



CATAPULT CREATIVE

CITY OF TROTWOOD



TROTWOOD BRAND ESSENCE PLATFORM



TROTWOOD: BRAND ESSENCE

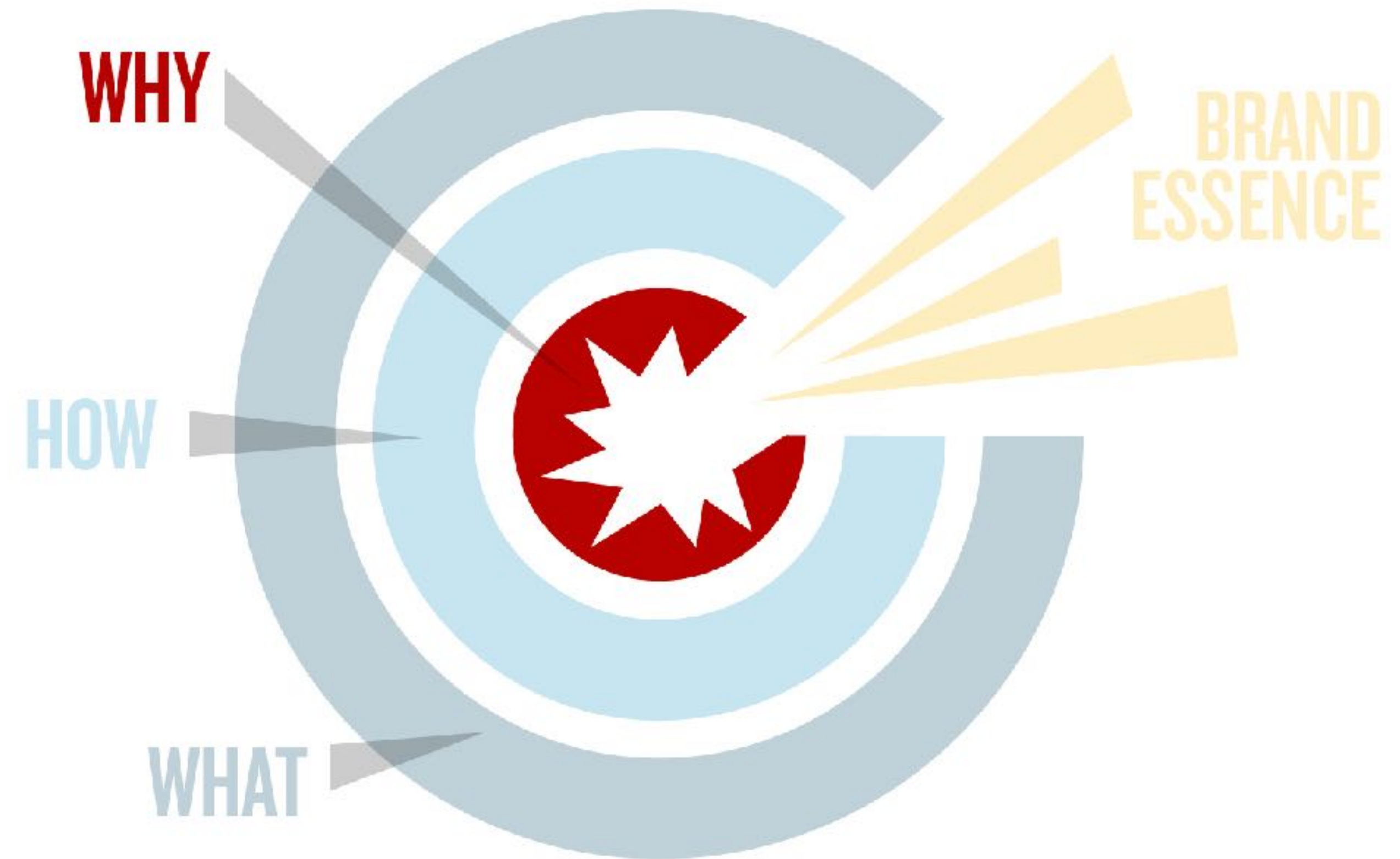
- ▶ **WHY:** *If you don't know Why you do What you do, how can you expect anyone else to know? For others to know your Why, you must first have clarity of your own Why.*
- ▶ **HOW:** *The actions that you and your people take to bring your cause to life must be aligned with your values, guiding principles, strengths and beliefs.*
- ▶ **WHAT:** *And everything you say and everything you do must be consistent with what you believe. After all, we live in the tangible world. The only way people will know what you believe is if you say and do the things you actually believe.*
- ▶ **BRAND ESSENCE:** *At the core of every brand is a unique voice that resonates.*





TROTWOOD: BRAND ESSENCE - WHY

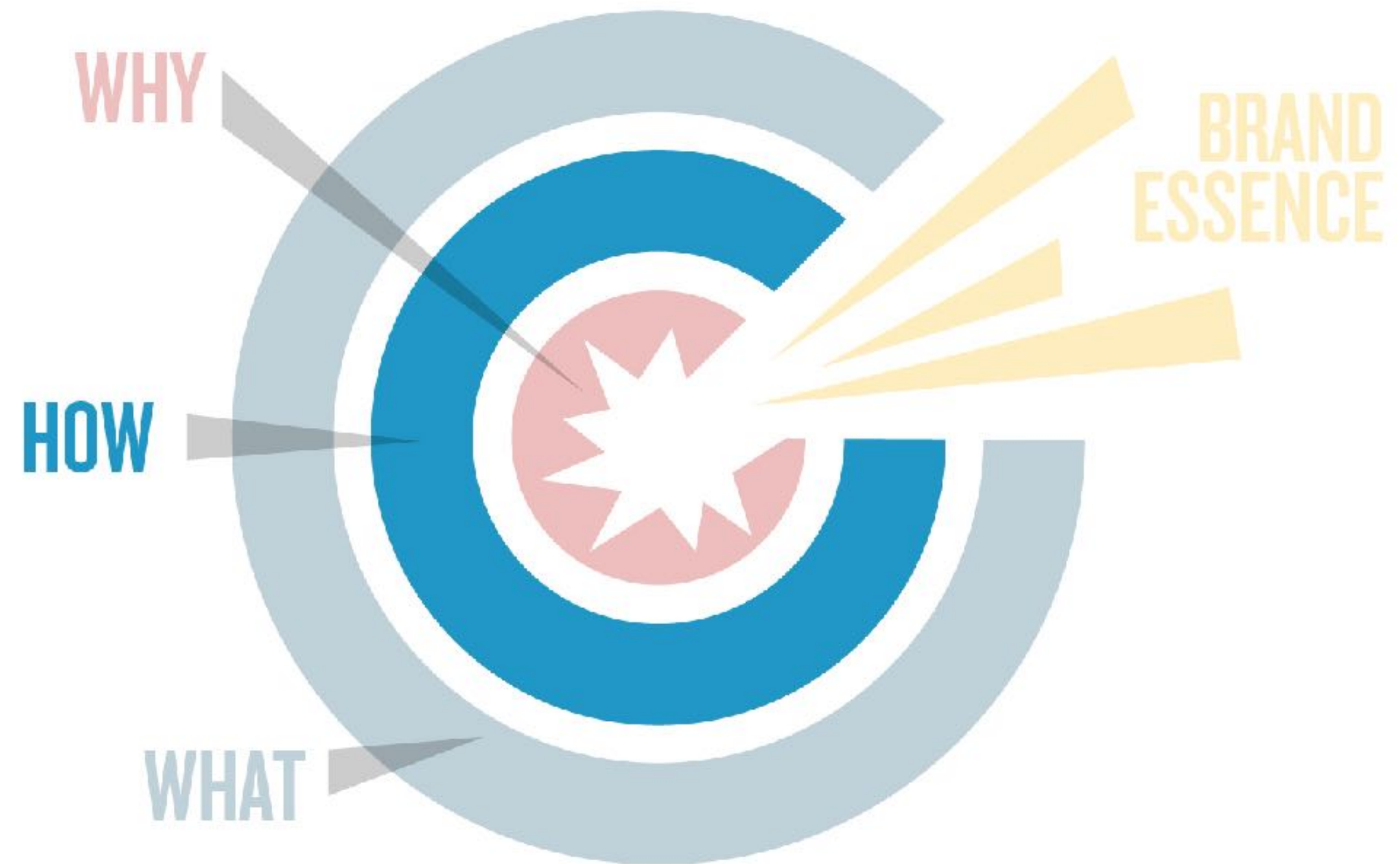
- ▶ **PEOPLE:** Place to be you, Pride in our City, Uniting our Citizens (*Belonging, Solid Roots, All*)
- ▶ **BUSINESS:** Infrastructure and accessibility are our advantages, Shared Vision (*Shared, Succeed, Believe*)
- ▶ **COMMUNITY:** All Together Now, Dynamic and Diverse, *Small-town Charm* (*Greatness, Ours/Us, United, Pride, Inclusive*)





TROTWOOD: BRAND ESSENCE - HOW

- ▶ **PEOPLE:** Leadership, We challenge preconceived ideas about our city, A Warm Embrace (*Dynamic, Service, Embrace*)
- ▶ **BUSINESS:** History of Interstate Commerce (*Pro-active, Vision, Business Friendly, Engagement*)
- ▶ **COMMUNITY:** Public-Private Success (*Stand Together, Adaptive, Hand-in-hand*)





TROTWOOD: BRAND ESSENCE - WHAT

- ▶ **PEOPLE:** Civic Pride (*Stand Together, Diverse, Active*)
- ▶ **BUSINESS:** We form business partnerships that endure (*Interstate Commerce, Infrastructure, Business-minded, Partnerships, Growth Opportunities, Agriculture, Land*)
- ▶ **COMMUNITY:** An inclusive community for all, 30 Square miles, Incorporated in 1901, Sycamore Woods State Park, We keep our state park beautiful (*Adaptive, Hand-in-hand, State Park*)





TROTWOOD: BRAND ESSENCE - WHAT

- ▶ **URBAN:** Trotwood's urban areas are higher population density and infrastructure that is designed for accessibility (*interstate commerce*) and ease of business.
- ▶ **RURAL:** Trotwood's beautiful countryside is largely made up from our agricultural roots. Our rural areas have a lower population density and include the county's only state park. Agricultural areas are commonly rural, as are other types of areas such as forests.
- ▶ **METRO:** The Trotwood metropolitan area includes is 30 Square miles of rural and urban land that is socio-economically connected. What makes Trotwood unique is how business and employment connect through commuting. Our balance of the urban and rural areas offer a large and diverse labor market.





TROTWOOD: BRAND ESSENCE

- ▶ **WHY:** *In Trotwood, we believe that our diverse roots unite us. We believe in helping each other succeed.*
- ▶ **HOW:** *We believe being inclusive - that is how we've learned to balance our urban and rural roots to create community. Our leaders are proactive and work hand-in-hand with people to create a better city.*
- ▶ **WHAT:** *Our community is accessible and offers urban opportunities for commerce blended with mid-western rural living. We have beautiful rural areas and neighborhoods. We have accessible urban areas with business growth opportunities. Wanna put down roots in a great city?*
- ▶ **ESSENCE:** *Rooted in Community*
- ▶ **ESSENCE:** *Growing Together*





TROTWOOD: DRAFT VIDEO SCRIPT

- ▶ **Trotwood - Growing Together *OR* Rooted in Community**
- ▶ **An accessible city** – The Village of Trotwood was incorporated in 1901. Trotwood was originally called Higgins Station. It consists of over 30 Square miles of rural and urban areas that are easily accessible for walking, cycling, commuting and commerce.
- ▶ **A united blend of urban and rural** – Beloved woodlands, parks and agriculture united with urban business parks and vibrant, walkable neighborhoods - all accessible to key modes of transportation.
- ▶ **A city of woodlands** – Trotwood is a suburban community consisting of farms, parks and large rural estates. The original Trotwood forests grew magnificent hardwood trees including: oaks, walnut, maple, ash and wild cherry which can still be seen throughout the city.
- ▶ **A city of leadership** – A community long defined by its entrepreneurial spirit and civic pride, commercial success and governmental excellence, small-town charm and the advantages of metropolitan infrastructure.
- ▶ **A city of nature and recreation** – Our 3,000-acre Sycamore Woods State Park offers horseback riding, hiking, hunting, and group camping. The huge sycamores lining the banks of Wolf Creek river valley give the park its name.
- ▶ **A city of beauty and agriculture** – A long history of leading in agriculture. Trotwood established leadership in state-wide farm production in 1880. Our unique combination of wooded lots and prairies harbor diverse species of wildflowers including: spring beauties, wild blue phlox, ironweed and goldenrod.
- ▶ **Diversity is our strength** – We are an inclusive community that challenges pre-conceived notions about integrating urban and rural, agriculture and commerce. We embrace our diversity and leverage it to build a bright future.



TROTWOOD
GROWING TOGETHER



TROTWOOD

◆ G R O W I N G T O G E T H E R ◆









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