



**INSPIRED LEADERS
SHAPING CITIES**

Place Branding

A 2018 TOP ISSUES COUNCIL EXECUTIVE SUMMARY

Each downtown and urban district is unique and offers different experiences. More than just a logo, tagline, or marketing campaign, place branding identifies and distills a district down to its core identity and sense of place. Successful place branding engages not only the downtown organization, but also other civic leaders, community members, and key stakeholders.

The 2018 IDA Top Issues Council on Place Branding has developed this report as a guide for urban districts to evaluate different tools and approaches for their own place branding efforts. While each district is different, place branding initiatives are built upon a strong foundation of research—an honest inventory of a downtown's assets as well as economic, labor, and demographic data. This research contributes to the development of a collective identity that is inclusive of community members and other key stakeholder organizations. The involvement of the larger community in determining a place brand ensures the authenticity of the place, building upon its history and development while also reflecting more recent nuances in its culture and economy. In addition, by focusing on a downtown district's key assets, the brand is strong enough to evolve with changing economic and demographic conditions in the district and city.

SECTION 1

Place Branding: So Much More Than a Logo

Highlights several tools, such as strategic communication and infrastructure enhancement, that practitioners can use in influencing place branding.

SECTION 2

Branding with a Plan in a New Growth Neighborhood

Offers lessons on best practices for full place branding campaigns, using examples from evolving neighborhoods such as the Capitol Riverfront in Washington D.C., and Lower Manhattan in New York City.

SECTION 3

Changing Perceptions of an Evolving Downtown District

Expanding on Section 2 lessons.

SECTION 4

Are We The Place? The Intersection and Alignment of Place and Organizational Brands

Details how districts consider the intersection of place branding and branding their own organizations.

SECTION 5

From Classical Antiquity to Millennial Pink and Beyond—The Role of Mural Arts in Enhancing the Civic Experience

Describes how one particular tool, the mural arts, has increasingly influenced the place brand of many urban districts.