



meet here.

Community Rebrand Revealed

Meet here. is a community movement, created by the community and fueled by local pride.

On November 13, the public gathered at the Art Reach Gallery to celebrate the community brand reveal. This project initially began with the City of Mt. Pleasant and the Mt. Pleasant Area Convention and Visitors Bureau working on their separate rebrand projects. Both entities had the foresight to combine efforts and invite other partners to become involved, creating a campaign which encompasses the entire community. The other rebrand partners involved in this process included, Michigan Economic Development Corporation, Charter Township of Union, Middle Michigan Development Corporation and Mid Michigan College.

The goals for this project were as follows:

- Identifying and owning our community's sense of place.
- A consistent message the entire community is committed to telling.
- Making an impact inside and outside our community.
- Develop an enduring brand strategy; resulting in new growth opportunities.

To help achieve these goals the community partner agencies selected The Darwin Company, a center for social impact/marketing and advertising firm to lead this process.

Numerous members of the Mt. Pleasant community answered the call to action, and shared their thoughts and insights regarding what our community currently has to offer, and what should be the hopes for the future. This was accomplished through a series of focus groups, interviews and a Town Hall Meeting. Information obtained through these collection methods was analyzed and ultimately developed into a strategic initiative designed to boost tourism, economic development and community spirit.

It became apparent through this research process that people **Meet here.** for various reasons. Three recurring themes emerged.

- 1) Cultural Crossroads: "We are the intersection of every walk and stage of life."
- 2) Relaxed Lifestyle: "Live life with plenty of the hustle, but none of the hassle."
- 3) No Compromises: "Small town feel with big city amenities."

The **Meet here.** campaign is versatile and has endless possibilities for residents, businesses, and service organizations to make it their own while still incorporating the community brand.

To find out more about the **Meet here.** campaign and how you can utilize it visit <https://www.mountpleasantwow.com/meet-here/> or visit Facebook - @Meetheremtp. You are also welcome to share your **Meet here.** experience at #MeetMtP. If you need information regarding how to obtain the Meet here. logo contact Darcy Orlik, Director of Public Relations, City of Mt. Pleasant at dorlik@mt-pleasant.org.

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