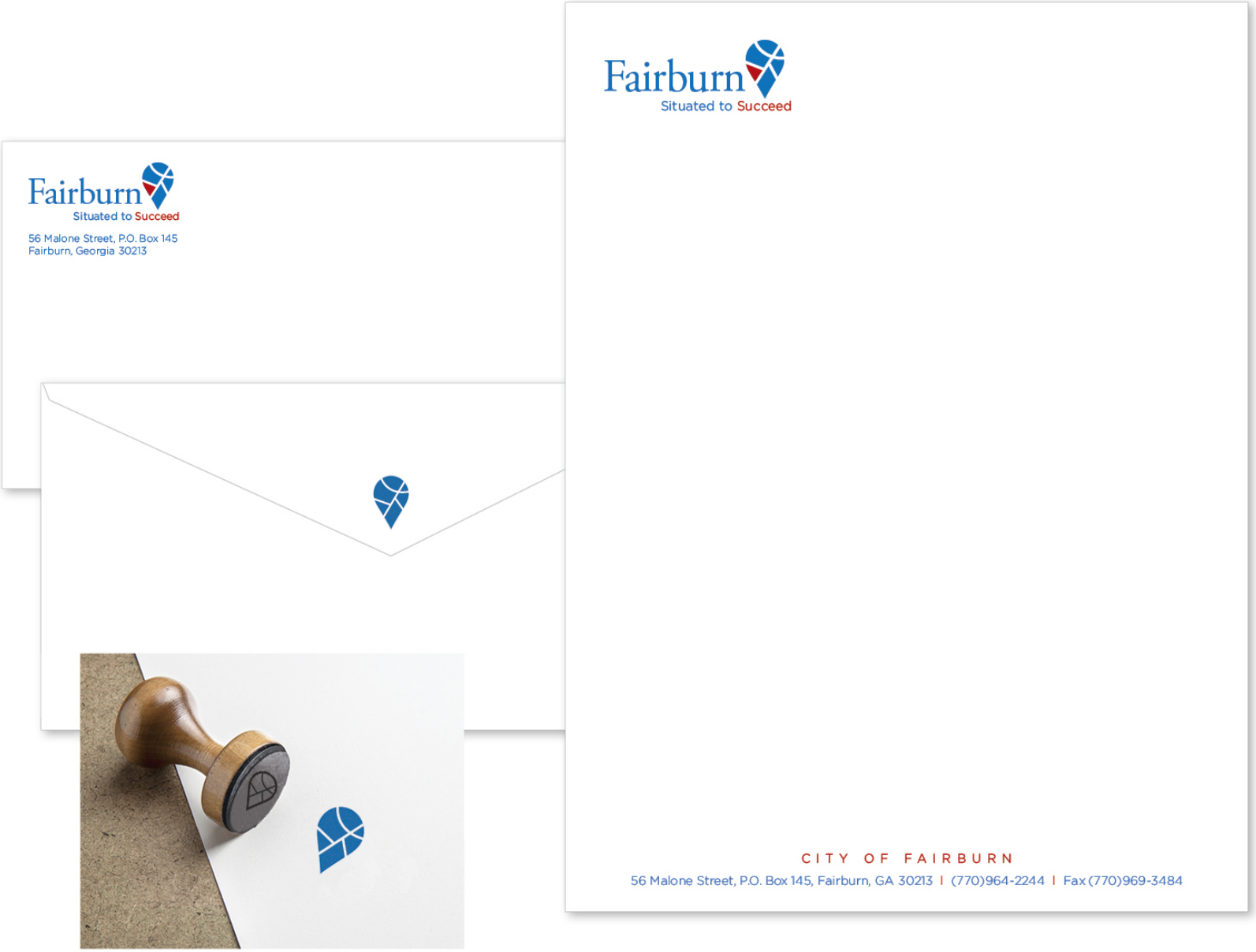
Creative deliverables are shown on the following pages.

City

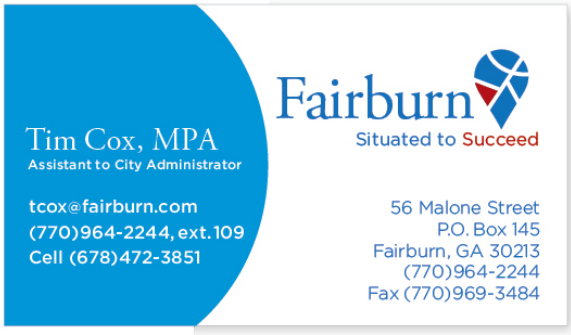
PowerPoint Slides



Stationery Package



Stationery (Business Cards)



ID Badges

ID Badges can be color coordinated for various City Employee categories.

Example: City Council, Planning and Zoning, Economic Development.

Uniform Patch

Utility Invoice

2735200.201505069003.00001

Fairburn
Situated to Succeed

56 Malone Street
P.O. Box 145
Fairburn, Georgia 30213

For Inquiries Call:
City Hall (770) 964-2244
Fairburn Utilities (770) 969-3481

Office Hours: 8:00am - 5:00 pm, Mon. - Fri.

YOUR MONTHLY USAGE

*** NOT AVAILABLE ***

ACCOUNT INFORMATION

ACCOUNT:	17622901-01
ACCOUNT NAME:	**VACANT**
SERVICE ADDRESS:	120 SUMMERWOOD DR SEC
BILL DATE:	05/29/2015
DUE DATE:	**06/16/2015**

CURRENT CHARGES

History:

PREVIOUS BALANCE	105.12
ADMINISTRATIVE CHARGE 05/27/2015	35.00
BALANCE FORWARD	140.12

Charges:

Light Charges	12.00
Sales tax	0.84
Total Charges:	12.84
Total Amount Due:	**152.96**

AMOUNT DUE

TOTAL CURRENT CHARGES	**12.84**
PAST DUE AMOUNT - *DUE IMMEDIATELY*	**140.12**
TOTAL AMOUNT DUE BY 06/16/2015	**152.96**
TOTAL AMOUNT DUE AFTER 06/16/2015	**154.16**

WARNING
Payment Past Due

YOUR ACCOUNT IS PAST DUE. PLEASE PAY PROMPTLY.

SPECIAL MESSAGE

Visit **www.fairburn.com** for improved online payment options, secure storage of debit/credit card or checking acct. info, the option to go paperless and receive your bill directly to your email, plus the option to receive an email reminder of the upcoming due date.

METER INFORMATION

Previous Read Date	Previous Reading	Current Read Date	Current Reading	Usage	Multiplier	Units	Code	Previous Year	Billing Days

Make Check or Money Order Payable to: Fairburn Utilities
Mail to: P.O. Box 145, Fairburn, GA 30213
*See important Billing Information on back of bill

56 Malone Street
Fairburn, Georgia 30213-1341

Return Service Requested

257

ACCOUNT INFORMATION

ACCOUNT:	17622901-01
SERVICE ADDRESS:	120 SUMMERWOOD DR SEC
TOTAL AMOUNT DUE BY 06/16/2015	**152.96**
TOTAL AMOUNT DUE AFTER 06/16/2015	**154.16**

AMOUNT ENCLOSED

Fairburn Utilities
P.O. Box 145
Fairburn, Georgia 30213-1341

VACANT

Digital Media

Social Media Card

Website 1

Fairburn
Situated to Succeed

At Home | At Work | At Play

- Government
- Departments
- City Resources
- Business

What kind of success are you looking for?

- Business
- Education
- Transportation
- Volunteer
- Fun
- Dining
- Health

For those who prize accessibility, affordability and authenticity, Fairburn is a very sweet situation.

Here, you can really go places. You can have the world, while holding fast to a unique place that's a wonderful little world unto itself. Depending on what you need or want on any given day, the whole bustling, 24/7 world is within your reach, yet you can inhabit a calm haven, a welcoming refuge, a place where neighbors invite you over to sip summer lemonade under the shade trees, the kind of place you thought didn't exist anymore, your own little town.

It's a feeling Fairburn leadership has worked hard to preserve even as the town has grown. It's a sensibility Fairburn residents cherish, and one that can only truly be understood once you're situated here.

Love us? Like us!

E-newsletter signup

UPCOMING EVENTS

Friday, Aug. 7	Farmers Market
Saturday, Aug. 8	Youth Football & Cheerleading Registration Deadline
Saturday, Aug. 8	Community Yard Sale
Saturday, Oct. 3	FALL FESTIVAL

CITY OF FAIRBURN 1854

Website 2

Fairburn
Situated to Succeed

Situated to Succeed: At Home | At Work | At Play

Government

Departments

City Resources

Business

For those who prize accessibility, affordability and authenticity, Fairburn is a very sweet situation.

Here, you can really go places. You can have the world, while holding fast to a unique place that's a wonderful little world unto itself. Depending on what you need or want on any given day, the whole bustling, 24/7 world is within your reach, yet you can inhabit a calm haven, a welcoming refuge, a place where neighbors invite you over to sip summer lemonade under the shade trees, the kind of place you thought didn't exist anymore, your own little town.

It's a feeling Fairburn leadership has worked hard to preserve even as the town has grown. It's a sensibility Fairburn residents cherish, and one that can only truly be understood once you're situated here.

What kind of success are you looking for?

- BUSINESS
- EDUCATION
- TRANSPORTATION
- VOLUNTEER
- FUN
- DINING
- HEALTH

Sign Up for our e-newsletter

UPCOMING EVENTS

Friday, Aug. 7	Farmers Market
Saturday, Aug. 8	Youth Football & Cheerleading Registration Deadline
Saturday, Aug. 8	Community Yard Sale
Saturday, Oct. 3	FALL FESTIVAL

Love us? Then like us!

CITY OF FAIRBURN 1854

Signage

Entry Signage

Inspiration: New Downtown Plaza

Large square brick columns with oval sign overlapping front of columns. Red flowers complement logo.

Simple square brick columns with brick wall between them. Alternate could be wrought iron between columns.

Wayfinding Signage

Wayfinding Signage

Outdoor Billboard

Outdoor Billboard

Outdoor Billboard

Downtown

Pole Banner

Fairburn
Situated to
Succeed

FAIRBURN ANTIQUE MALL
ANTIQUE OUTLET
Fairburn
Situated to
Succeed
Fairburn
Situated to
Succeed

Poll Banner

Fairburn
Situated to
Succeed

Fairburn
Situated to
Succeed

Fairburn
Situated to
Succeed
AMOSS
Amoss Pharmacy Inc.
PRESCRIPTIONS A SPECIALTY
SERVING FAIRBURN & SOUTH FULTON AREA
OVER 70 YEARS...
Since 1920
Customers PARKING
IN REAR

Fairburn
Situated to
Succeed
GMC

Window Decal

Window Decal

Window Decal

Infrastructure

Selfie Wall

Bike Racks

Merchandise

T-shirt

T-shirt

Hat

Hat

Basketball

Socks

Socks

Residents

Newsletter 1

Right Place. Right time.

News you need about life in Fairburn.

Fairburn
Situated to Succeed

SEPTEMBER 2015

tip your hat to FAIRBURN

FALL FESTIVAL & PARADE
SATURDAY, OCT. 3
9:30AM – 3:00PM

We want you at this year's Fall Festival

The weather may be cooling off but things are heating up for this year's Fairburn Fall Festival! Everything will be bigger and better from the crowds to the food to the art and music. And all participants in our famous parade will be wearing custom made hats representing our 2015 theme, "Tip Your Hat to Fairburn." Prizes will be given for the coolest hat, funniest hat and hat that best represents Fairburn.

We Love It Here

Also, check out the new "I Love it Here" Fairburn selfie wall. All selfies submitted in front of the wall will be featured on our website, which automatically enters you to win a selfie stick.

★ JORDAN THOMPSON ★

Meet this Month's Hometown Hero

Just a few weeks into the season and Jordan Thompson from the Fairburn Flames has already racked up 4 touchdowns! That's what we call situated to succeed.
Congrats Jordan!

Fun Things to do right here:

- Farmers Market – Every Friday in Sept. 3-7 pm
- Fall Football - Every Saturday
- Chamber of Commerce Pancake Breakfast - Sept. 12
- City Council Meeting – Sept. 14 & Sept. 28, 7pm
- Planning & Zoning Commission – Sept. 7, 7 pm
- Food Trucks Around Town – Every Tues. and
- Thurs. in Sept. 11 am – 2 pm
- Fairburn Fall Festival – Oct. 3, 9:30 am - 3:00 pm

Don't miss a minute of what's happening in Fairburn.
Follow Us on Facebook and Twitter for a chance to win a "We Love it Here" Fairburn Prize Pack sponsored by Bryant Realty!

facebook.com/fairburn.city.gov
twitter.com/cityoffairburn

Subscribe to our E-newsletter:
www.fairburn.com

Newsletter 2

Right Place. Right time.

News you need about life in Fairburn.

Fairburn
Situated to Succeed

SEPTEMBER 2015

tip your hat to FAIRBURN

FALL FESTIVAL & PARADE
SATURDAY, OCT. 3
9:30AM – 3:00PM

We want you at this year's Fall Festival

The weather may be cooling off but things are heating up for this year's Fairburn Fall Festival! Everything will be bigger and better from thecrowds to the food to the art and music. And all participants in our famous parade will be wearing custom made hats representing our 2015 theme, "Tip Your Hat to Fairburn." Prizes will be given for the coolest hat, funniest hat and hat that best represents Fairburn.

Also, check out the new "I Love it Here" Fairburn selfie wall. All selfies submitted in front of the wall will be featured on our website, which automatically enters you to win a selfie stick.

October 3 is the day folks. So start designing those hats!

★ JORDAN THOMPSON ★

Meet this Month's Hometown Hero

Just a few weeks into the season and Jordan Thompson from the Fairburn Flames has already racked up 4 touchdowns! That's what we call situated to succeed.

Congrats Jordan.

Fun Things to do

Farmers Market – Every Friday in Sept. 3-7 pm
Fall Football - Every Saturday
Chamber of Commerce Pancake Breakfast - Sept. 12
City Council Meeting – Sept. 14 & Sept. 28, 7pm
Planning & Zoning Commission – Sept. 7, 7 pm
Food Trucks Around Town – Every Tues. and Thurs. in Sept. 11 am – 2 pm
Fairburn Fall Festival – Oct. 3, 9:30 am - 3:00 pm

Follow Us Friends

Don't miss a minute of what's happening in Fairburn.
Follow Us on Facebook and Twitter for a chance to win a "We Love it Here" Fairburn Prize Pack sponsored by Bryant Realty!

facebook.com/fairburn.city.gov
twitter.com/cityoffairburn

Subscribe to our E-newsletter:
www.fairburn.com

Football Helmet Decal

T-shirt

Car Decal

Car Decal

Economic Development

Business Flyer

Business Flyer

BUSINESS CLIMATE

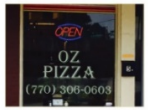
Fairburn is home to a number of outstanding companies including Adessa, Aaron Rents, CSX Intermodal, Electrolux, Exel Logistics, LTI Flexible Products, Nestle Purina, Owens Corning, Pangborn, Porex Corporation, Reynolds Inc., SC Johnson, Smuckers, Strack, Toto, US Foodservice and more.

FAIRBURN'S FEATURES INCLUDE:

- Reasonably priced industrial land just off the Interstate with low taxes
- Industrial and office buildings available now
- One-stop permitting with a business-friendly government
- Electric power costs - among the lowest in the Southeast
- Fiber optic cable throughout our industrial parks
- GMC Community College, Brenau University, excellent K-12 private schools are all located within the city
- Strong non-union labor base
- High quality of life community

DOWNTOWN HIGHLIGHTS

Downtown Plaza is now completed



Oz Pizza
5 West Broad Street

Strawn Brewing Company
27 Word Street

Taqueria Iztaccihua (Armando's)
22 NW Broad Street

NEWEST DEVELOPMENTS ON HWY. 74 GATEWAY TO FAYETTE COUNTY

Cracker Barrel

QuikTrip

Los Mariachis

Fairburn
Situated to Succeed

CITY OF FAIRBURN
56 Malone Street, Fairburn, GA 30213
770-964-2244 www.fairburn.com
www.fairburndevelopmentauthority.com

Mario Avery
Mayor

Tom Barber
City Administrator

Patrick Pallend
Economic Development Associate
770-969-6315
pjp111@comcast.net

Real Estate Sign

Events

Fall Festival Banner

Event Flyer

tip your hat to FAIRBURN
FALL FESTIVAL & PARADE
SATURDAY, OCT. 3
9:30AM – 3:00PM
FREE Festivities for the entire family: Children's activities, musical performances, food court, street entertainment, and the Fairburn Festival Parade.
Downtown between Washington St. & Smith St. Parade begins at 9:30am followed by the Festival.
MUSIC SCHEDULE:
Mariachi Pepe Lopez
11am - 12pm
Hunter Flanagan
12:10pm - 12:40pm
The Mike Watson Band
12:50pm - 1:50pm
The 2nd 2 None Band
2:00pm - 3:00pm
For more information visit www.fairburnevents.com
Fairburn
Situated to Succeed
TIP YOUR HAT TO ALL OF OUR SPONSORS!
& MANY MORE!!!

Event Flyer Template

Event Flyer

tip your hat to FAIRBURN
FALL FESTIVAL & PARADE
SATURDAY, OCT. 3
9:30AM – 3:00PM
FREE Festivities for the entire family:
Children's activities, musical performances, food court, street entertainment, and the Fairburn Festival Parade.
Downtown between Washington St. & Smith St.
Parade begins at 9:30am followed by the Festival
MUSIC SCHEDULE:
Mariachi Pepe Lopez 11am - 12pm
The Mike Watson Band 12:50pm - 1:50pm
Hunter Flanagan 12:10Pm - 12:40pm
The 2nd 2 None Band 2:00pm - 3:00pm
For more information visit www.fairburnevents.com
& MANY MORE!!!

Fall Festival Billboard

Temporary Tattoo

Temporary Tattoo

BRAND ACTION IDEAS

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. Specifically, your brand is about highlighting the opportunities that abound because of your unique natural environment.

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 Fairburn 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 the City's brand. Our goal – and yours – is to take a holistic approach to your brand that encompasses your unique sky and land, and the resulting opportunity that this marriage of natural resources provides.

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 to see it happen in Fairburn.

BRAND ACTION IDEAS

North Star has identified the following 14 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. Many are focused on simply informing residents as well as potential visitors about what Fairburn has to offer. They should serve as a way of thinking about your community and how the brand can support a variety of interests. Others are designed to give your brand the richness, texture and the three-dimensionality it needs to be fully integrated.

While North Star has prioritized the categories, there are numerous ideas presented within most categories. These should be evaluated and prioritized by the branding partners in Fairburn taking into account priorities and resources. You don't have to complete all these ideas, but your branding team should complete a representative sampling in each category. This ensures that the brand becomes deeply woven into the fabric of your unique society, rather than just serving as a logo and line on your letterhead.

When helpful and relevant, the creative deliverables presented on page 190 will be used to illustrate how a specific tactic could look, sound or feel. Again, these deliverables are North Star's best recommendation and are open to revision by Fairburn based on Fairburn's own interpretation of the brand.

1) Assign a brand leader

Brands cannot grow and thrive if no one takes responsibility for them. Successful implementation of the Fairburn brand will require accountability, passion, understanding, and respect for the branding effort. It will also require cooperation and partnership with other organizations, businesses, and individuals. The most important contribution the branding partners in Fairburn can make to the ongoing success of its brand is appointing/hiring a brand leader to champion the process.

This brand leader can be:

- A brand manager whose sole job is to implement the brand. Hired from inside or out.
- An existing position within the City of Fairburn or another branding partner like the Chamber that would take on brand management tasks as part of his/her 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.
- The individual currently assigned to manage the brand development process (Tim Cox).

North Star has provided you a job description for a Brand Manager (See Appendix F).
If hiring, this will give you a framework within which to make your decision. If appointing or assigning, the job responsibilities will give you a feeling for the tasks this individual should manage. And remember, avoid brand management by committee. The brand will fall through the cracks.

2) Start with a brand PowerPoint presentation

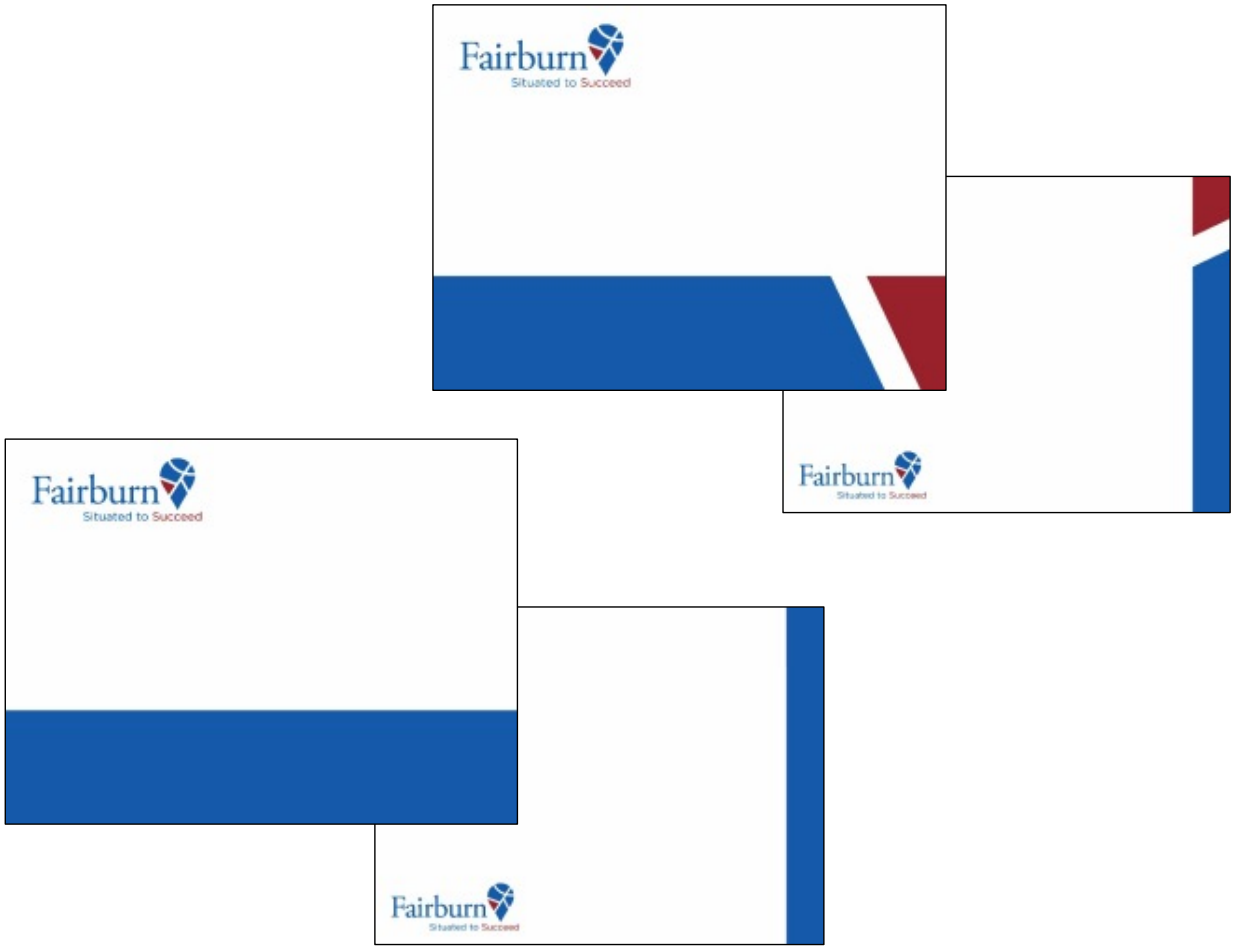
The branding process is complex. For most people it takes multiple presentations to understand branding's process, purpose and plan. You can't expect the business community, City leadership, department heads, non-profit organizations, churches, Landmark Christian School, business leaders, Oz Pizza, entrepreneurs, lodging partners, Brenau University, Georgia Military College, restaurateurs, artists and retailers throughout the Fairburn area to grasp the potential the brand holds for them without a carefully considered presentation. Because the success and sustainability of the brand is tied to their support and participation, it is critical that education take place.

You will use the PowerPoint presentation over and over to recruit help, support, and funding. Multiple persons within the City, arts organizations, higher education, healthcare, non-profits, and local business community should be versed in making the presentation to your varied audiences of partners and community groups. When developing the PowerPoint, use color and graphics, use intriguing and inspirational language (the brand narrative and brand vocabulary should help) and follow the content recommendations in your BrandPrint.

Use the brand presentation to tell your story. This branding initiative was developed with a long-term vision in-mind. Others need to understand that vision. Show a few slides of valuable insights gleaned from the research. Build up what you learned from the process.

- Why was this project started?
- Who else was involved?
- What did you learn from the research?
- Share and explain the strategy – your strategic brand platform.
- Show the creative work. Tell others what it allows you to do. Why were the colors/images/words used?
- Talk about how this approach helps Fairburn market its assets under a unified brand strategy along with the benefits of cohesive marketing efforts.
- How do you plan on using it immediately and long-term?
- Focus on planned initiatives that take the brand beyond just a logo and line.
- Focus on existing partnerships, activities, festivals and events that could integrate brand messaging.

North Star designed some PowerPoint slides to get you started:



A few more ideas:

Finally, provide your audience with a list of ways they can participate in and benefit from the new brand. Anytime you bring a group together you must have immediate ways for them to become involved with the brand. And don't forget to brainstorm with each group on new ideas for brand integration. This will further buy-in from various partner groups.

Meet with representatives from civic groups, City departments, entrepreneurs, arts organizations, colleges, schools, restaurants, retailers, service businesses, the South Fulton County Chamber, realtors, merchant groups, educators, artists, musicians, event organizers, developers, healthcare institutions, family attractions, neighborhood and homeowner associations, etc. The goal is to create a strong support base for the brand amongst community leaders who have a stake in enhancing and advancing the community.

Such meetings pay off in unexpected ways. In McKinney, Texas, the Brand Manager met with a local developer to explain the branding initiative and various ways it could come to life in the community. Months later, the developer contacted the Brand Manager, interested in flying a flag and banners with the McKinney brand logo in his upscale retail area as well as throughout the parking area.

North Star client, Lima-Allen County, Ohio, chose to implement their new community-wide brand through business development channels first. They produced a compelling DVD targeting CEOs and other business development leaders explaining the branding process, goals, and how the business leaders could participate and benefit. Please follow the link below to the DVD presentation.

https://www.youtube.com/watch?v=51-Y3OtFJdU

https://www.youtube.com/watch?v=eiWjkxCXnug

3) Engage City employees to become ambassadors for the brand and build community pride

Establish the brand as a priority for City employees. As the facilitators of the new brand identity, City of Fairburn employees and departments should be early adopters, embracing and leading this brand initiative. It is critical that City employees (including public works, utilities, and all municipal enterprises) understand and accept the brand, championing it both within their departments and in the outside community. This will involve both education regarding the value of the brand and engagement initiatives to get them involved and excited. Remember that word of mouth is one of the best ways to build awareness.

City employees are a large and 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 of Fairburn at large. It is critical that employees understand that they are pivotal to spreading the good word about the brand. Start by presenting the brand PowerPoint to them.. Host the meeting in a relaxed environment to spur creative thinking. Solicit ideas from employees on how to use the brand. Seek volunteers who would like to learn how to give the brand presentation. Share your own ideas on how each department can utilize the brand in programming or communications. This collaboration will further greater buy-in. Offer some fun branded merchandise for them to enjoy like a car decal or a hat. If you are going to switch to branded uniforms or uniform patches now would be a good time to distribute them, along with business cards and email signatures.

Fairburn
Situated to Succeed

A few ideas for the City of Fairburn:

- Offer branded spaces for Department Heads and employees to share information on a community or department bulletin board. Encourage employees to share tips and tricks for success at home or work, garden or kitchen, or even in fitness. This same idea can be used in participating businesses, schools, etc.

- Create branded civic awards in a variety of categories for City employees like Success Story of the Year (Employee of the Year with the best ideas for improving the City). Have local artisans interpret the map pinpoint in a variety of mediums for the award or trophy, and celebrate these winners at an annual event and on your City website.

- Develop contests between City departments for ideas on how Fairburn can communicate its value as the right place at the right time for whatever you want to do.

- Your City employees should be proud of the successful careers they have in Fairburn and the things they do every day to make living, working and playing in the City better for residents. As a constant reminder of this, provide employees with a badge of honor – a uniform patch that includes the tagline.

- -In addition to a patch, consider branded ID tags that are bright, bold and fun in design. You could even customize these nametags to celebrate the amount of time the employee has invested in the City. For example, Brittany Smith, Situated to Succeed for 5 Years.

ID Badges can be color coordinated for various City Employee categories.

Example: City Council, Planning and Zoning, Economic Development.

A few more ideas for the City of Fairburn:

Schools:

- Establish a Situated to Succeed mentor program to connect high school students with a network of local and regional experts in a variety of fields.
- Develop relationships in the area for dynamic internship programs.
- Offer a scholarship program for participants in which they prepare a written or video essay about what and how going to school in Fairburn has allowed them to achieve their goals.
- Connect civics classes with City administration for collaborative brainstorming on how to improve Fairburn 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.
- Cheer local football teams as they move down the field and are situated to succeed. Consider distributing branded banners and foam fingers.

Public Works

- Examine ideas in the infrastructure section for ideas in making City Hall and other City buildings awash in the brand. Surround employees with brand colors whether in banners, wall paint colors, or other interior finishes.

Library

- Host a variety of books clubs that build community and provide tips on how to succeed in a particular category. For example, a "Better in Business" group could focus on career advice, "The Parenting Pros" could cover parenting tips, etc.
- Sponsor a speaking series showcasing different examples of testimonials of interesting success stories from Fairburn residents. Share these videos on your YouTube channel.

A few ideas for the City of Fairburn:

Permitting and Zoning

- Commit to a smooth and coordinated permitting process. A new business should have a great experience with the City as they situate to succeed. Having a reputation for being business friendly and not bureaucratic and protracted is a major selling point for local business recruitment and retention.

Parks and Community Beautification

- Design beautification awards (recognizing yards and businesses) in the spirit of the brand with branded yard signs highlighting the designation.
- Incorporate brand elements into facilities and signage where appropriate or as signage must be replaced at trailheads or on golf courses. Flags on greens at golf courses are a great place for brand elements.
- Integrate brand elements and language into Parks and Rec publications and events, where possible.
- Organize volunteers or friends of the parks to clean Duncan Park quarterly or monthly.
- Work with City departments to identify particular areas of need ranging from littered roadways to overgrown lots and vacant buildings. The more attractive an area becomes, the more pride residents will have. Branded T-shirts are fun work clothes and rewards for volunteers.

All Employees

- Give employees interested in furthering their careers a clear path to improvement. Partner with local higher education institutions to offer training or classes at a discounted price. Be flexible with hours to accommodate classes or childcare issues.
- Reward employees who come up with unique ideas for helping the City succeed with cash or days off.
- Research indicates that volunteerism is low in Fairburn. Generate the giving spirit by putting together a team of employee volunteers who spend one work day a month helping at churches, schools, beautifying parks, etc.

4) Create a public-private partnership

The resources and manpower to accomplish the goals of the Fairburn brand will be increased exponentially by marshalling the power of your private sector along with your public sector entities. Invite your business community to join you in establishing a Flourish Fairburn Partnership. Developers, college instructors, restaurant owners, attorneys, shop owners, artists, chefs, church pastors, City planners are all good choices for the group. Allow anyone who is interested in the future of Fairburn and willing to contribute – time and funding – to participate in this collective focused on marketing the City.

A team approach (including the private and public sectors) to managing the brand furthers the buy-in and adoption of the resulting work. 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 participants will be the primary funding source that drives the brand.

Hold regular meetings under the guidance of the Brand Manager. We even have a charter to give you that seals member commitments in writing (in Appendix G). See members of the Market Gainesville Partnership signing a brand charter in the photo to the right. Rewrite the charter in the spirit of your brand for people to publicly commit their support to help Fairburn succeed. Have this visible in public areas (perhaps rotating locations) as a way to continually invite new members to get involved. Be sure to publicize new members monthly in newsletters or on websites.

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 weathers 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.

Some ideas for the group to get you started:

- Have each member of the Fairburn Partnership bring a printout of their company or organization 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 vocabulary as a guide. How do they enable residents or businesses to achieve success in their own lives? How are the owners and employees involved in the community? How has Fairburn enabled them to reach their personal and professional goals? 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 on how Fairburn promotes achievement and celebrates success, you can establish a strong brand presence . . . absolutely free!

- Discuss public sector initiatives (in subsequent meetings) and identify opportunities for cooperative efforts with the private sector. For example, how could Downtown merchants and the City work together to increase walkability or parking, bringing more visitors Downtown. Co-branded pole banners, signage, public art, events, merchandise, programming, products, etc. are just a small sampling of branded projects you can undertake in partnership with the private sector.

- Encourage all participants to examine new and existing initiatives within their organization that can be packaged or presented in the spirit of the brand even if it's just with branded titles or language.

- 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, car decals, and a premium item such as a ball cap or lapel pin. Packaging for this toolkit can be inexpensive and straightforward or customized and expensive. For cost savings make it available only online.

A few more ideas:

- Adapt the closing paragraph strategy for press releases mentioned later in this report (see page 268) 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. This paragraph can serve as a customizable template for use by Fairburn businesses in their own press relations. It can even serve as a short elevator speech about Fairburn in an effort to get the talk right on the street so everyone is speaking in a consistent voice. The Brand Manager should push this tool out into the community through the Fairburn Partnership, the regional Chamber, and other brand partners.

- Present your branded PowerPoint or DVD presentation customized for the private sector as often as you can (remember numerous brand drivers should be available to make this presentation). Every time you bring people together, have ways for them to get involved immediately, but also engage the groups in impromptu brainstorming sessions about how they and others can embrace and extend the brand.

- Offer members a branded window decal that features the logo and strapline or use a very fun, personal version that lets consumers know that the merchant loves it in Fairburn. (This is an example of how you can use alternate messaging while still staying true to your brand).

5) Brand your digital presence

Websites are the single most cost-effective means for spreading the word about Fairburn to residents, visitors, and the business community. Applying the logo, color palette and brand language (look to your brand narrative and vocabulary) are easy steps to take initially. The design should reinforce your strategy, offer personal testimonials, and present simple navigation.

A few recommendations for the redesign:

- This first option is bright and engaging. It contains a large rotating picture well. You can see just a bit of the picture to the right that will move into place. The bar below the picture could be used for a headline for each picture or for the picture ID. This site makes excellent use of brand colors. And simple things integrate the brand look and messaging, like using the map pin as a link indicator. Or the navigation bar that reads: Situated to Succeed: At Home, At Work, At Play. While another set of links below asks: "What kind of success are you looking for today." Intro copy should contain the tone and messaging associated with the brand narrative. Finally, as a nod to Fairburn's history, the City Seal has been incorporated into right hand corner of the page.

- The second design option uses the map pin as a template to contain numerous photos. Many of the same messaging techniques are used to tie the brand to the side.

Fairburn
Situated to Succeed

- Government
- Departments
- City Resources
- Business

What kind of success are you looking for?

- Business
- Education
- Transportation
- Volunteer
- Fun
- Dining
- Health

- Love us? Like us!
- E-newsletter signup

At Home | At Work | At Play

For those who prize accessibility, affordability and authenticity, Fairburn is a very sweet situation.

Here, you can really go places. You can have the world, while holding fast to a unique place that's a wonderful little world unto itself. Depending on what you need or want on any given day, the whole bustling, 24/7 world is within your reach, yet you can inhabit a calm haven, a welcoming refuge, a place where neighbors invite you over to sip summer lemonade under the shade trees, the kind of place you thought didn't exist anymore, your own little town.

It's a feeling Fairburn leadership has worked hard to preserve even as the town has grown. It's a sensibility Fairburn residents cherish, and one that can only truly be understood once you're situated here.

UPCOMING EVENTS

Friday, Aug. 7	Farmers Market
Saturday, Aug. 8	Youth Football & Cheerleading Registration Deadline
Saturday, Aug. 8	Community Yard Sale
Saturday, Oct. 3	FALL FESTIVAL

CITY OF FAIRBURN 1854

Fairburn
Situated to Succeed

Situated to Succeed: At Home | At Work | At Play

Government

Departments

City Resources

Business

For those who prize accessibility, affordability and authenticity, Fairburn is a very sweet situation.

Here, you can really go places. You can have the world, while holding fast to a unique place that's a wonderful little world unto itself. Depending on what you need or want on any given day, the whole bustling, 24/7 world is within your reach, yet you can inhabit a calm haven, a welcoming refuge, a place where neighbors invite you over to sip summer lemonade under the shade trees, the kind of place you thought didn't exist anymore, your own little town.

It's a feeling Fairburn leadership has worked hard to preserve even as the town has grown. It's a sensibility Fairburn residents cherish, and one that can only truly be understood once you're situated here.

What kind of success are you looking for?

- BUSINESS
- EDUCATION
- TRANSPORTATION
- VOLUNTEER
- FUN
- DINING
- HEALTH

Sign Up for our e-newsletter

UPCOMING EVENTS

Friday, Aug. 7	Farmers Market
Saturday, Aug. 8	Youth Football & Cheerleading Registration Deadline
Saturday, Aug. 8	Community Yard Sale
Saturday, Oct. 3	FALL FESTIVAL

Love us? Then like us!

CITY OF FAIRBURN 1854

A few more ideas:

- Photography should hint at what success looks like in Fairburn—subjects could be graduating seniors, star athletes, commuters biking to work, children mastering art, community gardens, church congregations giving back, etc. Because Fairburn is the perfect fit for whatever you want to do in life, photography should feature people of all ages and ethnicities.

- The mouse on your website could flip from the traditional arrow to a map pinpoint when users land on your page.

- Update your content available through each of the buttons on the navigation bar to make sure it is robust and informational. There is nothing more frustrating than clicking on a visitor tab or a business tab, only to find a tiny paragraph or a repeat of facts from the home page. For example:

    - **At Home:** For prospective and current residents, include information on neighborhood associations, a new resident guide, park information, transportation options, school information and proximity to destinations like the airport and Downtown Atlanta.
    - **At Play**: Feature upcoming event information including descriptions, press, dates, pictures and even quotes. Talk about the new Plaza, Duncan Park, the Renaissance Festival, farmers' markets, and feature retailers and restaurants. Include mini itineraries for visitors exploring Atlanta, but staying overnight in Fairburn at a hotel or with friends and family.
    - **At Work:** For businesses, include statistics on superlatives, list your target clusters, information about available space and land, tax incentives, accessibility and transportation options like CSX Intermodal Terminal. Showcase how comfortably close to Atlanta you are without the noise or congestion, availability of qualified workforce, higher education institutions, schools, etc. And remember to present information in the voice of the brand.

A few more ideas:

- Include a ticker on your website that estimates the travel time to Downtown Atlanta and the airport (similar to the functionality in Google Maps). Displaying the time will remind prospective residents and businesses that Fairburn is a prime geographic location.
- Because of your logo, a detailed map of the City of Fairburn should be available on your website. Feature the highway infrastructure prominently on the map to help users draw the connection between the design of your logo graphic and your location in the Atlanta metro area.
- When the map pinpoint is used on your website, link to a map of the area to help users add meaning to your logo.
- Recruit engaged members of the community to blog on your behalf to reach retirees, young professionals and families without children (all members of your target audience). The community members you recruit should be similar in demographics to your target audience.
- Feature testimonials from businesses on your website to highlight why locating in Fairburn makes for a very sweet situation.
- To draw attention to your low cost of living and well-priced housing stock, feature a "Property of the Week" on your homepage. On a rotating basis, ask local realtors to send you a listing.
- Because the Chamber serves all of Southern Fulton County, include a directory of local businesses on your site.

Digital marketing/social media

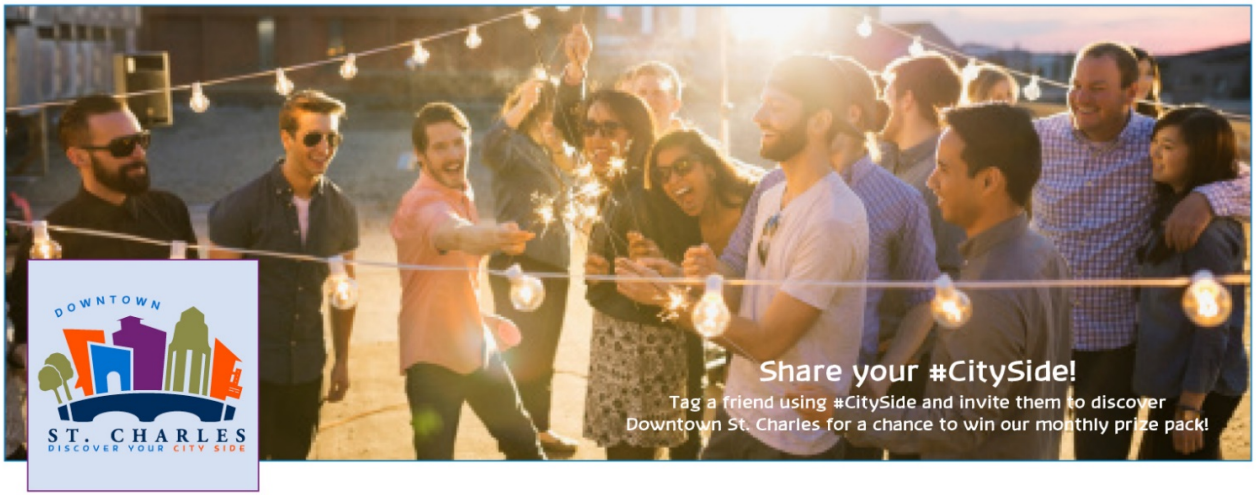
Make sure to integrate your brand into social media sites like Facebook, Twitter, Instagram and YouTube. The logo and line are the most obvious ways to do this. In addition, consider content that supports the Fairburn brand.

A few more ideas:

- To increase your Facebook and Twitter fan base and introduce the new brand to the community, reach out to the residents of Fairburn first. They can serve as ambassadors and increase your reach by reposting your content to their own social network. To gain a following quickly, consider using apps like Crowdfire that help to build a fan following (for free).
- Consider a Facebook outreach tactic that celebrates small hometown successes. For example, if the Fairburn Flames peewee football league wins a game, post a picture on Facebook with #FairburnSuccessStory.
- To make social even more social, we're also giving you a business card that can be handed out to encourage posting from community members. If you have a photographer at events, this is a great method to ensure that people check back on your page to tag themselves or share the photo.

A few more ideas:

- Because your strapline refers to all the ways one can succeed in Fairburn, encourage residents to tag a friend, businesses to tag employees, coaches to tag athletes, etc. using #SucceedinFairburn to offer words of encouragement or brag on a person that's achieved their goals. Award early-adopters by giving away a monthly prize pack featuring branded merchandise or local products.
- Encourage neighborhoods to use the social media site NextDoor to communicate, whether they want to borrow a cup of sugar from a neighbor or host a block party. City employees should monitor accounts and interact with users to stay on top of the pulse of the community.
- Change your cover photo often to remind visitors that Fairburn is an authentic town with lots of character. Try to use actual photos of locals when possible. It's more authentic and it will encourage even more tagging! (See example from North Star client, St. Charles, Illinois).



A few more ideas:

A selfie wall is an easy, fun way to get visitors and residents engaged with Fairburn and your social media. Look for an empty wall somewhere in a high-traffic area. Start a We Love it Here Fairburn selfie campaign where people take their pics at the wall and submit them. Include submissions on your website or Facebook page.

- Create a custom "find your friend" tag called #I'mSituatedHere that lets friends and family know where you are during busy festivals like the Renaissance Festival or the Fall Festival so that you can more easily find them.
- Customize your strapline to be a call to action. Encourage residents to tag a friend using #SituatetoSucceed to personally invite them to discover what Fairburn offers. By encouraging locals to use this hashtag when suggesting a coffee date, a happy hour, an afternoon antiquing, or a brewery tour at Strawn Brewing, the hashtag should quickly gain popularity. Award early-adopters by giving away a monthly prize pack of brand merchandise, local products, or a gift card to Oz Pizza.
- Postcards are always an unexpected surprise. Now, the use of smartphones makes it easier to send a postcard without the need for a stamp. Consider encouraging residents to download apps that allow you to send postcards electronically. Services will take care of printing and delivery. Residents should include great photos of Fairburn and write a love note on behalf of the City, like "Fall for Fairburn, You'll Love it Here" or "Picture Yourself in a Very Sweet Situation."
- From a business perspective, Tweet a daily dose of inspiration for ways to succeed at work.
- New Year's Day should be a big deal in Fairburn. A new year is all about defining new life goals. Encourage people to post their New Year plans for success using #My2016SuccessStory.
- Encourage young people to film and post short video starts on Vine or Instagram about aspects of Fairburn or why they choose to live here.

6) Identify easiest consumer touch points and brand them

Every time you and employees of the City of Fairburn interact with the public, it is an opportunity to build the brand in the minds of residents and visitors (see suggested list of obvious "touch points" below). The Brand Manager should review and augment the following list of touch points during your first brand team meeting.

Divide the list into three categories:
1. Easy, do immediately.
2. Moderate difficulty, implement within the first year.
3. Difficult, revisit later (designate a time).

City Employees
Phone Greetings
Services
Websites
Voice Mails
Word-of-Mouth
Letterhead
Publications
Packaging
Signage
Newsletters
Products
Email signatures
Itineraries
Experiences

Press Releases
Public Affairs
Marketing and Advertising
Events
Tourney/League Registrations
Uniforms
Annual Reports
Sales Promotions
Networking
Direct Mail
Trade Shows
Exhibits
Magazines
Presentations
Speeches

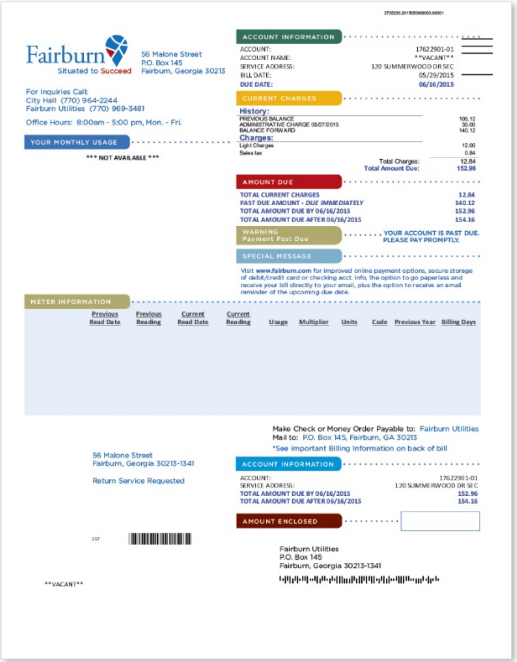
Nametags
Social Media
Billboards
Posters
Buttons/Pins
Gifts
Marketing Partner Resources
Sponsors
Bullets for Presentation Slides
Local, State, National Marketing

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

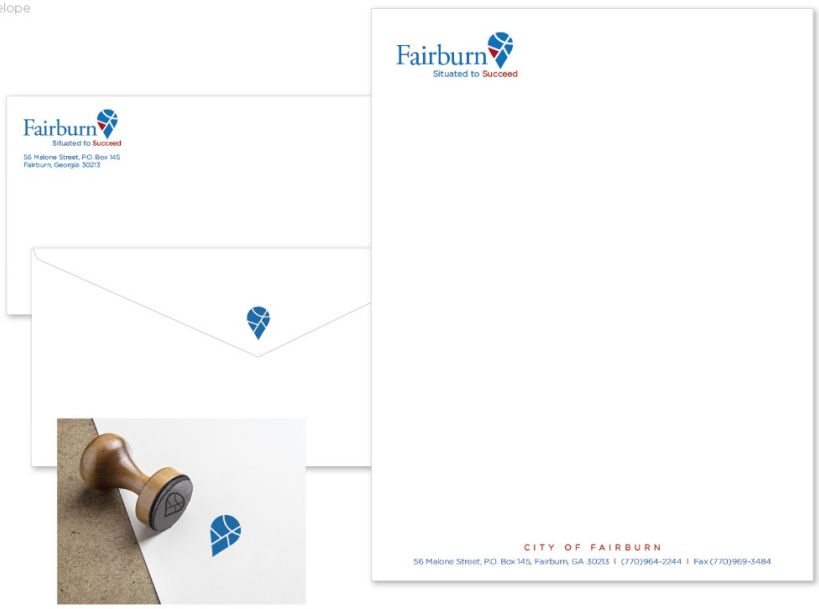
- Phone Message: Change any recorded outgoing message as well as the language employees use when they answer the phone, "You've reached Fairburn, where we're situated to succeed. How can I help today?" One of our clients went so far as to write and record a jingle based on their brand that plays whenever callers to their offices are on hold!
- 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 on-going resource to remind media about the brand message and purpose (the brand narrative and vocabulary 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. Encourage businesses and organizations across Fairburn to incorporate the brand vocabulary to communicate their selling points and the unique setting for their enterprise. The Brand Manager should coordinate resources that can help organizations write this content for consistency.
- Bullet Points: Create a custom bullet point using the map pinpoint for presentations.
- Construction fencing for new developments: Use your brand to communicate to residents and visitors during new construction projects, like the recently constructed Plaza. Don't brand your construction, but use signage or construction fences to remind residents and visitors that you are "Working to Achieve Success in Downtown Fairburn" or "This new development is Situated to Succeed." This messaging can work in a variety of public relations efforts as you may temporarily inconvenience some as you improve the Downtown physical environment.

A few more ideas:

- **Utility Bills:** Brand your utility bill by designing it using colors from the brand palette.
- **Stationery:** It's obvious, but vitally important. Every letter, every envelope, every business card, every memo and every invoice that is issued by the City of Fairburn (and its departments) 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. Letterhead for City departments should not vary widely so that communications present a cohesive.
- **Stamp:** A stamp of your unique map pin is a great inexpensive way to apply your brand look on letters, cards, envelopes . . . anything!



Stationary Package
Letterhead
Envelope



Rubber stamp of Logo pinpoint

7) Brand cost-effective, relevant signage

We understand that a total re-haul of all signage in Fairburn (entryway, directional, etc.) is not probably not politically or financially feasible. But signage is a critical branding component for communities. Effective signage can positively impact a visitor's experience and also advance general awareness. Fairburn should inventory all of its signage needs to develop a prioritized list and long-term plan for implementation:

Beautify your entryways with the brand. Consider signage that fits in with the newly constructed Downtown Plaza, like a monument sign that uses the same brick. Plant flowers that will pop and reflect the brand color palette.

Entry Signage

Inspiration: New Downtown Plaza

Large square brick columns with oval sign overlapping front of columns. Red flowers complement logo.

Simple square brick columns with brick wall between them. Alternate could be wrought iron between columns.

Wayfinding signage is another critical component for showcasing who you are, but also a great way to make visitors feel welcome in an unfamiliar place. Consider a comprehensive system that identifies key community assets like City Hall from a vehicle and pedestrian standpoint, parking lot markers, and map kiosks to place in high-trafficked areas like Duncan Park. Notice the map pin detail topping street signage!

Wayfinding Signage

finding Signage

- On your billboard near Atlanta, showcase your small-town charm and play on brand messaging—"You'll Love it Here" or "Right Place, Right Time for Whatever You Want to Do."

- Use vacant storefronts as a canvas for branded signage for the City, branding partners, or special events. Engage local artists to interpret the logo, strapline—"Situate to Succeed Right Here"—or brand tenants in large windows throughout the City. (See example from North Star client, St. Charles, IL).

- Partner with Score Indoor Sports to hang a cost-effective branded banner in their facility.

- To encourage college students to head Downtown after class, provide free WiFi. WiFi zones could be located at restaurants and the Plaza. Mark each spot with branded signage that uses the map pinpoint to mark the spot along with the messaging "Free WiFi Here." Work with the Flourish Fairburn Partnership to encourage brand drivers, businesses, non-profits, colleges and the City to share the costs. (See examples from North Star client, Denison, TX).

8) Infiltrate your infrastructure

The infrastructure throughout Fairburn 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 signage (which we've already covered), here are a few ideas:

- Consider buses and vehicles, which can serve as a moving billboard for the City, as these modes of transportation navigate through community streets and interact with residents. Wrap vehicles with the brand logo and the color palette. For police vehicles and fire trucks, display the City logo in a subtle way. (See example from North Star client, Sierra Vista, Arizona).

A few more ideas:

- Utilize pole banners throughout the City to communicate your brand and beautify your City. As you begin to roll out the brand, start with a simple design that will leave a lasting impact on residents and visitors. As interest in the brand increases, reach out to the developers behind the interstate retail park that features Chick-fil-A. Also reach out to the satellite campuses in town, to see if they'd be willing to add the banner to light poles in parking lots.

- Add the logo to the football field in Clarence Duncan Park with yard paint.

- Create a stencil and use the logo as temporary wayfinding, dotting a path to the destination in chalk or washable paint. The final pinpoint should be marked with the language "You are Here."

- Create branded bike racks using the logo and brand color palette that double as public art. Along with adding bike racks, paint bike lanes (with colors from the brand palette) to encourage use and to remind drivers to share the road.

A few more ideas:

- Work with artists at Brenau and Georgia Military College to paint murals around town to beautify the area. Encourage quirky works of art that have the pinpoint hidden somewhere in the artwork. Have them start with an easy project, like the selfie wall mentioned previously—a little paint and you have a great interactive branded infrastructure element.
- Make improvements to beautify Broad Street by adding branded planters or painting existing infrastructure like trash cans the bright blue from the palette. The ambassador group should be charged with maintaining planters.
- At Clarence Duncan Park, paint picnic tables with colors from the brand palette. Add the City's web address and social media handles to table tops to encourage residents and visitors to interact with you. Messages like "Right Place. Right Time. Right Here." can also build community pride.
- Work with industrial and business parks in Fairburn to integrate brand colors, signs, pole banners, flags, etc. to help create a branded sense of place. Industrial space often presents significant exterior space that can be perfect for subtle integration of the graphic logo in brand colors.
- Create branded crosswalks in high-profile areas like outside schools and Downtown to help students cross safely. Consider using the logo to reach from one side of the street to the other. (See examples below from North Star client St. Charles, IL).

9) Develop branded merchandise

Whether it's a lapel pin, T-shirt, ball cap, coffee mug, or reusable tote bag, branded merchandise is a tangible, memorable way to keep the brand top-of-mind with residents, businesses and visitors. Focus on items that people will use regularly and those that support the brand message with the function of the item. Also identify items preferred by specific target audiences like young professionals. Sell merchandise via your website, at events like the Fairburn Fall Festival and by partnering with specialty gift shops.

- Key rings
- Coffee mugs and tumblers
- Ipad/tablet covers
- Iphone/smart phone cover
- USB drives in the shape of pinpoint logo
- Branded tissue paper and wrapping paper (with Fairburn logo). Gift wrapping at the holidays is a great fundraiser for schools, teams and the City.
- Ball caps
- Athletic gear bags for Fairburn athletes
- T-shirts
- Logo pendants or charms for jewelry
- Partner with Strawn Brewing to do a limited run of Fairburn beer and a specialty pint glass
- Branded greeting and holiday cards
- Fitness tools like a pedometer
- Co-branded bevnaps and coasters for local restaurants

A few more ideas:

- Luggage tags that say "Right Place. Right Time. Right Here." above the address card
- Onesie co-branded with healthcare partners (with maternity services) with the message, "Born to Succeed" or "Dressed for Success"
- Farmers Market "Situated for Freshness" reusable bags
- Basketballs
- Bold athletic socks
- Jester hats for the Renaissance Festival
- Golf balls and towels for Durham Lakes Golf and Country Club
- Planners for college students
- Work with Casa Montano to create a garden ornament in the shape of the logo
- Branded balloons that can be cut and released to celebrate success stories (graduations, retirement parties, birthdays, etc.).
- Temporary tattoos and stickers

rburn
Situated to Succeed

I Love it Here
Fairburn

Fairburn
Situated to Succeed

Fairburn
Situated to Succeed

Fairburn
Situated to Succeed

10) Reach out to residents

Your community brand was not created; it was discovered within the spirit of your City – from your history as the county seat of Fulton County, the significance of your railroad infrastructure, the fact that today you're one of the last uncongested pieces of the Atlanta Pie, your concentration of churches, and notable schools like Landmark, Brenau and GMC. Brands uncovered in this manner are endorsed and absorbed by community members due to their fundamental truth. And citizens who believe in the brand are ultimately the best brand ambassadors. However, it is not enough for a brand to just be "of the people," strategies must be developed for taking the brand into the community with programs and initiatives that have meaning for the citizens. A few ideas:

- You already have a popular resident newsletter. Use the brand to make it easier to read and more appealing. For example, change the title to "Right Place, Right Time". The subhead could be "News you need about life in Fairburn." The e-newsletter could be issued monthly and feature upcoming events like the Fall Festival and Parade as well as a special feature story called "Hometown Hero" that would celebrate a local's success. For example, in this issue we're showcasing an athlete from the Fairburn Flames. By including a feature like this, we're helping residents understand what it means to be Situated to Succeed in their hometown.

- Organize concerned citizens to tackle challenges facing the City by starting an ambassador group called Fairburn Fans. Invite anyone and everyone that's willing to participate to join. To thank members for participating and spark conversation around the effort, give away a free t-shirt for joining.

Initiatives for the Fairburn Fans could include:

- Empower your community to offer input and advice regularly on how to better run the City. As an up-and-coming City, Fairburn should be recognized for being well managed and using progressive, forward-thinking practices in municipal governing. Fairburn might adapt a similar crowdsourcing methodology used in Manor, Texas, all in the effort to attract startups to Fairburn that want access to the Atlanta metro. Community-minded residents whose ideas successfully move through the evaluation process earn innobucks redeemable for police ride-alongs, meals donated by local restaurants or a chance to serve as mayor for a day. City officials evaluate the suggestions, and every decision is made in plain view on the site. Visit http://www.manorlabs.org/for videos and details on the new approach to community engagement. Connect this program to your schools and invite student teams (from civics or government classes) to tackle the same problems and compete for prizes and the prestige of affecting change as a young kid. Communities nationwide are empowering residents to report potholes or burned out streetlights through mobile phone apps. Some communities use the data for Public Works scheduling in response to the issues. One example is Cambridge, MA. http://www.cambridgema.gov/iReport.aspx

- As mentioned previously, beautify the City. Work with City departments to identify particular areas of need ranging from littered roadways to overgrown lots and vacant buildings. The more attractive an area becomes, the more pride residents will have. Branded t-shirts are fun work clothes and rewards for volunteers. Create a logo for the Fairburn Fans. In every blighted area or improvement project, the team should display the logo/mark. Seeing that symbol on improved areas will create curiosity and wonder about who the Fans are. Include a web address focused on the program so others can learn more.

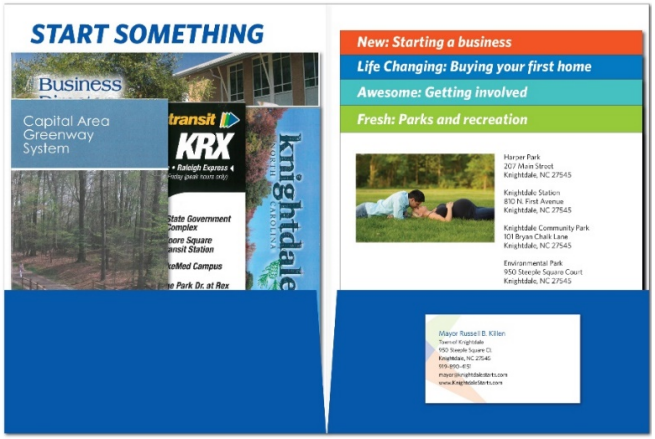
- Promote the sense of personal success that comes with charitable giving. Volunteering for community causes has been proven to elevate people's mood and pride for their town. Organize all opportunities to connect with nonprofit and business partners like working with the American Heart Association for a marathon and half-marathon through the City called Race for Something (or Someone) Special.

Initiatives for the Fairburn Fans could include:

- Expand Community Gardens to serve locals in need. Bringing people together to give back builds relationships and pride. Provide branded reusable harvest bags for their use with language like Flavorful Fairburn.
- Celebrate those residents who exhibit the core values of your brand. Create branded civic awards in a variety of branded categories for involved residents like Volunteer, Youth and Mentor of the Year. Like the civic employee awards discussed earlier, have local artisans design the awards in the spirit of the brand. Celebrate these winners at an annual event and on your City website.
- Get Fairburn retirees moving by partnering with Fairburn Healthcare Center. Nothing makes you feel better or think more clearly than regular exercise—no matter your age. Launch a physical activity and healthy living initiative similar to ideas on http://www.activelivingbydesign.org.
- Look for brand extensions in schools. Develop a student think tank with community leaders to discuss and hypothesize solutions to municipal issues particularly those that aid in attracting young people to the community. This exercise could lead to an annual challenge to high school students nationwide to solve a municipal issue with critical thought and creativity. With success and growth of the program, perhaps called Succeed in Something Revolutionary, the effort could become a national student conference on these issues. Each year the program could issue a particular challenge to be solved or applied to different societal or municipal challenges. This student fair could eventually be broadened to a call for City planners and entrepreneurs nationally to participate and then celebrated at an annual event in Fairburn.
- Sponsor the sticker recognition for wins or great plays for your winning Fairburn Flames.
- At events, distribute car decals that feature the logo or the messaging "I Love It Here" to spread the word about how much residents love their town as they drive throughout the Atlanta metro area.

A few more ideas:

In addition to reaching current residents, use the brand to reach potential residents. Because Fairburn is accessible and affordable, it is the perfect place to start out in life, begin a business venture, achieve healthy living, and more. Use this brand to communicate Fairburn's assets and advantages in the Atlanta metro area. Give corporate and local business HR professionals, along with realtors, tools that compile and organize reasons to be in Fairburn. You need these ambassadors to have the talk right on the street. To speak consistently and similarly. Produce a relocation package for these efforts. Be sure realtors have access to branded key chains to present new keys to commercial space or residential properties to new buyers. The packet can include a current newsletter, area map, Duncan Park information, and business resources. Offer inserts that invite new residents to start something successful (business), fresh (fitness with parks and rec), life-changing (buy first home), or awesome (get involved and volunteer).



The City has invested a great deal in the Downtown Plaza. This plaza presents a great opportunity to create a density of activity and infrastructure focused on the brand. Branded events should be held in the Plaza. A few ideas for ways to create density Downtown:

- Focus on aesthetics, particularly with entry corridors into Downtown. Identify with City planners a preferred, direct avenue from the highway or interstate. Focus development and improvement efforts along that corridor, making it easier and more inviting to access the Downtown area. Streetscapes including benches, pole banners, public art, and crosswalks should reflect the brand where possible. Join and support the efforts of the Fairburn Fans in improving the appearance of these entrances. Keep the area of focus small to maximize the impact. And then extend out from there.
- Have fun with the logo by offering take-out bags and shopping bags in a full range of brand colors.
- Engage Fairburn residents by giving them ways to interpret the strapline while sharing their hopes for Fairburn. Provide blank stickers (weatherproof with an adhesive back that can be removed as needed) for people to express their thoughts. These simple, but large-scale post-its allow passersby to apply their ideas directly to the place at hand and what they would like to see there. Start with Downtown and stickers in the color palette that read: "I want a _____ to succeed in Fairburn." These can be placed on vacant buildings or storefronts, even sidewalks and parking lots. This is a form of crowdsourcing used to gather input from your community similar to ideas designed by community artist Candy Chang. Visit http://candychang.com/neighborland/or https://neighborland.com/to discover ways she is engaging residents in New Orleans.

A few more ideas:

- Identify ways to get landlords, particularly those with vacant spaces, involved. Vacant spaces could be used as creative incubators until rented. It creates density Downtown and makes the space more attractive to potential tenants. Start by targeting startups in Atlanta.

- Host a New Year's Day 5K where runners deposit their plans for success in the upcoming year in a box as they start the race and at the post race event have fireworks that explode the box to illuminate dreams.

- Partner with local arts organizations to put art and music and theater on display in the Plaza. Host a call for entries or a contest to interpret the strapline in two- dimensional or three-dimensional mediums. Make this an annual event. This could lead to public art installations Downtown, at schools, or in parks.

- Consider food truck events and destination pop-up retail until you can attract the preferred concentration of brick and mortar retail and restaurant mix. This is an opportunity to demonstrate through policy (for permitting) that you are interested in new ways of thinking.

11) Show businesses/merchants how to use the brand

Engaging businesses with success stories in the spirit of the brand will prove beneficial. You should consider hosting a meeting with antique stores, Strawn Brewing, Score Indoor Sports, Casa Montano, Oz Pizza, Armando's and Judy's, college administrators, realtors, entrepreneurs, and artisans that introduces the brand and explains the importance and impact the brand can have on business growth in Fairburn. Hosting this at a restaurant like Oz Pizza will increase attendance (charge per attendee).

Do not roll out the brand to businesses until there is visible evidence of it. The more businesses can see the brand being put to good use, the more likely they are to participate. A few ideas:

- Hang banners at the event locale with the brand color palette, logo and strapline. At every table, include tent cards with the branded narrative on one side and the logo and strapline on the other.
- Customize the brand PowerPoint presentation for the business community audience. REMEMBER, a brand introduction is for sharing what you've learned about the new brand direction, not about unveiling a new logo.

- Keep it short and simple, about 35-45 minutes with questions afterward.
- Offer branded window clings that businesses (and members of the Fairburn Partnership) throughout the area can place in their windows that identifies them as a brand partner. The decal can encourage people to find ways to achieve their own entrepreneurial success in Fairburn. Encourage these partners to offer language about how they got started in business on their website.
- Show businesses how the brand can help increase foot traffic in Downtown Fairburn generally and their business specifically. Give businesses a way to sign up to help that day.
- Introduce and recruit businesses and their employees to join the Fairburn Fans Ambassador Group.
- Following the event, email attendees thanking them for coming and reviewing the goals of the new brand. Attach the PowerPoint presentation for their use.

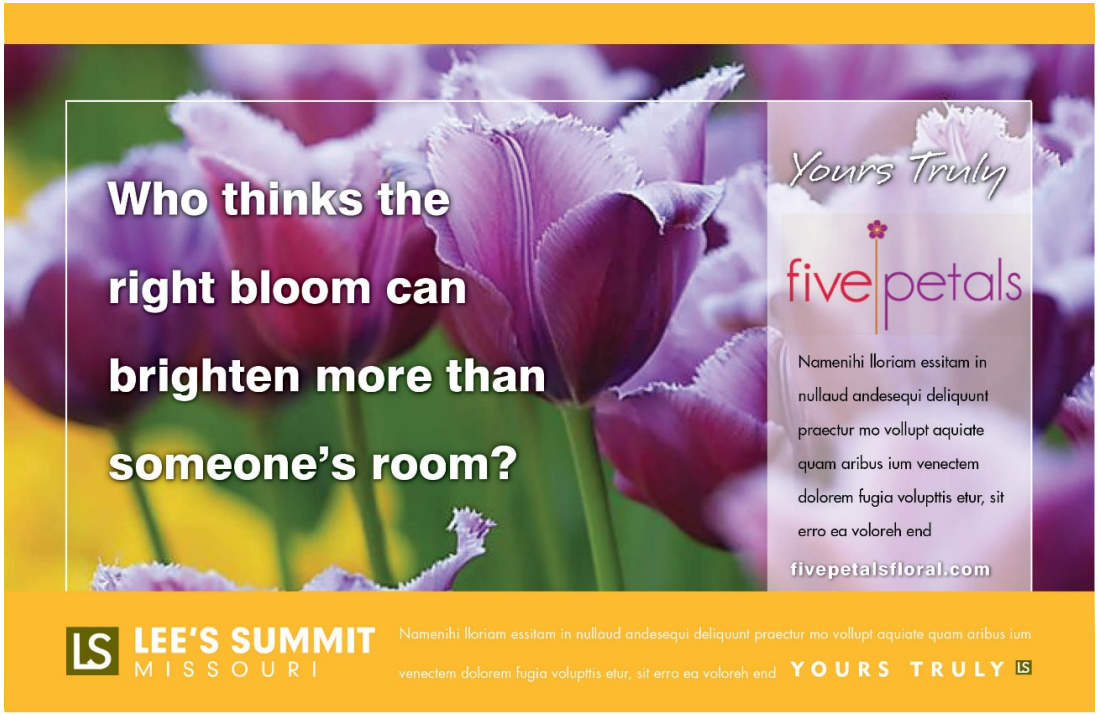
A few more ideas:

- Rebrand your recruitment piece to help Fairburn stand out in the marketplace. We're recommending sticking with the original headline because it is a powerful statement and 100% on strategy – The Power of Location. Below that headline, show just a few bullet points that reinforce that statement along with photos of your workforce, assets and transportation infrastructure. At the bottom, help economic development professionals connect with the meaning of your logo by placing the map icon above your location on a map of the region. On the backside of the handout, include information about the business climate, quality of life, Downtown and interstate development. Finally, be sure to include contact information.
- Consider celebrating business success from the City's perspective since the South Fulton Chamber of Commerce covers a large region. To do this, change the style of traditional ribbon cuttings. Add a concentration of balloons in the shape of the map pinpoint outside the business' door and cut the string to the balloon to announce the opening.
- Encourage businesses to use branded language in their media relations and even to add a graphic element of the brand to their materials or logo identifying them as part of Fairburn.
- As Fairburn continues to grow, more and more homes will be sold in the area. Consider partnering with realtors on a panel for newly sold homes that says, "Another homeowner situated to succeed."

- Organize all incentive programs, including information about Downtown facade grants, into a Fairburn Success Kit.

A few more ideas:

Provide small businesses, particularly those without a marketing budget, some template tools in the spirit of the brand to use for small space ads or even direct mail postcards. Package these tools into a digital tool kit distributed by the Brand Manager. With so much communication going digital, some businesses find that their direct mail stands out in a smaller pile of mail. These donut ads cost-effectively advance awareness for both the City of Fairburn and the business making them a win-win. (See examples from Lee's Summit, MO).



A few more ideas:

- Contribute a column in your newsletter that profiles a business owner in the context of the brand highlighting his/her reason for living and working and succeeding in Fairburn. Pepper in stories of the underdog achieving success—those are always uplifting. Video editions of these profiles should also be uploaded to YouTube and Instagram. Share this content with local and regional papers and other media outlets for regular business section features.
- Develop a grant program using lodging tax funds for tourism-related marketing businesses' needs. The grant should be awarded to those that demonstrate engagement with the new brand and advancing the awareness of Fairburn as a great place to visit. Recipients should be required to pursue a certain level of co-branding initiatives that advance the business and the City's brand. Eligible businesses include restaurants, retailers, and attractions like Strawn Brewing.
- If someone is renovating a property ahead of the grand opening or building new construction, celebrate those with Start Something Successful Groundbreaking events with coverage in newsletters, online, and hopefully in the newspaper.
- To contribute to the hometown vibe of Fairburn, provide businesses with a Situated to Succeed welcome mat. (See example from North Star client, Parker, CO).

A few more ideas:

Encourage businesses to pay homage to the Fairburn brand in marketing, signage, product packaging, etc. North Star client Dublin, Ohio worked with local businesses to create experiences that supported their "Irish is an Attitude" brand. Some of the experiences included: Sipping a high Irish tea; making an Irish scone; learning to dance an Irish jig; and shopping for Belleek china. Recognize their participation and enthusiasm on your website and in newsletters. A few ideas to get you thinking:

- Restaurant chefs should designate local favorites using the logo graphic. To pay tribute to the locals that love Fairburn, restaurateurs could even name dishes after beloved residents (or employees), like Alisha's Meatlovers' Pie.
- Retail stores should feature a "Dress for Success" item of the month or quarter. Ask the merchants to feature one item that they believe most embodies the professional style in the Atlanta metro area. Feature the item on its own rack or in a window display labeled "Dress for Success."
- Similarly, for back to school, partner with larger retailers in neighboring communities to put on a "Dress for Success" fashion show that includes trends for the coming year.
- Food Depot could brand and promote programming with a turn on conventional BOGO promotions. Instead of a Buy One Get One free program, change the focus a bit to community betterment and organize a Succeed in Generosity BOGO that is a Buy One GIVE One free program for canned goods or food items. For select items when you purchase said item, one is given to a local food bank or shelter group.
- Judy's Restaurant could host a weekly coffee break (in non-peak times) to encourage entrepreneurs to come together for an hour of idea sharing collaboration.
- Because Fairburn's brand is based on the three most important attributes of a place—location, location, location—encourage restaurants and businesses to use check-in tools that are based on geotagging. For example, Yelp allows businesses to offer a discount or free appetizer (like chips and salsa) for checking in through the app. Customers that check in are also likely to be a brand advocate on Yelp, if they have a positive experience.

12) Use the brand to attract visitors

Research revealed that awareness about Fairburn is low in the Atlanta area. People will connect with your City and brand through emotion and experience. One of the best ways to introduce Fairburn to the region is through signature, memorable events. Examine the current calendar to identify ways to re-shape 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 from across Atlanta to experience Fairburn.

Begin by re-shaping your biggest, City-run event – The Fairburn Fall Festival and Parade. The key to creating regional recognition for this event is to keep the theme consistent from year to year. We created a branded banner for you to hang at the Plaza that uses the 2015 theme: Tip your Hat to Fairburn and the brand color palette. For next year's Fall Festival convene a group of the City's most creative folks and identify an ongoing theme that is in keeping with your brand.

North Star designed an event flyer template that can be used for the Fall Festival, but also be customized throughout the year for events like the Easter Egg Hunt at Duncan Park. The event template allows you to customize the map pinpoint with a variety of photos to create a compelling collage in a sleek manner. Allow anyone having an event – even a yard sale – to use this template. It will only increase your exposure.

Another way to engage those traveling around Atlanta is the Fairburn outdoor board. This board is a great way to promote festivals to thousands of drivers each day.

A few more ideas:

- Also consider distributing free, low-cost items like temporary tattoos to the attendees of all Fairburn events, including the Renaissance Fair.

- Small get-togethers and gatherings are more in line with the type of events that are best-suited for Fairburn's small size. Family reunions, weddings, social gatherings like holiday parties, church picnics, small meetings or conferences are perfect examples of these types of events.

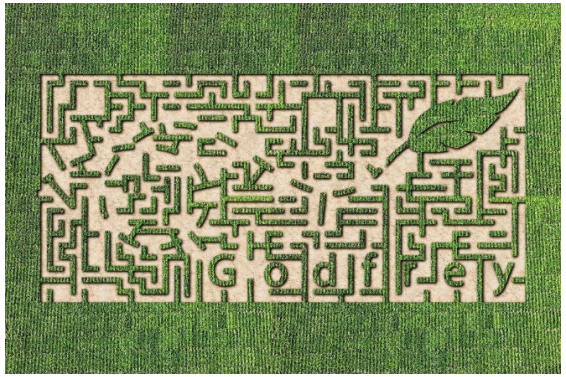
- As a large faith-based community that is focused on home-town values, focus on bringing families together for family reunions. Bringing families into town for reunions offers a way to help these visitors begin to get acquainted with all Fairburn has to offer. Reunions bring people back who have left the community and introduce new visitors to all your experiences. In addition, from an economic perspective, reunions generate strong revenue:
    - Average attendance of a family reunion is 50 people
    - Average spending is between $100 and $250 per person
    - Over 70% of reunion attendees drive to the location (making your target market of Atlanta a perfect opportunity for this type of tourism)
    - Most reunions last two or three days and are held annually

Support is key to making reunions a success. Your residents are the people who will entice their families to come to Fairburn. The City as well as the Fairburn Fans can help by providing residents the tools they need to plan a reunion, including:

- Planning guide with helpful timelines, checklists, and suggestions
- Reunion organizing classes and workshops
- Communication pieces to send to family members
- Contact information for Duncan Park, caterers, meeting space, and lodging

Other ideas for attracting visitors:

- As part of the food truck rally mentioned earlier, recruit Strawn Brewing to be a participating vendor by hosting a beer garden Downtown.
- Work with local attractions to create a sample itinerary for an afternoon in Fairburn. Distribute itineraries to convention and visitors bureaus in Atlanta and in neighboring suburbs.
- In the fall, work with area farmers to create a branded corn maze that would draw in traffic from the urban sprawl of Atlanta. (See example from North Star client, Godfrey, IL).
- Make sure that attendees of the Renaissance Festival know what there is to do in town. Consider bringing in additional food trucks, bands, vendors in tents and other temporary entertainment during the Festival. Provide Renaissance Fair organizers with branded materials about what is happening Downtown. Use social media to keep organizers and attendees updated on what is happening.



A few more ideas:

From research, we know that many travelers prefer staying in Fairburn when delayed overnight at the airport. Promote Fairburn's proximity to the airport on web banner ads when travelers are looking at lodging near the Hartsfield Airport.

- Lodging partners should be equipped with a list of independently owned and operated restaurants to send travelers to. Because some travelers can be swayed by the convenience of a chain restaurant right outside their door, encourage local restaurants to offer coupons for out-of-town guests.
- The Fairburn Courthouse is an historic treasure that is underused. Work to secure grants that would enable the City to restore the courthouse and use it as a stunning venue for special events, especially weddings!
- In the same vein, the train depots in Fairburn have been beautifully restored, but are also underused. In targeting industries to recruit to Fairburn, focus on retailers and restaurants that could make a great use of that space. Consider allowing an interested merchant to test their concept and the market demand with a pop-up shop.
- Encourage the Southside Theatre Guild to partner with Downtown restaurants to offer dinner and a show packages.
- Identify races and multi-sport events to host Downtown to allow visitors to experience your idyllic Downtown. Have merchants offer finishers and their supporters incentives to hang around and eat and drink.
- Reach out to football team organizers throughout the Atlanta metro area to host playoff games at Duncan Park.
    - Brand registration materials and include details about where to celebrate postgame.
    - Offer teams and athletes branded water bottles (with their registration packet) and place a flyer inside with what is going on around Fairburn while they are in town along with any local business promotions or discounts available.
    - Work with Downtown businesses for game-specific benefits. Give winners and losers great benefits at Downtown businesses and add a little extra for the winners.
- Because Fairburn has a concentration of antique stores, create a branded brochure that lists all the retailers and their websites. Promote the different offerings of each store with the line "You'll Love it Here for…"

13) Use the brand to help young people succeed

In our research, residents and businesses voiced their concern for brain drain in Fairburn. Fairburn should use the brand to plant a seed in the minds of high school students, while maintaining and attracting college graduates from the area to not only attend GMC and Brenau, but also to live in the area while attending schools in Atlanta.

- A growing number of young people are being pushed out to the parameters of major cities, like Atlanta, because of the high cost of living. Fairburn is an affordable, yet convenient area for those young professionals. Create a catered message, also along your interstate highways, to reach those folks. The outdoor board should feature a photo of a student with the message "Right place, Right time, Right here."

A few more ideas:

- Create a webpage on your site that targets young people by giving them a bulleted list of how they could succeed in Fairburn. Include available housing stock for rent or purchase, transportation resources like the Marta Bus, as well as community bragging points like Duncan Park and Downtown.
- Fairburn should use the brand to attract young entrepreneurs looking to startup in Atlanta. Fairburn offers a more affordable environment for startups that are still trying to prove product market fit. Organize your existing young professionals and give them tools and swag to recruit others.
- Fairburn should work to recruit young professionals to serve in elected positions. To ease them into running for an elected leadership position, encourage local companies and nonprofits to place young people on their boards.
- Establish a deep mentoring network for entrepreneurs (so much so that even those outside of Fairburn will participate).
- Develop artist-in-residence programs for vacant spaces Downtown. Encourage places like Oz Pizza, Strawn Brewing and Taqueria Iztaccihuat to feature artwork from local artists on their bulletin boards and walls.
- While working to grow to accommodate a bike share program like Bcycle (https://www.bcycle.com), ask locals and retail bike shops to donate used bikes for a community program. Locals should be able to rent a bike by paying a refundable security deposit to get around town..

A few more ideas:

- Partner with the South Fulton County Chamber and Downtown landlords to develop spec creative spaces or an incubator that can position Fairburn as a place for start-ups. Your affordability and proximity to Atlanta will help draw interest for these efforts. Be focused in your planning and maximize resources in creating a space that is emblematic of your strategy and message.
- Encourage successful businesses to donate books about being successful in business to a community library. High school, college students and young professionals should be able to rent and return books from the program.
- Work with young professionals to engage them in social reform by becoming involved in Fairburn public schools to help students become Situated to Succeed.
- Organize a range of meet-ups for young professionals in Fairburn and elsewhere in the Atlanta area. Gauge interest in topics by tapping into existing groups at http://www.meetup.com.
- Host a 24-hour KickStart event where Fairburn calls for video idea applications to present ideas in front of investors and advisors. At the end of the 24 hours investors will have invested in the best ideas and one or more start-up will be launched.
- Develop branded communications (with the guidance of young social media influencers in Fairburn) to distribute. Some may be geared towards parents of college grads (wanting to help the grads find their way which might be in Fairburn) or the grads themselves. Identify influential Instagrammers and Twitter users who could be a voice for attracting like-minded people to Fairburn.
- Promote Fairburn's affordability and benefits in comparison to known hotspots for young people like Austin or Seattle. Obviously, you'll want to also promote the difference between Fairburn's authentic, small town charm and living in a congested metropolis.
- Identify affordable housing for would-be transplants. Young people, artists, and entrepreneurs will be drawn to your proximity and affordability but not housing that is expensive and hard to find. Work with the City and the Fairburn Partnership to resolve rental deficits in Fairburn today.

A few more ideas:

- Consider a peer-to-peer website to attract YPs to Fairburn similar to a site in Boulder, Colorado started by a group of residents in Boulder who work in startups. Visit http://boulder.me/. In their words: "Someone helped us out when we all moved here, we are extending the hospitality." They host "Startup Week" to provide entrepreneurs and startups exposure to Boulder opportunities and lifestyles along with seminars. They have a tab labeled "Ambassadors," which contains a list of residents who are willing to be contacted to discuss the benefits of moving a startup to Boulder. Current Fairburn YPs and entrepreneurs with support from the City and private sector could present a similar website, and key to its success is being able to contact young people in Fairburn (like the Ambassador tab on Boulder's site). For additional peer-to-peer sites focused on entrepreneurs visit:
    - http://www.504ward.org/
    - http://www.providencegeeks.com/
    - http://rinexus.com/
    - http://blip.tv/file/4460144
    - http://austinentrepreneurnetwork.org/funding-symposium/life-science-funding-forum/
    - http://siliconflorist.com
- To help young professionals in Fairburn feel like there are not missing out by not living in Atlanta, work with the Fairburn Fans ambassador group to develop after-work activities. For example, restaurants and bars should promote happy hour specials, the Plaza should be buzzing with a concert series in the summer, networking groups should meet regularly, a running club should be organized in Downtown, etc.

14) Create a culture of success

Fairburn is the perfect location to succeed, whether you're starting a family, business, investing in healthy living, embarking on the journey of homeownership or another new endeavor in your life. Use this brand to communicate Fairburn's ability to help people and businesses succeed.

Give City employees, local businesses, students, churches, and realtors tools that compile and organize ways that Fairburn can help individuals succeed. One of the goals of this effort is to compile and organize reasons to live, work or play in Fairburn. So begin spreading awareness and of the culture of success that is situated in Fairburn. A few ideas:

- As mentioned previously, create free WiFi zones Citywide that allow students and professionals to easily connect to the internet. Establishing these places will help build community – a place where people can come together to work, enjoy a coffee, and chat with fellow citizens.
- Reach out to Brenau and GMC college students interested in tutoring Fairburn public school students for volunteer hours or compensation.
- Partner with a manufacturer in Fairburn to sponsor and staff a homework help hotline that students can call into and receive homework help.
- Partner with the Landmark School to use one of the empty historic homes as a parent and staff respite while they are waiting to pick up kids or for nighttime events. Making it easier for these individuals to stay in town will help further seal the bond between the City and the school. It will also increase retail spending in the area (if you give them a place to spend their money).
- During elections, especially mayoral races, offer online question and answer sessions on Twitter to encourage participation. Allow Twitter users to submit questions for the in-person audience as well. To move Fairburn forward, the City needs savvy leadership.

A few more ideas:

- Studies show that employees are more productive at work when they have a good work-life balance. Award employee productivity during the summer by initiating a Summer Friday program. Allow employees to request one Friday off during each summer month to spend a long weekend with their family.
- To keep social media content fresh and on brand, regularly include lists and tips on ways to be more successful at work, at school, in the gym, etc.
- Initiate a campaign geared toward Fairburn residents that commute to Atlanta daily. Use https://www.carpoolworld.com to encourage residents to participate in a ride-sharing program and take advantage of their commute and be more eco-friendly.
- Statistics support that exercise helps improve mind function. Work with healthcare service providers, gyms and fitness retailers to provide a weekly tip on ways to exercise in the office.
- In area schools, initiate programs to get students thinking about time-management techniques, multi-tasking and more. To introduce the program, give away branded planners.
- Health and fitness providers as well as school nutritionists should promote the idea that good nutrition allows you to be more successful throughout the day. Annually, tout good nutrition in schools, gyms and area workplaces during March – National Nutrition Month.
- Encourage merchants to promote successful customer service and reward hard work by featuring branded comment cards. The cards (printed or digital) should prompt customers to let the establishment know which employee went above and beyond. Merchants should reward employees with an extra paid day off or with a gift card.
- Encourage retirees in the community to give back to the community by participating in reading programs at local elementary schools. Retirees could come in once a week to read to a group of students.
- Engage young professionals in the community by recruiting them to become coaches for peewee leagues. While they are providing athletic instruction, they'll also serve as an important role model for young citizens of Fairburn.

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 Fairburn's brand progress. This schedule begins immediately after the delivery of your BrandPrint.

- Immediately – North Star recommends Fairburn focus efforts on growing its inquiry and visitor database.
- One year – North Star's Research Director will conduct an assessment call to outline a plan for determining brand performance moving forward. Fairburn will be contacted to determine specific measurement goals including re-measuring awareness and perception of the community amongst intended audiences.

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.

EVALUATION

As mentioned 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 Fairburn's one-year mark may include:

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

ONLINE COMMUNITY-WIDE SURVEY

Purpose
The purpose of the Online Community-wide Survey is to gain a quantitative measure of the community's perceptions of Fairburn.

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 Fairburn
- Strengths and weaknesses of Fairburn
- Resident suggestions on what is missing from Fairburn
- Measurements of Fairburn 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-Wide Survey should be conducted annually. 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).

CONSUMER AWARENESS & PERCEPTION STUDY

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

Methodology & Results

This quantitative survey is fielded online outside of Fairburn's borders in order to obtain an outsider's perspective. The survey measures:

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

Timing
The CAP Study should be conducted annually. 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).

COMMUNITY BRAND BAROMETER

Purpose
The Community Brand Barometer measures strength of the Fairburn 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 Fairburn to a friend or colleague?
- Would you recommend visiting Fairburn to a friend or colleague?
- Would you recommend conducting business in Fairburn 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 annually. 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).