

# Project

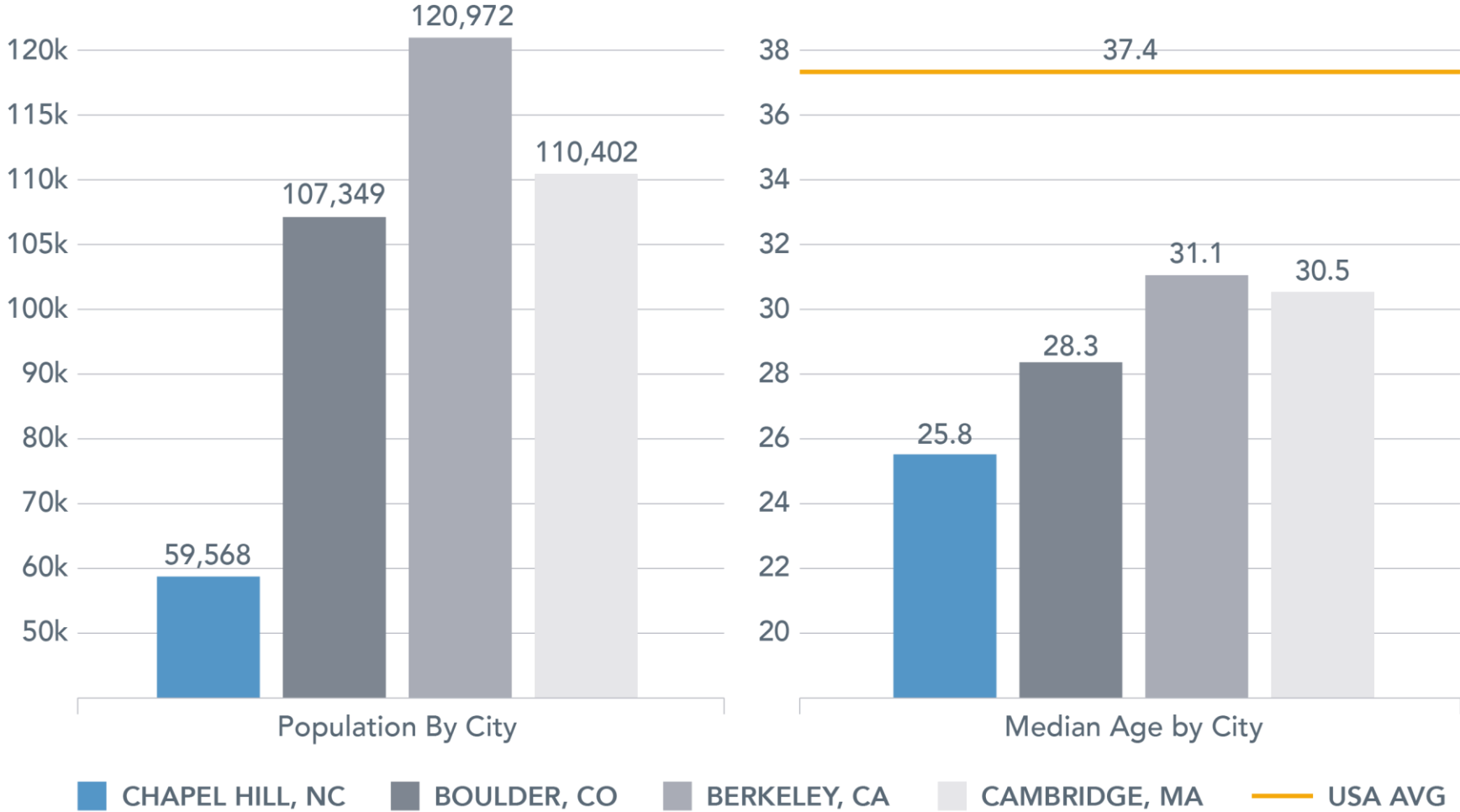
## Promote Chapel Hill as a Great Place for Business

- Phase One: Research the community and competition – *complete*
- Phase Two: Creative concepting/messaging – *ongoing*
- Phase Three: Spread the word – *initial stages*

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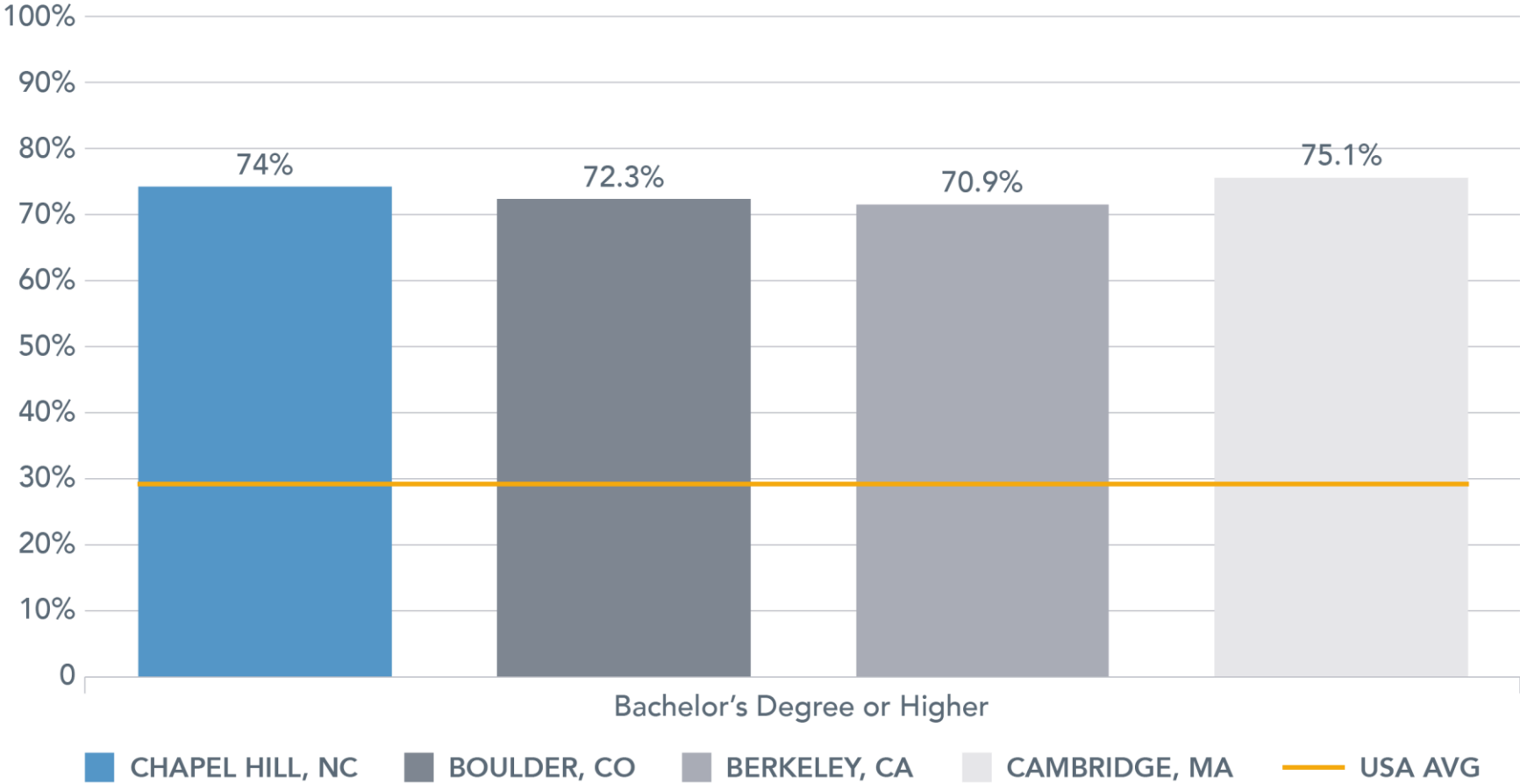
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# Population Overview



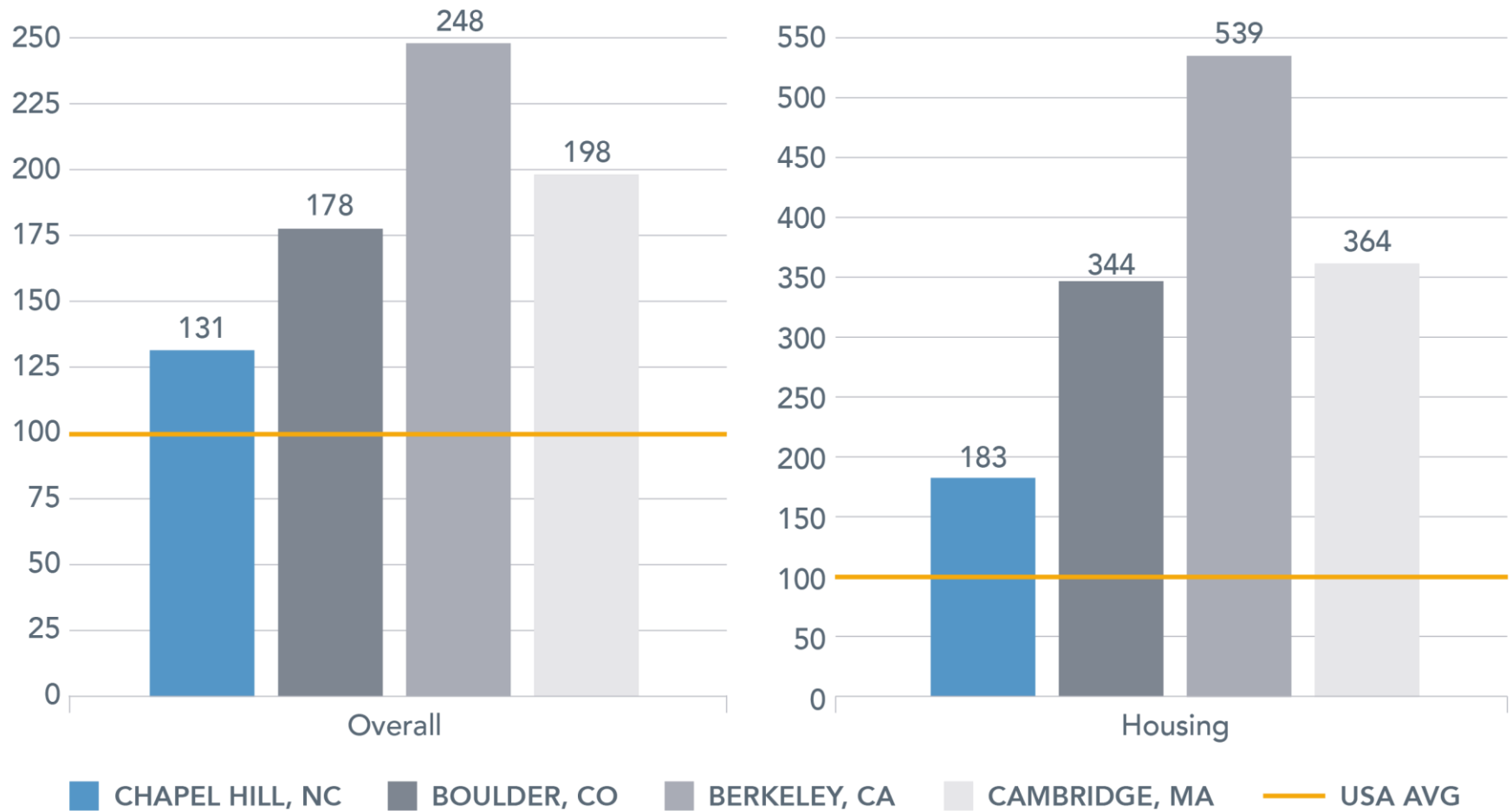
Source: BestPlaces.net, City Comparison – Last Updated 12/16.

# Bachelor's Degree and Higher, Age 25 and Over



Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates.

# Cost of Living Comparisons



# Key Insights

## Community Comparison Research

- Chapel Hill is half the size of Berkeley, Boulder and Cambridge
- Educational Attainment is basically the same (exceptional)
- Cost of Living is significantly lower

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# Key Insights

## Post-Doc and Millennial Listening Sessions

- Chapel Hill's lifestyle brand is **positive** (National level)
- Chapel Hill's lifestyle brand is **mixed** (Regional)
  - Not as much to do for young professionals as Durham and Raleigh
  - Great for when you have kids and want access to public education
  - Expensive
- Chapel Hill has **no business brand** (National level)
- Chapel Hill has a **poor business brand** (Regional)
  - Largely driven by past experiences and certain commercial brokers

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# Key Insights

To drive our storytelling and creative design

- There is a regional story and a national story
  - National – we need to communicate our business successes
  - Regional – Start changing perception of doing business here



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# Key Messages

To drive our storytelling and creative design

- Home to the nation's first public university
  - Pioneer in education, research and innovation
  - Ideas & technologies spin out and generate companies
- Nurturing business growth
  - **launch** Chapel Hill
  - 3-Birds Marketing (Recruited from Silicon Valley)
  - Quantworks (From **launch**)
  - TSI Healthcare (155+ employees, attended UNC)

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# Key Messages

To drive our storytelling and creative design

- Vibrant & active community
  - Visual and performing arts
  - Live music
  - Award-winning restaurants
  - Craft breweries and distillery
  - Championship athletic teams
  - Passionate residents
  - Open spaces
  - Outdoor recreation opportunities
  - Carolina blue skies



# Next Steps

Where do we go from here?

- Refine our elevator pitch (external positioning statement)

Chapel Hill is a recognized pioneer in education, research and innovation. Home to the nation's first public university, it's a place where ideas are born and evolve into companies. It's home to award-winning restaurants, craft breweries, art installations, an organic distillery, and a vibrant music and performing arts scene. Historic homes and modern condos coexist beautifully here, and it's all connected by free public transportation. No matter who you are or where you're from, you're welcome in Chapel Hill.

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# Next Steps

Where do we go from here?

- Continue to refine our elevator pitch (external positioning statement)
- **Begin relationship with PR Firm (drive stories, leverage press)**



Chapel Hill Econ Dev @CHEconDev · 19h

This is #ChapelHill



theguardian

**The best towns and small cities in the US: Chapel Hill, North Carolina**

In the first of a new series exploring cool US towns and cities, Emma John soaks up the sporting fanaticism, liberal traditions, food and music of a un...

[theguardian.com](http://theguardian.com)



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# Next Steps

Where do we go from here?

- Continue to refine our elevator pitch (external positioning statement)
- Conversations with PR Firm (drive stories, leverage press)
- **Build a graphic identity that aligns with the “Open to Business” message**

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# Next Steps

## Where do we go from here?

- Continue to refine our elevator pitch (external positioning statement)
- Conversations with PR Firm (drive stories, leverage press)
- Build a consistent graphic identity that aligns with message
- **Create a strategy to promote Chapel Hill as a great place for business**
  - Social Media
  - PR
  - Ad placement (print/ digital)
  - Event sponsorships & participation
  - Etc.

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# Questions?

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