

# Quincy & Adams County, IL

Final BrandPrint Report | February 22, 2016



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# INTRODUCTION

## ABOUT NORTH STAR DESTINATION STRATEGIES

North Star Destination Strategies comprises over two dozen talented individuals dedicated to growing community brands through integrated marketing solutions. North Star offers communities a combination of research, strategy, creativity and action. This process – called Community BrandPrint – provides direction for the community's brand development, like a blueprint guides the construction of a home. And just like a blueprint, the priorities and targets of each Community BrandPrint are stated in clear and unambiguous language. The resulting brand personality is as revealing as an individual's fingerprint, and just as unique.

## ABOUT THE BRANDPRINT PROCESS

Through the Community BrandPrint process, North Star determines Quincy's most relevant and distinct promise. From that promise, we create a strategic platform intended to generate a brand position in the minds of residents, visitors and businesses. We then develop a compelling creative identity to support the strategy, a range of deliverables showing that creativity in use and an integrated action plan for bringing the brand to life. Each of these tools reinforces Quincy's strategic positioning and ensures brand equity and growth.

This process is divided into four stages: Research, Strategy, Creativity, Action.



# EXECUTIVE SUMMARY

## KEY RESEARCH FINDINGS

**Differentiators:** Quincy/Adams County is a regional standout. The city is a transportation hub offering air, rail and port (soon) transportation options. It is home to international transportation giants including Knapheide and Titan along with many established family-owned businesses. In addition, a renowned private university shares its name, graceful architecture of historic significance defines its aesthetic and a political history that features John Quincy Adams and Abraham Lincoln lend the city some pretty inspiring roots. A renowned arts program, excellent healthcare, beautiful parks and strong schools round out its quality of life assets. Despite all those important and defining assets, research revealed that what differentiates Quincy is a character of caring. Quincyans never sit silent on the sidelines. From its connections to the abolition of slavery and support of the Underground Railroad to its protection of persecuted Mormons and Potawatomi Indians to the way neighbors pitched in to help each other during major flooding, people know Quincy/Adams County by the area's heart and willingness to help. It's difficult to say what came first, Quincy's commitment to going the extra mile or all the wonderful amenities and assets. But today they definitely work together, supporting and attracting more of the same.



# EXECUTIVE SUMMARY

## KEY RESEARCH FINDINGS

**Challenges:** Quincy/Adams County is struggling with stagnating population growth particularly in the area of attracting and retaining young professionals. Limited rental housing and residential space in the District are problems contributing to the lack of appeal to young people. Limited high-paying jobs, sleepy night life and a lack of downtown vibrancy are also contributing issues. From an economic development perspective, Quincy/Adams County is dinged by its association with Illinois (seen as not business friendly) and its proximity to Missouri and Iowa (seen as business friendly). Finally, outside research revealed that while many people are somewhat familiar with Quincy/Adams County, only about 15% are very familiar with the area. People have heard of you, but they don't know what you are really about. As such, they substitute descriptions like "small town" for any meaningful definition.

**Opportunities:** Clearly Quincy has a huge opportunity to distinguish itself simply by articulating its strengths in a compelling way. The Quincy message of caring and going the extra mile contrasts sharply with experiences people are having elsewhere in the broader region. From an economic development perspective, the Mississippi River Port is enormous, along with a more cohesive and progressive marketing approach. Promoting major assets like the area's Mormon history, arts, position on the Mississippi River, beautiful architecture and overall caring character are also seen as existing opportunities. Riverfront development, public transportation, downtown/District revitalization and creation of a signature multi-day event were mentioned as opportunities to pursue. Finally, because Quincy's brand is very human and emotive, connecting through testimonials from individuals, students, people helped and family-owned businesses is a unique opportunity.

# EXECUTIVE SUMMARY

## STRATEGY

Research data was analyzed for trending insights that hone in on the Quincy/Adams County story. These insights were funneled into a strategic brand platform, also known as your strategic DNA. Just as an individual's DNA influences everything from how that person looks to how that person acts (as well as their health and vibrancy), Quincy/Adams County's DNA should be the foundational touchstone for all positive planned action in your city from marketing to infrastructure to policy development.

*Target Audience:*

For those who understand that action is character,

*Frame of Reference:*

Quincy/Adams County, Illinois, on the banks of the Mississippi River

*Point-of-Difference:*

is distinguished by a history of caring and an unwavering commitment to going the extra mile,

*Benefit:*

so you are welcomed, supported and motivated in all that you do.

# EXECUTIVE SUMMARY

## CREATIVITY

The final package of foundational creative tools supports the Quincy/Adams County strategic brand platform, or DNA. These tools layer personality on top of the strategy in order to make an emotional connection with the consumer. They include a strapline, a narrative, a logo family, a color palette and a creative execution look. Together they tell the Quincy story in a consistent, compelling and memorable way.



### DAD'S HOME, RIGHT ON Q.

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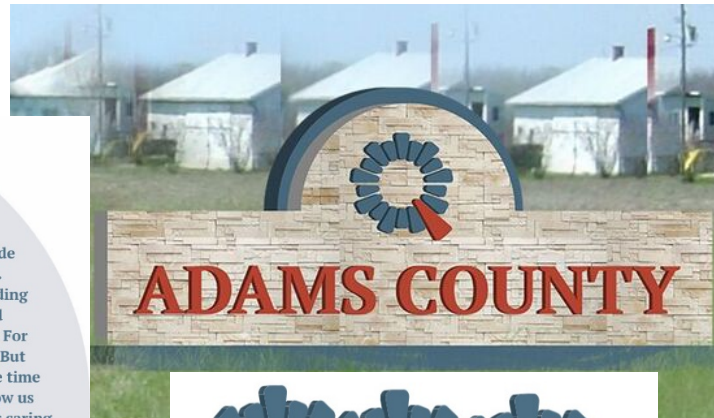
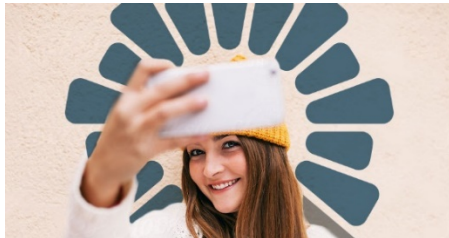


WWW.WEBSITE.COM

# EXECUTIVE SUMMARY

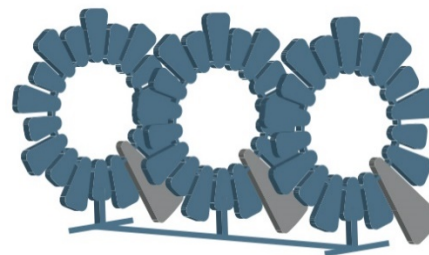
## ACTION

The Brand Action Plan contains hundreds of ideas – large and small – for integrating the brand into the Quincy/Adams County community. Ideas touch on leadership, infrastructure, tourism, economic development, community outreach and more. More than 60 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.



Quincy is known for majestic old homes. For companies that have made names around the world. For the region's outstanding healthcare. For esteemed educational institutions. For our gentle way of living. But after you've spent a little time here, we think you'll know us best by heart. A heart for caring and the common good. A heart that leads people to give, for as long as it takes. A heart that goes the extra mile to welcome you, support you and encourage you. We give more so that you can do more. And we do it...

Right on Q.



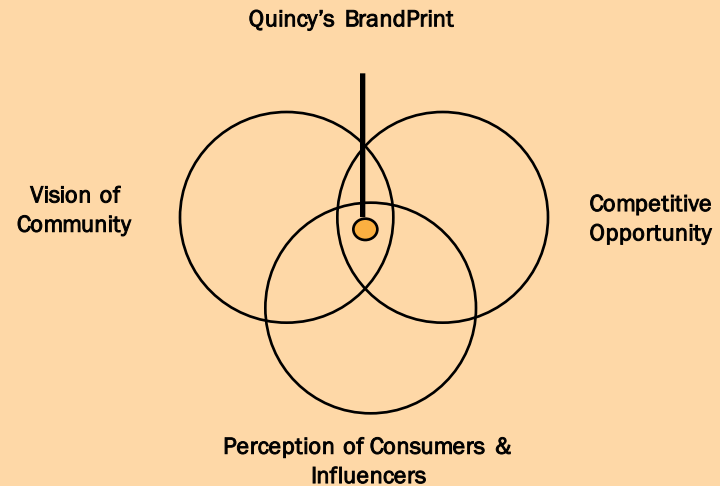
# RESEARCH

## WHERE THE BRAND HAS BEEN

This research stage addresses Quincy/Adams County'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 firsthand information about Quincy from our in-market experience.

We are looking for current attitudes regarding Quincy. We are also trying to spot behavioral trends that exist around the existing Quincy 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.

15 qualitative and quantitative studies comprise the research phase of the BrandPrint.





# RESEARCH

## Community

- **Materials Audit**
- **Situation Analysis**
- **In-Market Study**
  - Familiarization Tour
  - Key Stakeholder Interviews
  - Education Presentation
  - Focus Groups
  - Undercover Interviews
- **Geo-demography Profiling (Residents)**
- **Brand Barometer**
- **Vision Survey**
- **Online Community Survey**

## Consumers

- **Geo-demography Profiling (Visitors)**
- **Perception Study (Qualitative)**  
Interviews with regional economic development & tourism leaders
- **Consumer Awareness & Perception Study (Quantitative)**  
Visitors & Non-visitors
- **Top Business Prospects**
- **Online Brand Monitoring**

## Competition

- **Competitive Positioning Review**
- **Brand Message Assessment**
- **Perception Study (Qualitative)**  
Interviews about competitors with regional economic development & tourism leaders
- **Consumer Awareness & Perception Study (Quantitative)**  
Visitors & Non-visitors

# MATERIALS AUDIT

## *Purpose*

The materials audit provides an overview of past research, marketing, promotions and education done on behalf of Quincy/Adams County. 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.

# QUINCY MATERIALS AUDIT

## Arts Quincy

- Arts Quincy April/May newsletter
- Arts Quincy Logo
- Arts Quincy Financial Information
- Arts Quincy Marketing Plan

## City

- 1996 March Teska Report
- 2015 Budget
- Central Business Revolving Loan Program
- City Departments
- Downtown Quincy Teska Plan
- Quincy History

## Great River Economic Development Foundation

- 2010 Census Profile
- 2014 Strategic Plan Report
- 2015 Annual Work Plan
- 2015 Business Summary
- 2015 Community Profile

## Great River Economic Development Foundation

- 2015 Disposable Income Report
- 2015 Dominant Tapestry Site Map
- 2015 Executive Summary 10-50 mile radius
- 2015 Graphic Profile
- 2015 Annual Meeting – Speech for Media
- 2015 Site Consultant List
- 2015 Household Income Report
- 2015 Housing Profile
- 2015 Market Profile
- 2015 Retail Marketplace Potential
- 2015 Retail Marketplace Profile Report
- eDevelopments email newsletter
- Project Symmetry Recruitment Package
- Strategic Plan
- Quincy/Adams County Standard Data Set
- 2015 Demographic and Income Profile

# QUINCY MATERIALS AUDIT

## CVB

- See The Unexpected Video
- 2012 Annual Report
- 2013 Annual Report
- 2013 Economic Imp Press Release
- 2014 Annual Report
- Gold book editorial
- Food/Travel magazine editorial
- Food/Traveler magazine article
- General Quincy editorial (100 words)
- General Quincy editorial (200 words)
- General Quincy editorial (500 words)
- 2015 Governor's Conference Tourism Award Press Release
- Private Home Tours of Quincy
- Quincy Area Hotels database
- 2015 Quincy Area Tourism Marketing Plan

# IN-MARKET STUDY

## *Purpose*

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

## *Methodology & Results*

The following summary reflects observations and input received during the North Star In-Market visit, which took place from April 27-30, 2015. The information is not meant to be all-inclusive, but rather highlights the most common themes experienced, uncovered and voiced on the trip. This includes an area familiarization (FAM) tour, stakeholder focus groups, stakeholder one-on-one interviews, undercover interviews, mystery shopping and local community one-on-one perception interviews.



# ASSETS

- Regional hub
- Large manufacturers (Knapheide, Titan, ADM)
- The District (Downtown)
- Sites on National Register of Historic Places (architecture)
- City parks
- Agricultural industry
- Kroc Center
- Mississippi River
- Quincy University
- John Wood Community College
- Blessing Hospital (and healthcare industry)
- Qualified workforce
- Sports tournaments
- Illinois Route 336
- Retail draws
- Quincy Regional Airport Location (Cape Air to St. Louis)
- Media coverage
- Amtrak service to Chicago

# CHALLENGES

- Population growth stagnant
- Attracting and retaining young professionals
- Perception of Illinois as not business friendly
- Proximity to Missouri and Iowa
- Safety concerns with Amtrak service
- Limited residential space in the District
- Limited rental housing
- No multi-day event
- Limited riverfront development
- Remote/isolated
- Lack of high-paying jobs

# OPPORTUNITIES

- Mississippi River Port
- Mormon history
- Promoting historic homes and low cost of living
- Multi-day event
- Promoting tourism
- Riverfront development
- Leveraging arts/cultural strengths
- Testimonials / leveraging family-owned businesses
- Public transportation
- Recruitment strategy for young people/college students

# VISION SURVEY

## *Purpose*

The purpose of the Vision Survey is to gather qualitative information/perceptions regarding Quincy from stakeholders. What do they like and dislike about their community? How would they make it better? What kind of things do they associate with Quincy? After all, no one knows Quincy 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 Quincy'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.

99 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 QUINCY AND ADAMS COUNTY

**When you first think of Quincy, which three words come to mind?**

- River
- Family
- Historic

**When you first think of Adams County, which three words come to mind?**

- Farming
- Rural
- Agriculture



# COMMUNITY LEADER PERCEPTIONS

## DESCRIBE QUINCY AND ADAMS COUNTY

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

- “Located right on the Mississippi River, quaint town small town feel with many benefits of a larger city.”
- “A thriving industrial and business town with a vibrant history.”
- “Beautiful Maine Street, strong schools, great place to raise a family.”

**How would you describe Adams County to someone who has never heard of it before?**

- “A large farming county, largely rural communities.”
- “A quiet county with a progressive agriculture base and economic hub for the region.”
- “Great small town living with salt of the earth people.”

# COMMUNITY LEADER PERCEPTIONS

## DESCRIBE QUINCY AND ADAMS COUNTY

**How would outsiders (residents in other parts of the region) describe the Quincy/Adams County area?**

- “Beautiful architecture in Quincy. Strong economic base in agriculture and industry, with prime location on the Mississippi River.”
- “A local hub for shopping and services.”

**If you could add something to each of the communities below that would make a positive difference for their future, what would you add?**

- Quincy
  - Riverfront Development
  - A Thriving Downtown
  - Jobs/Industry
- Adams County
  - Jobs
  - Port
  - Countywide/More Varied Transportation

# COMMUNITY LEADER PERCEPTIONS

## IMPROVE THE FUTURE OF QUINCY AND ADAMS COUNTY

If you could take away something from each of the following communities that would make a positive difference for their future, what would you take away?

- Quincy
  - Drug Activity
  - High Taxes / Illinois Tax System
  - Dilapidated Areas
- Adams County
  - Meth
  - High Taxes
  - County Board Members

# COMMUNITY LEADER PERCEPTIONS

## GREATEST ASSET | QUINCY AND ADAMS COUNTY

In your opinion, what is the single greatest asset in both the Quincy and Adams County areas?

Quincy

- River
- Location
- Industry
- Parks / Quality of Life

Adams County

- River
- Agriculture / Farm Land
- Location
- Quincy

# COMMUNITY LEADER PERCEPTIONS

## CHALLENGES | QUINCY AND ADAMS COUNTY

What are the biggest challenges currently facing both Quincy and Adams County?

### Quincy

- State Funding
- Stagnant Population
- Good Paying Jobs
- Retaining / Attracting Young People

### Adams County

- State Funding
- Declining Population in Many Rural Communities
- “Adequately prepared and willing work force.”

# COMMUNITY LEADER PERCEPTIONS

## OPPORTUNITIES | QUINCY AND ADAMS COUNTY

**What are the biggest opportunities currently facing both Quincy and Adams County?**

### Quincy

- Manufacturing Jobs
- “Use of River for entertainment and business.”
- “Leveraging the location of Quincy to outside companies.”
- Tourism

### Adams County

- Port Authority Establishment
- Agricultural Industry
- Manufacturing

# COMMUNITY LEADER PERCEPTIONS

## ATTRACTING RESIDENTS, BUSINESSES AND VISITORS

In your opinion, what in/about Quincy and Adams County currently attracts the following. . .

### Residents

- Schools
- Jobs
- Quality of Life
- Family Oriented

### Businesses

- Workforce
- Work Ethic
- Transportation
- Location

### Visitors

- Events
- River
- History
- Architecture

# COMMUNITY LEADER PERCEPTIONS

## BUSINESS / INDUSTRY OPPORTUNITIES

What business / industry is best suited for the Quincy and Adams County area? Why?

- Manufacturing
  - “Access to rail, road and river as well as our location in the nation.”
- Transportation-Related Industry
  - “Anything needing transportation – with the highways, airport, river and train, we can ship anything anywhere.”
- Agriculture
  - “Because it is still one of our largest economic drivers; everyone has to eat; they are not making any more land. In addition to traditional crops (corn, beans) there are opportunities for specialty crops and livestock.”
- Retail and Restaurants
  - “Because so many residents of neighboring towns/counties/states come to Quincy for work, play and shopping.”



# COMMUNITY LEADER PERCEPTIONS

## ADVANTAGES OVER NEIGHBORING COMMUNITIES

In your opinion, what is Quincy and Adams County's greatest advantage compared to other neighboring communities in the following category. . .

### Economic Development

- River
- Businesses
- Transportation
- GREDF

### Tourism

- River
- Events
- History / Architecture
- Hotels

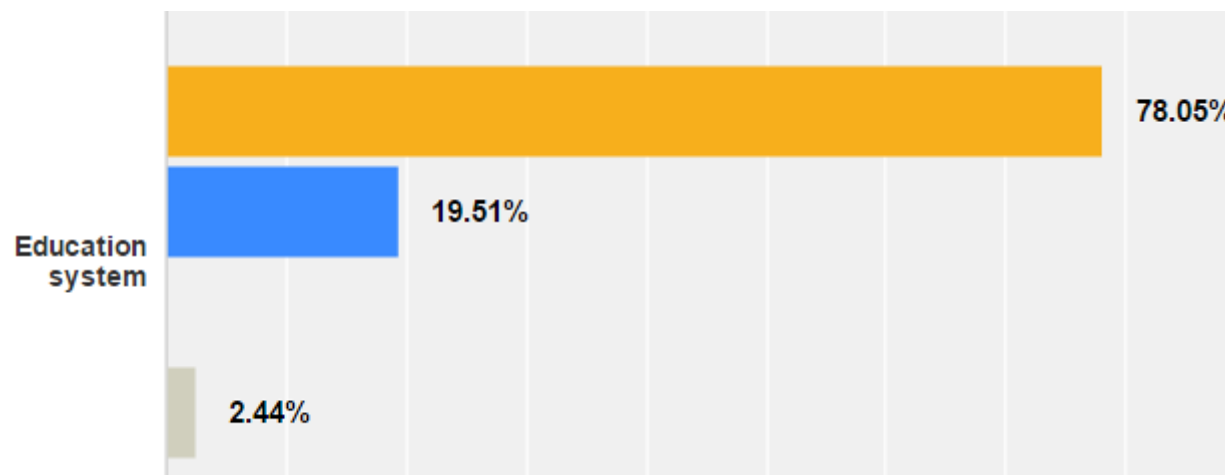
### Resident Life

- Schools
- Quality of Life
- Low Cost of Living
- Parks

# COMMUNITY LEADER PERCEPTIONS

## EDUCATION'S INFLUENCE ON ECONOMIC GROWTH

Rate the EDUCATION SYSTEM as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.

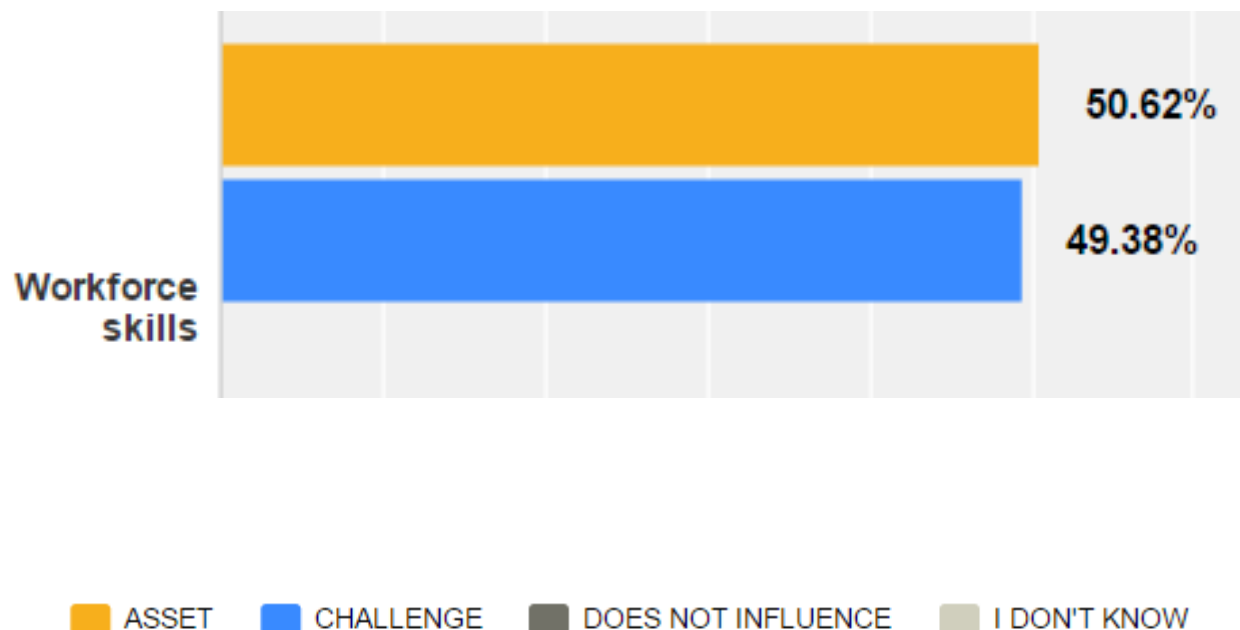


ASSET CHALLENGE DOES NOT INFLUENCE I DON'T KNOW

# COMMUNITY LEADER PERCEPTIONS

## WORKFORCE SKILLS' INFLUENCE ON ECONOMIC GROWTH

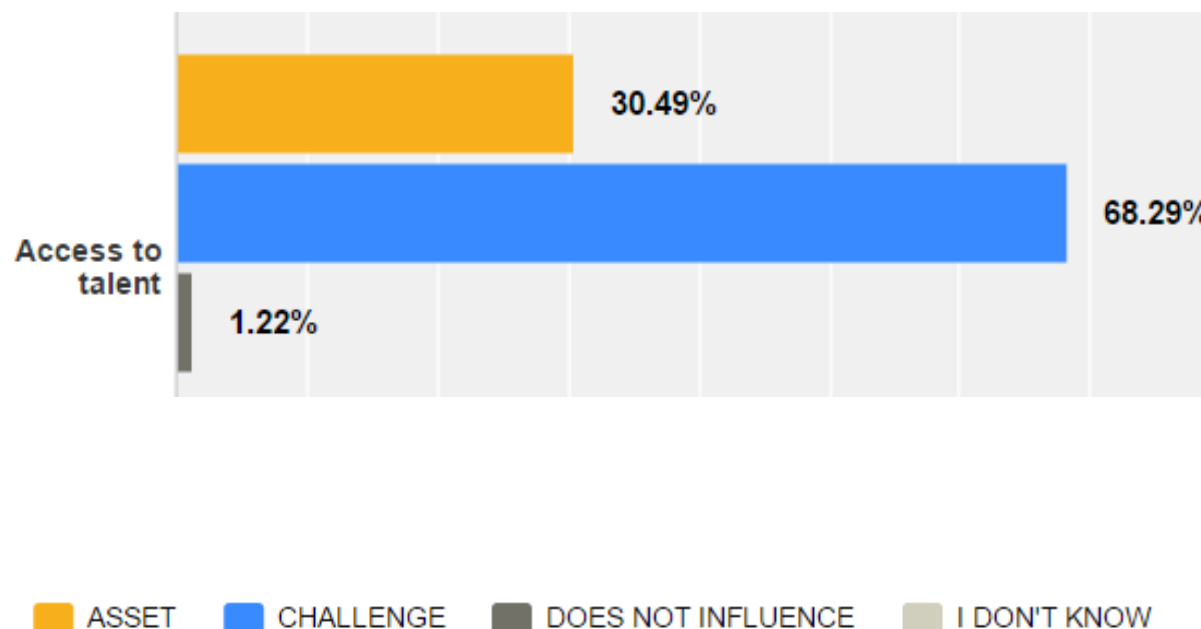
Rate WORKFORCE SKILLS as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.



# COMMUNITY LEADER PERCEPTIONS

## ACCESS TO TALENT'S INFLUENCE ON ECONOMIC GROWTH

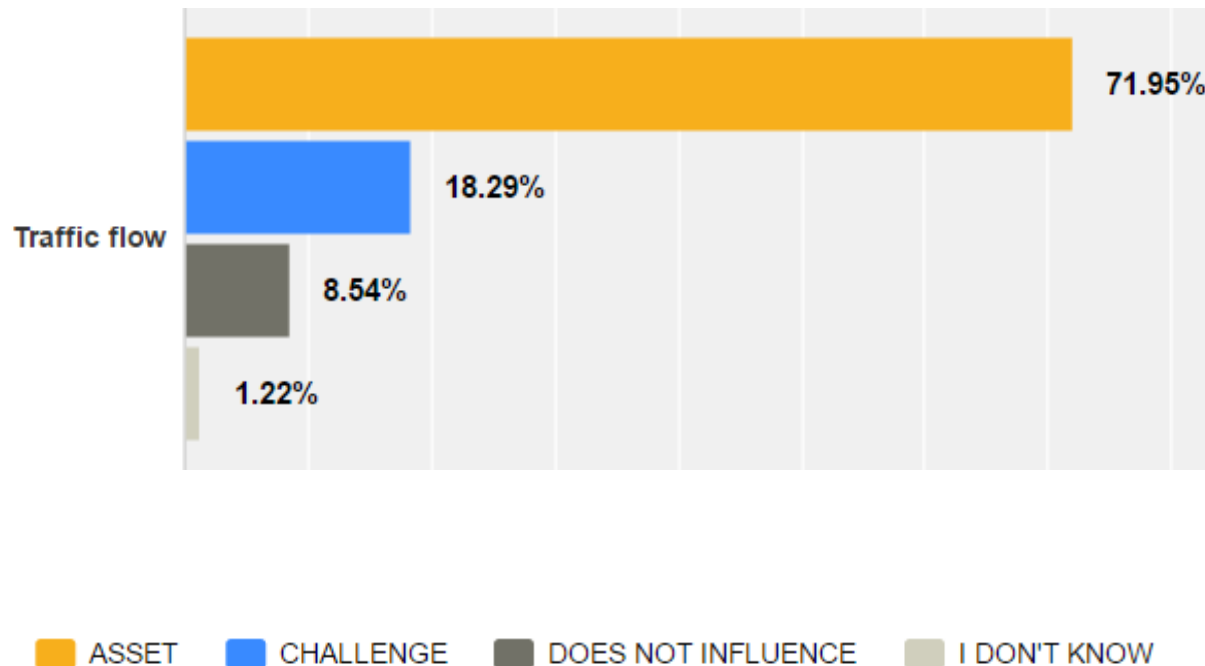
Rate ACCESS TO TALENT as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.



# COMMUNITY LEADER PERCEPTIONS

## TRAFFIC FLOW'S INFLUENCE ON ECONOMIC GROWTH

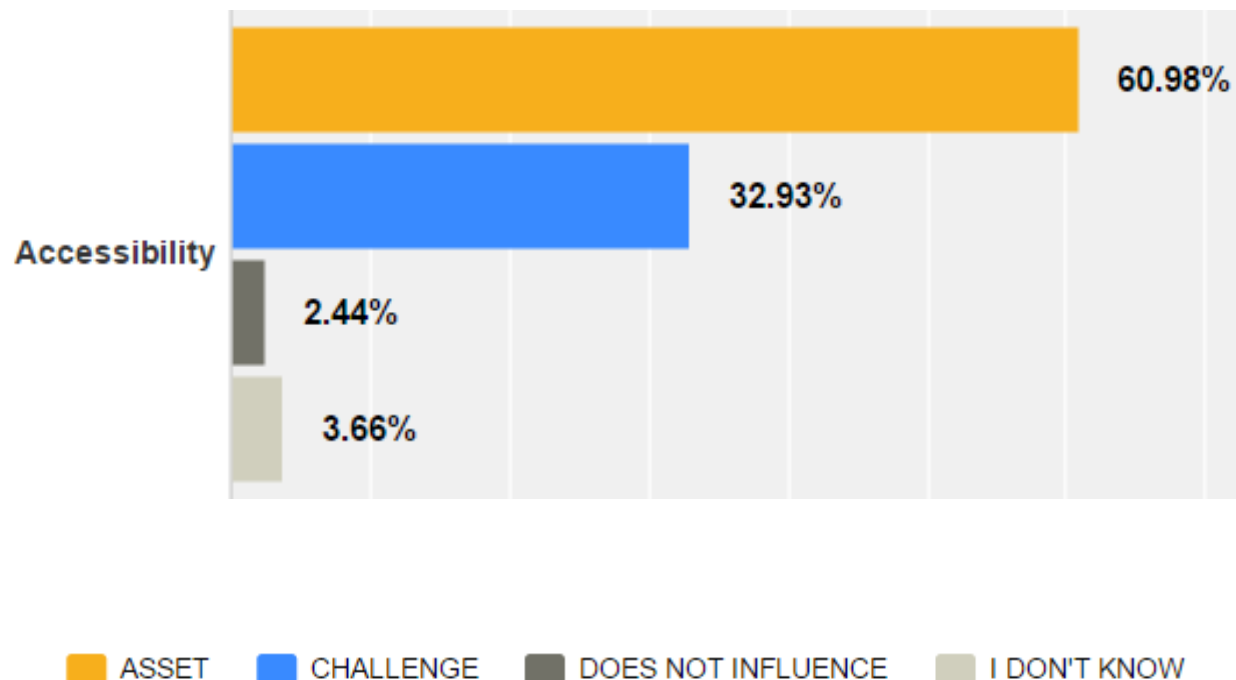
Rate TRAFFIC FLOW as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.



# COMMUNITY LEADER PERCEPTIONS

## ACCESSIBILITY'S INFLUENCE ON ECONOMIC GROWTH

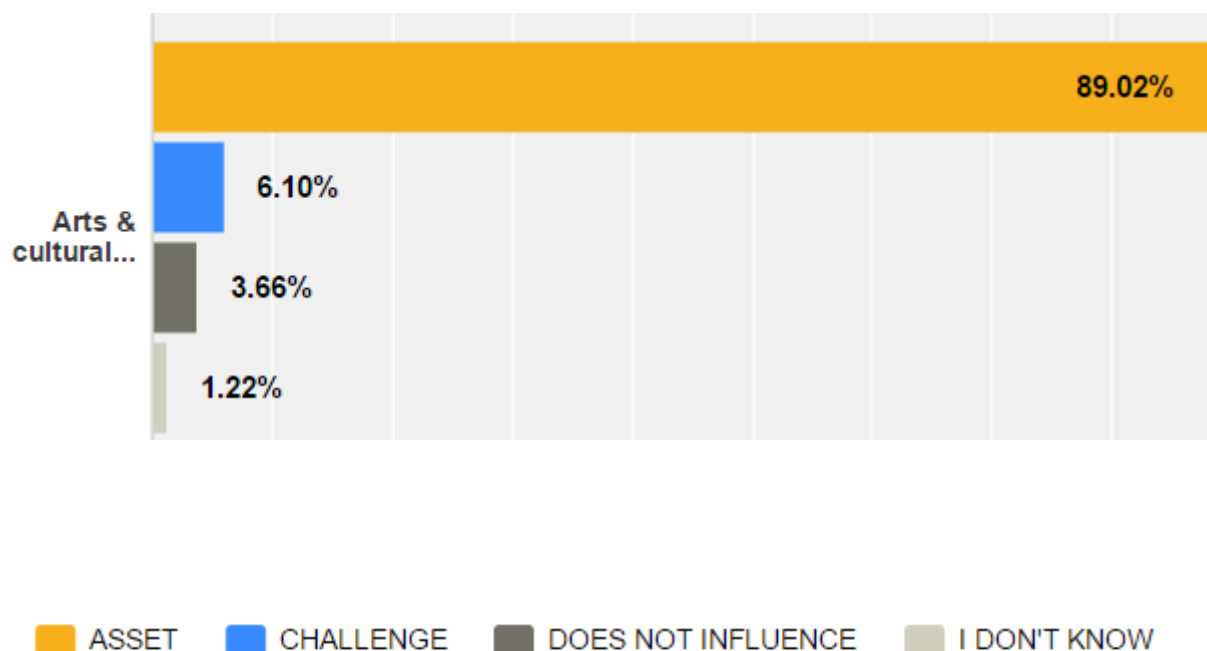
Rate ACCESSIBILITY as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.



# COMMUNITY LEADER PERCEPTIONS

## ARTS AND CULTURES' INFLUENCE ON ECONOMIC GROWTH

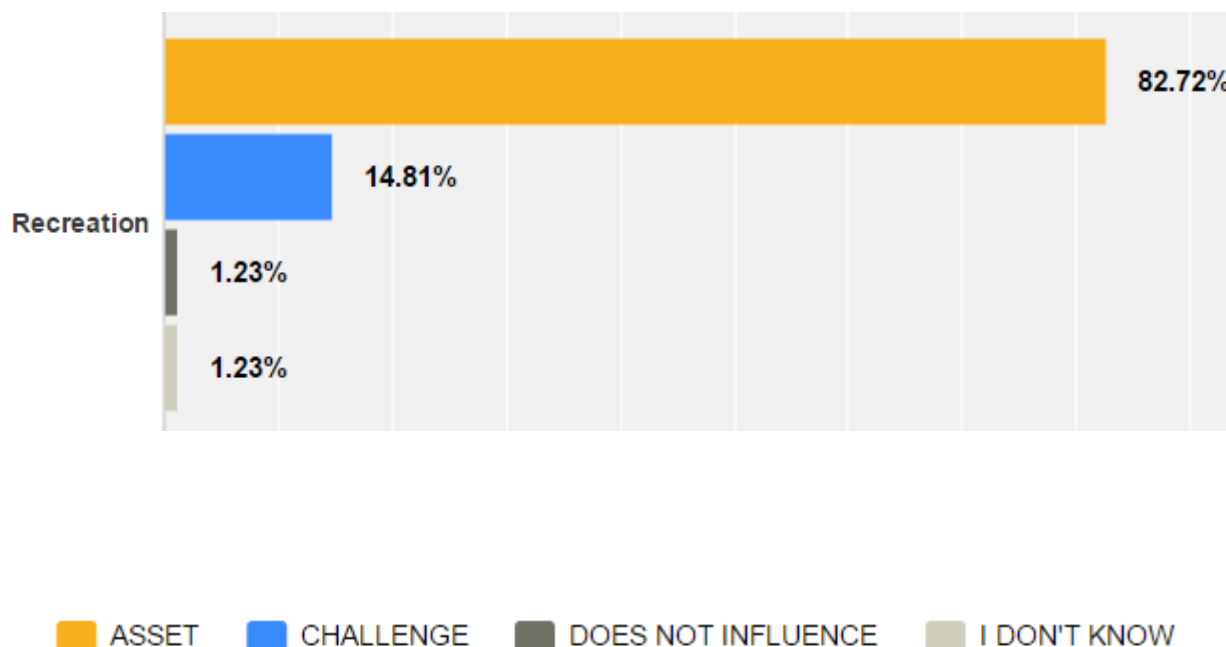
Rate ARTS AND CULTURAL PROGRAMS as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.



# COMMUNITY LEADER PERCEPTIONS

## RECREATION'S INFLUENCE ON ECONOMIC GROWTH

Rate RECREATION as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.

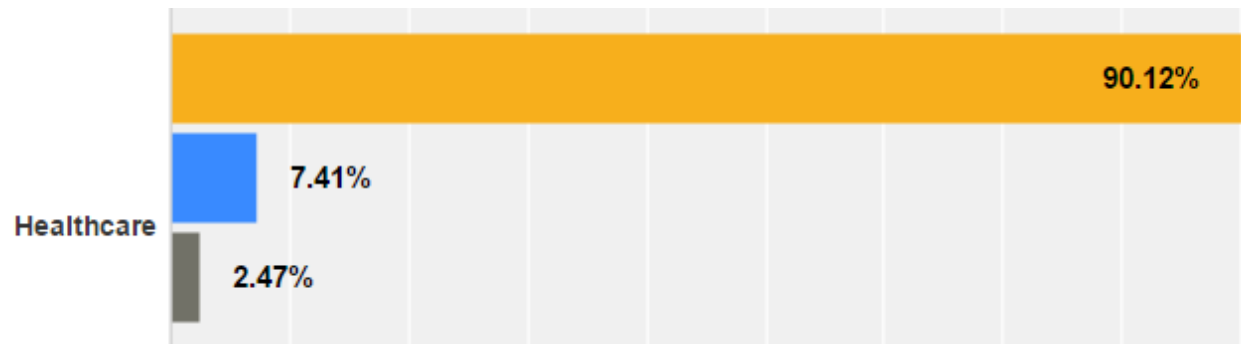




# COMMUNITY LEADER PERCEPTIONS

## HEALTHCARE'S INFLUENCE ON ECONOMIC GROWTH

Rate HEALTHCARE as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.

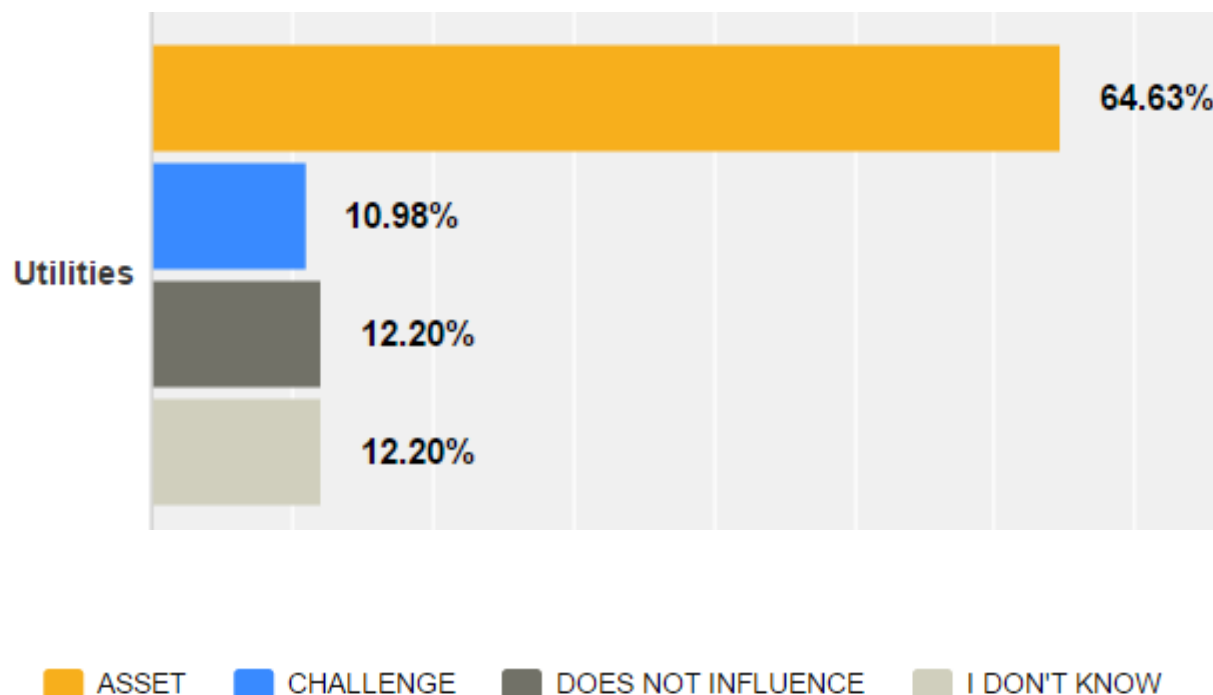


ASSET CHALLENGE DOES NOT INFLUENCE I DON'T KNOW

# COMMUNITY LEADER PERCEPTIONS

## UTILITIES' INFLUENCE ON ECONOMIC GROWTH

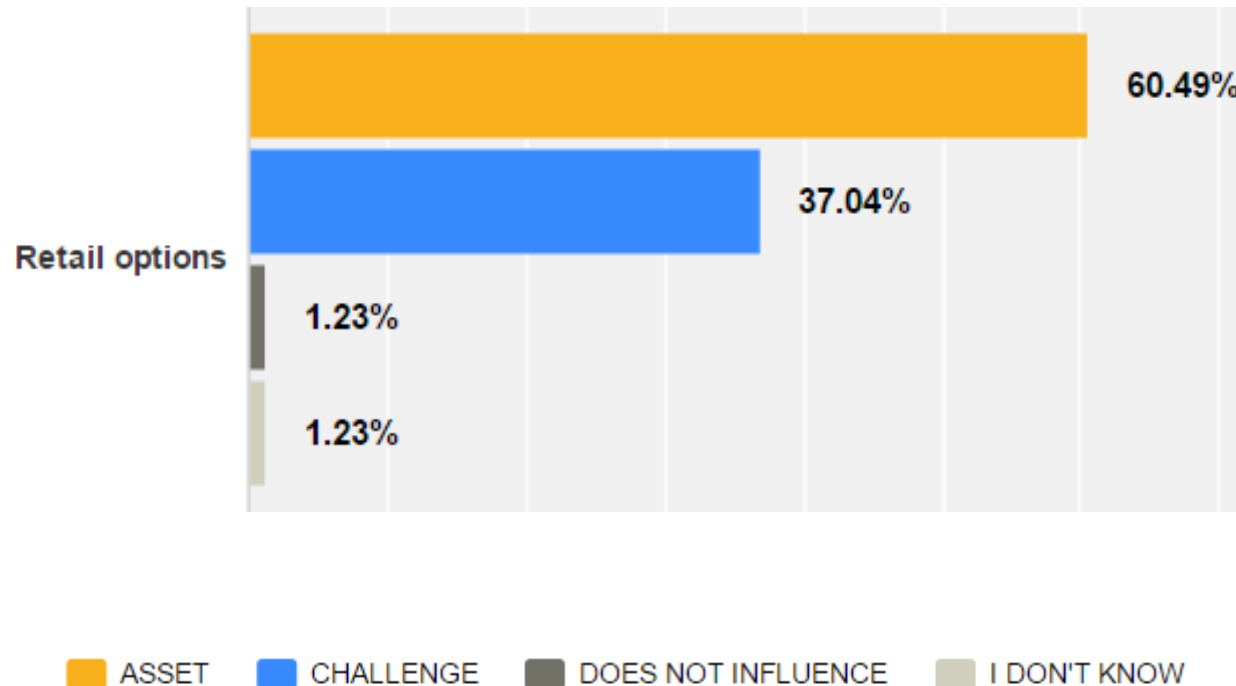
Rate UTILITIES as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.



# COMMUNITY LEADER PERCEPTIONS

## RETAIL OPTIONS' INFLUENCE ON ECONOMIC GROWTH

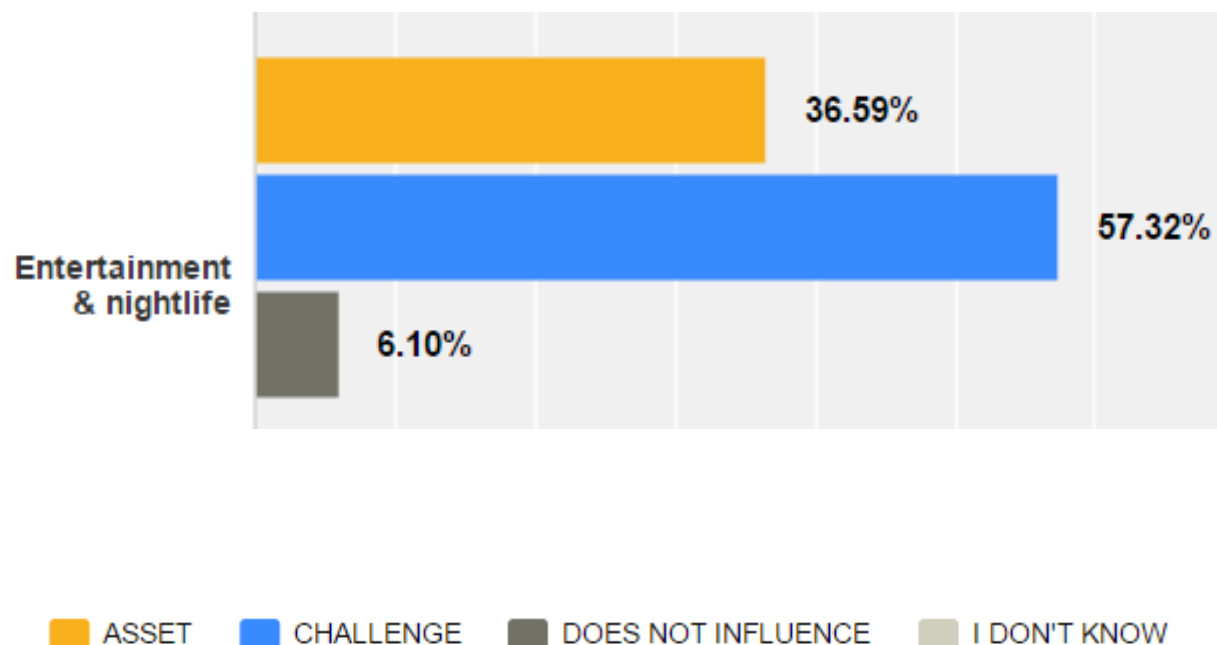
Rate RETAIL OPTIONS as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.



# COMMUNITY LEADER PERCEPTIONS

## ENTERTAINMENT & NIGHTLIFE'S INFLUENCE ON ECONOMIC GROWTH

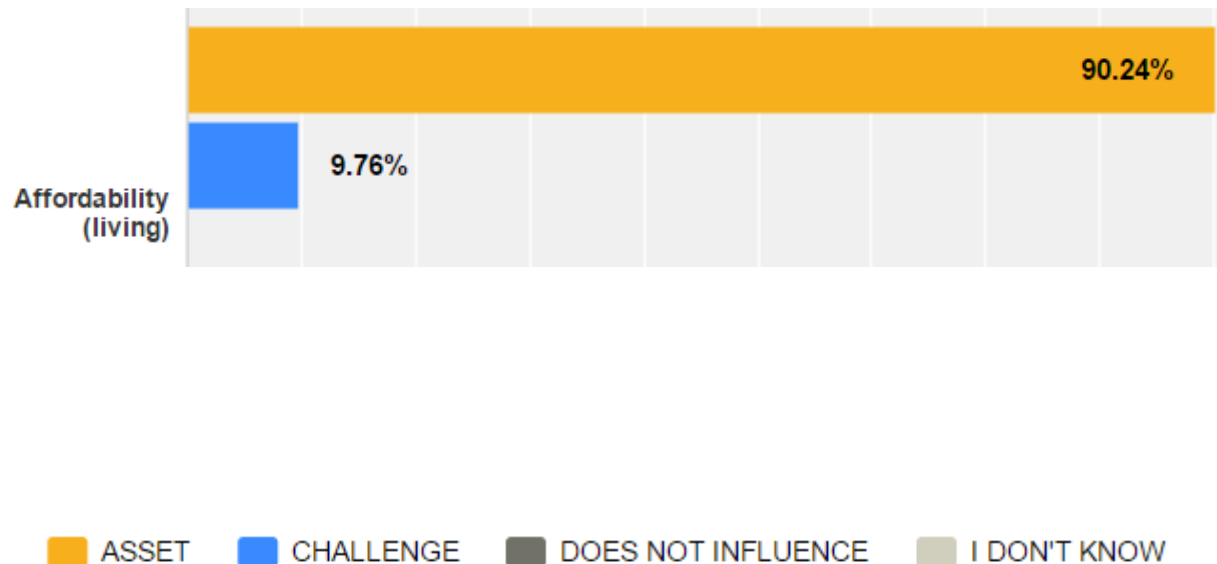
Rate ENTERTAINMENT & NIGHTLIFE as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.



# COMMUNITY LEADER PERCEPTIONS

## COST OF LIVING'S INFLUENCE ON ECONOMIC GROWTH

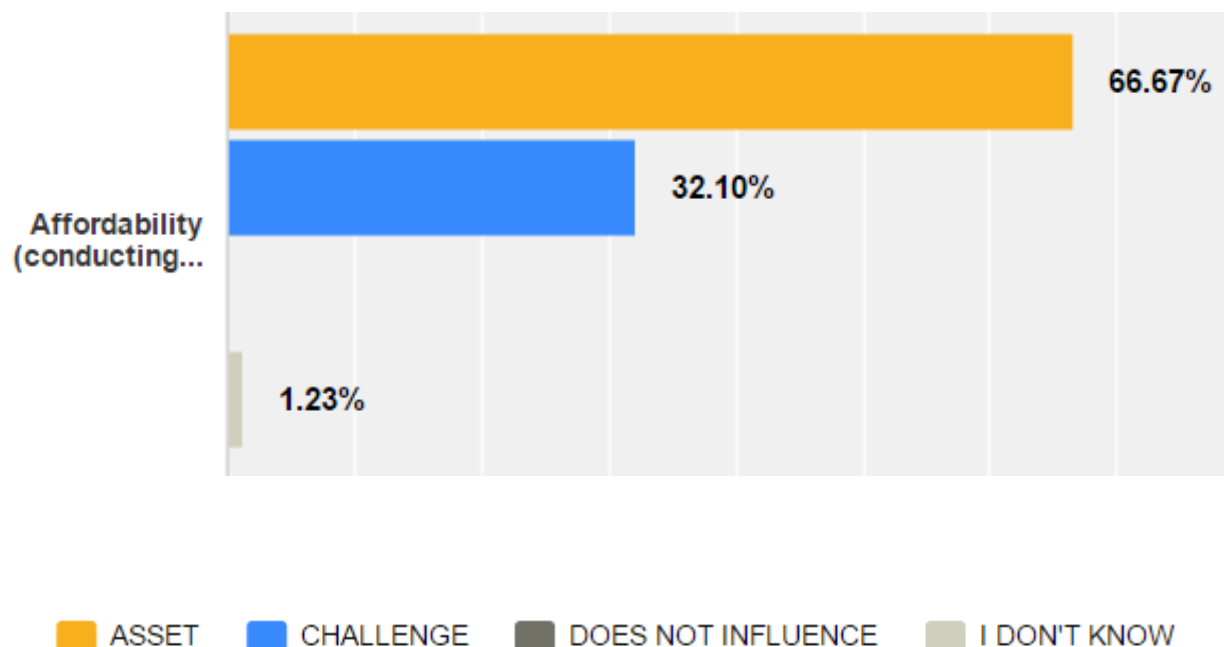
Rate AFFORDABILITY (living) as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.



# COMMUNITY LEADER PERCEPTIONS

## COST OF BUSINESSES' INFLUENCE ON ECONOMIC GROWTH

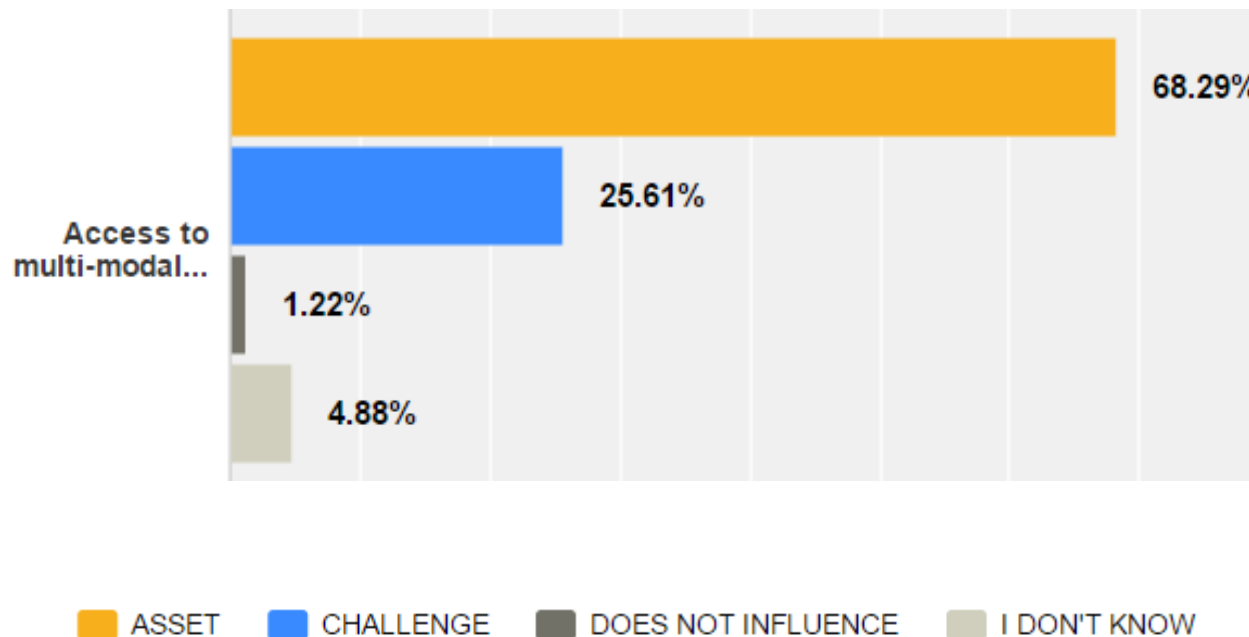
Rate AFFORDABILITY (conducting business) as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.



# COMMUNITY LEADER PERCEPTIONS

## ACCESS TO TRANSPORTATION'S INFLUENCE ON ECONOMIC GROWTH

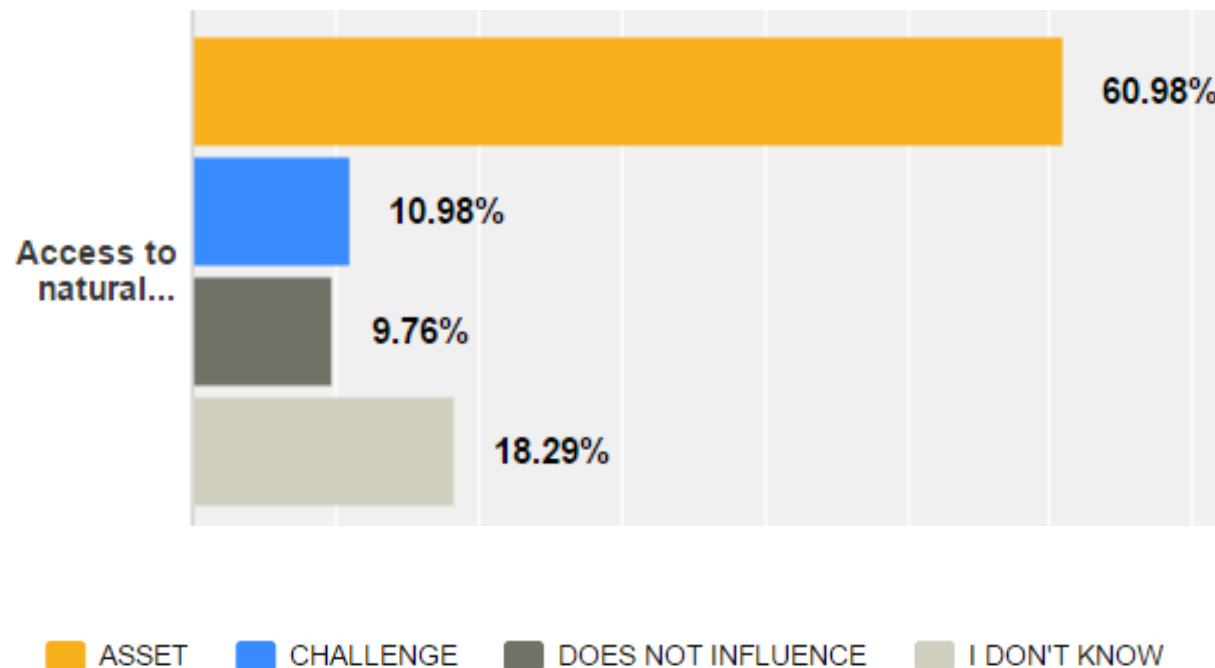
Rate ACCESS TO MULTI-MODAL TRANSPORTATION (RAIL, AIRPORT, ETC.) as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.



# COMMUNITY LEADER PERCEPTIONS

## ACCESS TO NATURAL RESOURCES' INFLUENCE ON ECONOMIC GROWTH

Rate ACCESS TO NATURAL RESOURCES (GAS, PROPANE, ETC.) as an asset supporting economic growth, a challenge hindering economic growth, or does not influence economic growth.





# COMMUNITY LEADER PERCEPTIONS

## BEST KEPT SECRET

In your opinion, what is the best kept secret in the Quincy/Adams County area?

- Arts Community
  - “I think that while so many people think they know what’s available to them, they actually have no idea how many arts opportunities there are in Quincy.”
- Quincy Architecture and History
  - “Our architecture is so vast and meticulously maintained. We have 3,664 buildings on the National Register in Quincy alone.”
- Quality of Life
  - “Cost of living is low and it is a great place to have a family.”

# COMMUNITY LEADER PERCEPTIONS

## WHAT SHOULD OUTSIDERS KNOW?

What is one thing you wished outsiders knew about the Quincy / Adams County area that they currently do not know?

- Family-Owned Businesses
  - “The family owned industry that has care and compassion for their employees.”
- History
  - “We are very proud of our history of helping others and being open to change.”
- Job Opportunities
  - “The jobs available. There are over 95 manufacturing companies in the area.”

# COMMUNITY LEADER PERCEPTIONS

## COMPETITOR COMMUNITIES

What is the first adjective that comes to mind when describing the following areas?

### Hannibal, MO

- Mark Twain / Historic
- Touristy
- Dirty

### Springfield, IL

- Lincoln
- Capital / Government
- Boring

### Southeast Iowa

- Rural
- Agriculture / Farming
- Corn

### St. Louis, MO

- Sports / Cardinals
- Shopping
- Fun
- Big City

# COMMUNITY LEADER PERCEPTIONS

## DIFFERENTIATING QUINCY AND ADAMS COUNTY

**How is Quincy and Adams County different from all of the communities listed in the previous question?**

- **Cleaner / Well-Maintained City**
  - “Clean, neighborly, many hidden gems.”
- **Friendly and Family-Oriented**
  - “Quincy is a quality city, and the people you will run into are friendly and nice to be around.”
- **Well-Rounded Community**
  - “We are a self-supporting, stand-alone community.”
  - “Relatively self-sufficient economic hub that maintains a small-town atmosphere.”
- **More Arts and Cultural Opportunities**
  - “Per capita – great arts culture.”
- ***History***
  - “It has a rich history, it is the regional center for this area, it is on the river, and has a number of factory job offerings.”

# COMMUNITY LEADER PERCEPTIONS

## VISION FOR QUINCY AND ADAMS COUNTY

**In your opinion, what would be an ideal version of the Quincy / Adams County area in 10 years?**

- Increased Population
  - “Population of 50,000 with a strong residential living environment downtown.”
  - 20% increase in population.
- New Development / Strong Core
  - “Vibrant and lively for the District and River Development.”
- Business Growth
  - “Growth in the areas we have strength in: manufacturing and agri-business.”
- Port Added
  - “Port Authority completed.”
- Attractive to Young Professionals
  - “Strong, thriving community with college grads returning with good opportunities.”

# COMMUNITY LEADER PERCEPTIONS

## MEMORABLE LOCATIONS IN QUINCY AND ADAMS COUNTY

**Where is the one place in Quincy or Adams County you would take a visitor so they would always remember their visit?**

- Mississippi River
  - “River front and river bluff parks.”
- Drive along Maine Street
  - “I would take them down Maine Street through the Old Mansion then down to the riverfront.”
- Parks and Downtown Square
  - Riverview Park
  - Washington Park
  - “Lookout points along river and Downtown Square.”
- Quincy University

# COMMUNITY LEADER PERCEPTIONS

## ACTIVITIES IN QUINCY AND ADAMS COUNTY

**Describe, in your own words, what the following assets or activities add to the Quincy/Adams County experience?**

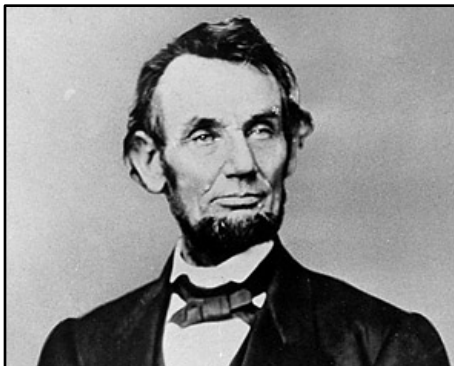
- **Downtown Quincy**
  - “Shopping, restaurants, a place to live.”
  - “Needs to be better developed. Washington Park is a great asset.”
- **Arts and Culture**
  - “Quincy, for its size, offers many cultural and arts events that are very well attended and provide Quincy with more of a large city feel.”
- **Events and Festivals**
  - “We have some extremely solid events/festivals that are being added to and growing annually. A huge plus to our area.”
- **Higher Education**
  - “QU and JWCC add appeal, stability and value to Quincy.”
- **Outdoor Recreation**
  - “Outdoor recreation is great. People come from all parts of the country to hunt and fish in this area. The parks are nice and a lot of families use them.”

# COMMUNITY LEADER PERCEPTIONS

## PERSONIFICATION OF QUINCY AND ADAMS COUNTY

If Quincy and Adams County were a famous person, who would it be? Why?

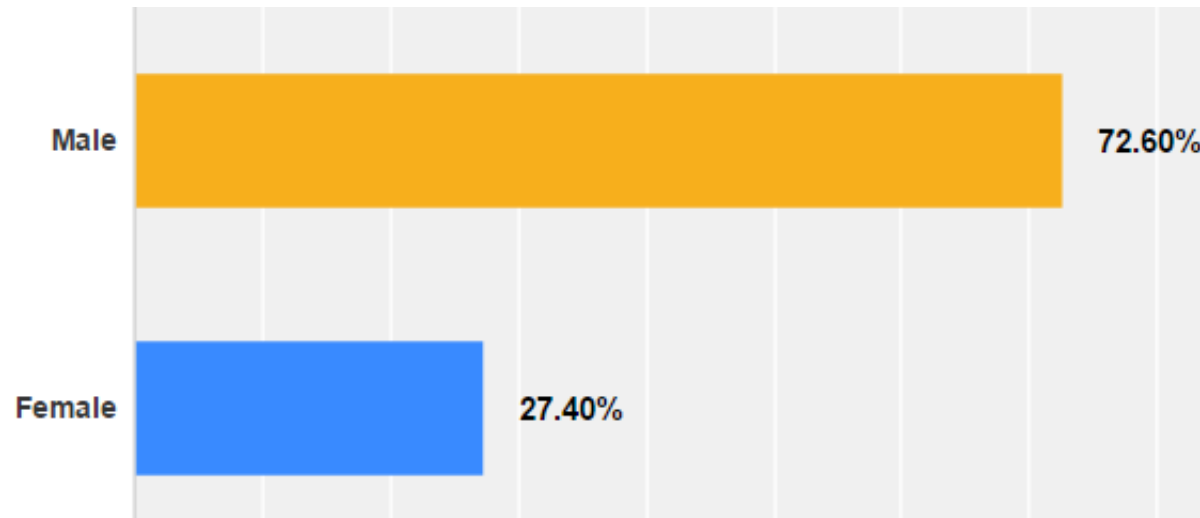
- Abraham Lincoln
  - *“Even though he is more associated with Springfield, the Lincoln-Douglas debate is iconic in Quincy. For me, it symbolizes Lincoln’s commitment to promote what is right, with clean thinking, eloquent but plain speaking and a practical demeanor. I see Quincy as a place with similar attitudes in its commitments to education and service to others.”*
- John Quincy Adams
  - *“Not just because of his name, but his drive, political connection and nature.”*
- George Clooney
  - *“Attractive, older, concerned about environmental issues and involved.”*





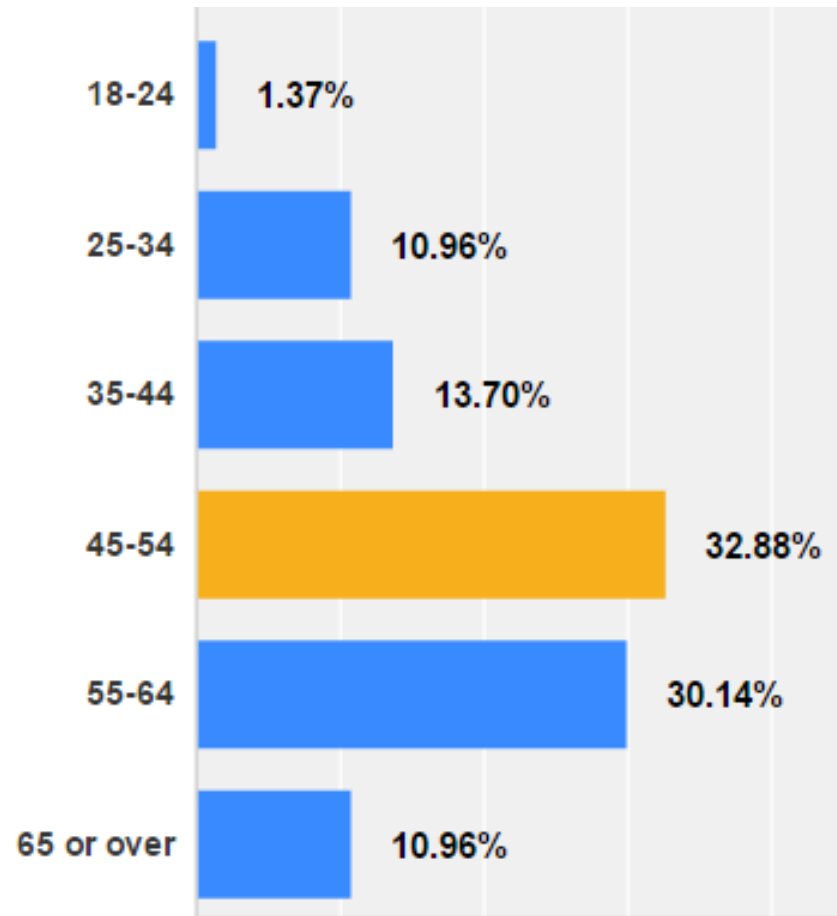
# COMMUNITY LEADER PERCEPTIONS

WHAT IS YOUR GENDER?



# COMMUNITY LEADER PERCEPTIONS

WHICH OF THE FOLLOWING INCLUDES YOUR AGE?



# ONLINE COMMUNITY SURVEY

## *Purpose*

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

## *Methodology & Results*

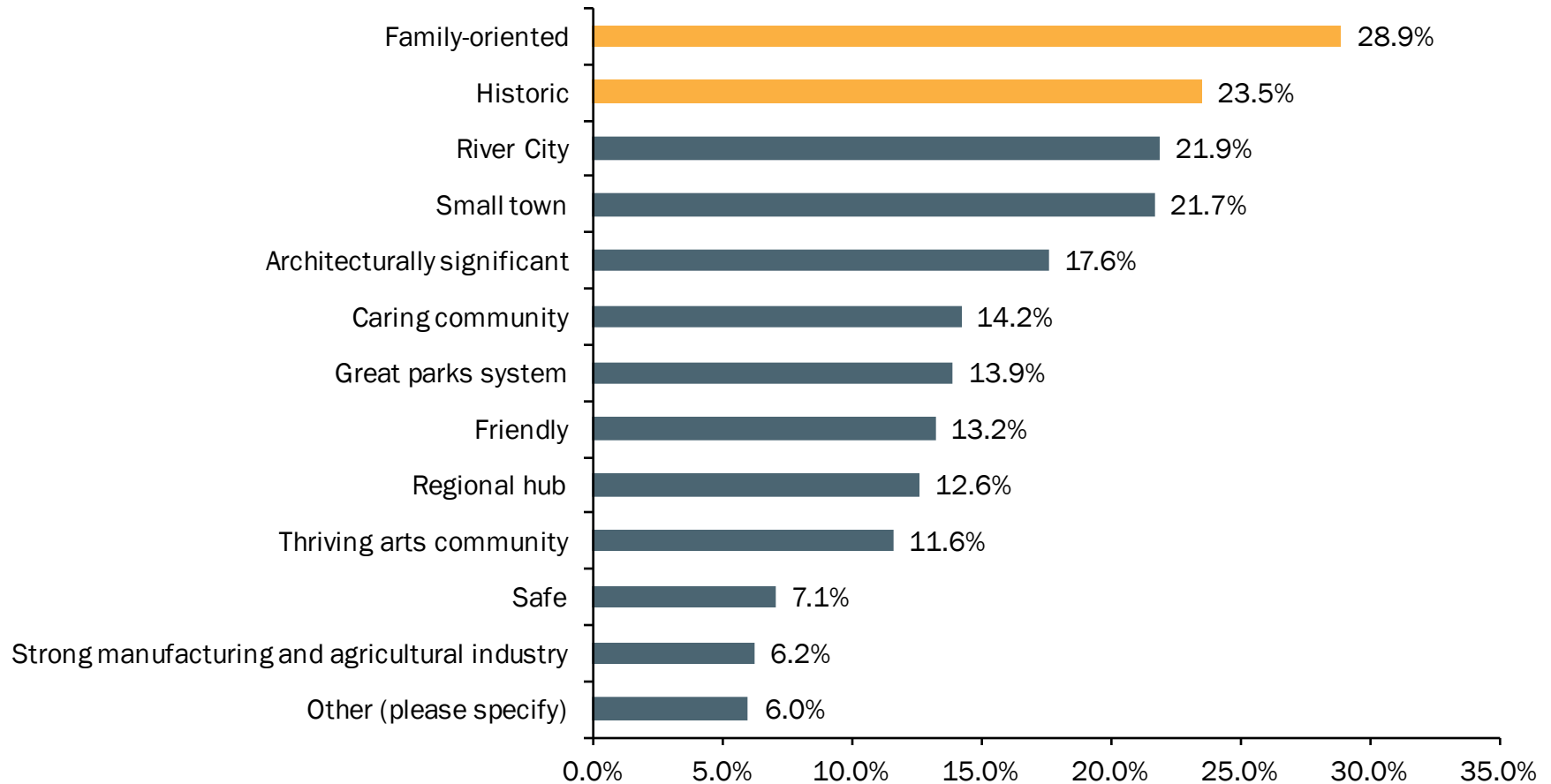
North Star developed an online survey informed by the results of the qualitative Stakeholder Vision Survey and In-Market conversations. All questions were multiple choice, allowing for a quantitative measure of resident perceptions. Community members were encouraged to participate after the survey was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

**2,218** 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 **Appendix B** on the Final Report CD for a detailed list of all "Other" responses.

# RESIDENT PERCEPTIONS

*If you had to pick a word/phrase to describe the Quincy and Adams County area, it would be...  
Choose two answers.*

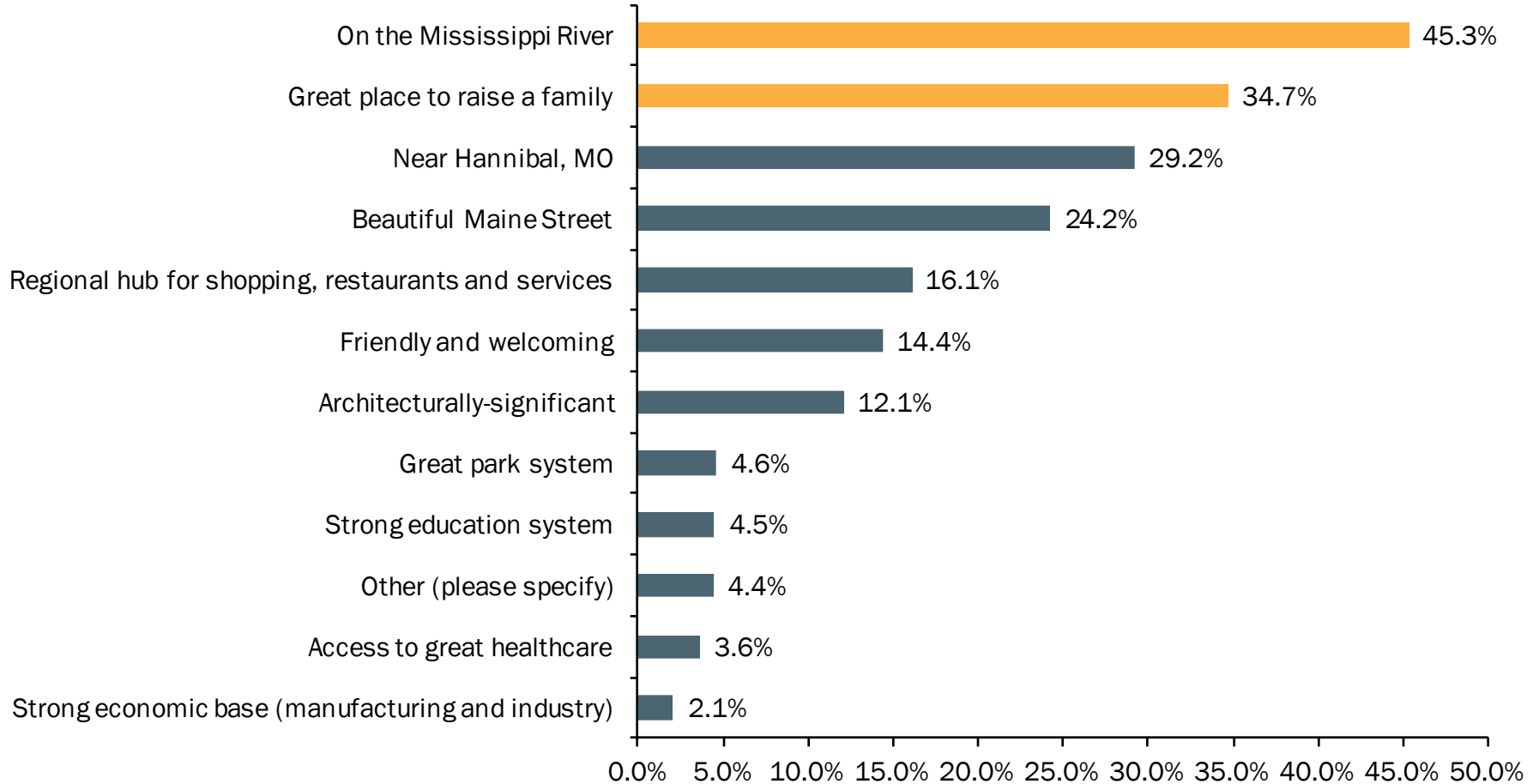


Other: Boring, Conservative, Going down hill



# RESIDENT PERCEPTIONS

*Quincy and the Adams County area's reputation to outsiders is best described as... Choose two answers.*

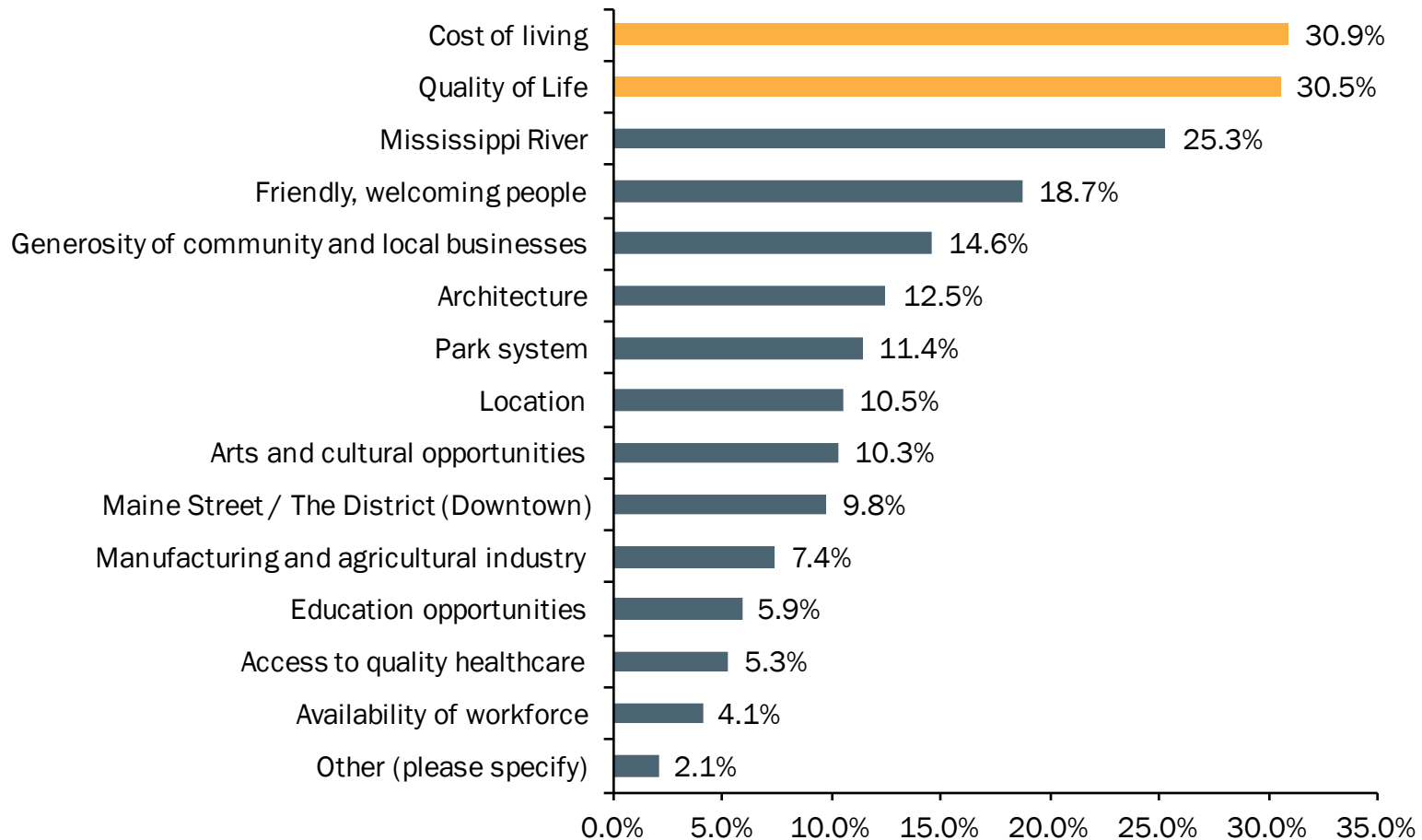


Other: Crime, Little Chicago, Boring



# RESIDENT PERCEPTIONS

*Quincy and the Adams County area's greatest asset is... Choose two answers.*

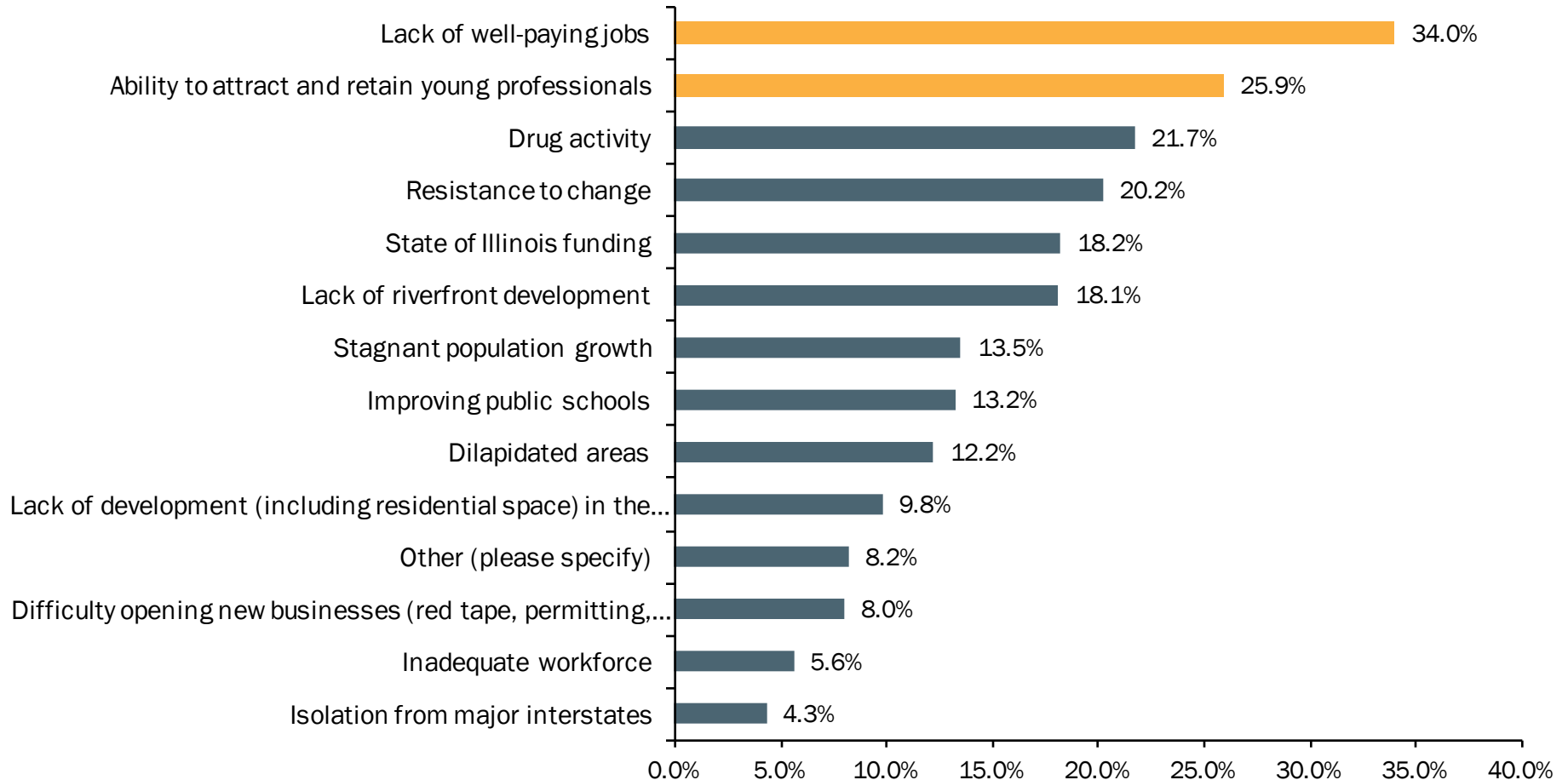


Other: Small town, all of the above, nothing



# RESIDENT PERCEPTIONS

*The greatest challenge currently facing Quincy and the Adams County area is... Choose two answers.*

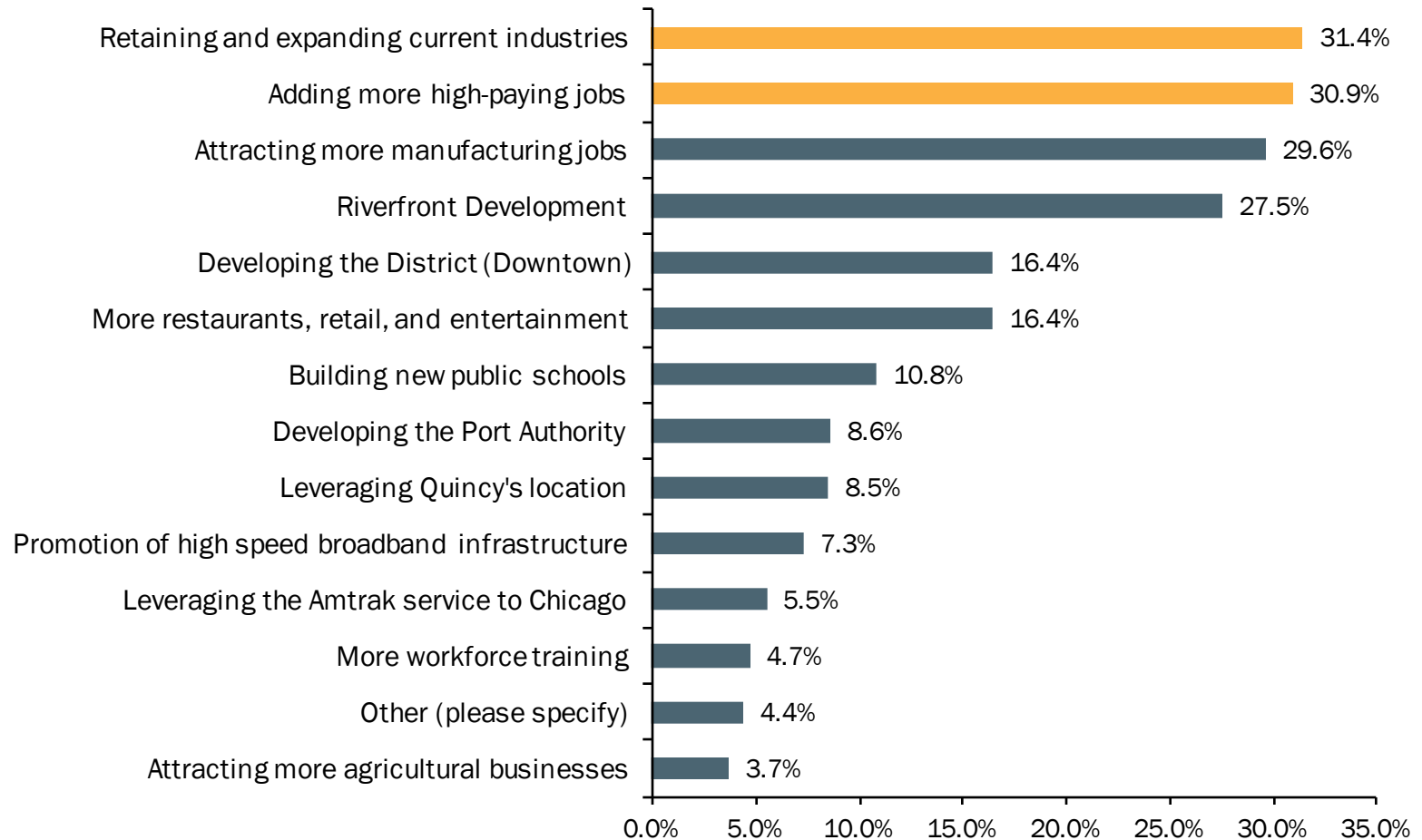


Other: Supporting business growth, rising taxes, crime



# RESIDENT PERCEPTIONS

*The greatest opportunity for growth in the Quincy and Adams County area is... Choose two answers.*



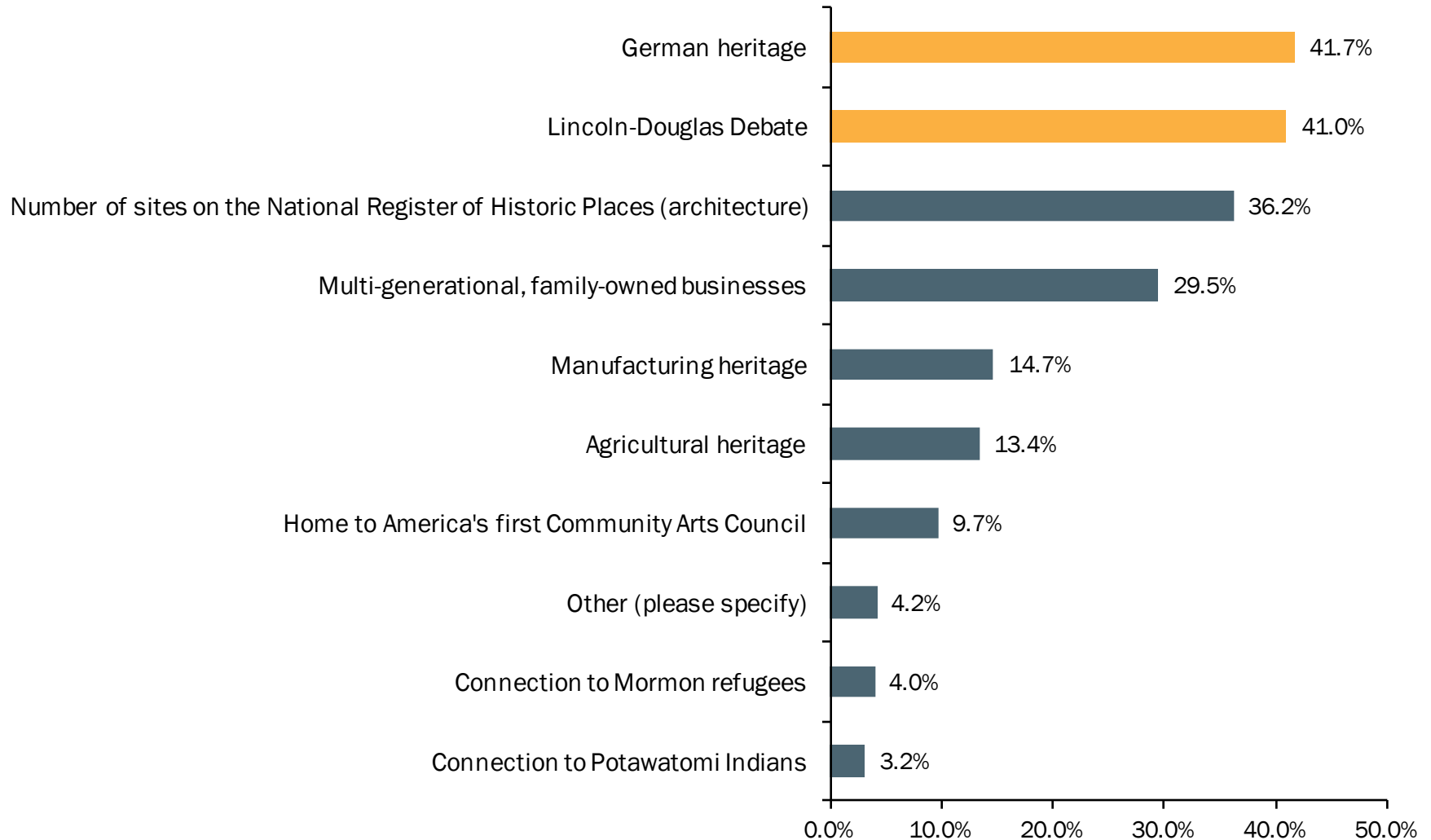
Other: Jobs, gambling boat, public schools





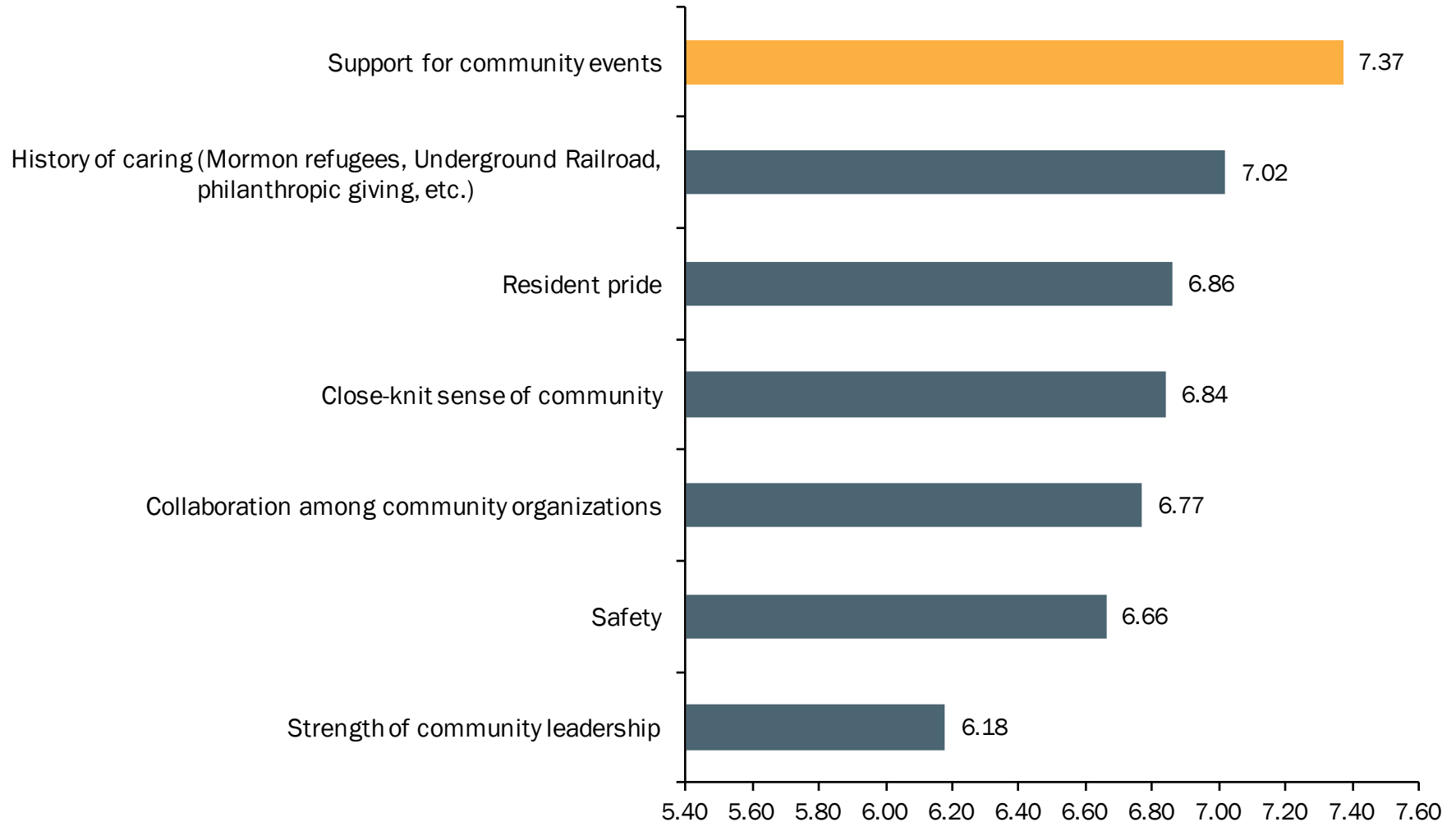
# RESIDENT PERCEPTIONS

*What is most important to Quincy's history as a community? Choose two.*



# RESIDENT PERCEPTIONS

*In your opinion, please rate the following Quincy and Adams County attributes on a scale from 1-10, where 1 is "Poor" and 10 is "Excellent."*



# RESIDENT PERCEPTIONS

*In your opinion or perception of the business community, please rate the following Quincy and Adams County attributes on a scale of 1-10, where 1 is "Poor" and 10 is "Excellent."*



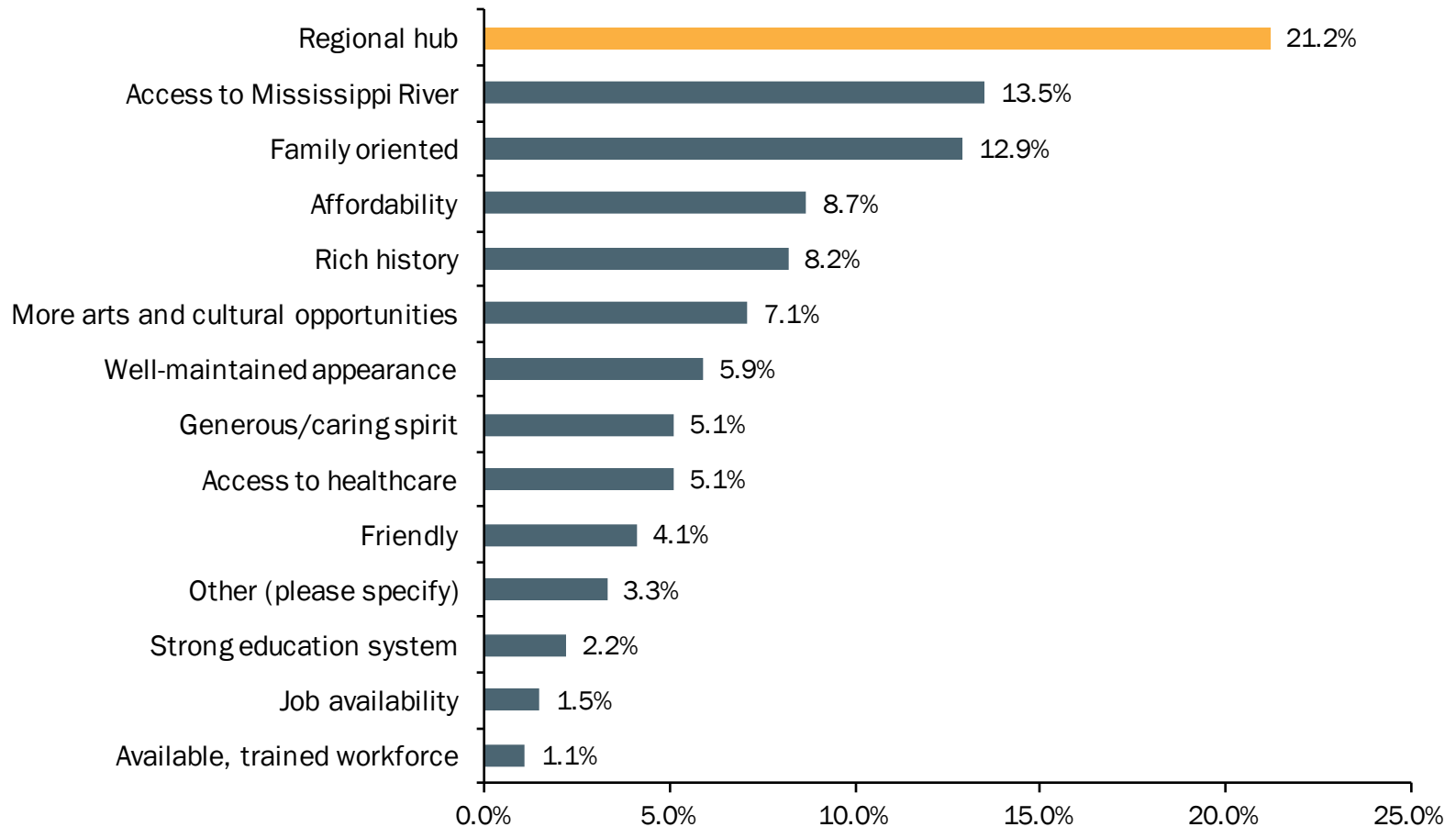
# RESIDENT PERCEPTIONS

*In your opinion, please rate the following Quincy and Adams County attributes on a scale of 1-10, where 1 is "Poor" and 10 is "Excellent."*



# RESIDENT PERCEPTIONS

*In your opinion, what is the greatest single advantage the Quincy and Adams County area holds over neighboring communities?*

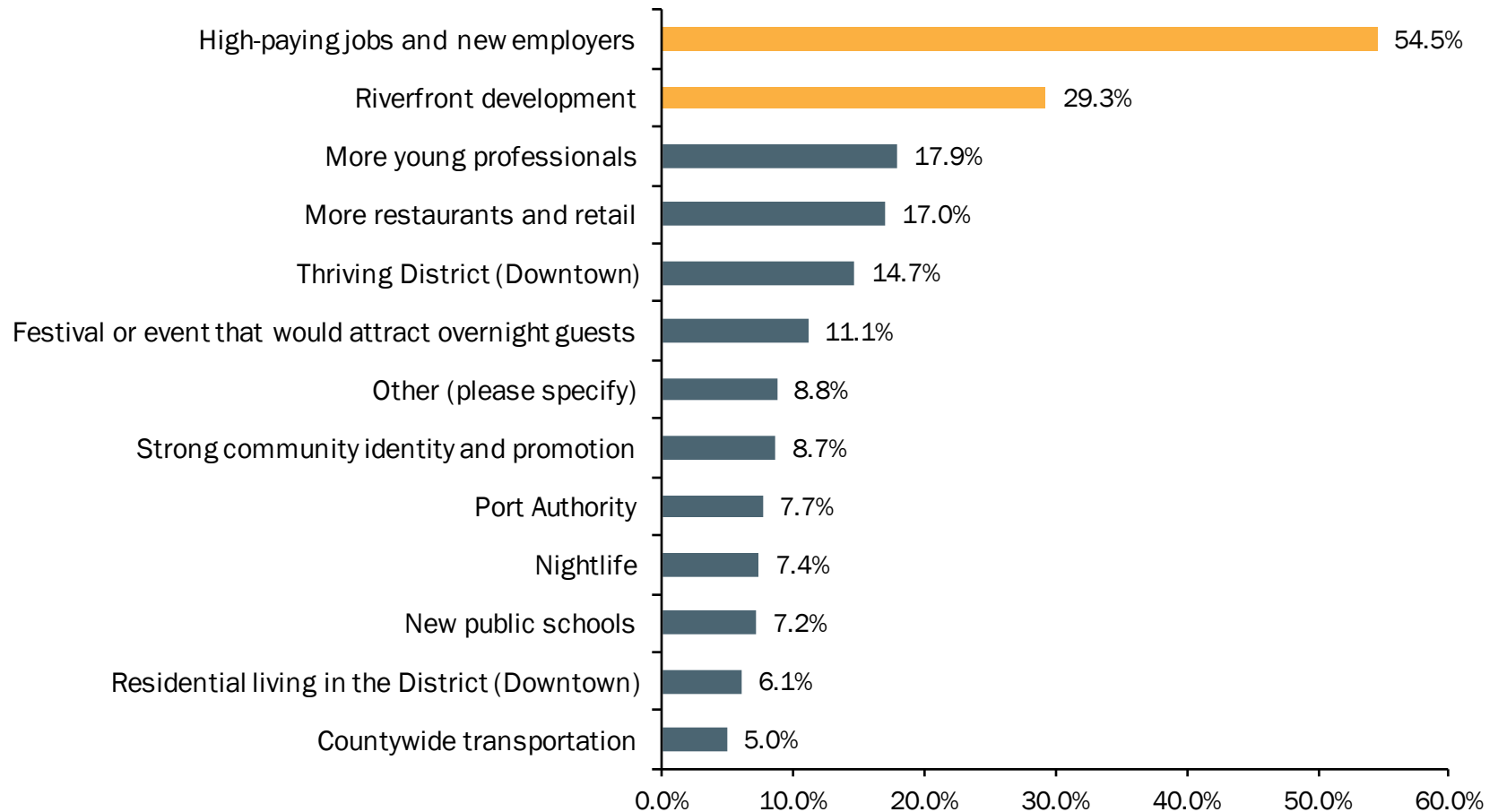


Other: Bigger town, shopping, size



# RESIDENT PERCEPTIONS

*In your opinion, what is missing from the area that would improve its future? Choose two answers.*

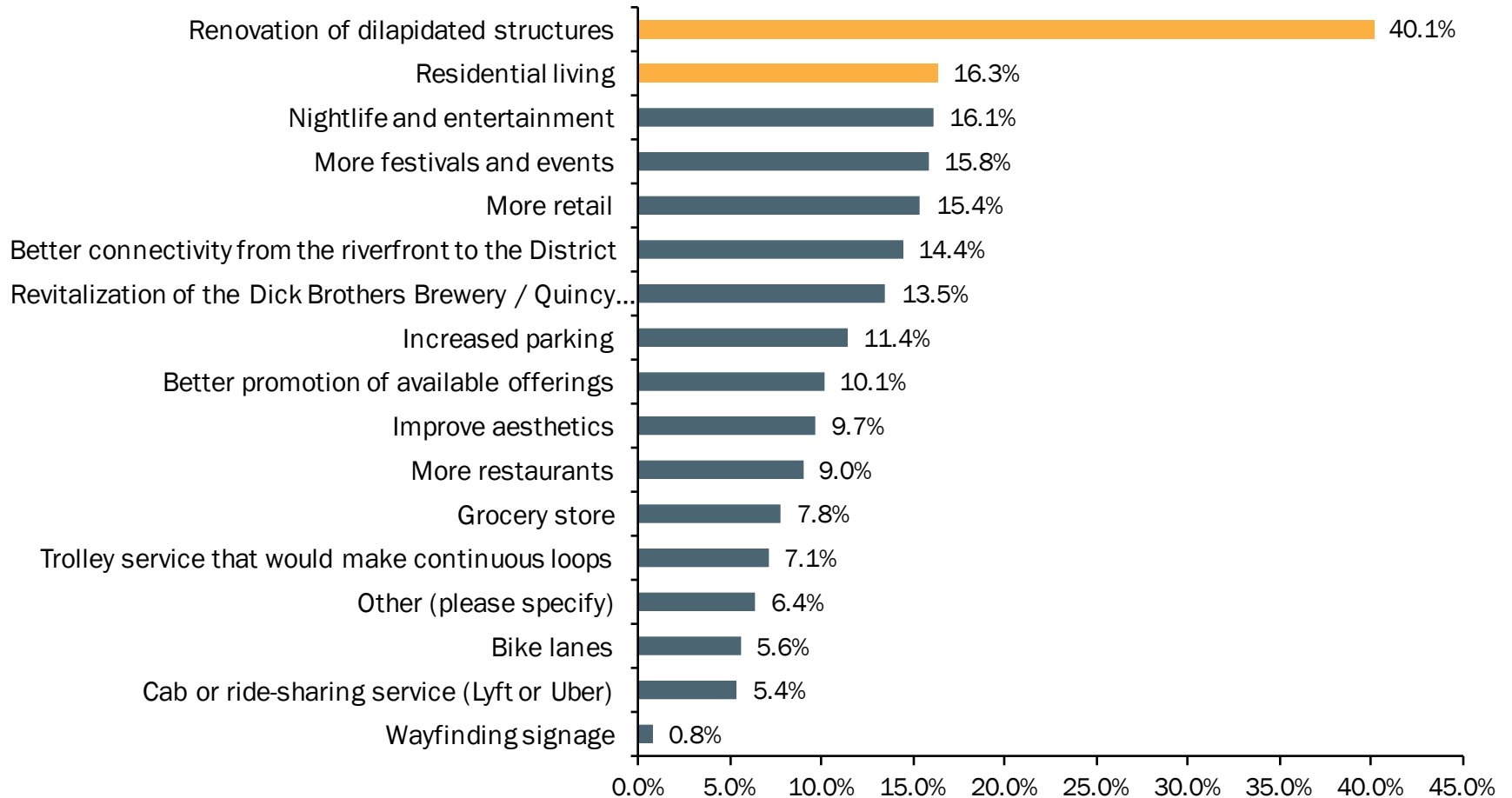


Other: Things for young people & young entrepreneurs, jobs



# RESIDENT PERCEPTIONS

*If an investment could be made in the District (Downtown) to spur economic growth, what would that be? Choose two.*

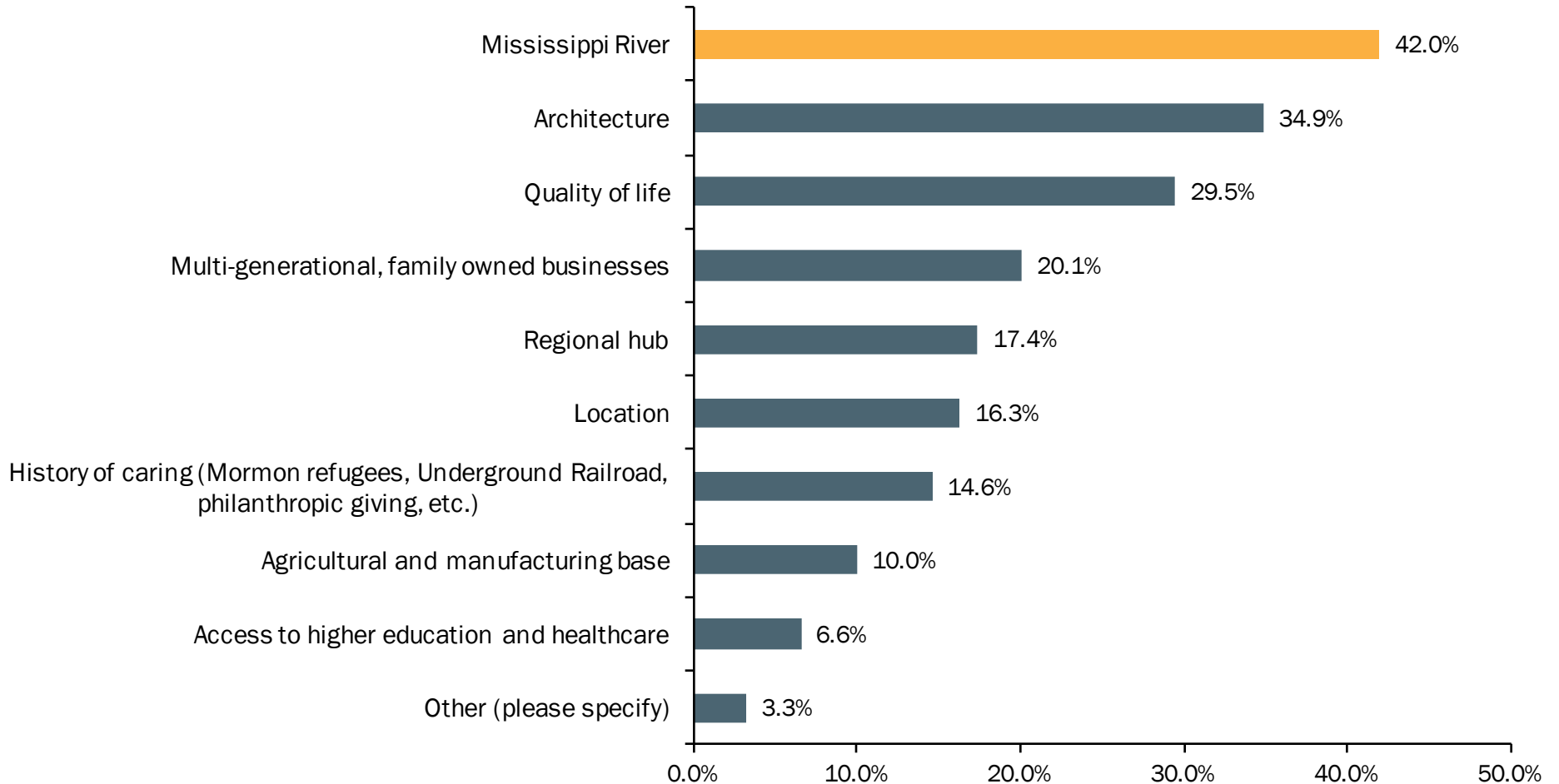


Other: Better shopping hours, remove undesirable businesses



# RESIDENT PERCEPTIONS

*In your opinion, what makes the Quincy and Adams County area unique? Choose two answers.*



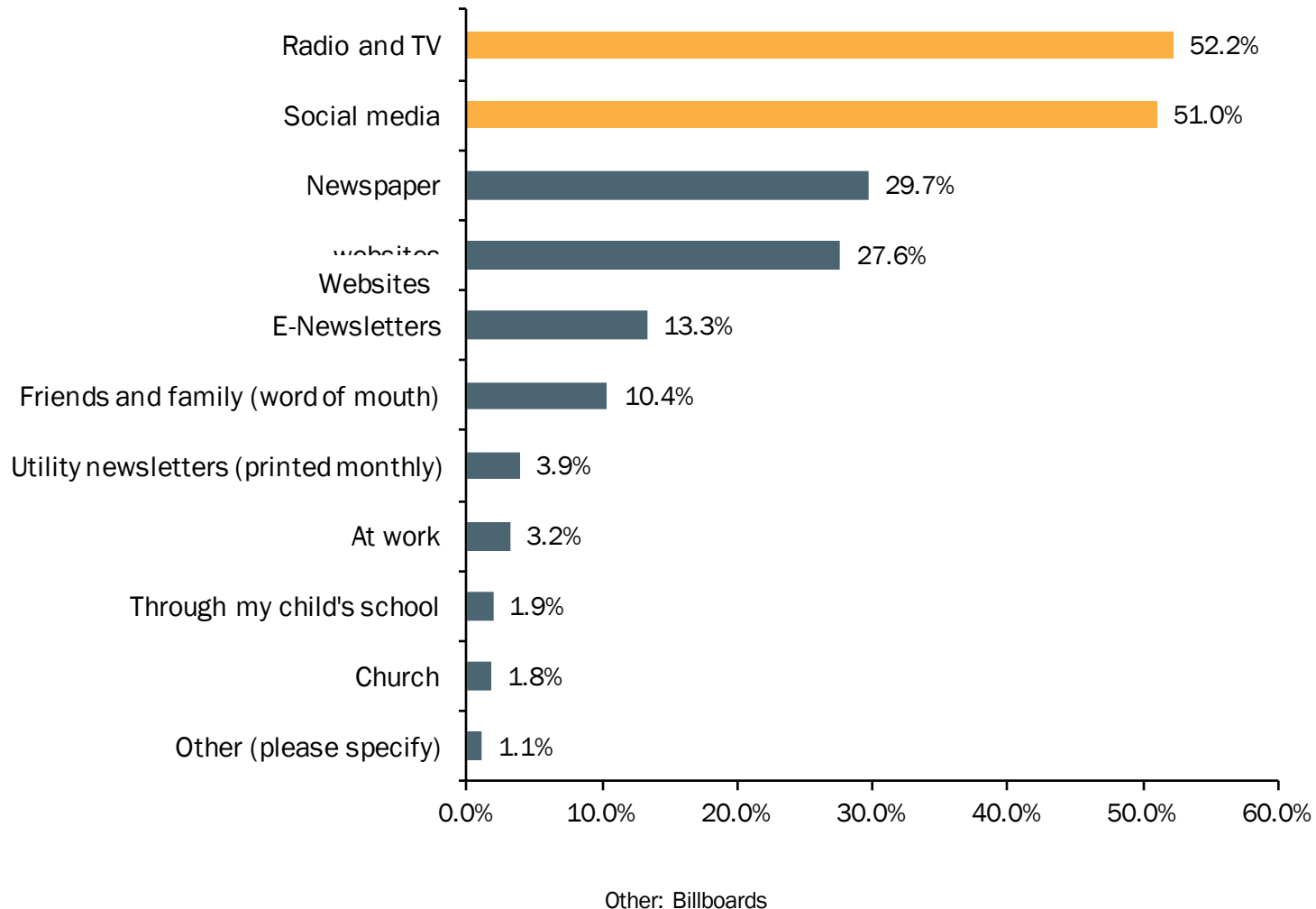
Other: The arts, close-knit community





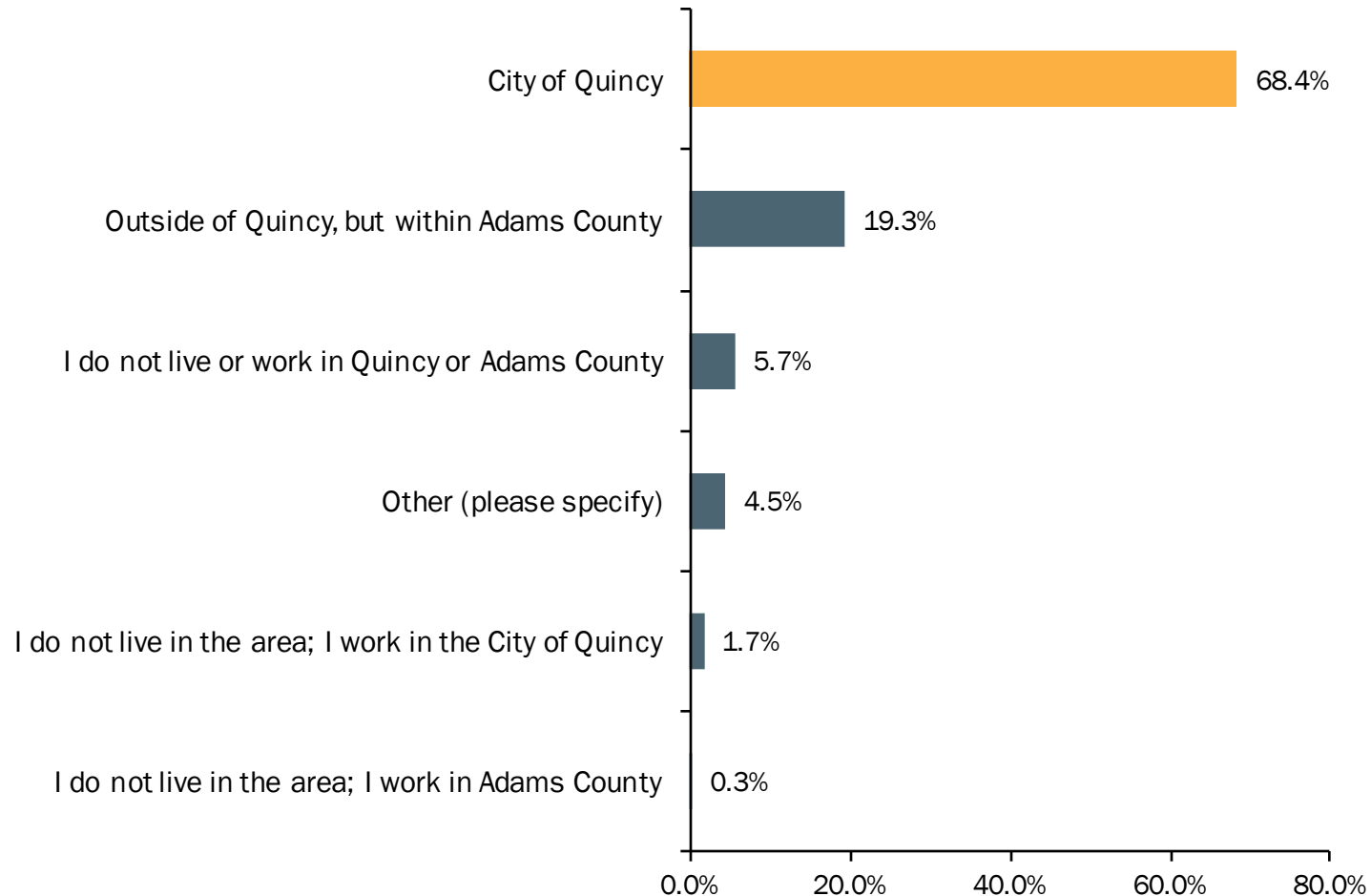
# RESIDENT PERCEPTIONS

*As a member of the community, how do you prefer to receive information about Quincy and Adams County? Choose two answers.*



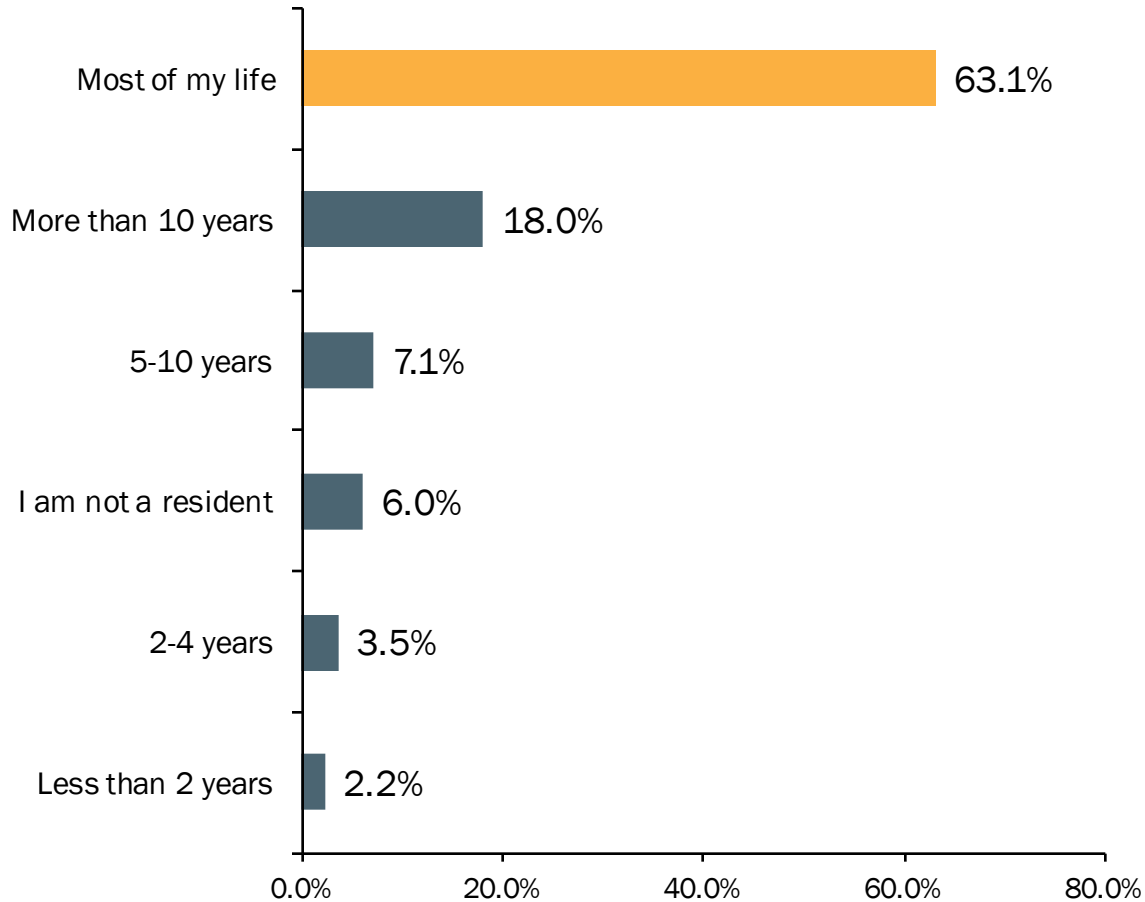
# RESIDENT PERCEPTIONS

*Please mark the response that best describes where you live.*



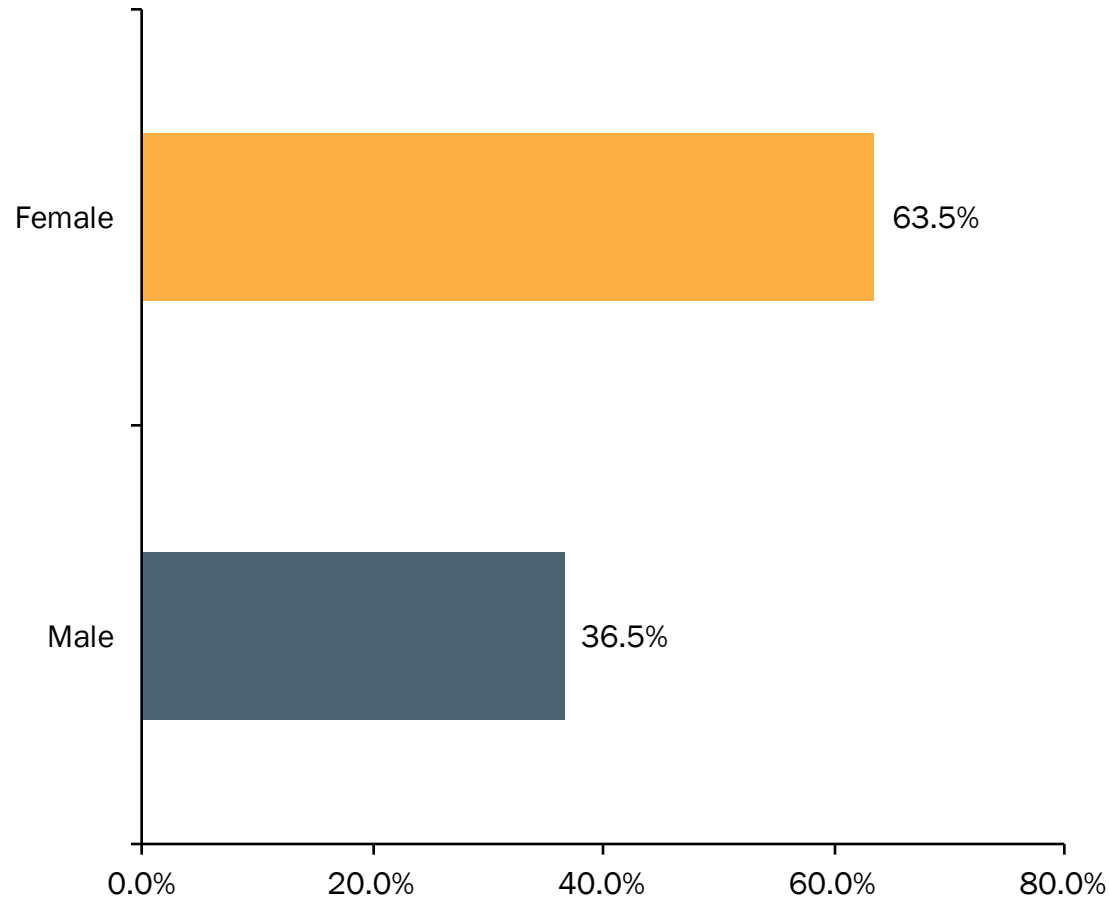
# RESIDENT PERCEPTIONS

*How long have you been a resident of the Quincy and Adams County area?*



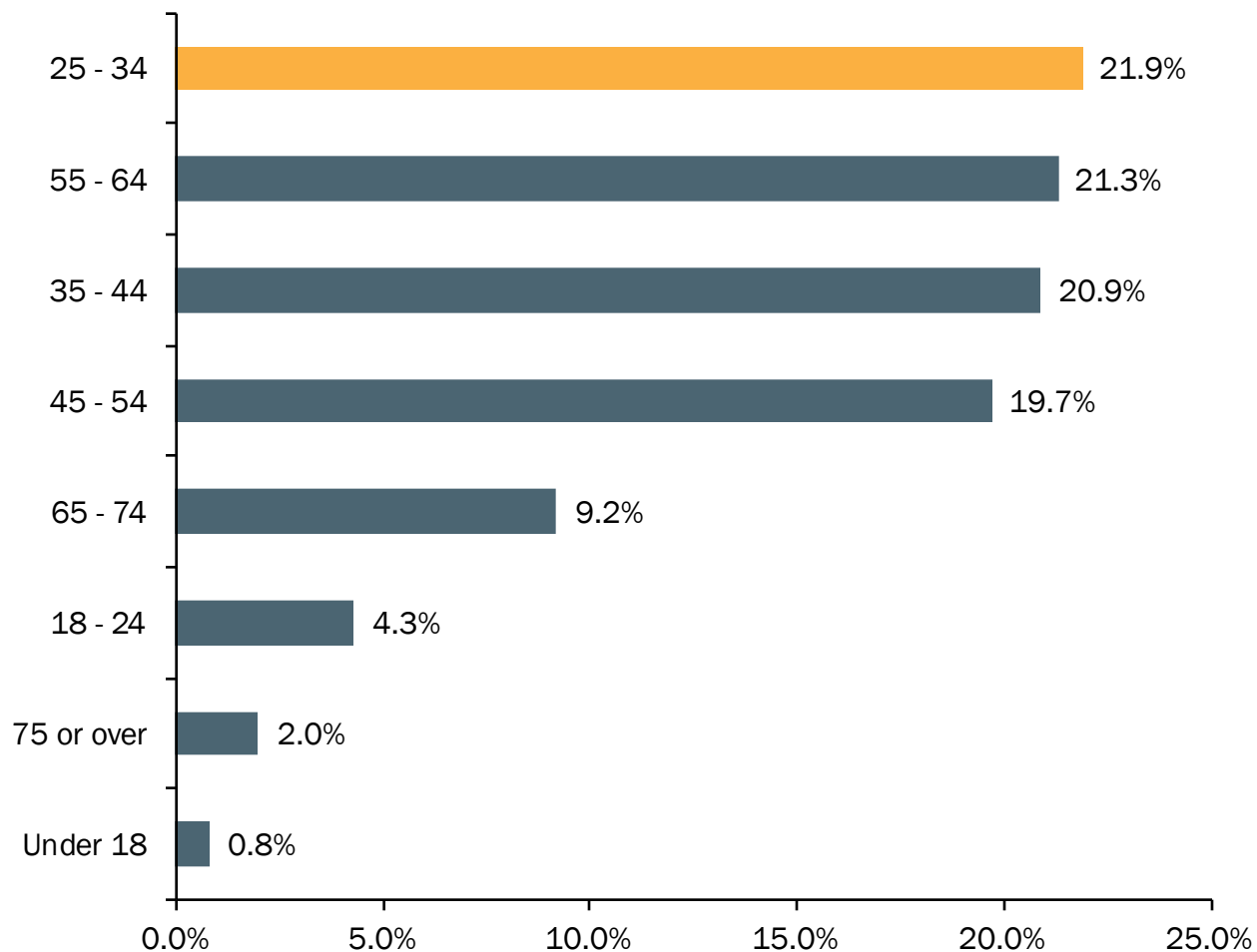
# RESIDENT PERCEPTIONS

*What is your gender?*



# RESIDENT PERCEPTIONS

*Which of the following includes your age?*



# BRAND BAROMETER

## *Purpose*

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

- Resident satisfaction with and advocacy for Quincy as a place to live, visit, and conduct business
- Quincy 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 Quincy to a friend or colleague?
- Would you recommend visiting Quincy to a friend or colleague?
- Would you recommend conducting business in Quincy 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 (cont.)*

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.

$$\text{Brand Advocacy Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

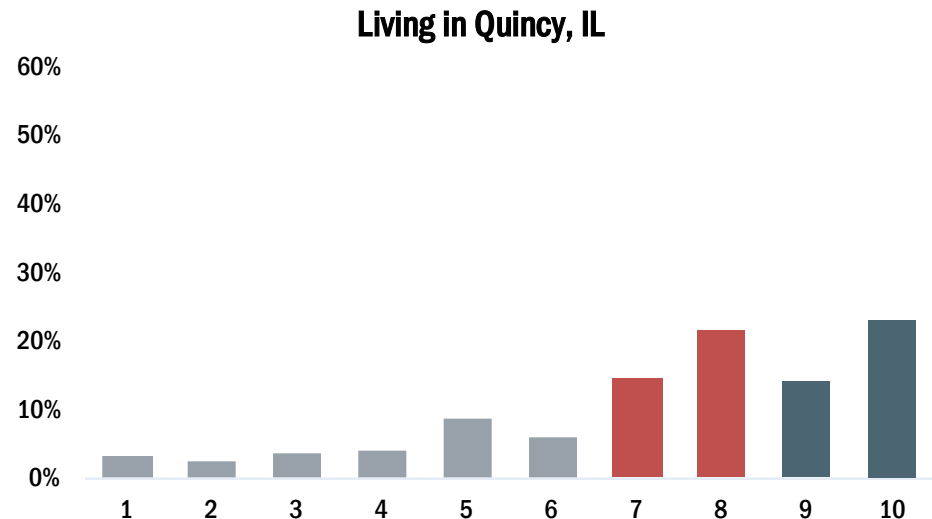
Quincy’s Brand Advocacy Score can then be compared to a benchmark score that has been derived for the entire nation. North Star employs multiple survey methods through proprietary sources to determine national averages. Scores represent a stratified random sample of the entire U.S. population and are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



# 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 Quincy to a friend or colleague?

Living in Quincy, IL		
1	3.18%	Detractors  <b>27.10%</b>
2	2.27%	
3	3.41%	
4	3.87%	
5	8.55%	
6	5.82%	Passives  <b>35.67%</b>
7	14.42%	
8	21.25%	Promoters  <b>37.22%</b>
9	14.15%	
10	23.07%	



## Observations:

- Roughly 27% of respondents fall into the Detractors category. This could be due to perceptions of crime/drug use or limited high-paying jobs.
- Those in the Passives category represent an excellent opportunity for conversion to Promoters. By promoting and embracing the new brand, Passives can be shifted into Promoters.
- 37% are promoters of the community. These individuals are likely seeing great potential in Quincy and understand the positive implications of all of the community assets like the strong economic base, low cost of living, and amenities like a thriving arts and cultural scene.

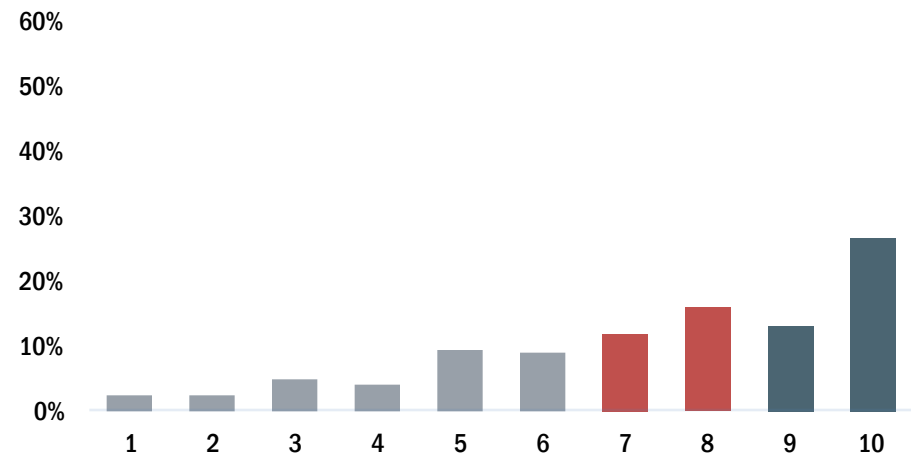


# BRAND BAROMETER

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** Quincy to a friend or colleague?

Visiting Quincy, IL		
1	2.47%	Detractors  <b>32.5%</b>
2	2.33%	
3	4.94%	
4	4.30%	
5	9.32%	
6	9.14%	Passives <b>27.6%</b>
7	11.79%	
8	15.81%	Promoters <b>39.9%</b>
9	13.07%	
10	26.83%	

Visiting Quincy, IL



## Observations:

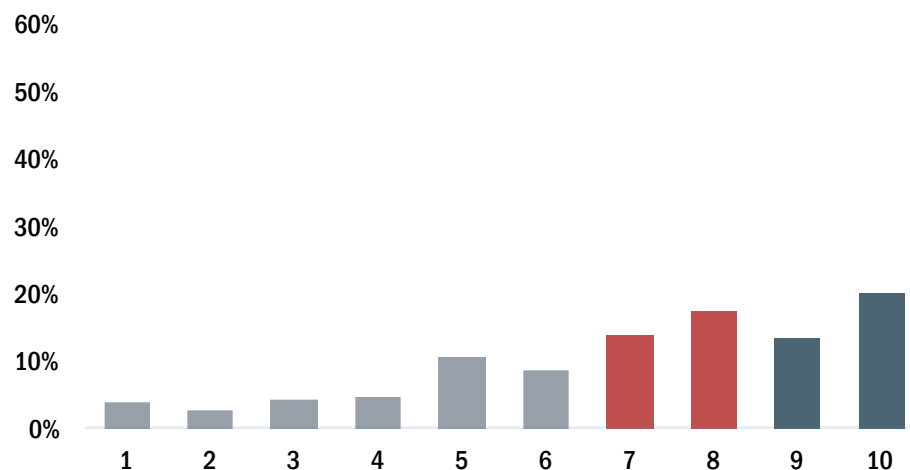
- 40% of the respondents are Promoters of the area. Promoters in this category are likely similar to promoters in the living category; they see the historic, architectural and scenic draws.
- Detractors make up 32.5% of the community. These residents may transition to Passives or Promoters as negative perceptions of the community are overcome by strong marketing and PR efforts.

# 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 Quincy to a friend or colleague?

Conducting Business in Quincy, IL

Conducting Business in Quincy, IL		
1	4.03%	Detractors <b>35.6%</b>
2	2.93%	
3	4.21%	
4	4.72%	
5	10.77%	
6	8.89%	
7	13.83%	Passives <b>31.1%</b>
8	17.22%	
9	13.28%	Promoters <b>33.4%</b>
10	20.11%	



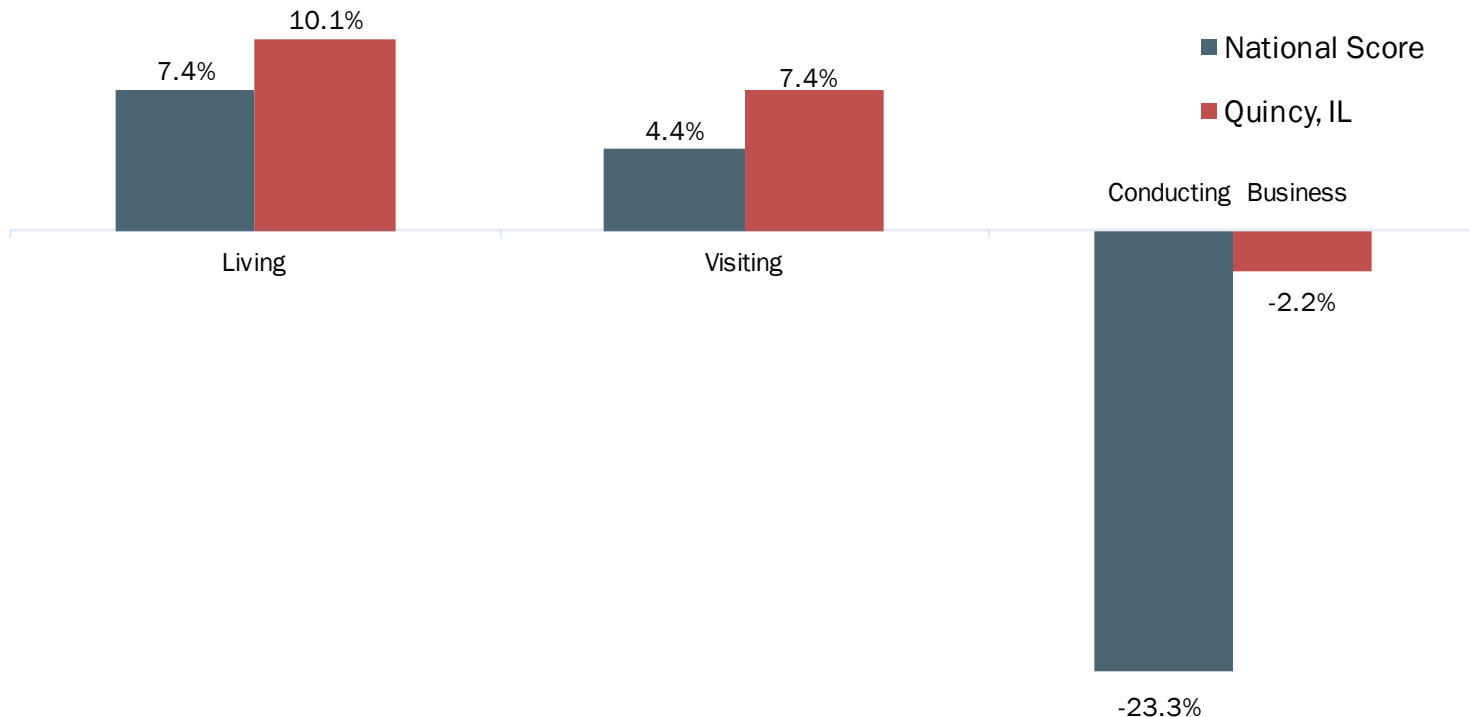
## Observations:

- The Conducting Business category is often affected by pessimism towards the national economy.
- Negative perceptions existing in regards to conducting business in Quincy are likely related to perceptions at the state level. Furthermore, as research has indicated, they likely view limited high-paying jobs as problematic.

# BRAND BAROMETER

Brand Advocacy Score = % Promoters – % Detractors

When removing the Passives category, one can see that Quincy performs particularly well in Living and Visiting and outperforms national averages in all areas, including Conducting Business, its weakest advocacy category.



# TAPESTRY STUDY

## *An Introduction to Tapestry*

For the past 30 years, companies, agencies and organizations have used segmentation to divide and group their markets to more precisely target their best customers and prospects. This targeting method is superior to using “scattershot” methods that might attract these preferred groups. Segmentation explains customer diversity, simplifies marketing campaigns, describes lifestyle and lifestage of the residents and consumers and incorporates a wide range of public and private data.

Segmentation systems operate on the theory that people with similar tastes, lifestyles and behaviors seek others with those same likes. These behaviors can be measured, predicted and targeted. The 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, identifying distinct behavioral market segments.

Based on the foundation of proven segmentation methodology introduced more than 30 years ago, the Tapestry system classifies U.S. neighborhoods into 14 larger LifeMode groups and within those 14 larger groups, 67 more distinct market segments. Neighborhoods with the most similar characteristics are grouped together while neighborhoods showing divergent characteristics are separated.



# TAPESTRY STUDY

Understanding your customers (residents and consumers), knowing customers' shopping patterns, assessing the media preferences of customers, cross-selling to customers, and successfully retaining existing customers for a lifetime are just some activities that are supported by mining customer files. Some of these marketing activities include:

- Customer profiling
- Media targeting
- Direct mail
- Site analysis

The customer profiles reveal the demographics, lifestyles and product preferences of a community's consumers. Consumers can be visitors, residents or businesses, anyone who actively buys or sells goods in the community. By understanding who its customers are, more appropriate responses can be formed to address their needs with better messaging, products and services.

Said simply, the more you can learn about your customers (in this case your residents and visitors), the better you can serve them, keep them and find more like them.



# TAPESTRY STUDY

## *Purpose*

A Tapestry Study was conducted to understand the target audience's lifestyle in detail. This included complete profiling reports for Quincy, Adams County (minus Quincy) and your Overnight Guests. This allows us to paint a comprehensive picture of your community as well as the differences between Quincy, Adams County and your visitors.

## *Methodology & Results*

Tapestry represents the fourth generation of market segmentation systems that began 30 years ago. This powerful tool classifies U.S. neighborhoods in several ways. The report that follows uses the following structure to communicate the uniqueness of your audiences:

- Community Tapestry Segments:
  - 67 groups based on sociographic and demographic composition
  - Considers income, occupation, educational attainment, ethnic origin, household composition, marital/living arrangements, patterns of migration, mobility and communication, lifestyle/media patterns
  - Most distinct level of segmentation

# TAPESTRY STUDY

The results from the Tapestry studies can be classified into two main reports for each of the following - Quincy, Adams County (minus Quincy) and Overnight Guests (visitor records gathered from hoteliers):

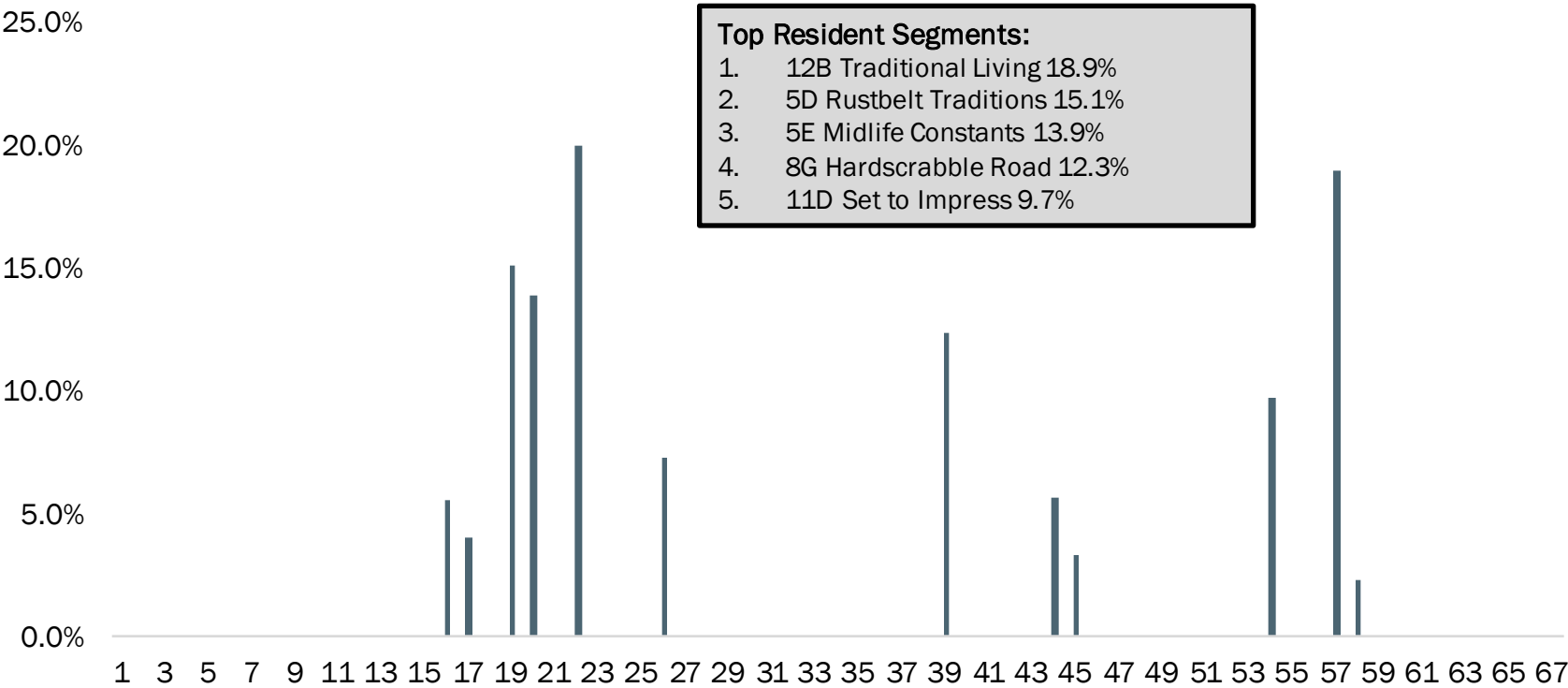
- Who Report :
  - Profiles the demographic and lifestyle segmentation of the population
  - Classifies the population in each of the ways outlined above and indexes the population under study against national averages
  - The Segments are organized by level of affluence 1 being the most affluent and 67 being the least
- 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 **Appendix C** on the Final Report CD. For further explanation of any data or methodologies used to analyze the Tapestry reports, please refer to the Tapestry Handbook found at this link: <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>.

# TAPESTRY WHO| RESIDENT PROFILE

The following Who report summary is for Quincy, IL residents. Quincy residents represent 15 different Tapestry Segment at various affluence levels. *Traditional Living* makes up over 18% of the population.







LifeMode Group: Hometown

# Traditional Living

12B

**Households:** 2,369,000

**Average Household Size:** 2.50

**Median Age:** 34.8

**Median Household Income:** \$37,000

## WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

## OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.50.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 183).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is slightly shorter (Index 88).
- Households have one or two vehicles.

## SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Unemployment is higher at 10.9% (Index 127); labor force participation is also a bit higher at 64.6%.
- Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 122) and public assistance (Index 149).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites.
- TV is seen as the most trusted media.



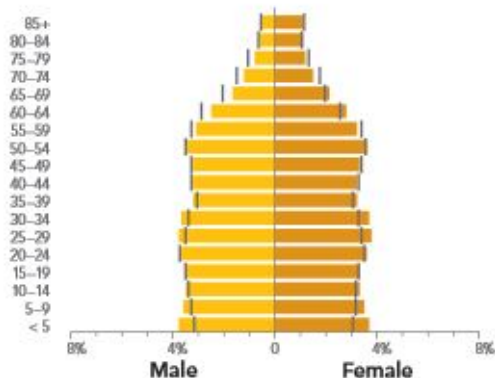
Notes: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



## AGE BY SEX (Esri data)

**Median Age: 34.8** US: 37.6

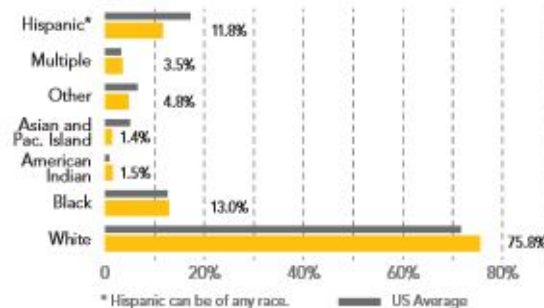
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

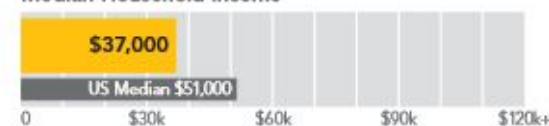
**Diversity Index: 53.1** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

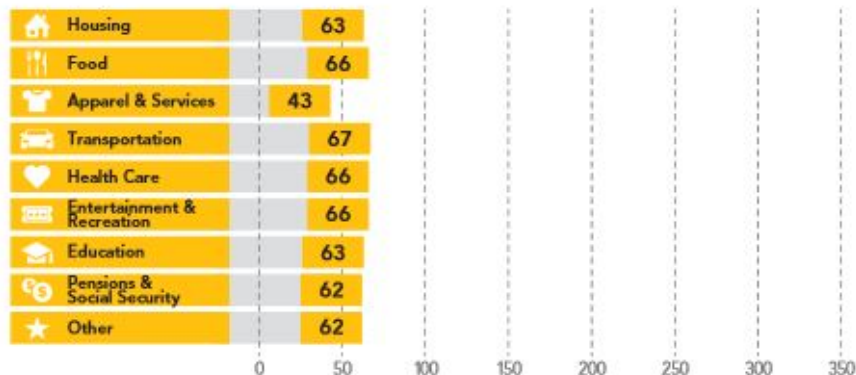


### Median Net Worth



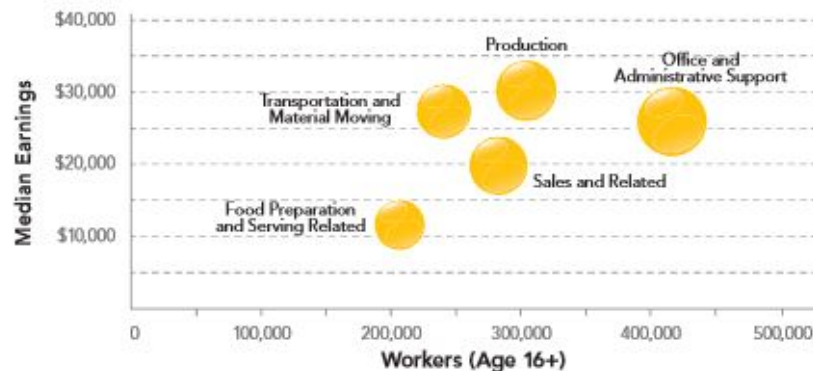
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have student loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including QVC, CMT, and Game Show Network.
- They're fast food devotees.
- They enjoy outdoor activities such as camping and taking trips to the zoo.

## HOUSING

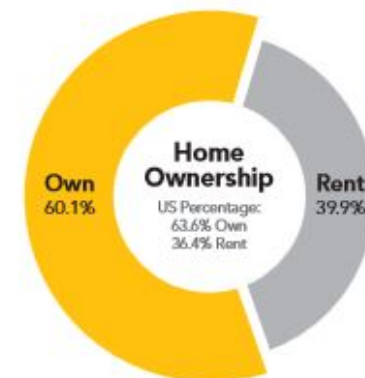
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

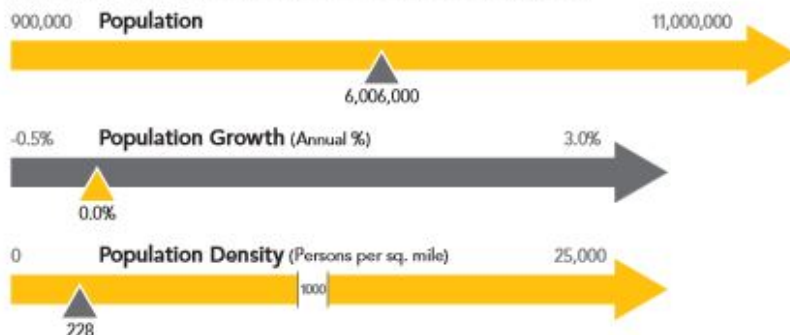
**Median Value:**  
\$79,000

US Median: \$177,000



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.







LifeMode Group: Hometown

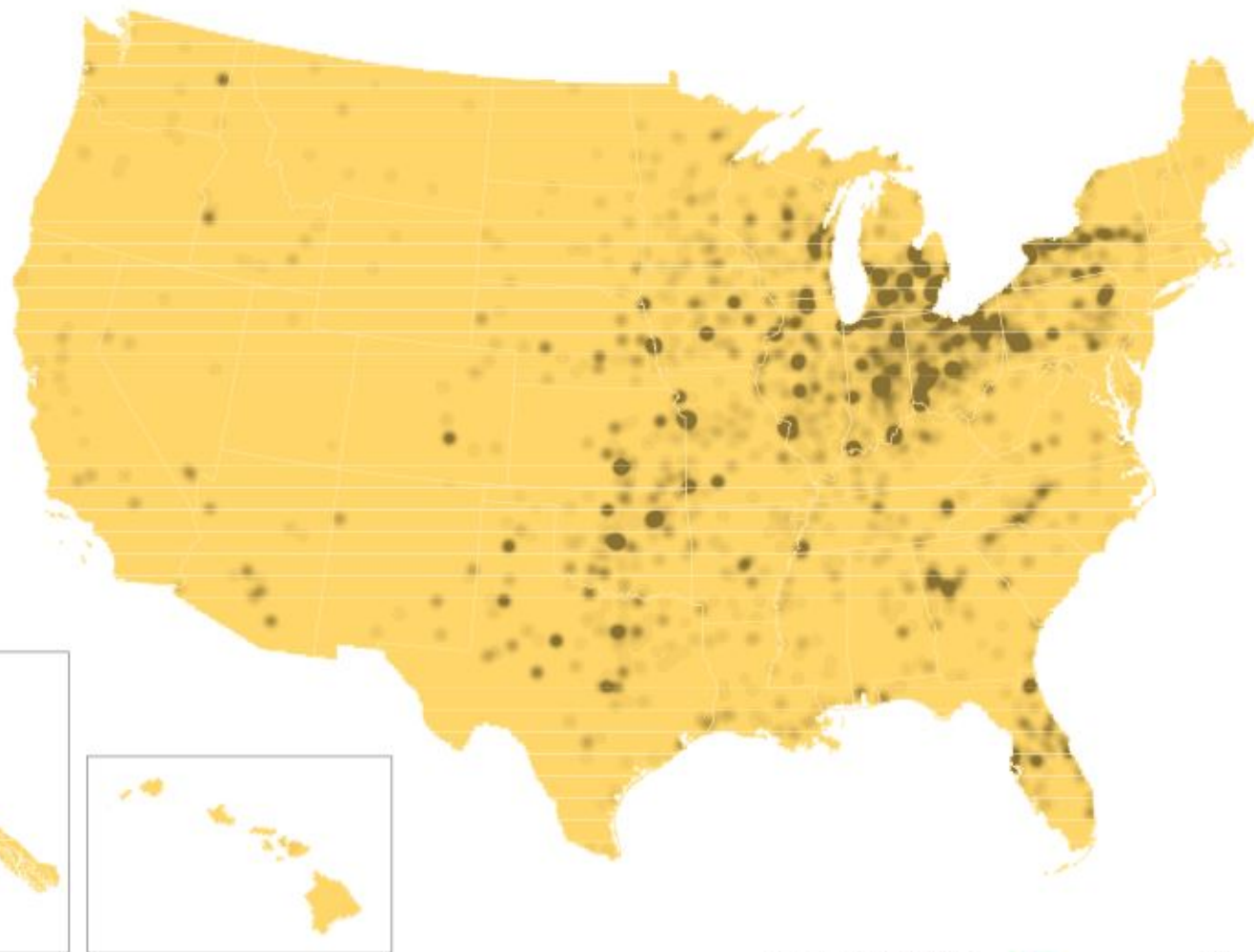
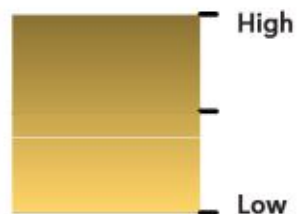
# Traditional Living



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SEGMENTATION  
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## SEGMENT DENSITY

This map illustrates the density and distribution of the *Traditional Living* Tapestry Segment by households.



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LifeMode Group: GenXurban

# Rustbelt Traditions

5D

**Households:** 2,685,000

**Average Household Size:** 2.46

**Median Age:** 38.4

**Median Household Income:** \$49,000

## WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

## OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.46.
- They are movers, slightly more mobile than the US population (Index 109), but almost half of householders (46%) moved into their current homes before 2000.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 218).
- Nearly three quarters own their homes; over half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have two or more vehicles available.

## SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the US at 8%; labor force participation slightly higher than the US at 67%.
- While most income derived from wages and salaries, nearly 30% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

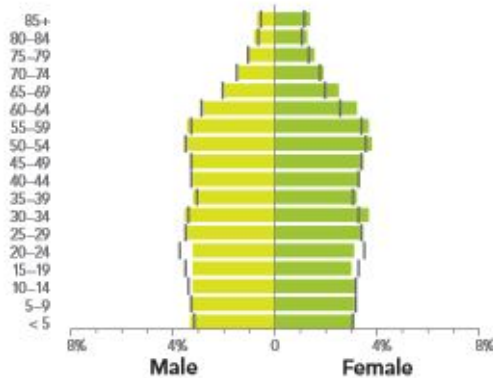




## AGE BY SEX (Esri data)

**Median Age: 38.4** US: 37.6

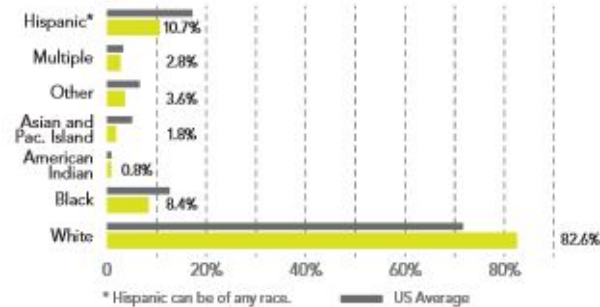
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 44.2** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

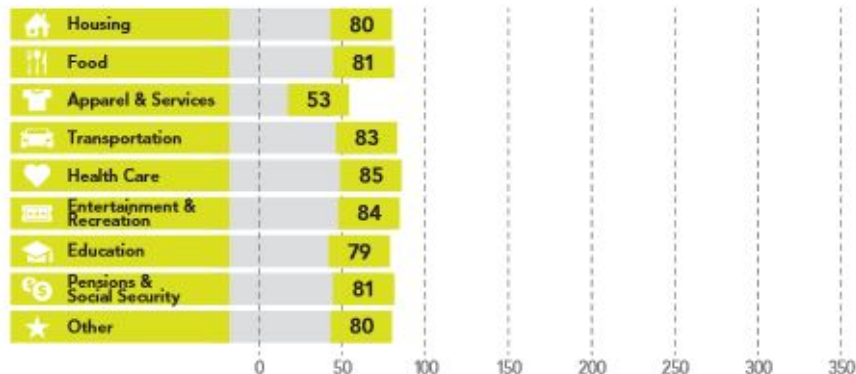


### Median Net Worth



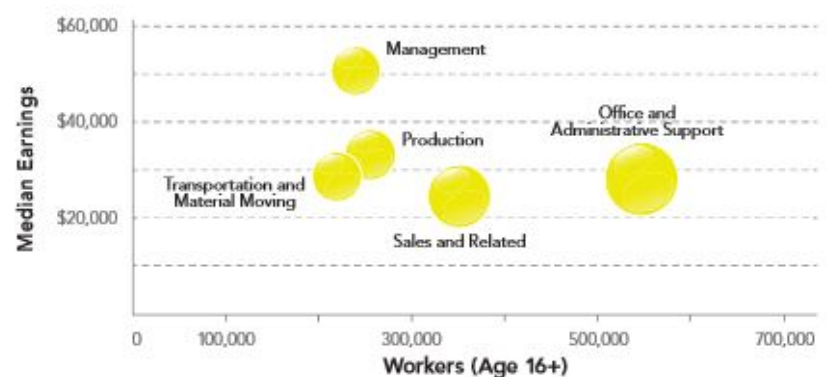
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: GenXurban

# Rustbelt Traditions



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## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ESPN, Animal Planet, and AMC to children's shows on Nickelodeon and Cartoon Network.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Outback Steakhouse, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

## HOUSING

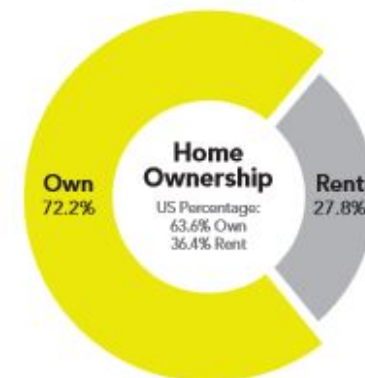
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

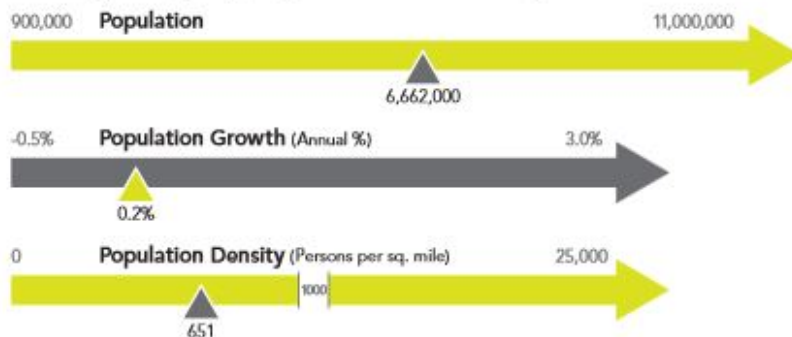
**Median Value:**  
\$118,000

US Median: \$177,000



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: GenXurban

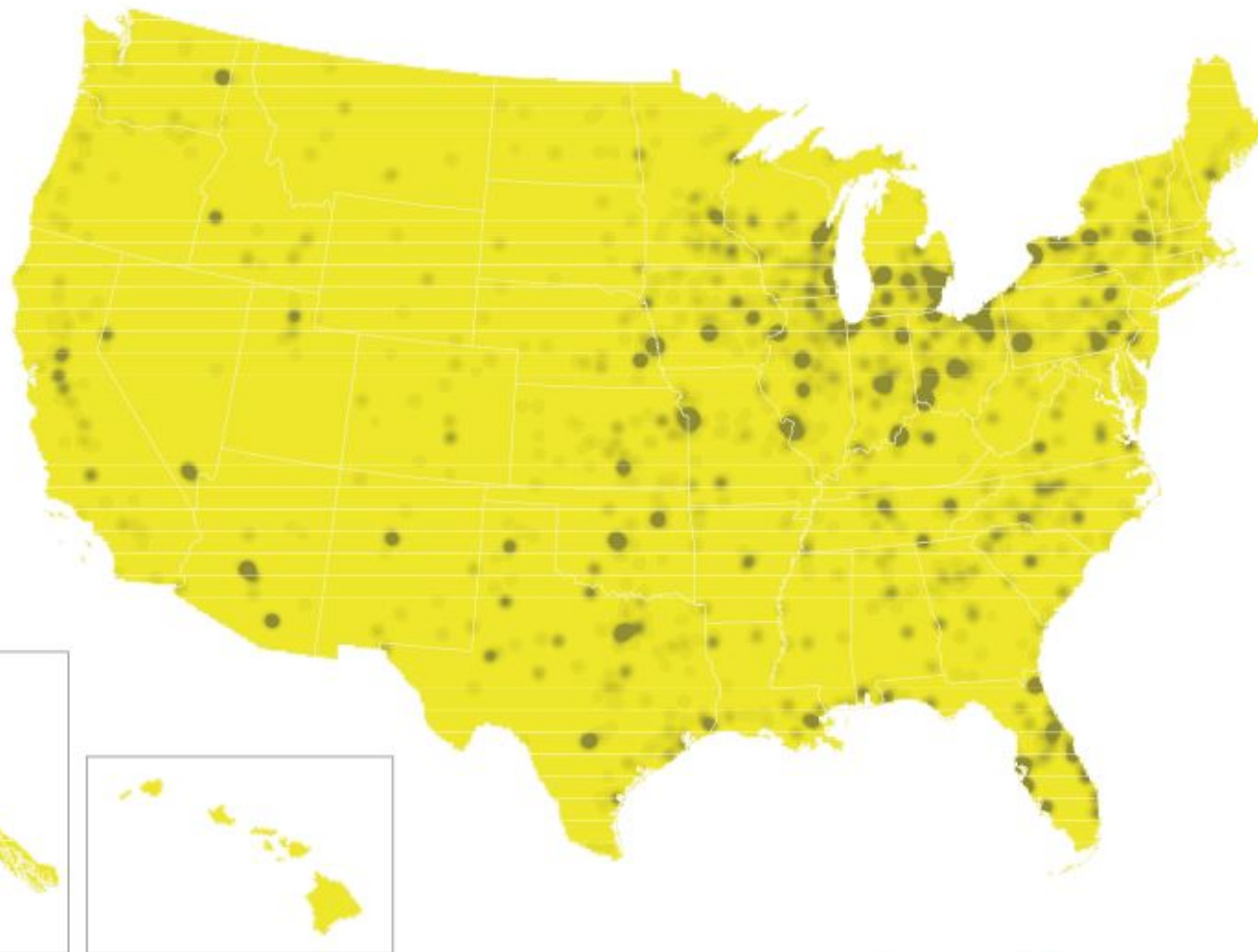
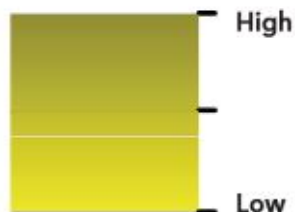
# Rustbelt Traditions



**TAPESTRY**  
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## SEGMENT DENSITY

This map illustrates the density and distribution of the *Rustbelt Traditions* Tapestry Segment by households.



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LifeMode Group: GenXurban

# Midlife Constants

5E

**Households:** 3,043,000

**Average Household Size:** 2.30

**Median Age:** 45.9

**Median Household Income:** \$48,000

## WHO ARE WE?

*Midlife Constants* residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

## OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$141,000 (Index 80).

## SOCIOECONOMIC TRAITS

- Education: 64% have a high school diploma or some college.
- Unemployment is lower in this market at 7.4% (Index 86), but so is the labor force participation rate (Index 89).
- Almost 42% of households are receiving Social Security (Index 150); 28% also receive retirement income (Index 160).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



Notes: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



## AGE BY SEX (Esri data)

Median Age: **45.9** US: 37.6

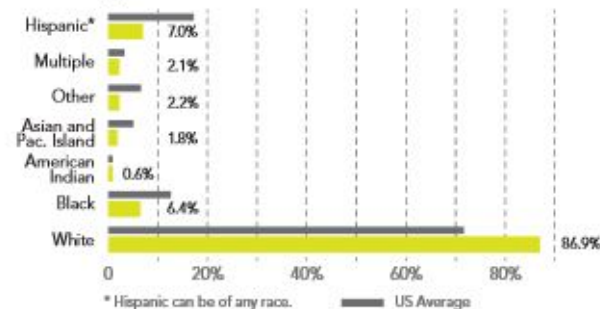
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **34.0** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

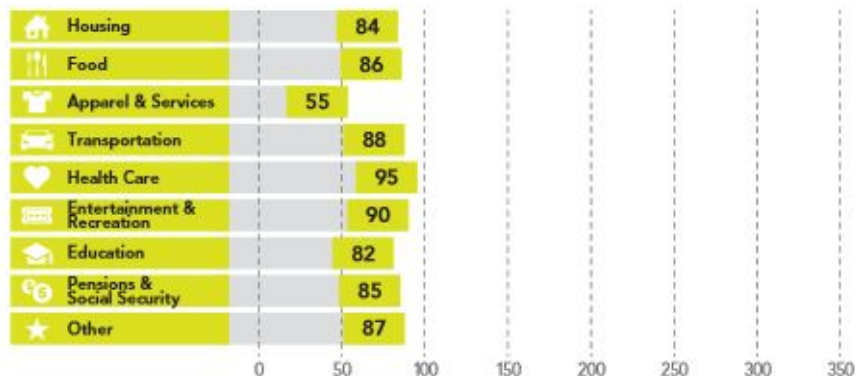


### Median Net Worth



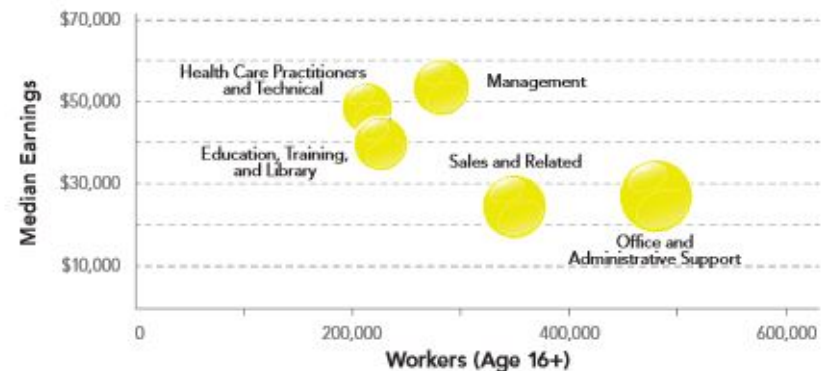
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, political, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or Christian channels.
- Leisure activities include scrapbooking, movies at home, reading, fishing, and golf.

## HOUSING

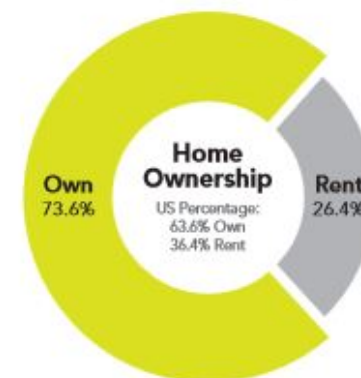
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**Typical Housing:**  
Single Family

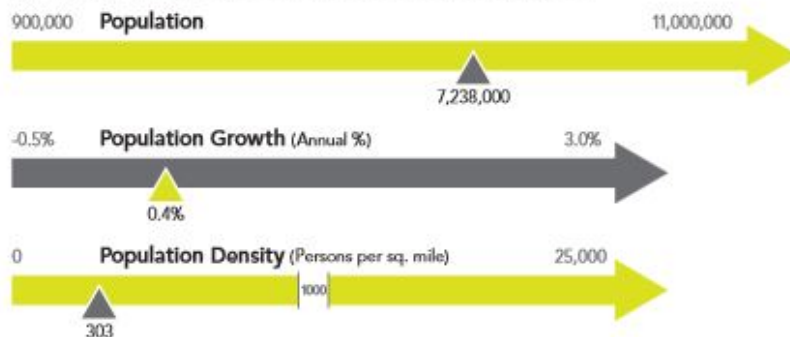
**Median Value:**  
\$141,000

US Median: \$177,000



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.







LifeMode Group: GenXurban

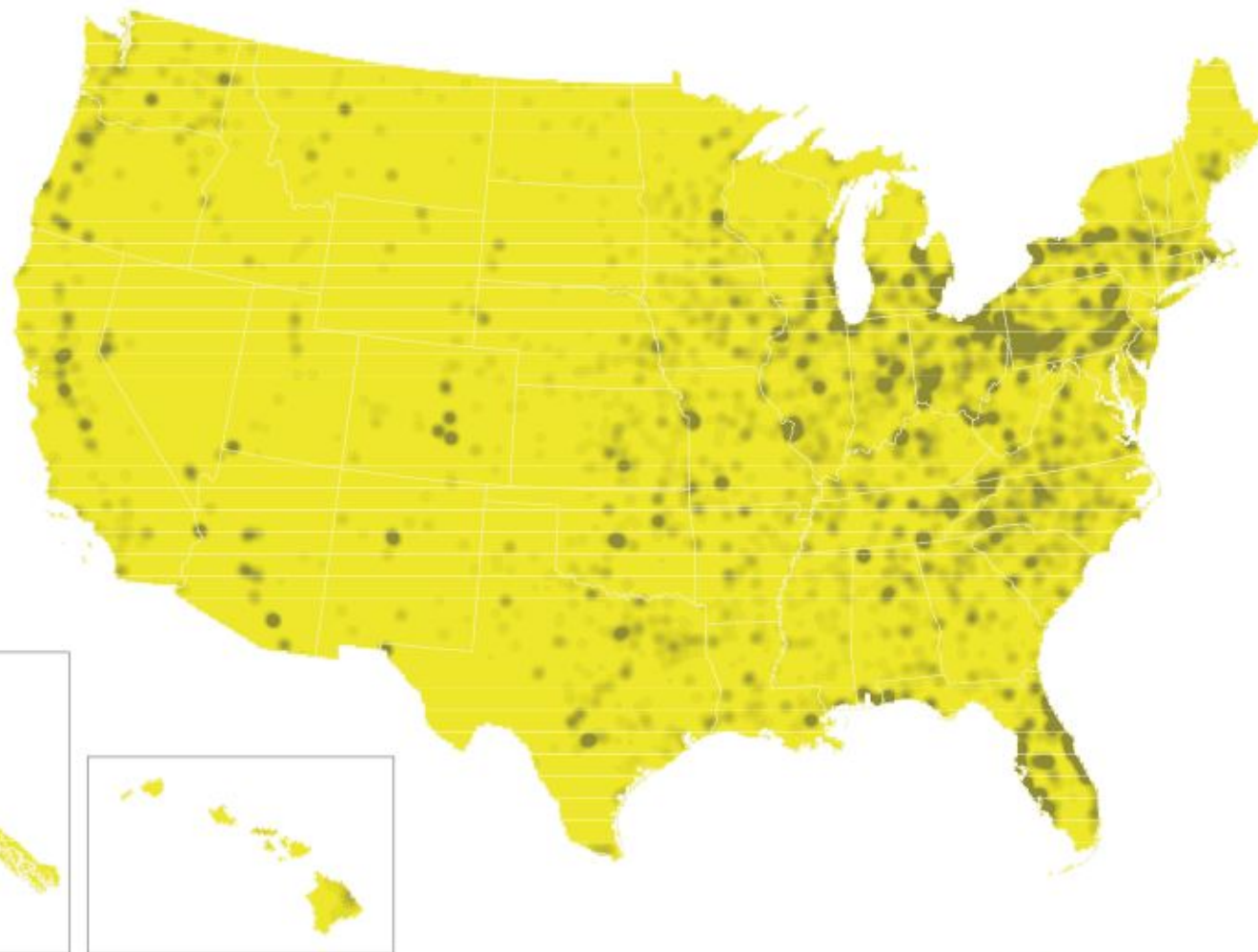
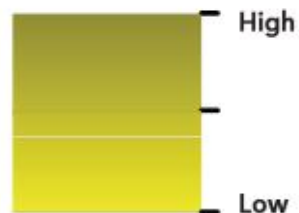
# Midlife Constants



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## SEGMENT DENSITY

This map illustrates the density and distribution of the *Midlife Constants* Tapestry Segment by households.



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LifeMode Group: Middle Ground

# Hardscrabble Road

8G

**Households:** 1,489,000

**Average Household Size:** 2.64

**Median Age:** 31.7

**Median Household Income:** \$26,000

## WHO ARE WE?

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2-4 unit buildings. This market is struggling to get by.



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## OUR NEIGHBORHOOD

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2-4 unit buildings (Index 225).
- Older housing, built before 1960 (62%), with a higher proportion built in the 1940s (Index 211) or earlier (Index 252).
- Four-fifths of owned homes valued under \$100,000 (more than 3.5 times the US).
- Higher percentage of vacant housing units at 17% (Index 147).
- Most households with 1 or 2 vehicles (71%), but 18% have no vehicle (Index 202).

## SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 133); 25% with some college or an associate's degree (Index 86).
- Unemployment rate is higher at 16.6%, almost twice the US rate.
- Labor force participation rate is lower at 57.4%.
- Wages and salaries are the primary source of income for 71% of households, with contributions from Supplemental Security Income for 10% (Index 242) and public assistance for 7% (Index 280).
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.

Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

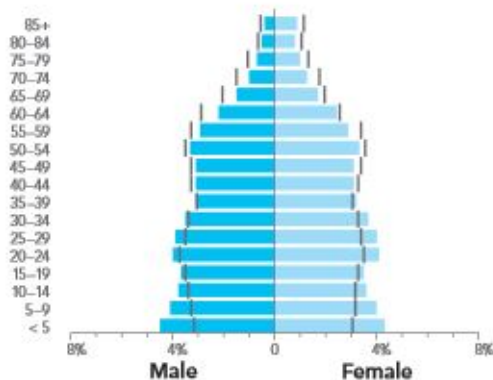




## AGE BY SEX (Esri data)

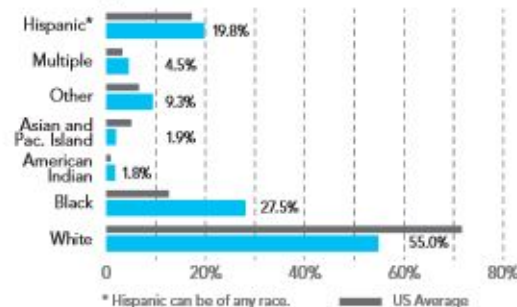
Median Age: **31.7** US: 37.6

I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **74.2** US: 62.1

## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

## Median Household Income

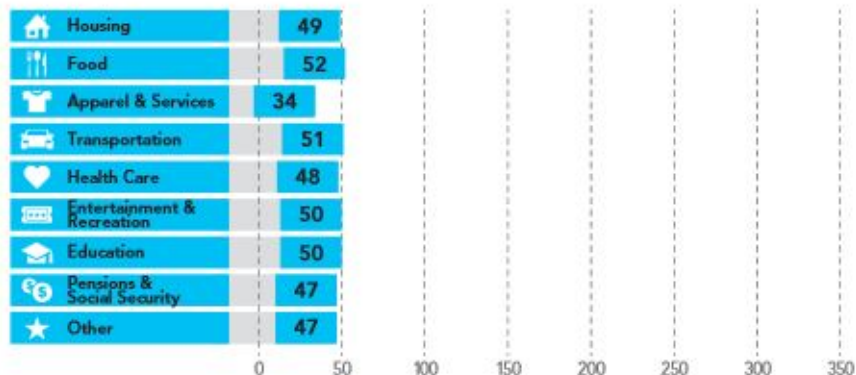


## Median Net Worth



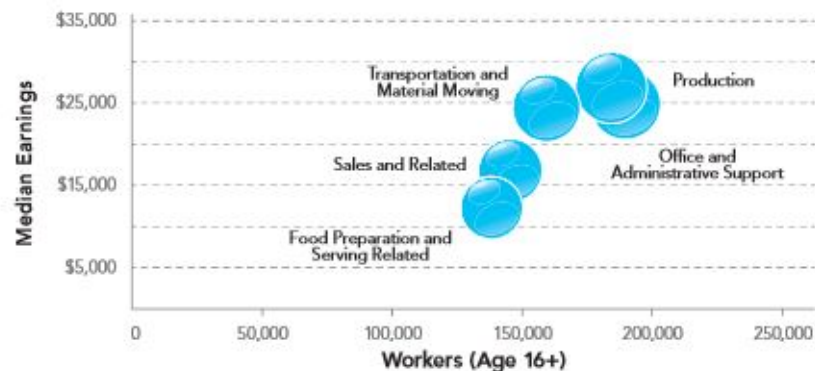
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Little extra money to invest in retirement savings plans, stocks, or bonds.
- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures.
- Favor shopping through an in-home sales rep, QVC, or HSN.
- Read parenting and health magazines.
- Watch programs on BET, MTV, and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Participate in basketball, football, and volleyball.

## HOUSING

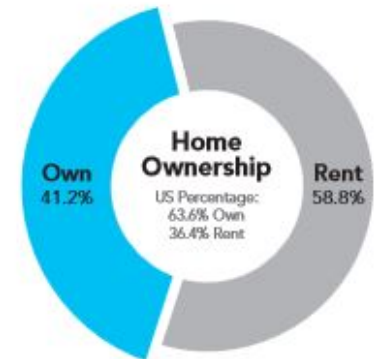
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

**Average Rent:**  
\$690

US Average: \$990



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status and housing affordability for the market relative to the US.





LifeMode Group: Middle Ground

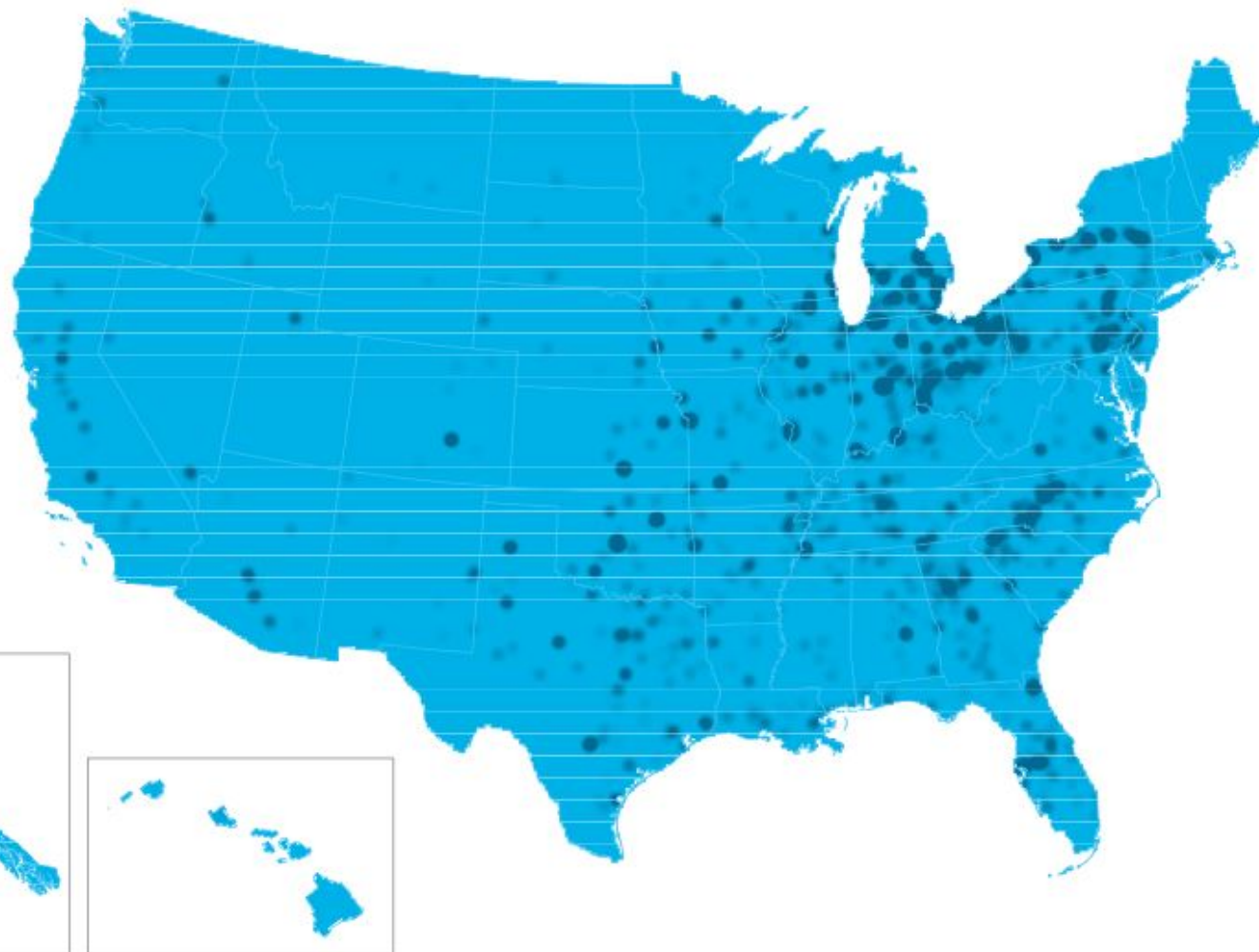
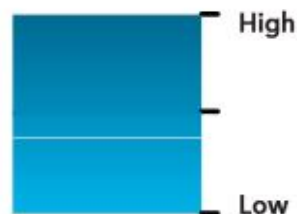
# Hardscrabble Road



**TAPESTRY**  
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## SEGMENT DENSITY

This map illustrates the density and distribution of the *Hardscrabble Road* Tapestry Segment by households.



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## LifeMode Group: Midtown Singles

# Set to Impress

11D

**Households:** 1,657,000

**Average Household Size:** 2.10

**Median Age:** 33.1

**Median Household Income:** \$29,000

### WHO ARE WE?

*Set to Impress* is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene.

### OUR NEIGHBORHOOD

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- They're found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

### SOCIOECONOMIC TRAITS

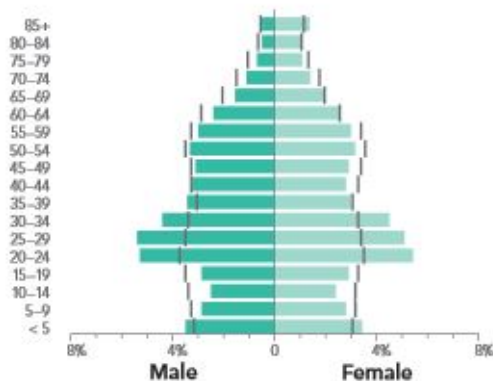
- Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college (Index 146).
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers that dress to impress and often make impulse buys.
- They maintain close relationships with family.



## AGE BY SEX (Esri data)

**Median Age: 33.1** US: 37.6

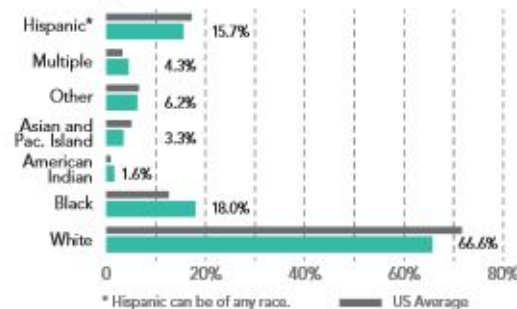
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 64.9** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

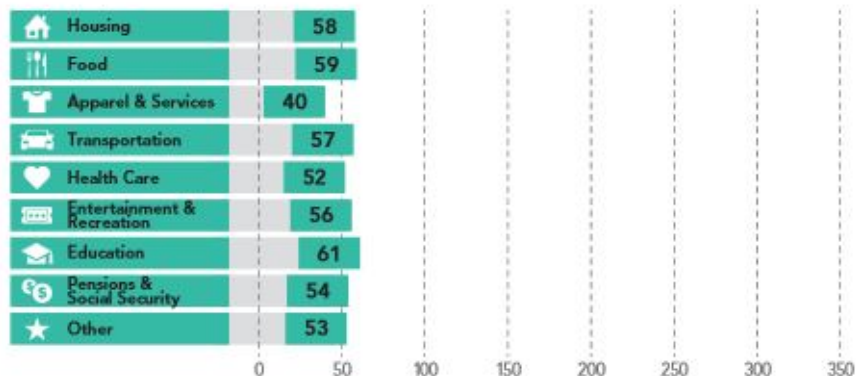


### Median Net Worth



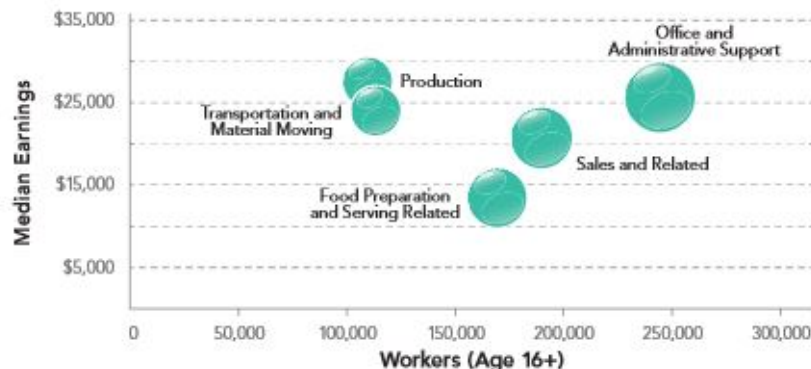
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- They listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- They use the Internet for social media and managing finances.
- They own used, imported vehicles.
- They shop at Walgreens.
- They enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

## HOUSING

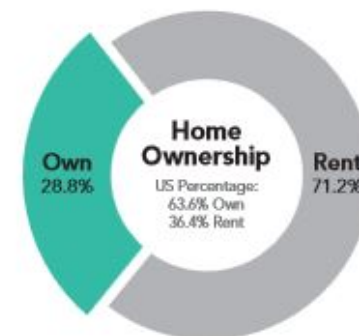
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals;  
Single Family

**Average Rent:**  
\$750

US Average: \$900



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.







LifeMode Group: Midtown Singles

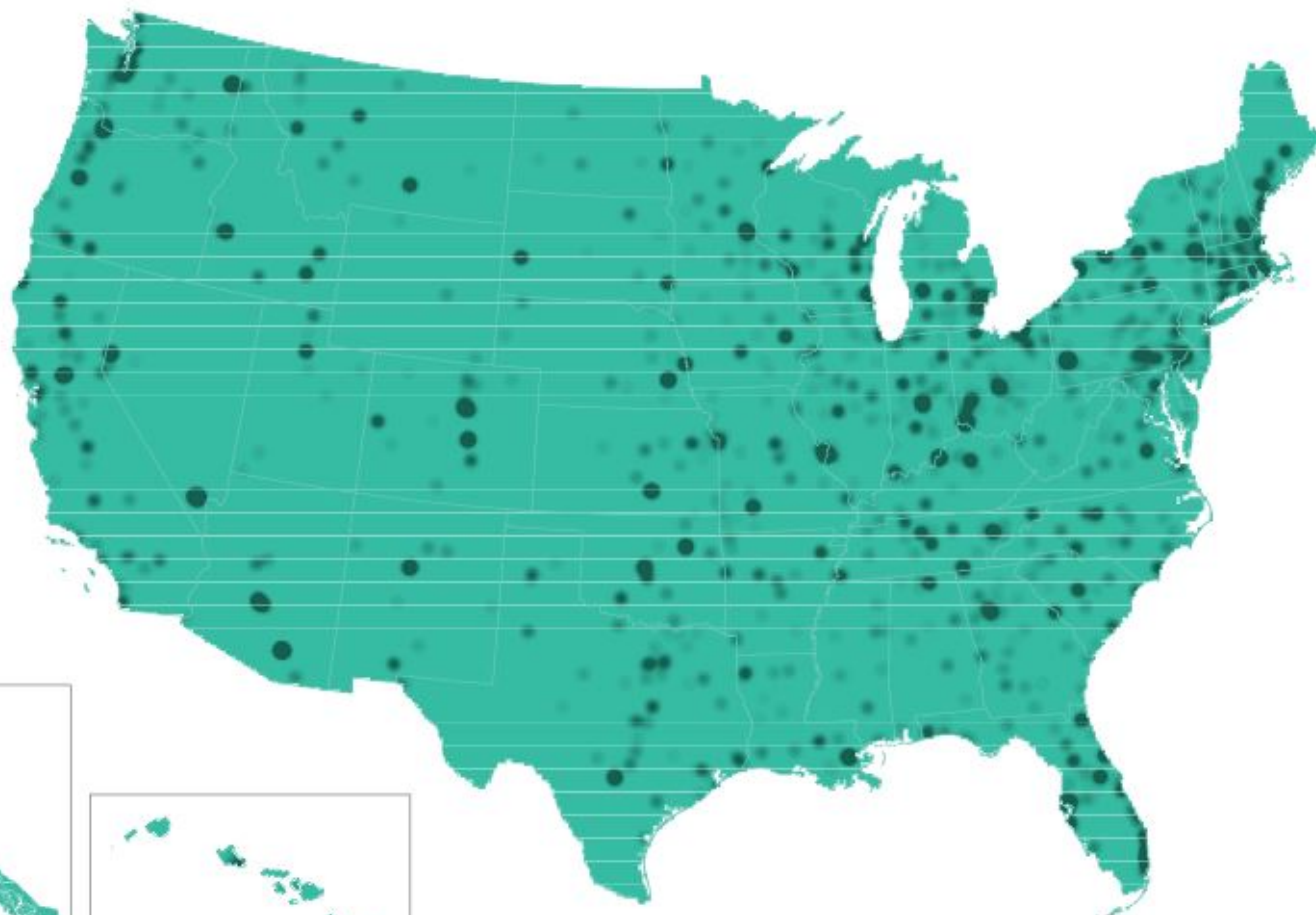
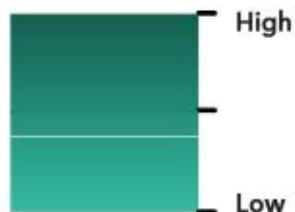
# Set to Impress



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

This map illustrates the density and distribution of the *Set to Impress* Tapestry Segment by households.



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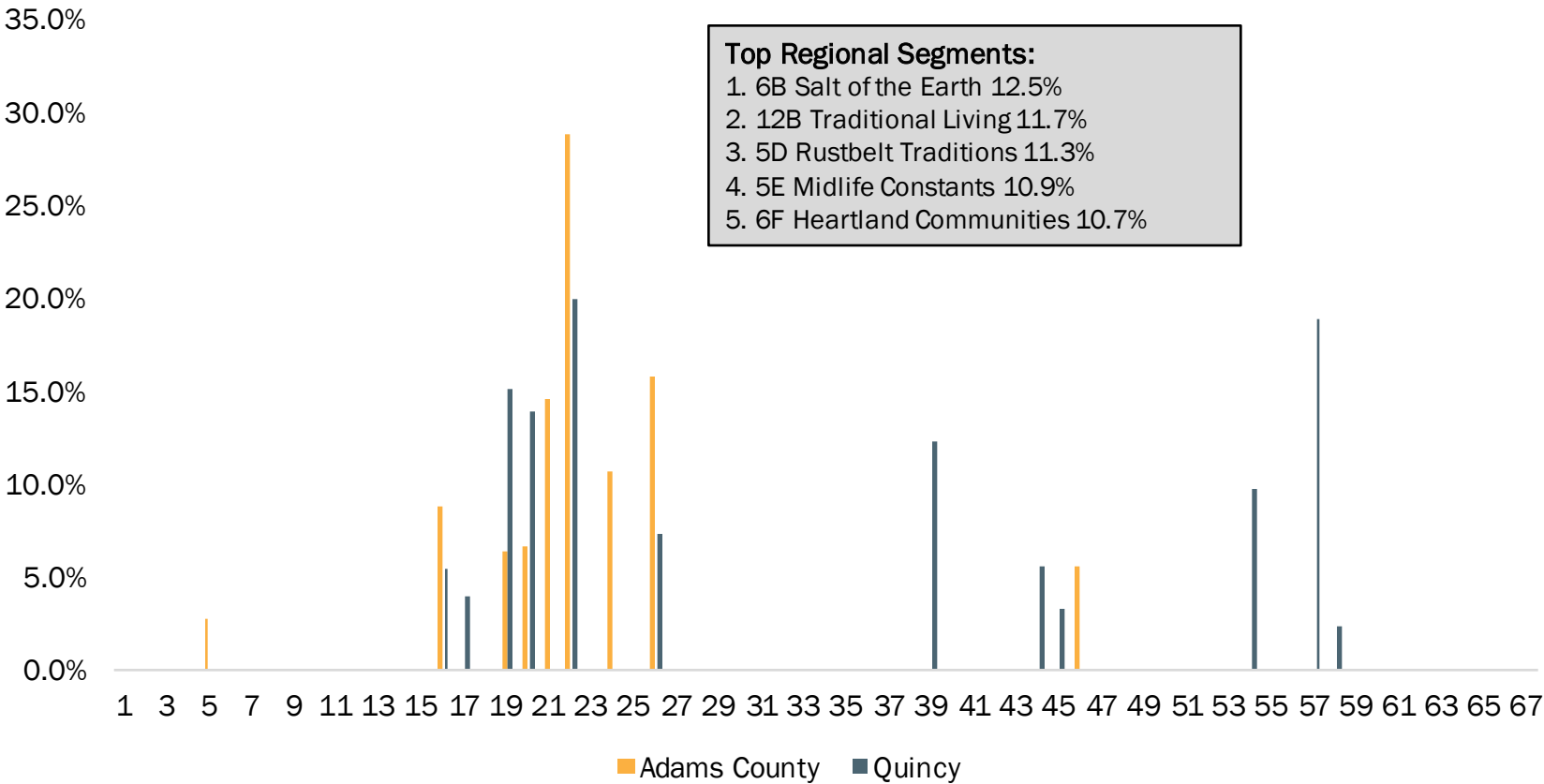
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# TAPESTRY WHO| REGIONAL PROFILE

The chart that follows illustrates delivery within all the Segments for Adams County minus Quincy, compared to Quincy residents.



\$\$\$ Affluence Range \$

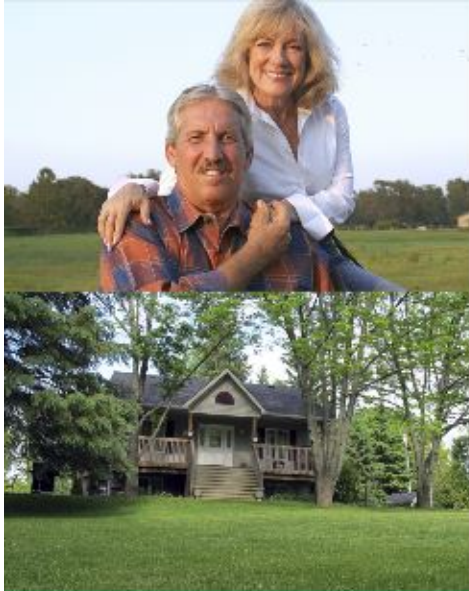


# TAPESTRY WHO | REGIONAL PROFILE COMPARISON

	Quincy Residents		Adams County Residents	
1	12B Traditional Living	18.9%	6B Salt of the Earth	12.5%
2	5D Rustbelt Traditions	15.1%	12B Traditional Living	11.7%
3	5E Midlife Constants	13.9%	5D Rustbelt Traditions	11.3%
4	8G Hardscrabble Road	12.3%	5E Midlife Constants	10.9%
5	11D Set to Impress	9.7%	6F Heartland Communities	10.7%
6	6F Heartland Communities	7.3%	8G Hardscrabble Road	7.6%
7	9E Retirement Communities	5.6%	5A Comfortable Empty Nesters	6.6%
8	5A Comfortable Empty Nesters	5.5%	11D Set to Impress	6.0%
9	5B In Style	4.0%	6A Green Acres	5.6%
10	9F Social Security Set	3.3%	6D Prairie Living	4.1%

## Observations:

- Quincy residents share seven similarities with the regional profile within their top 10. Similar segmentation means Quincy's marketing messages can reach both audiences easily and effectively.
- Three of the shared segments are within both profiles' top five; the following slides will highlight the two segments in Adams County's top five that are not reflected by Quincy segments.



## LifeMode Group: Cozy Country Living

# Salt of the Earth

6B

**Households:** 3,517,000

**Average Household Size:** 2.58

**Median Age:** 43.1

**Median Household Income:** \$53,000

### WHO ARE WE?

*Salt of the Earth* residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

### OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 132). Single-family homes are affordable, valued at 25 percent less than the national market.
- Two in three households are composed of married couples; less than half have children at home.

### SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 42% with a high school diploma only.
- Household income just over the national median, while net worth is double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

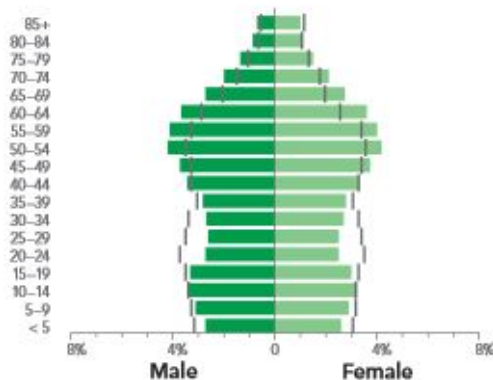




## AGE BY SEX (Esri data)

**Median Age: 43.1** US: 37.6

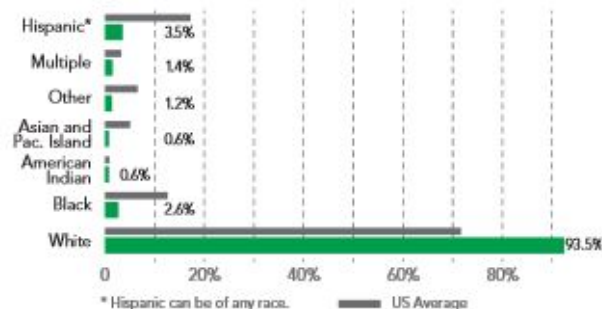
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 18.3** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

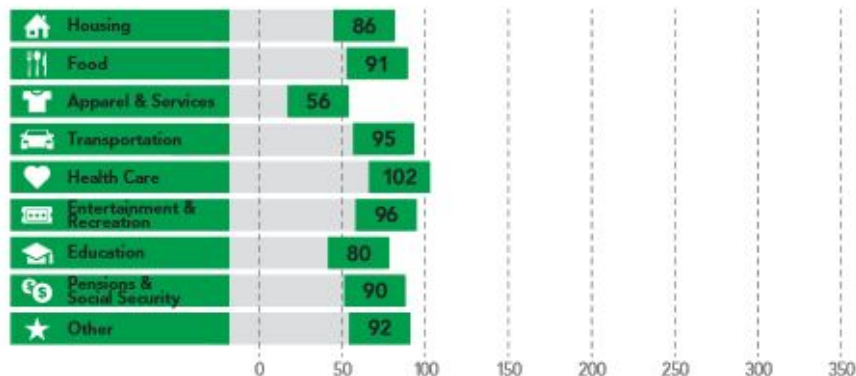


### Median Net Worth



## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.







## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and many still require dial-up modems to access the Internet.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

## HOUSING

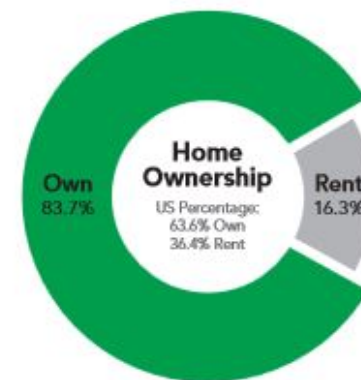
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

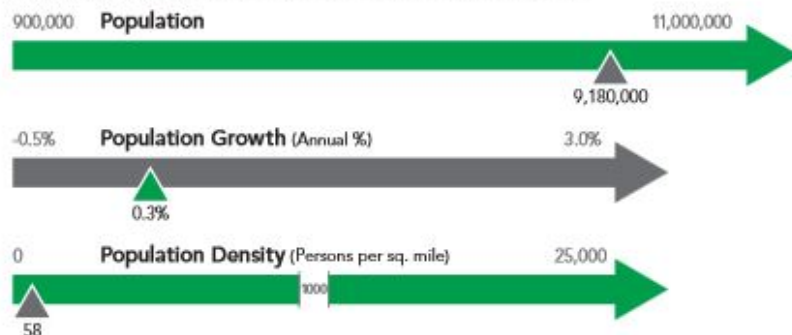
**Median Value:**  
\$134,000

US Median: \$177,000



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Cozy Country Living

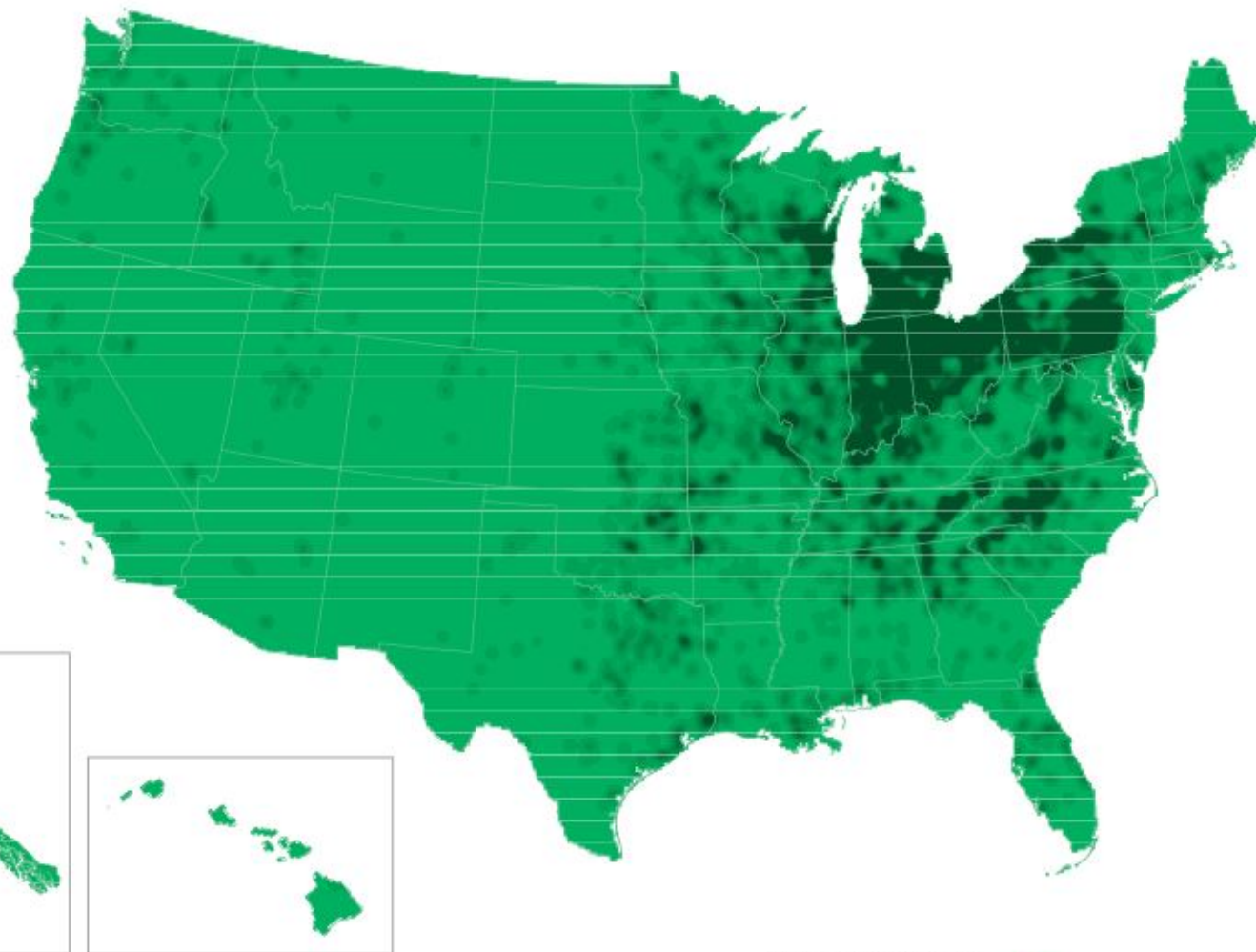
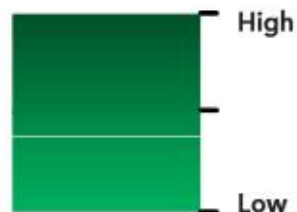
# Salt of the Earth



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SEGMENTATION  
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## SEGMENT DENSITY

This map illustrates the density and distribution of the *Salt of the Earth* Tapestry Segment by households.



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LifeMode Group: Cozy Country Living

# Heartland Communities

6F

**Households:** 2,864,000

**Average Household Size:** 2.38

**Median Age:** 41.5

**Median Household Income:** \$39,000

## WHO ARE WE?

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

## OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 95).

## SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.  
Consumer preferences are estimated from data by GfK MR.

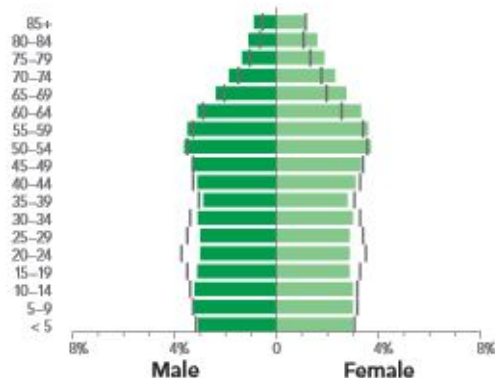




## AGE BY SEX (Esri data)

Median Age: **41.5** US: 37.6

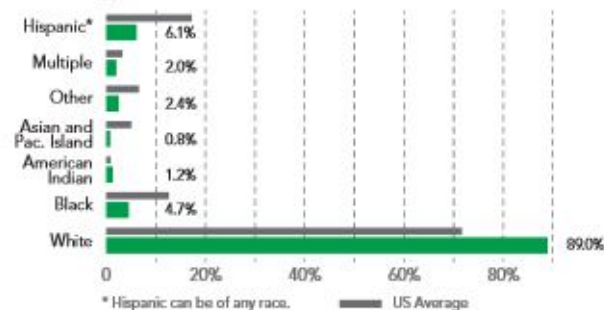
I Indicates US



## RACE AND ETHNICITY (Esri data)

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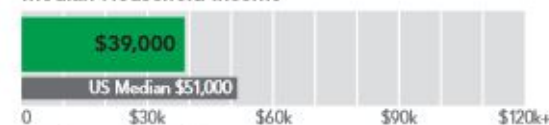
Diversity Index: **29.6** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

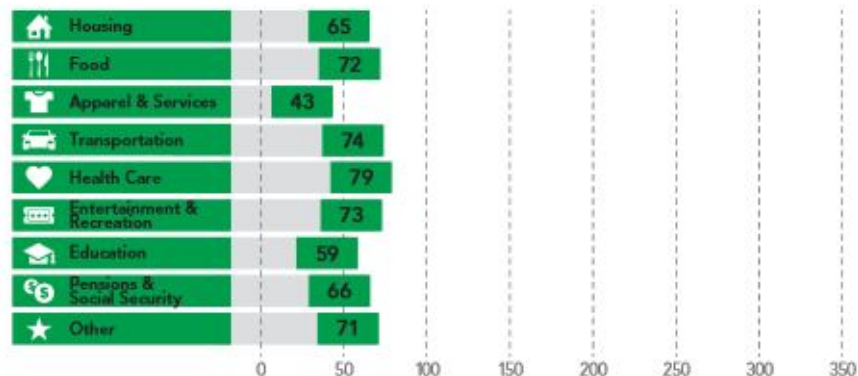


### Median Net Worth



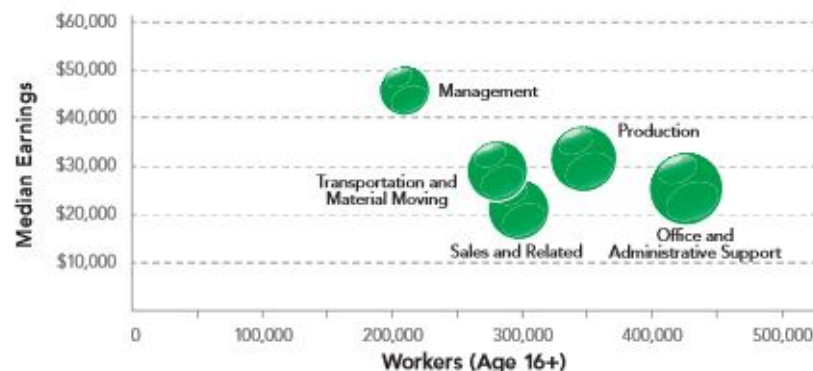
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the US and favor the convenience of packaged deals.

## HOUSING

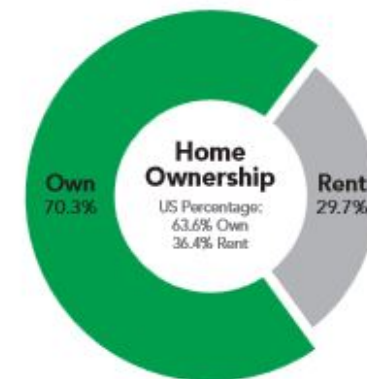
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**Typical Housing:**  
Single Family

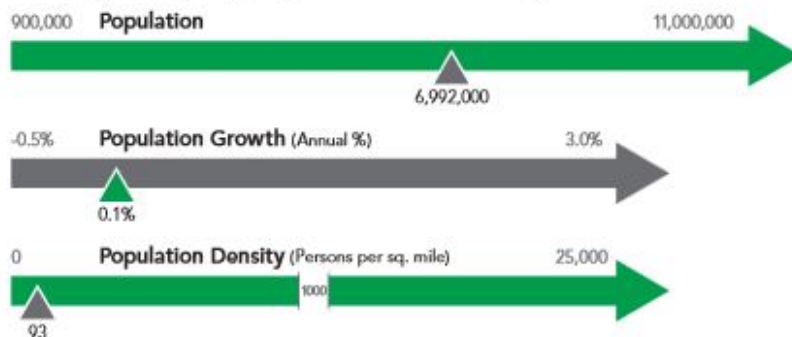
**Median Value:**  
\$89,000

US Median: \$177,000



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

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LifeMode Group: Cozy Country Living

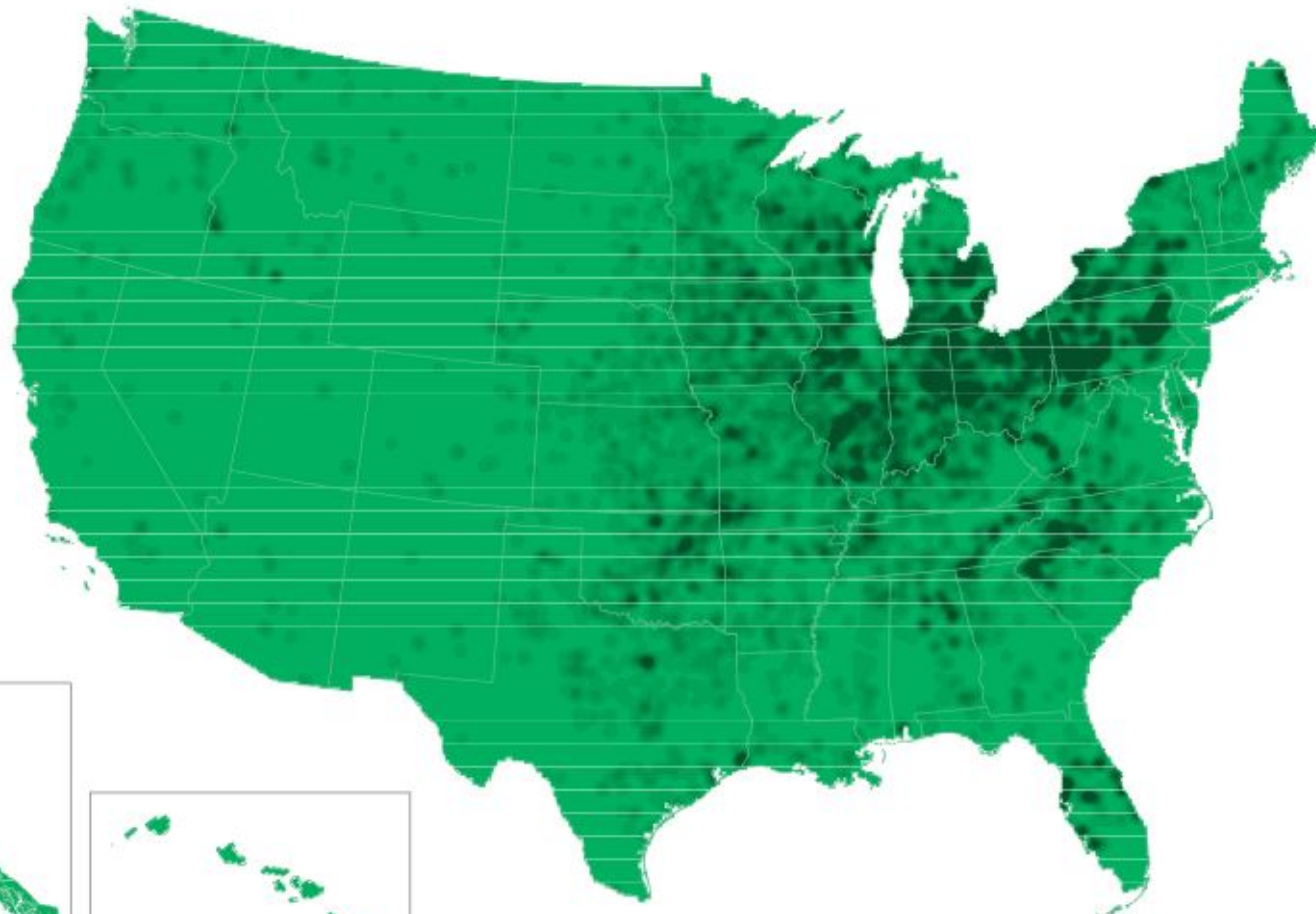
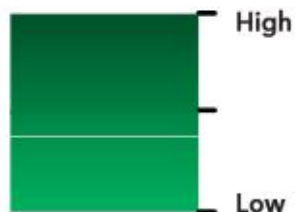
# Heartland Communities



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## SEGMENT DENSITY

This map illustrates the density and distribution of the *Heartland Communities* Tapestry Segment by households.



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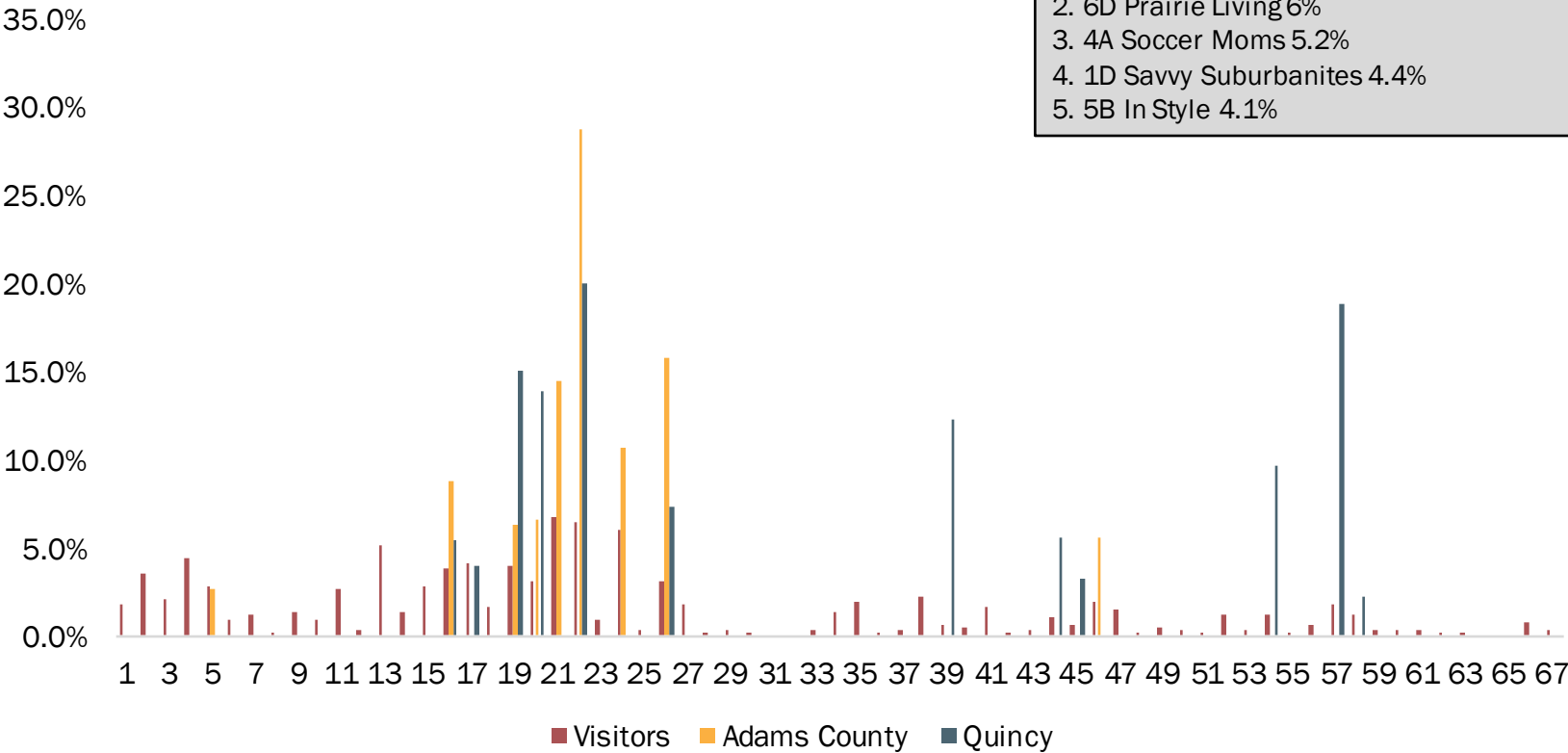


# OVERNIGHT VISITOR PROFILE

The chart that follows illustrates delivery within all the Segments for Overnight Guests compared to Adams County minus Quincy residents and to Quincy residents.

Top Overnight Visitor Segments:

- 1. 6B Salt of the Earth 6.5%
- 2. 6D Prairie Living 6%
- 3. 4A Soccer Moms 5.2%
- 4. 1D Savvy Suburbanites 4.4%
- 5. 5B In Style 4.1%





# TAPESTRY WHAT REPORTS | QUINCY, ADAMS COUNTY (MINUS QUINCY) & OVERNIGHT GUESTS

Once segments have been identified, we can draw conclusions about consumer habits and lifestyle preferences for Quincy residents, residents of the surrounding region (Adams County minus Quincy) and your overnight guests from hotelier records.  
*The entire reports are found on the Final BrandPrint CD in Appendix C.*

## Lifestyle/Media Groups:

Attitudes, Automobiles, Baby Products, Clothing, Electronics and Internet, Financial and Insurance, Furniture and Appliances, Grocery and Alcohol, Health and Beauty, Home and Garden, Leisure Activities and Lifestyle, Listen, Read, Watch, Pet Products, Restaurants, Shopping, Sports, Telephones, Travel.



# TAPESTRY WHAT REPORT | ATTITUDES

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Attitudes - Top	Index
Do not use Internet for banking transactions	125
Do not try to eat healthy	124
Rarely buy based on quality - not price	120
Occasionally try to eat healthy w/nutrition focus	117
Am not interested in how to help the environment	115

Attitudes - Bottom	Index
Try to eat healthy w/nutrition focus	85
Spend 6+ hours commuting to and from work per week	84
Recycled products in last 12 months	84
Made a speech in last 12 months	82
Use Internet for banking transactions	79

## ADAMS COUNTY (MINUS QUINCY)

Attitudes - Top	Index
Political party affiliated with: Republican	126
Political outlook: very conservative	126
Do not use Internet for banking transactions	125
Buying American is important to me	119
Political outlook: somewhat conservative	119

Attitudes - Bottom	Index
Very likely to buy a new vehicle in next 12 months	65
Have seen ad at bus stop/train station last 6 mo	65
Have seen ad inside taxi in last 6 months	65
Have seen ad on phone booth in last 6 months	63
Somewhat likely to lease a vehicle in next 12 mo	61

## OVERNIGHT VISITORS

Attitudes - Top	Index
Contributed to arts/cultural org in last 12 months	153
Served on committee for local organization	149
Made contribution to NPR in last 12 months	148
Wrote something that was published in last 12 mo	145
Contributed to social services org in last 12 mo	145

Attitudes - Bottom	Index
Somewhat likely to lease a vehicle in next 12 mo	79
Have seen ad on phone booth in last 6 months	79
Price is rarely more important than brand name	79
Buy vehicles that show environ support	78
Buying American is not important to me	74

# TAPESTRY WHAT REPORT | AUTOMOBILES

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Automobiles - Top	Index
Rented truck to move personal/HH goods last 12 mo	131
Most recent HH vehicle purchase/lease: Buick	127
Most recent HH vehicle purchase/lease: Dodge	127
HH bought/leased used domestic vehicle last 12 mo	125
Rented U-Haul truck/trailer in last 12 months	124

Automobiles - Bottom	Index
HH owns/leases any imported vehicle	72
HH owns/leases full-size SUV	72
Rented car for personal use in last 12 months	71
Rented car for business use in last 12 months	71
Rented car (personal use) last 12 mo: Budget	71

## ADAMS COUNTY (MINUS QUINCY)

Automobiles - Top	Index
Bought motor oil last 12 mo: at Walmart	162
Most recent HH vehicle purchase/lease: Buick	159
HH owns/leases truck	155
HH bought/leased new domestic vehicle last 12 mo	152
HH bought any motorcycle used	145

Automobiles - Bottom	Index
Used professional moving van line last 12 months	74
Add/change motor oil: auto repair chain store	73
Most recent HH vehicle purchase/lease: Nissan	71
Rented car (personal use) last 12 mo: Hertz	68
Rented car for business use in last 12 months	67

## OVERNIGHT VISITORS

Automobiles - Top	Index
HH bought/leased new domestic vehicle last 12 mo	161
Bought motor oil last 12 mo: at Walmart	158
Most recent HH vehicle purchase/lease: Buick	153
HH owns/leases 3+ vehicles	149
HH has built-in navigational system/GPS in vehicle	149

Automobiles - Bottom	Index
Spent on tires in last 12 months: <\$100	89
Bought motor oil additives in last 12 months	88
Bought veh battery last 12 mo: AutoZone	87
Had transmission service in last 12 months	87
Bought motor oil last 12 mo: at AutoZone	86

# TAPESTRY WHAT REPORT | BABY PRODUCTS

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Baby Products - Top	Index
Used store-brand diapers/underpants in last 6 mo	123
Used teething remedy in last 6 months	119
Bought for child last 12 mo: construction toy	110
HH owns playpen	109
Bought for child last 12 mo: car	109

Baby Products - Bottom	Index
Used organic baby food in last 6 months	88
Bought for child last 12 mo: model kit/set	88
Bought for child last 12 mo: girl action figure	86
Spent on toys/games for child last 12 mo: \$500+	83
Bought for child last 12 mo: mechanical toy	83

## ADAMS COUNTY (MINUS QUINCY)

Baby Products - Top	Index
Bought for child last 12 mo: construction toy	123
Spent on toys/games for child last 12 mo: \$100-199	119
Bought for child last 12 mo: board game	118
Bought for child last 12 mo: builder set	118
HH owns playpen	117

Baby Products - Bottom	Index
Used baby food in last 6 months	84
Bought for child last 12 mo: sound game	82
Used organic baby food in last 6 months	80
Used teething remedy in last 6 months	78
Used baby oil in last 6 months	75

## OVERNIGHT VISITORS

Baby Products - Top	Index
Bought any toys/games online in last 12 months	127
Bought for child last 12 mo: board game	121
HH owns playpen	120
Bought for child last 12 mo: construction toy	120
Bought for child last 12 mo: model kit/set	116

Baby Products - Bottom	Index
Used baby food in last 6 months	87
Used baby lotion in last 6 months	84
Used teething remedy in last 6 months	83
Bought for child last 12 mo: sound game	81
Used baby oil in last 6 months	77

# TAPESTRY WHAT REPORT | CLOTHING

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Clothing - Top	Index
Spent on clothing in last 12 months: <\$100	130
Bought athletic shoes last 12 mo: basketball	126
Spent on clothing for child <13 last 6 mo: <\$51	118
Bought athletic shoes last 12 mo: tennis	117
Bought fine jewelry/12 mo: ring(not engagement)	116

Clothing - Bottom	Index
Spent on clothing in last 12 months: \$2000+	75
Spent on shoes in last 12 months: \$250+	73
Spent on athletic shoes in last 12 months: \$150+	73
Bought athletic shoes last 12 mo: hiking boots	72
Spent \$150+ on dry cleaning in last 6 months	61

## ADAMS COUNTY (MINUS QUINCY)

Clothing - Top	Index
Bought work boots in last 12 months	133
Bought athletic shoes in last 12 mo: Skechers	128
Spent on low ticket men`s clothing/12 mo: \$100-199	120
Bought for child <13 last 6 mo: rain/snow boots	120
Spent on low ticket men`s clothing/12 mo: <\$50	118

Clothing - Bottom	Index
Bought men`s clothing/12 mo: 3+ big ticket items	64
Bought athletic shoes in last 12 mo: Converse	62
Bought athletic shoes in last 12 mo: Puma	60
Spent \$150+ on dry cleaning in last 6 months	48
Bought athletic shoes in last 12 mo: Jordan	33

## OVERNIGHT VISITORS

Clothing - Top	Index
Spent \$150+ on dry cleaning in last 6 months	181
Bought athletic shoes in last 12 mo: Asics	149
Spent on sports clothing in last 12 mo: \$150+	140
Bought athletic shoes last 12 mo: cross-training	132
Spent \$100+ on costume jewelry in last 12 months	132

Clothing - Bottom	Index
Bought athletic shoes in last 12 mo: Puma	85
Bought men`s clothing/12 mo: 3+ big ticket items	84
Bought athletic shoes last 12 mo: basketball	83
Bought athletic shoes in last 12 mo: Converse	79
Bought athletic shoes in last 12 mo: Jordan	75

# TAPESTRY WHAT REPORT | ELECTRONICS AND INTERNET

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Electronics and Internet - Top	Index
Most recent HH TV purch: miniature screen (<13 in)	135
Purch most recent hm computer at dept/discount str	120
Visited website in last 30 days: myspace.com	119
HH owns miniature screen TV (<13 in)	118
Own Kodak camera	116

Electronics and Internet - Bottom	Index
Internet last 30 days: made travel plans	66
Connection to Internet at home: fiber optic	66
Visited any Spanish language website last 30 days	66
HH owns any Apple/Mac brand computer	64
Visited website in last 30 days: linkedin.com	64

## ADAMS COUNTY (MINUS QUINCY)

Electronics and Internet - Top	Index
Connection to Internet at home: dial-up modem	150
Own Kodak camera	138
Purch most recent hm computer at dept/discount str	130
Spent on cameras in last 12 months: \$1-99	128
Connection to Internet at home: DSL	125

Electronics and Internet - Bottom	Index
Visited website in last 30 days: linkedin.com	56
Internet last 30 days: downloaded podcast	55
Visited website in last 30 days: twitter.com	54
Connection to Internet at home: fiber optic	50
Visited any Spanish language website last 30 days	23

## OVERNIGHT VISITORS

Electronics and Internet - Top	Index
Visited website in last 30 days: yelp.com	196
Visited website in last 30 days: linkedin.com	180
Visited website in last 30 days: shutterfly.com	168
Internet last 30 days: traded/tracked investments	159
Connection to Internet at home: fiber optic	153

Electronics and Internet - Bottom	Index
Internet last 30 days: downloaded a video game	93
HH purchased video game system in last 12 months	89
Visited any Spanish language website last 30 days	89
Internet last 30 days: visited forum	81
Visited website in last 30 days: myspace.com	81

# TAPESTRY WHAT REPORT | FINANCIAL AND INSURANCE

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Financial and Insurance - Top	Index
Obtained medical insurance: Medicaid	151
Bank/financial institution used: PNC	148
Have life insurance w/total value: \$20000-\$49999	130
Have life insurance w/total value: <\$20000	128
Paid bills last 12 mo: in person	128

Financial and Insurance - Bottom	Index
Own/used card last 12 mo: American Express Gold	68
Have auto insurance: USAA	68
Own/used card last 12 mo: American Express Green	67
Wired/sent money in last 6 mo: bank wire transfer	64
Have medical insurance: Kaiser Permanente	44

## ADAMS COUNTY (MINUS QUINCY)

Financial and Insurance - Top	Index
Have auto insurance: 3+ vehicles in HH covered	146
Have life insurance w/total value: <\$20000	144
Own certificate of deposit (more than 6 months)	143
Have life insurance: comb. term/whole life policy	138
Have home equity line of credit	136

Financial and Insurance - Bottom	Index
Wired/sent money in last 6 mo: bank wire transfer	66
Have auto insurance: GEICO	65
Own/used card last 12 mo: American Express Green	63
Bank/financial institution used: Citibank	60
Have medical insurance: Kaiser Permanente	34

## OVERNIGHT VISITORS

Financial and Insurance - Top	Index
Have life insurance w/total value: \$500000+	185
Own shares in mutual fund (bonds)	182
Have home equity line of credit	178
Have home/pers property insurance: USAA	176
Own shares in money market fund	175

Financial and Insurance - Bottom	Index
Own 3+ debit cards	98
Have auto insurance: 1 vehicle in HH covered	94
Obtained medical insurance: Medicaid	91
Wired/sent money in last 6 mo: using MoneyGram	83
Wired/sent money in last 6 mo: using Western Union	79

# TAPESTRY WHAT REPORT | FURNITURE AND APPLIANCES

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Furniture and Appliances - Top	Index
Used charcoal lighter fluid in last 12 months	117
Used charcoal in last 12 months	111
HH owns electric can opener	111
HH owns dishwasher (portable)	111
HH owns dehumidifier	108

Furniture and Appliances - Bottom	Index
HH owns electric coffee grinder	76
HH owns hot tub/whirlpool spa	76
HH owns range/oven (built-in gas)	75
Used firelog in last 12 months	74
HH has central heating (oil)	74

## ADAMS COUNTY (MINUS QUINCY)

Furniture and Appliances - Top	Index
HH owns dehumidifier	176
HH owns generator (portable)	170
HH owns separate freezer	157
HH owns electric fry pan	152
HH owns vacuum sealer	147

Furniture and Appliances - Bottom	Index
Purchased bed frame/headboard in last 12 months	78
Purchased kitchen furniture in last 12 months	78
Purchased table/floor lamp in last 12 months	77
Purchased dining room furniture in last 12 months	75
Used green prod/6 mo: biodegr dishwashing liquid	74

## OVERNIGHT VISITORS

Furniture and Appliances - Top	Index
HH owns dehumidifier	220
HH owns garage door opener	176
HH owns generator (portable)	175
HH owns fireplace	171
HH has central heating (oil)	171

Furniture and Appliances - Bottom	Index
Used green prod/6 mo: recycled paper towels	87
Used green prod/6 mo: recycled paper plates	87
Used toilet bowl cleaner (in-tank) in last 6 mo	84
Used green prod/6 mo: recycled toilet paper	82
Used oven cleaner in last 6 months	78

# TAPESTRY WHAT REPORT | GROCERY AND ALCOHOL

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Grocery and Alcohol - Top	Index
Shopped at grocery store/6 mo: Meijer	205
Shopped at grocery store/6 mo: Save-A-Lot	165
Shopped at grocery store/6 mo: Aldi	157
Shopped at grocery store/6 mo: IGA	155
Used canned stew in last 6 months	134

Grocery and Alcohol - Bottom	Index
Shopped at grocery store/6 mo: Safeway	59
Shopped at grocery store/6 mo: Trader Joe`s	56
Shopped at grocery store/6 mo: Vons	51
Shopped at warehouse/club store/6 mo: Costco	48
Shopped at grocery store/6 mo: Ralphs	37

## ADAMS COUNTY (MINUS QUINCY)

Grocery and Alcohol - Top	Index
Shopped at grocery store/6 mo: IGA	180
Shopped at grocery store/6 mo: Meijer	177
Shopped at grocery store/6 mo: Aldi	157
Used pudding/pie filling in last 6 months	135
Ground coffee used/6 mo: Folgers Classic Roast	132

Grocery and Alcohol- Bottom	Index
Shopped at grocery store/6 mo: Albertsons	46
Shopped at grocery store/6 mo: Safeway	43
Shopped at grocery store/6 mo: Vons	43
Drank cognac in last 6 months	34
Shopped at grocery store/6 mo: Ralphs	17

## OVERNIGHT VISITORS

Grocery and Alcohol - Top	Index
Shopped at grocery store/6 mo: Meijer	193
Shopped at grocery store/6 mo: IGA	166
Shopped at grocery store/6 mo: Giant	164
Shopped at grocery store/6 mo: Whole Foods Market	159
Shopped at grocery store/6 mo: Wegmans	157

Grocery and Alcohol - Bottom	Index
Used bran bread in last 6 months	77
Drank cognac in last 6 months	74
Used flavored instant coffee in last 6 months	73
Used egg bread in last 6 months	70
Used nectars in last 6 months	67



# TAPESTRY WHAT REPORT | HEALTH AND BEAUTY

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Health and Beauty - Top	Index
Smoked menthol cigarettes in last 12 months	140
Used denture adhesive/fixative in last 6 months	137
Used denture cleaner in last 6 months	136
Smoked cigarettes in last 12 months	135
Smoked non-menthol cigarettes in last 12 months	134

Health and Beauty - Bottom	Index
Spent \$150+ at barber shops in last 6 months	75
Professional srv last 6 mo: pedicure	74
Visited a day spa in last 6 months	73
Spent \$150+ at beauty salons in last 6 months	73
Exercise at club 2+ times per week	71

## ADAMS COUNTY (MINUS QUINCY)

Health and Beauty - Top	Index
Own treadmill	148
Visited doctor in last 12 mo: chiropractor	142
Filled prescription last 12 mo: discnt/dept store	142
Own stationary bicycle	137
Wear bi-focals	132

Health and Beauty - Bottom	Index
Used last 6 mo: lactose intolerance product	67
Used breath freshener in last 6 mo: spray/drops	66
Professional srv last 6 mo: facial	66
Spent \$150+ at barber shops in last 6 months	59
Used hair growth product in last 6 months	58

## OVERNIGHT VISITORS

Health and Beauty - Top	Index
Own treadmill	165
Visited doctor in last 12 mo: chiropractor	161
Own elliptical	148
Own stationary bicycle	148
Visited a day spa in last 6 months	146

Health and Beauty - Bottom	Index
Used breath freshener in last 6 mo: spray/drops	84
Used hair conditioning treatment (at home)/6 mo	83
Used dental rinse in last 6 months	83
Used last 6 mo: lactose intolerance product	80
Used tooth whitener (gel) in last 6 months	78

# TAPESTRY WHAT REPORT | HOME AND GARDEN

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Home and Garden - Top	Index
HH owns walk behind lawn mower (electric)	109
HH owns walk behind lawn mower (gas)	107
HH owns garden tiller	105
Spent on home remodeling in last 12 mo: <\$500	104
Bedroom remodeling done in last 12 months	104

Home and Garden - Bottom	Index
Used housekeeper/maid in last 12 months	79
HH purchased tree in last 12 months	75
HH spent on property/garden maintenance: \$500+	74
Used housekeeper/maid/prof HH cleaning srv/12 mo	74
Used professional HH cleaning srv in last 12 mo	69

## ADAMS COUNTY (MINUS QUINCY)

Home and Garden - Top	Index
HH owns lawn or garden tractor	235
HH owns riding lawn mower	219
HH owns garden tiller	211
HH owns welder	206
HH owns chain saw (gas)	181

Home and Garden - Bottom	Index
HH used professional carpet cleaning service/12 mo	90
HH used professional exterminator in last 12 mo	90
Used housekeeper/maid/prof HH cleaning srv/12 mo	88
Used housekeeper/maid in last 12 months	87
Used professional HH cleaning srv in last 12 mo	71

## OVERNIGHT VISITORS

Home and Garden - Top	Index
HH owns lawn or garden tractor	273
HH owns riding lawn mower	246
HH owns garden tiller	241
HH owns welder	232
HH owns stationary drill press	202

Home and Garden - Bottom	Index
HH used professional exterminator in last 12 mo	121
Bedroom remodeling done in last 12 months	118
Spent on home remodeling in last 12 mo: <\$500	116
HH owns walk behind lawn mower (electric)	114
Kitchen remodeling done in last 12 months	113

# TAPESTRY WHAT REPORT | LEISURE ACTIVITIES AND LIFESTYLE

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Leisure Activities and Lifestyle - Top	Index
Played bingo in last 12 months	136
Bought lottery ticket in last 12 mo: Daily Drawing	124
Played video/electronic game (console) last 12 mo	119
Bought lottery ticket in last 12 mo: Instant Game	117
Went to zoo in last 12 months	116

Leisure Activities and Lifestyle - Bottom	Index
Bought book last 12 mo: amazon.com	75
Movie genre seen at theater/6 mo: crime	75
Gambled in Atlantic City in last 12 months	73
Visited a theme park 5+ times in last 12 months	70
Gambled in Las Vegas in last 12 months	65

## ADAMS COUNTY (MINUS QUINCY)

Leisure Activities and Lifestyle - Top	Index
HH owns ATV/UTV	202
Member of veterans club	148
Did birdwatching in last 12 months	145
Did woodworking in last 12 months	145
Went on overnight camping trip in last 12 months	133

Leisure Activities and Lifestyle - Bottom	Index
Rented movie/oth video/30 days: news/documentary	69
Attended movie in last 90 days: once/week or more	62
Gambled in Las Vegas in last 12 months	61
Rented movie/oth video/30 days: foreign	53
Gambled in Atlantic City in last 12 months	45

## OVERNIGHT VISITORS

Leisure Activities and Lifestyle - Top	Index
HH owns ATV/UTV	214
Member of charitable organization	150
Member of veterans club	146
Bought travel book in last 12 months	146
Bought book last 12 mo: barnes&noble.com	141

Leisure Activities and Lifestyle - Bottom	Index
Played bingo in last 12 months	98
Rented movie/oth video/30 days: horror	88
Bought lottery ticket in last 12 mo: Daily Drawing	86
Attended movie in last 90 days: once/week or more	85
Movie genre seen at theater/6 mo: horror	85

# TAPESTRY WHAT REPORT | LISTEN

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Listen - Top	Index
Listen to radio: midnight- 6:00 am weekend	140
Listen to radio: midnight- 6:00 am weekday	135
Listen to radio on typical weekend: at work	125
Radio format listen to: country	122
Radio format listen to: gospel	118

Listen - Bottom	Index
Listened to/purch last 6 mo: reggae	78
Listened to/purch last 6 mo: Spanish/Latin music	71
Radio format listen to: rhythmic	61
Radio format listen to: all news	56
Radio format listen to: Hispanic	51

## ADAMS COUNTY (MINUS QUINCY)

Listen - Top	Index
Radio format listen to: country	161
Radio format listen to: classic hits	136
Listened to/purch last 6 mo: country music	130
Radio format listen to: classic rock	126
Listen to radio on typical weekday: at work	122

Listen - Bottom	Index
Listened to/purch last 6 mo: Spanish/Latin music	55
Radio format listen to: all news	43
Radio format listen to: urban	39
Radio format listen to: rhythmic	36
Radio format listen to: Hispanic	21

## OVERNIGHT VISITORS

Listen - Top	Index
Radio format listen to: public	158
Household subscribes to SiriusXM satellite radio	153
Radio format listen to: country	149
Radio format listen to: classical	148
Radio format listen to: news/talk	146

Listen - Bottom	Index
Listened to/purch last 6 mo: R&B music	86
Radio format listen to: rhythmic	83
Radio format listen to: Hispanic	83
Listened to/purch last 6 mo: Spanish/Latin music	82
Radio format listen to: urban	81

# TAPESTRY WHAT REPORT | READ

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Read - Top	Index
Read magazine (hard copy)/6 mo: baby	141
Read newspaper: TV listings	127
Read magazine (hard copy)/6 mo: video games	122
Read newspaper: classified section	122
Read magazine (hard copy)/6 mo: fishing/hunting	121

Read - Bottom	Index
Visited website in last 30 days: wsj.com	77
Read magazine (hard copy)/6 mo: travel	75
Visited website in last 30 days: nytimes.com	75
Read magazine (hard copy)/6 mo: airline	68
Read any Spanish lang magazine (hard copy)/6 mo	66

## ADAMS COUNTY (MINUS QUINCY)

Read - Top	Index
Read magazine (hard copy)/6 mo: fishing/hunting	164
Read newspaper: classified section	139
Read newspaper: circulars/inserts/fliers	131
Read newspaper: editorial page	122
Read newspaper: advertisements	122

Read - Bottom	Index
Read magazine (hard copy)/6 mo: airline	57
Visited website in last 30 days: wsj.com	56
Read magazine (hard copy)/6 mo: women`s fashion	55
Visited website in last 30 days: nytimes.com	50
Read any Spanish lang magazine (hard copy)/6 mo	33

## OVERNIGHT VISITORS

Read - Top	Index
Read magazine (hard copy)/6 mo: airline	158
Visited website in last 30 days: nytimes.com	156
Visited website in last 30 days: wsj.com	149
Read magazine (hard copy)/6 mo: fishing/hunting	145
Read newspaper: editorial page	136

Read - Bottom	Index
Read magazine (hard copy)/6 mo: parenthood	88
Read magazine (hard copy)/6 mo: baby	86
Read magazine (hard copy)/6 mo: bridal	85
Read magazine (hard copy)/6 mo: video games	83
Read any Spanish lang magazine (hard copy)/6 mo	70

# TAPESTRY WHAT REPORT | WATCH

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Watch - Top	Index
Watch on TV: game shows (daytime)	156
Watched last week: QVC	146
Watched last week: Disney XD	143
Watched last week: HSN (Home Shopping Network)	143
Watched last week: WGN America	143

Watch - Bottom	Index
Viewed TV show (video-on-demand) in last 30 days	80
Watched pay-per-view TV last 12 mo: movies	80
HH has digital video recorder (DVR): TiVo	69
HH subscribes to fiber optic	61
Viewed any program on Spanish TV network last week	54

## ADAMS COUNTY (MINUS QUINCY)

Watch - Top	Index
Watched last week: Outdoor Channel	179
HH has satellite dish: Dish Network	163
Watched last week: CMT (Country Music Television)	152
HH has satellite dish	147
Watched last week: Speed Channel	137

Watch - Bottom	Index
Watched last week: Fuse	55
Watched last week: BET (Black Entertainment TV)	45
HH subscribes to fiber optic	37
Watched last week: TV One	32
Viewed any program on Spanish TV network last week	27

## OVERNIGHT VISITORS

Watch - Top	Index
HH subscribes to fiber optic	166
Watched last week: Outdoor Channel	161
HH has satellite dish: Dish Network	160
HH has digital video recorder (DVR): TiVo	148
Watched last week: Golf Channel	142

Watch - Bottom	Index
Watched last week: Cinemax	81
Watched last week: TeenNick	80
Watched last week: MTV2	79
Watched last week: Fuse	77
Viewed any program on Spanish TV network last week	74

# TAPESTRY WHAT REPORT | PET PRODUCTS

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Pet Products - Top	Index
HH purch pet food last 12 mo: from discount store	116
HH used 21+ pounds of cat litter in last 30 days	115
HH used <4 pounds pkgd dry cat food last 30 days	112
HH used cat litter in last 6 months	111
HH used cat treats in last 6 months	108

Pet Products - Bottom	Index
HH member took pet to vet in last 12 mo: 5+ times	91
HH purch pet food last 12 mo: from PetSmart	87
HH purch pet food from pet specialty store/12 mo	86
HH purch pet food last 12 mo: from wholesale club	85
HH purch pet food last 12 mo: from PETCO	75

## ADAMS COUNTY (MINUS QUINCY)

Pet Products - Top	Index
HH used 9+ pounds pkgd dry cat food last 30 days	155
HH owns 2+ cats	150
HH used 25+ pounds pkgd dry dog food last 30 days	147
HH purch pet food last 12 mo: from discount store	147
HH purch flea control prod from vet last 12 months	142

Pet Products - Bottom	Index
HH member took pet to vet in last 12 mo: 5+ times	113
HH purch pet food last 12 mo: from wholesale club	106
HH purch pet food last 12 mo: from PetSmart	102
HH purch pet food from pet specialty store/12 mo	100
HH purch pet food last 12 mo: from PETCO	82

## OVERNIGHT VISITORS

Pet Products - Top	Index
HH owns 2+ cats	163
HH used 9+ pounds pkgd dry cat food last 30 days	156
HH used 25+ pounds pkgd dry dog food last 30 days	152
HH purch pet food last 12 mo: from discount store	144
HH purch flea control prod from vet last 12 months	144

Pet Products - Bottom	Index
HH purch pet food last 12 mo: from PETCO	112
HH used <4 containers of cat food in last 7 days	111
HH used 7+ containers of dog food in last 7 days	111
HH used canned/wet dog food in last 6 months	110
HH used <3 containers of dog food in last 7 days	109



# TAPESTRY WHAT REPORT | RESTAURANTS

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Restaurants - Top	Index
Fam rest/steak hse/6 mo: Bob Evans Farms	169
Fast food/drive-in last 6 mo: Long John Silver`s	158
Fast food/drive-in last 6 mo: Arby`s	140
Fam rest/steak hse/6 mo: Old Country Buffet	129
Spent at family rest/steak hse last 6 mo: <\$31	128

Restaurants - Bottom	Index
Fam rest/steak hse/6 mo: The Cheesecake Factory	66
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	65
Fast food/drive-in last 6 mo: Starbucks	64
Fast food/drive-in last 6 mo: Carl`s Jr.	59
Fam rest/steak hse/6 mo: California Pizza Kitchen	52

## ADAMS COUNTY (MINUS QUINCY)

Restaurants - Top	Index
Fast food/drive-in last 6 mo: A & W	185
Fam rest/steak hse/6 mo: Bob Evans Farms	184
Fast food/drive-in last 6 mo: Long John Silver`s	151
Fast food/drive-in last 6 mo: Dairy Queen	147
Fast food/drive-in last 6 mo: Arby`s	143

Restaurants - Bottom	Index
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	58
Fast food/drive-in last 6 mo: Popeyes Chicken	50
Fast food/drive-in last 6 mo: Jack in the Box	48
Fam rest/steak hse/6 mo: California Pizza Kitchen	45
Fast food/drive-in last 6 mo: Carl`s Jr.	37

## OVERNIGHT VISITORS

Restaurants - Top	Index
Fast food/drive-in last 6 mo: A & W	223
Fam rest/steak hse/6 mo: Bob Evans Farms	182
Spent at fine dining rest in last 6 mo: \$201+	162
Fast food/drive-in last 6 mo: Hardee`s	162
Went to fine dining restaurant 3+ times last month	152

Restaurants - Bottom	Index
Fast food/drive-in last 6 mo: Jack in the Box	89
Fam rest/steak hse/6 mo: Denny`s	89
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	87
Fast food/drive-in last 6 mo: Checkers	85
Fast food/drive-in last 6 mo: Popeyes Chicken	79

# TAPESTRY WHAT REPORT | SHOPPING

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Shopping- Top	Index
Shopped at SuperAmerica/Speedway in last 6 months	173
Shopped at Stop-N-Go in last 6 months	154
Bought at c-store/30 days: cigarettes	141
Bought at c-store/30 days: soft drink (fountain)	127
Dept/cloth/shoe/spec store/3 mo: Finish Line	126

Shopping- Bottom	Index
Dept/cloth/shoe/spec store/3 mo: Marshalls	65
Dept/cloth/shoe/spec store/3 mo: The Disney Store	63
Dept/cloth/shoe/spec store/3 mo: H&M	63
Dept/cloth/shoe/spec store/3 mo: Ross Stores	61
Dept/cloth/shoe/spec store/3 mo: Nordstrom	56

## ADAMS COUNTY (MINUS QUINCY)

Shopping- Top	Index
Appl/hardware/electr store/12 mo: True Value	165
Shopped at SuperAmerica/Speedway in last 6 months	163
Shopped at BP Food Mart in last 6 months	132
Drug store shopped at last 6 mo: Walmart Pharmacy	131
Bought gift/prepaid card last 6 mo: discount store	130

Shopping- Bottom	Index
Dept/cloth/shoe/spec store/3 mo: The Disney Store	55
Dept/cloth/shoe/spec store/3 mo: Forever 21	53
Dept/cloth/shoe/spec store/3 mo: Foot Locker	48
Dept/cloth/shoe/spec store/3 mo: H&M	44
Dept/cloth/shoe/spec store/3 mo: Nordstrom	42

## OVERNIGHT VISITORS

Shopping- Top	Index
Appl/hardware/electr store/12 mo: True Value	189
Shopped at SuperAmerica/Speedway in last 6 months	169
Bought gift/prepaid card last 6 mo: coffee shop	158
Dept/cloth/shoe/spec store/3 mo: Dick` s Sprtng Gds	153
Bought gift/prepaid card last 6 mo: book store	152

Shopping- Bottom	Index
Dept/cloth/shoe/spec store/3 mo: Lane Bryant	85
Dept/cloth/shoe/spec store/3 mo: Burlington Coat	83
Dept/cloth/shoe/spec store/3 mo: Payless	81
Bought at c-store/30 days: juice drink	79
Dept/cloth/shoe/spec store/3 mo: Foot Locker	74

# TAPESTRY WHAT REPORT | SPORTS

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Sports - Top	Index
Watch on TV: wrestling (WWE)	126
Attend sports events: high school sports	124
Watch on TV: bowling	121
Watch on TV: poker	119
Watch on TV: basketball (WNBA)	118

Sports - Bottom	Index
Attend sports events: basketball game-NBA regseas	74
Watch on TV: soccer (MLS)	74
Watch on TV: tennis (men`s)	73
Watch on TV: soccer (World Cup)	72
Participated in skiing(downhill) in last 12 months	68

## ADAMS COUNTY (MINUS QUINCY)

Sports - Top	Index
Participated in hunting with shotgun in last 12 mo	203
Participated in hunting with rifle in last 12 mo	195
Participated in archery in last 12 months	187
Participated in fishing(fresh water) in last 12 mo	157
Watch on TV: auto racing (NASCAR)	157

Sports - Bottom	Index
Watch on TV: soccer (MLS)	72
Watch on TV: soccer (World Cup)	71
Participated in tennis in last 12 months	69
Participated in soccer in last 12 months	65
Attend sports events: basketball game-NBA regseas	58

## OVERNIGHT VISITORS

Sports - Top	Index
Participated in hunting with shotgun in last 12 mo	225
Participated in hunting with rifle in last 12 mo	184
Participated in archery in last 12 months	172
Attend sports events: high school sports	164
Participated in skiing(downhill) in last 12 months	163

Sports - Top	Index
Participated in hunting with shotgun in last 12 mo	225
Participated in hunting with rifle in last 12 mo	184
Participated in archery in last 12 months	172
Attend sports events: high school sports	164
Participated in skiing(downhill) in last 12 months	163

# TAPESTRY WHAT REPORT | TELEPHONES

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Telephones - Top	Index
Yellow Pages/12 mo: supermarkets/grocers	137
Yellow Pages/12 mo: pharmacies	133
Yellow Pages/12 mo: auto parts/supplies	129
Yellow Pages/12 mo: pizza	129
Avg monthly cell phone bill: \$25-\$49	129

Telephones - Bottom	Index
Use cell phone for business use	76
Number of cell phones in household: 3+	76
Srv on cell phone use most often: T-Mobile	73
HH made phone call to foreign country last 30 days	70
Have a working cell phone: iPhone	65

## ADAMS COUNTY (MINUS QUINCY)

Telephones - Top	Index
Yellow Pages/12 mo: auto parts/supplies	134
Yellow Pages/12 mo: banking/finance/insurance	131
Yellow Pages/12 mo: doctors/dentists/other med srv	129
Yellow Pages/12 mo: home improvement/repairs	128
Have a working cell phone: Motorola	127

Telephones - Bottom	Index
Have a working cell phone: T-Mobile	51
Used cell phone last mo: to watch a movie	50
HH made phone call to foreign country last 30 days	50
Srv on cell phone use most often: T-Mobile	47
Srv on cell phone use most often: MetroPCS	22

## OVERNIGHT VISITORS

Telephones - Top	Index
Plan type of cell phone: corporate plan	154
Srv on cell phone use most often: Verizon Wireless	134
Have a working cell phone: iPhone	130
Yellow Pages/12 mo: florists	129
Yellow Pages/12 mo: home improvement/repairs	128

Telephones - Bottom	Index
Srv on cell phone use most often: T-Mobile	86
Used cell phone last mo: to make purchase w/text	85
Srv on cell phone use most often: MetroPCS	80
Have a working cell phone: T-Mobile	76
Made a collect call in the last 6 months	72

# TAPESTRY WHAT REPORT | TRAVEL

QUINCY, ADAMS COUNTY (MINUS QUINCY), OVERNIGHT VISITORS

## QUINCY

Travel - Top	Index
Visited on domestic trip last 12 mo: North Central	114
Nights spent in hotel/motel in last 12 mo: 1	111
Stayed in hotel last 12 mo: Days Inn	109
Nights spent in hotel/motel in last 12 mo: 2	99
Stayed in hotel last 12 mo: Comfort Inn	95

Travel - Bottom	Index
Took 2 foreign non-business trips in last 3 yrs	63
Airline used on foreign trip/3 yrs: American	63
Took 3+ foreign trips by plane in last 3 yrs	62
Visited travel website/30 days: expedia.com	61
Visited on foreign trip last 3 yrs: Hawaii	61

## ADAMS COUNTY (MINUS QUINCY)

Travel - Top	Index
Visited on domestic trip last 12 mo: North Central	153
Stayed in hotel last 12 mo: Comfort Inn	136
Stayed in hotel last 12 mo: Days Inn	129
Nights spent in hotel/motel in last 12 mo: 2	118
Did general sightseeing on domestic vacation/12 mo	115

Travel - Bottom	Index
Visited travel website/30 days: orbitz.com	63
Airline used on foreign trip/3 yrs: American	63
Visited travel website/30 days: cheaptickets.com	60
Foreign travel/3 yrs: used airline-specific site	58
Took 3+ round trips by plane in last 12 months	56

## OVERNIGHT VISITORS

Travel - Top	Index
Visited on domestic trip last 12 mo: North Central	181
Spent on domestic vacations last 12 mo: \$3000+	175
Took 3+ round trips by plane in last 12 months	174
Visited travel website/30 days: tripadvisor.com	167
Airline used on domestic trip/12 mo: American	166

Travel - Bottom	Index
Stayed in hotel last 12 mo: Days Inn	114
Visited travel website/30 days: hotels.com	114
Took 1 domestic non-business trip in last 12 mo	113
Visited travel website/30 days: cheaptickets.com	105
Nights spent in hotel/motel in last 12 mo: 1	105

# CONSUMER AWARENESS & PERCEPTION STUDY

## *Purpose*

The purpose of this study is to gain insight into consumer awareness, visitation and perceptions of Quincy. The survey measures:

- Overall top-of-mind perceptions of Quincy and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends, and family)
- Strengths and weaknesses of Quincy with identified community attributes
- Measurements of Quincy quality of life indicators
- Measurement of Quincy strengths and weaknesses as a place to do business

## *Methodology & Results*

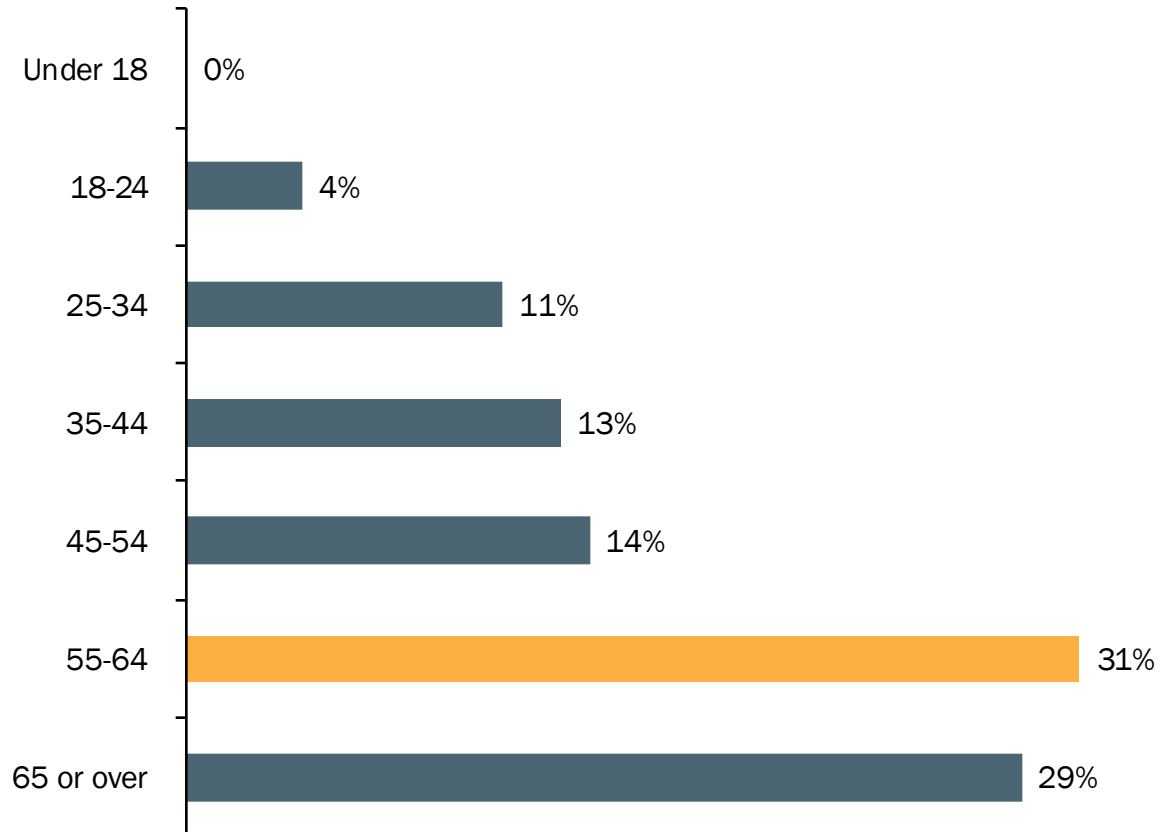
An Internet study was conducted among respondents in St. Louis, MO and Springfield, IL.

A total of **573** surveys were collected allowing for a margin of error +/- 6.76 at the 95% confidence level. 373 respondents were terminated from the survey, resulting in a termination rate of 65.1%. Because the point of this study is to gain outside perspective, one of the terminating factors was being a resident of Quincy.

See **Appendix D** on the Final Report CD for the complete CAP Study results.

# CAP STUDY

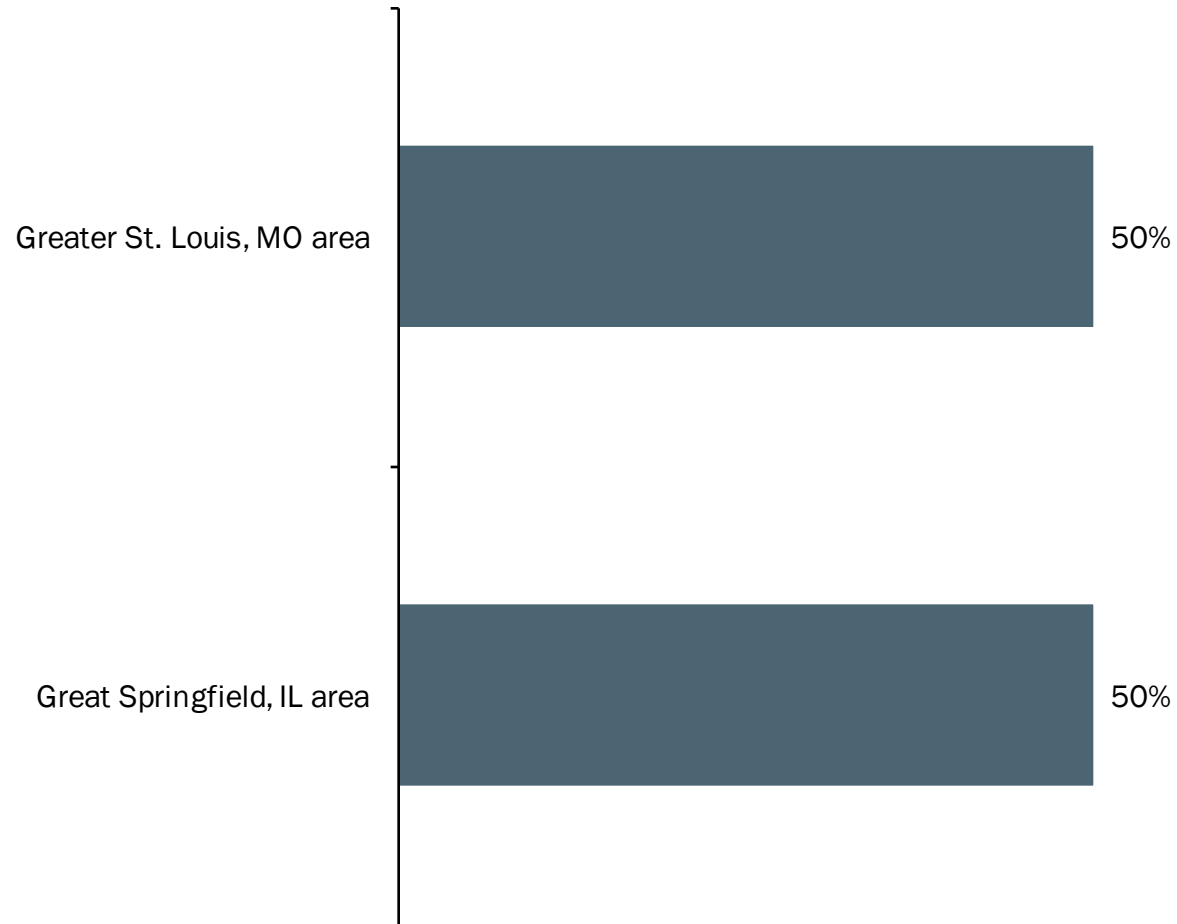
*Which of the following includes your age?*





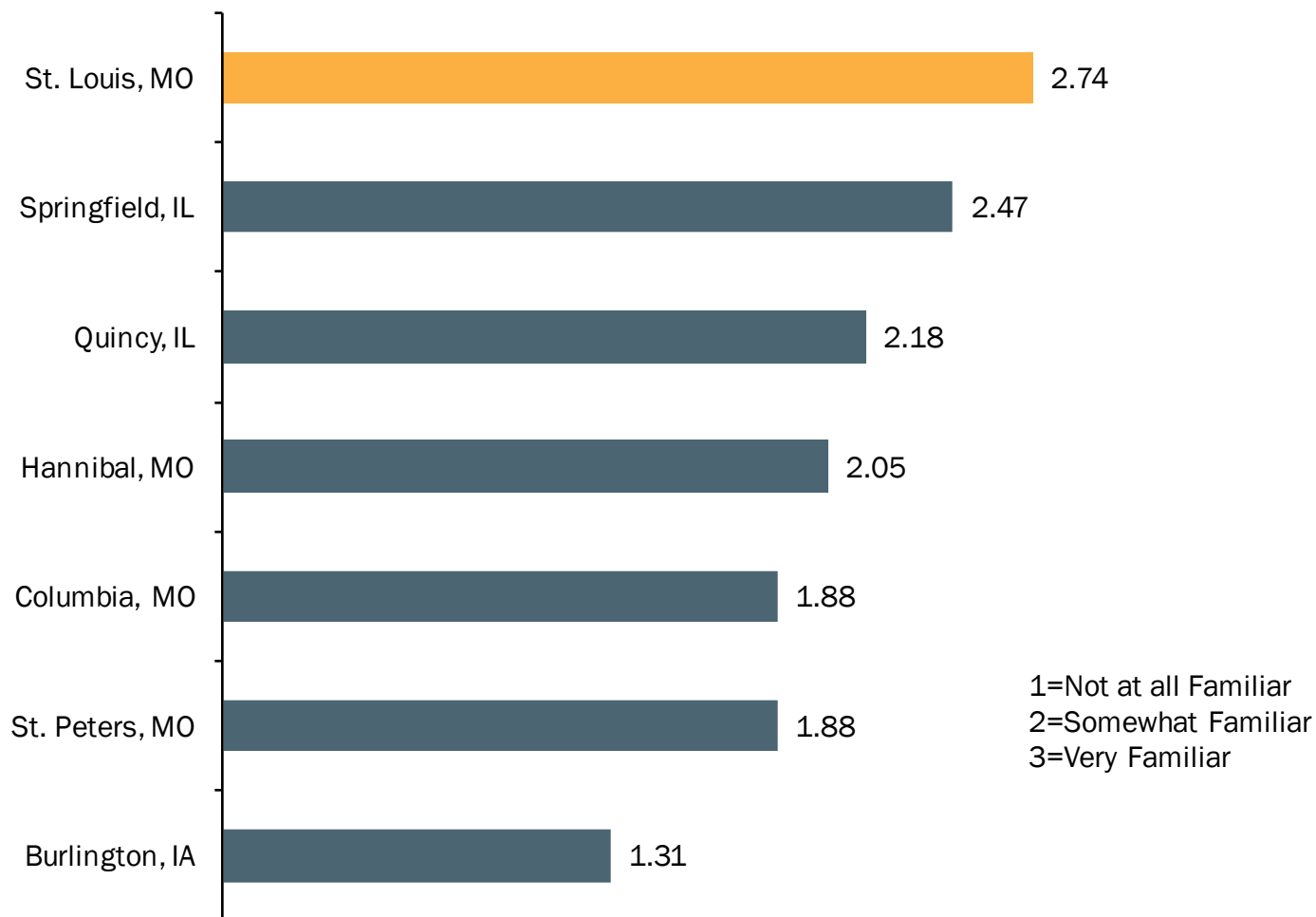
# CAP STUDY

*In which area are you a resident?*



# CAP STUDY

*How familiar are you with the following areas?*



# CAP STUDY

*When you think of the following areas, what comes to mind?*

## Quincy, IL

- Near St. Louis and Chicago
- College Town
- Road Trips

## Springfield, IL

- Shopping
- Lincoln, IL
- Capital

## Hannibal, MO

- Mark Twain
- River town
- Friendly

## Burlington, IA

- Shopping
- Railroads
- Rolling Hills

## St. Louis, MO

- Arch
- Cardinals
- Zoo

## St. Peters, MO

- Casinos
- Wine Country
- Quaint

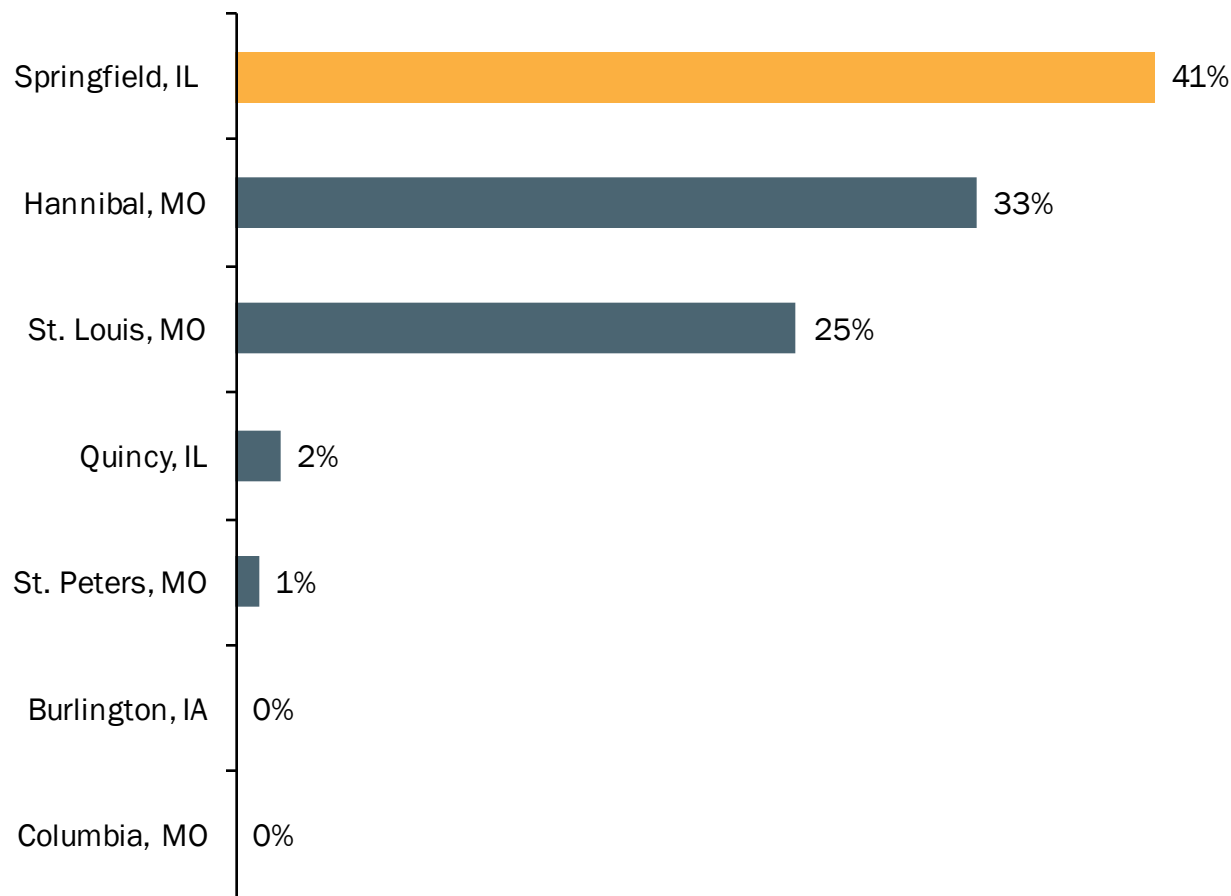
## Columbia, MO

- Mizzou
- College Town
- Bars



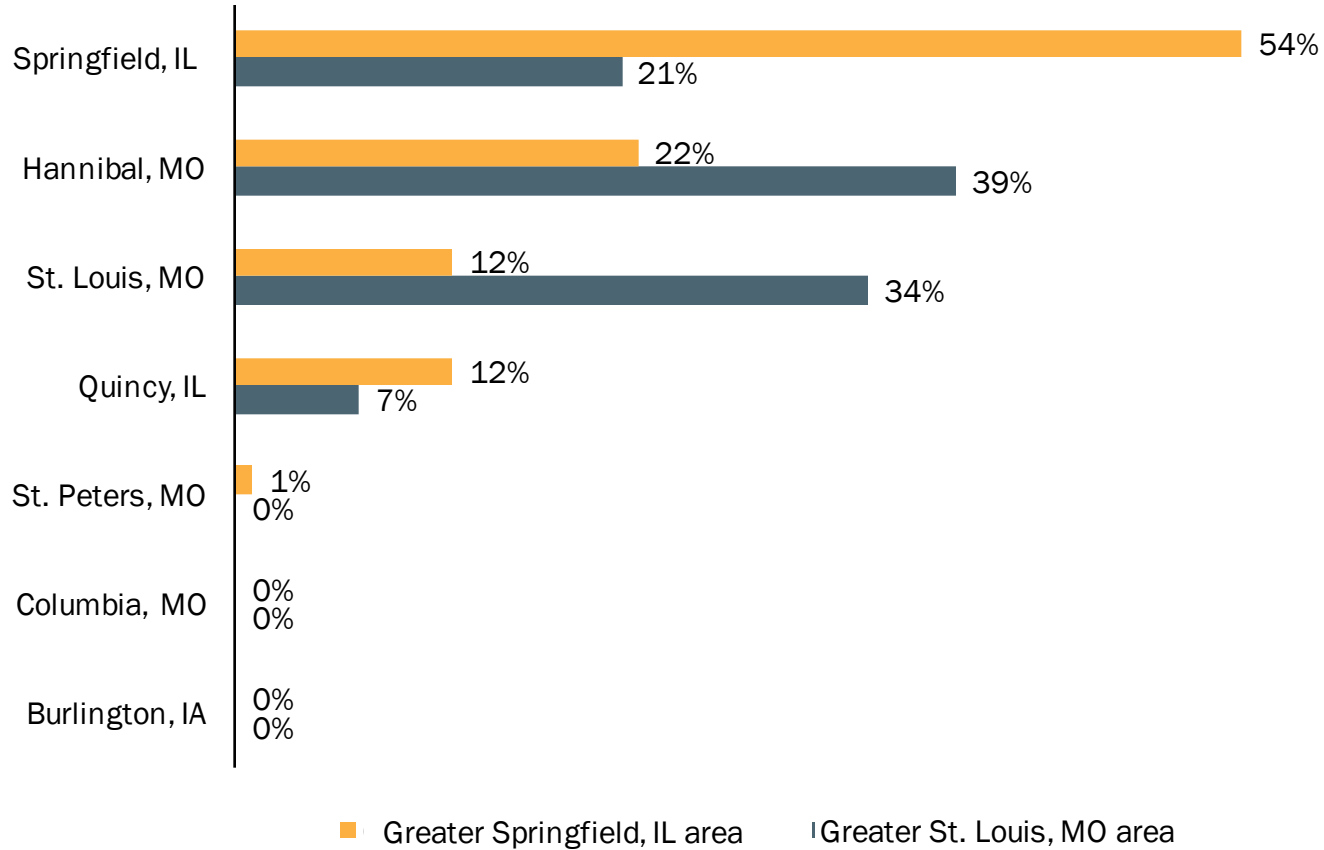
# CAP STUDY

*From the following list, select the community that is the most historic.*



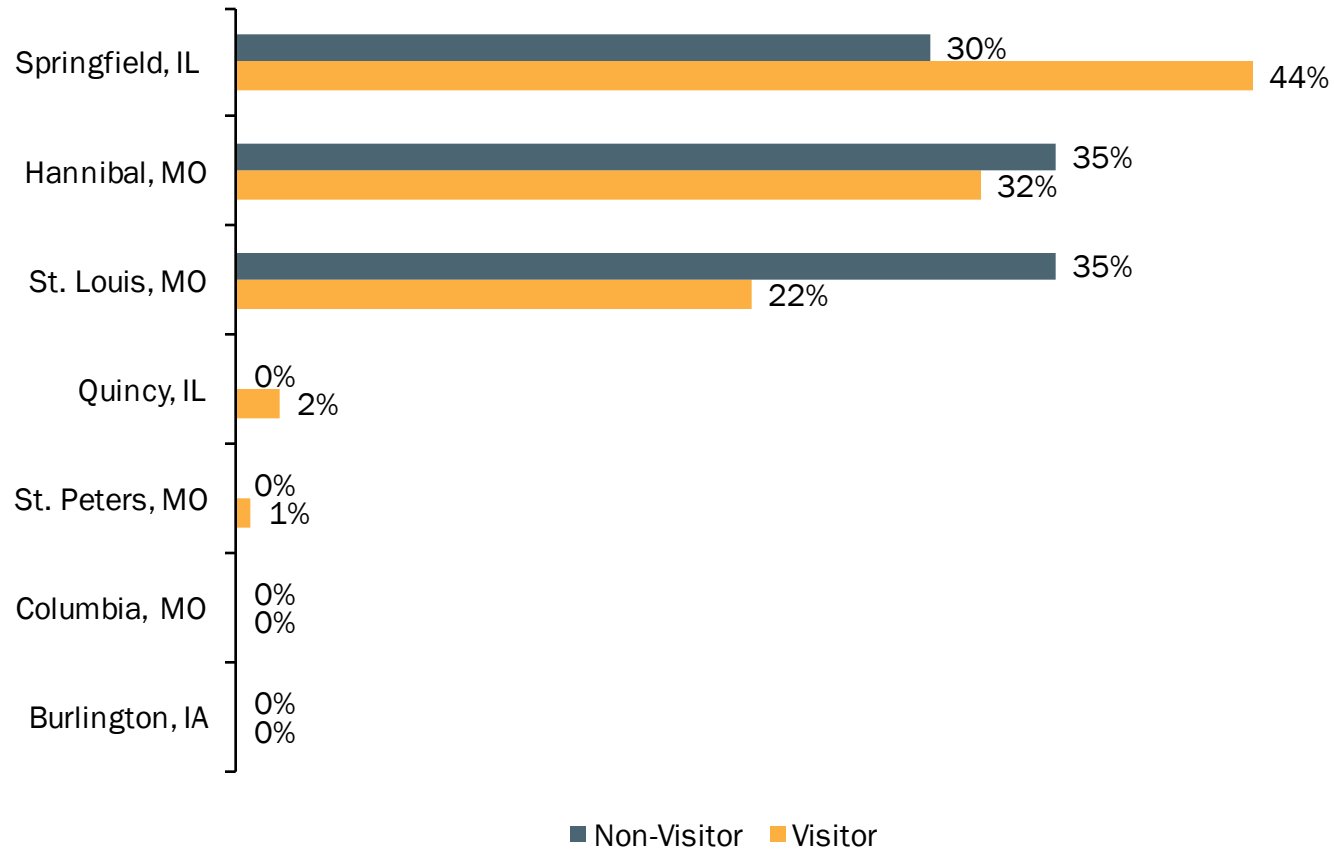
# CAP STUDY

*From the following list, select the community that is the most historic.*



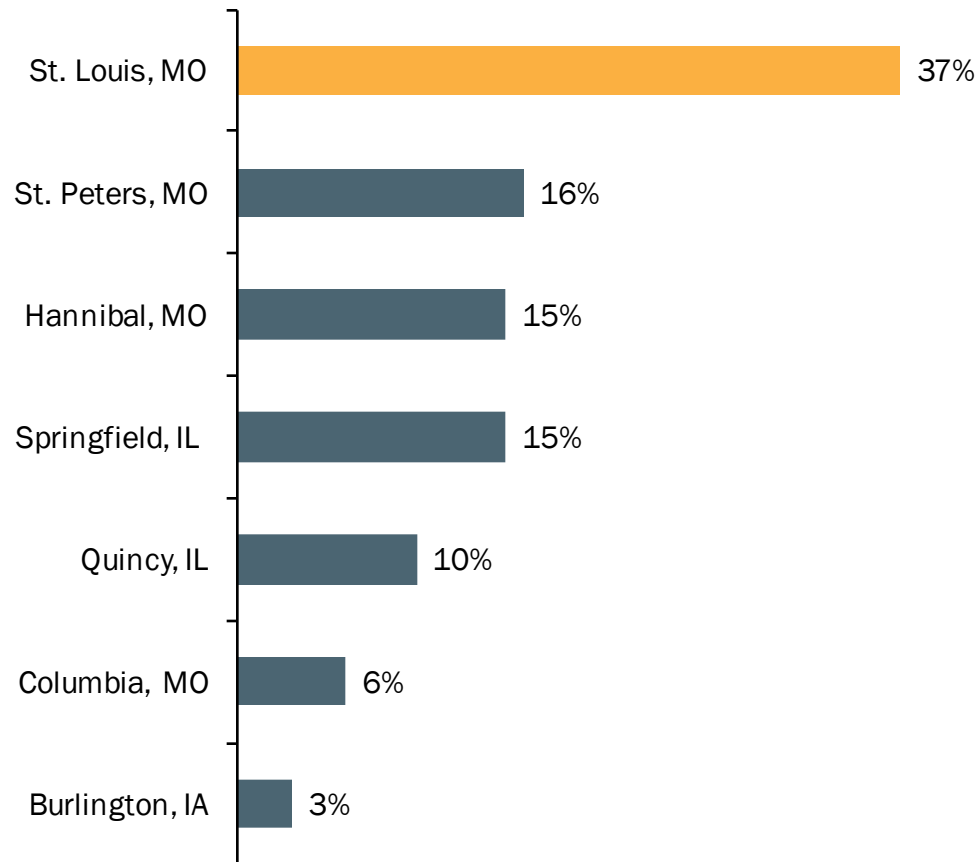
# CAP STUDY

*From the following list, select the community that is the most historic.*



# CAP STUDY

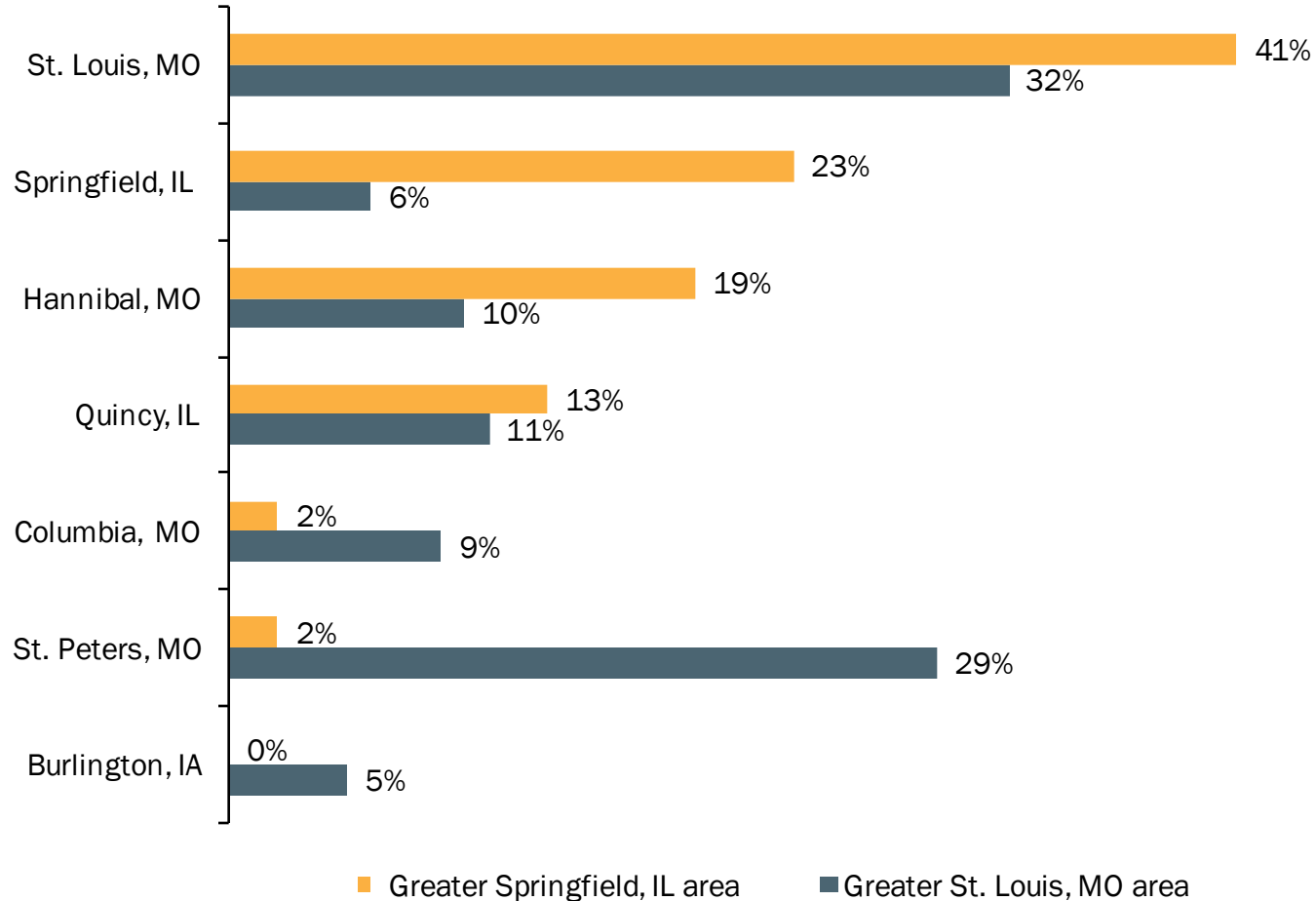
*From the following list, select the community that is the most family oriented.*





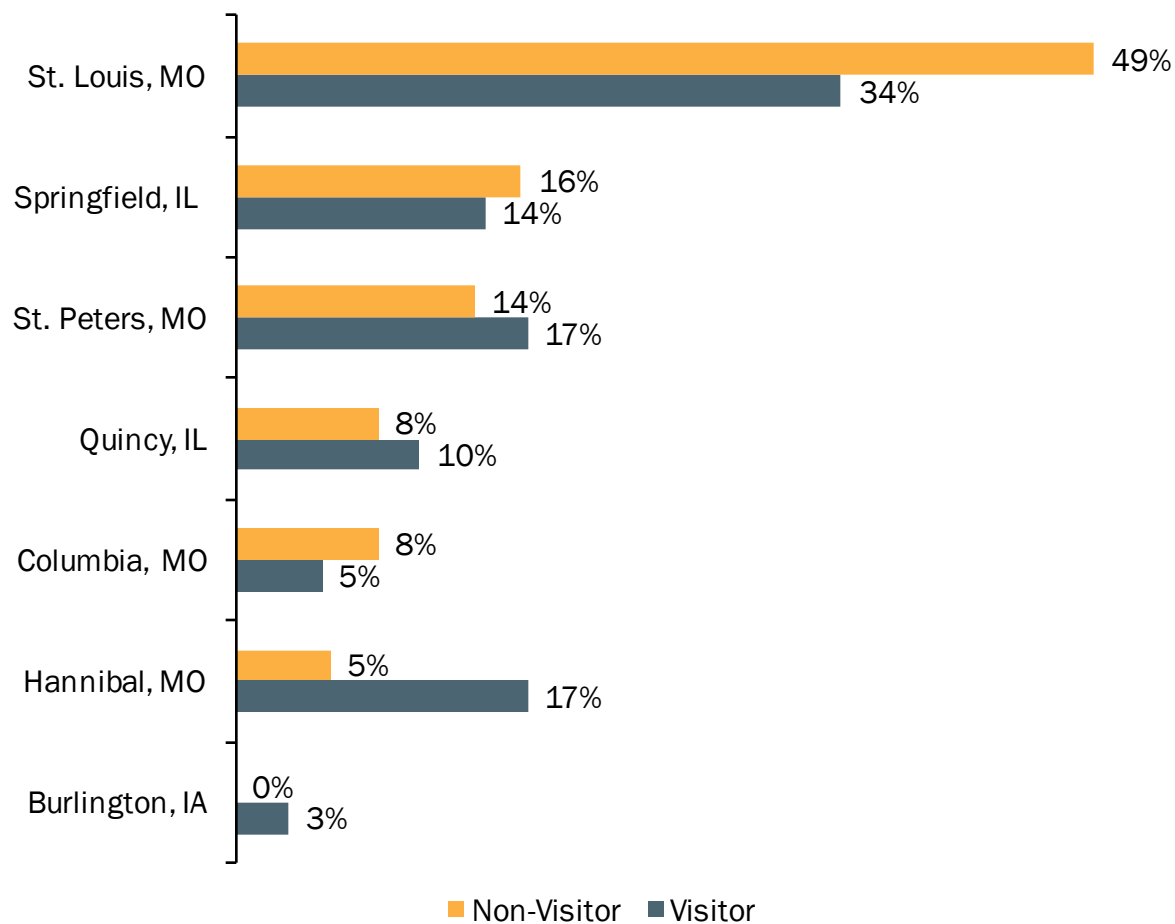
# CAP STUDY

*From the following list, select the community that is the most family oriented.*



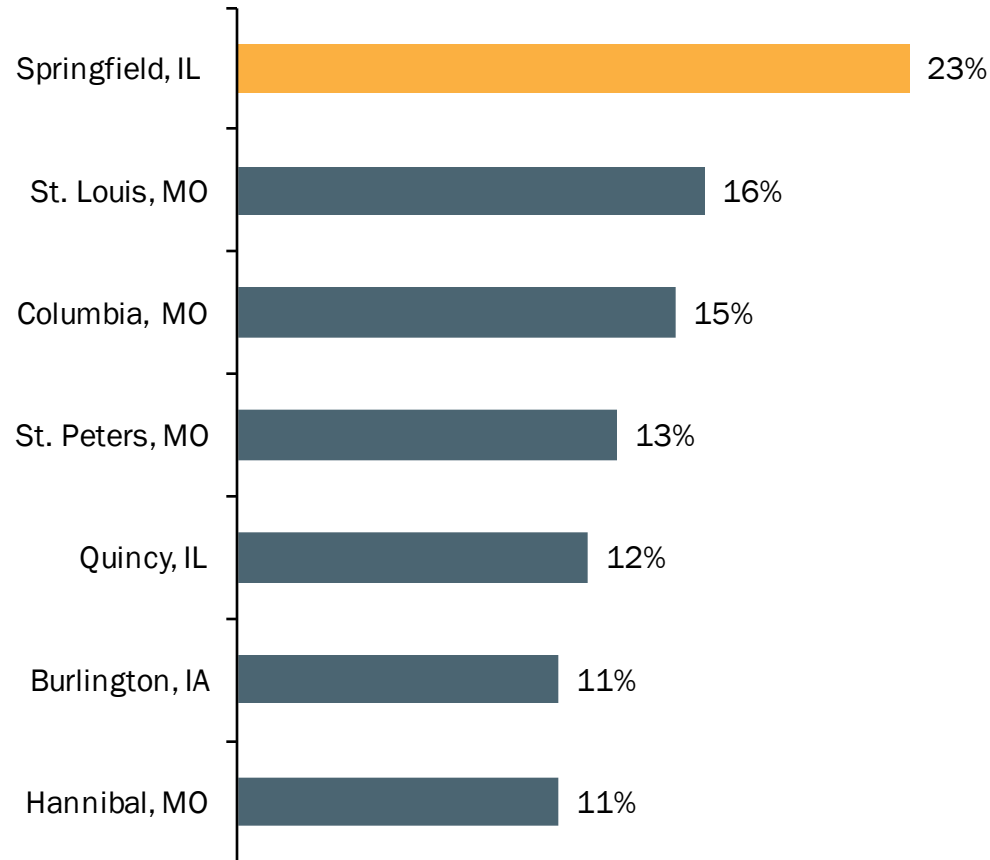
# CAP STUDY

*From the following list, select the community that is the most family oriented.*



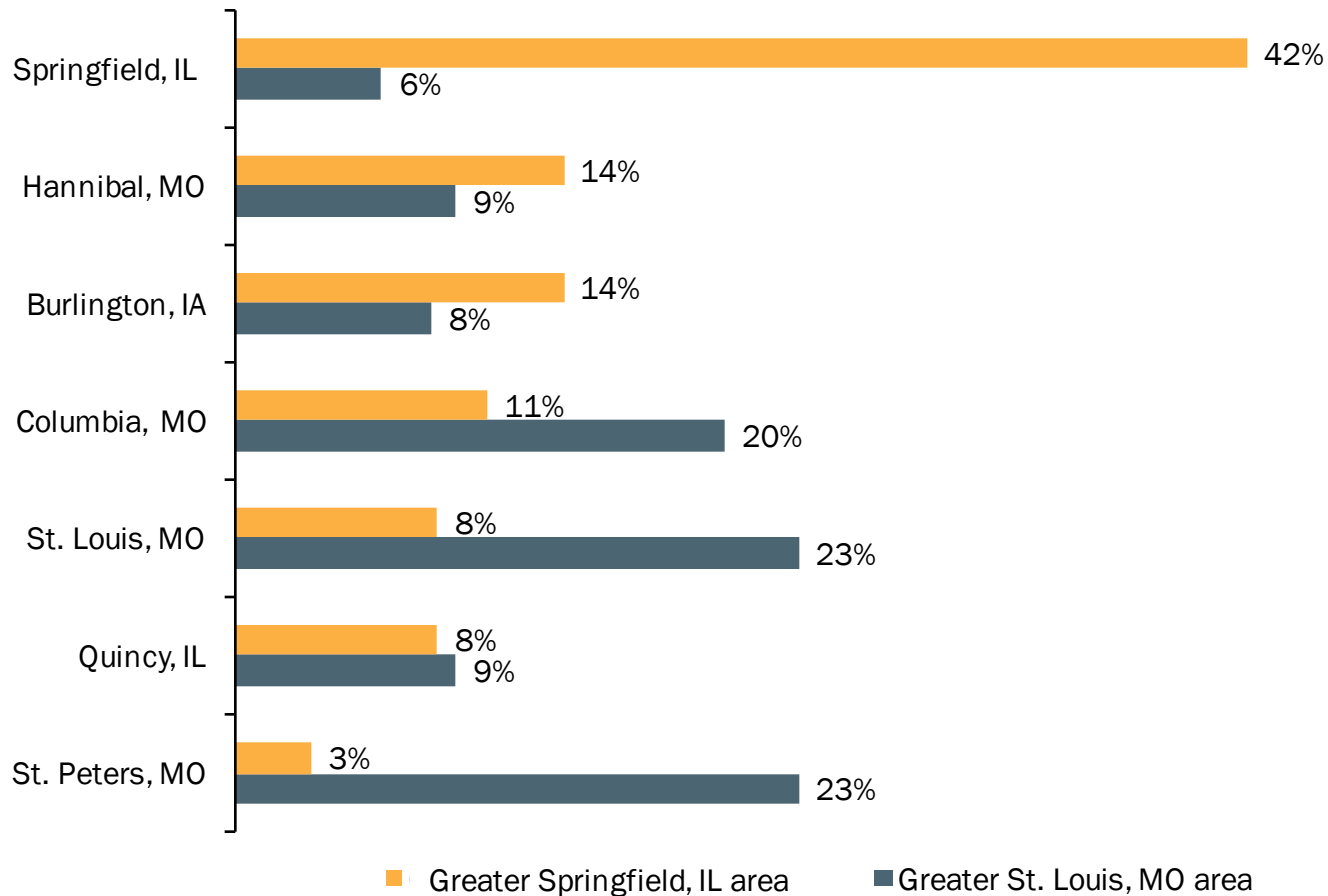
# CAP STUDY

*From the following list, select the community that is the best value (high quality of life and low cost of living).*



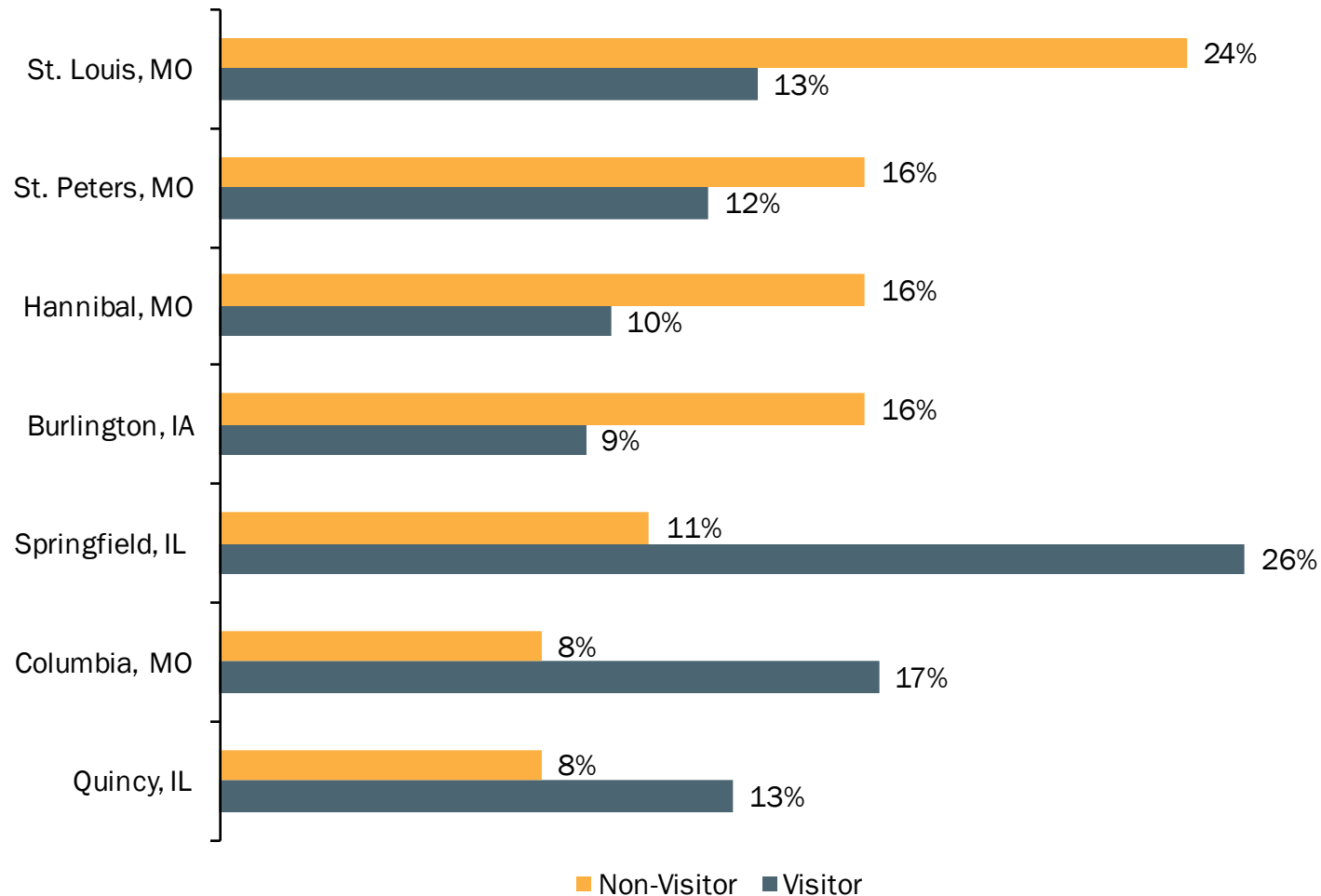
# CAP STUDY

*From the following list, select the community that is the best value (high quality of life and low cost of living).*



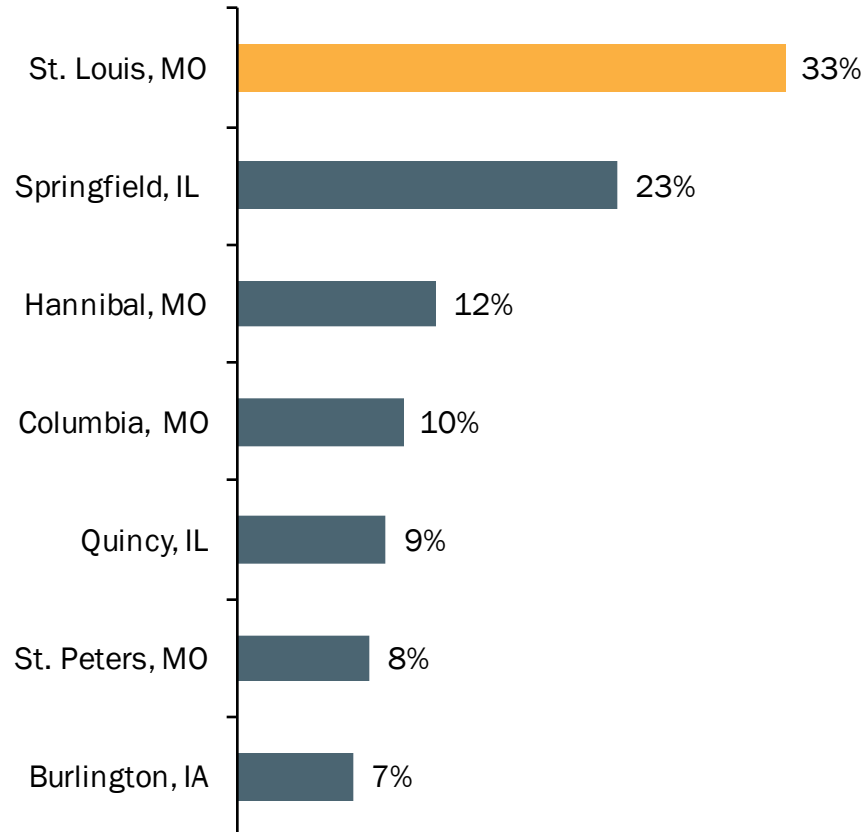
# CAP STUDY

*From the following list, select the community that is the best value (high quality of life and low cost of living).*



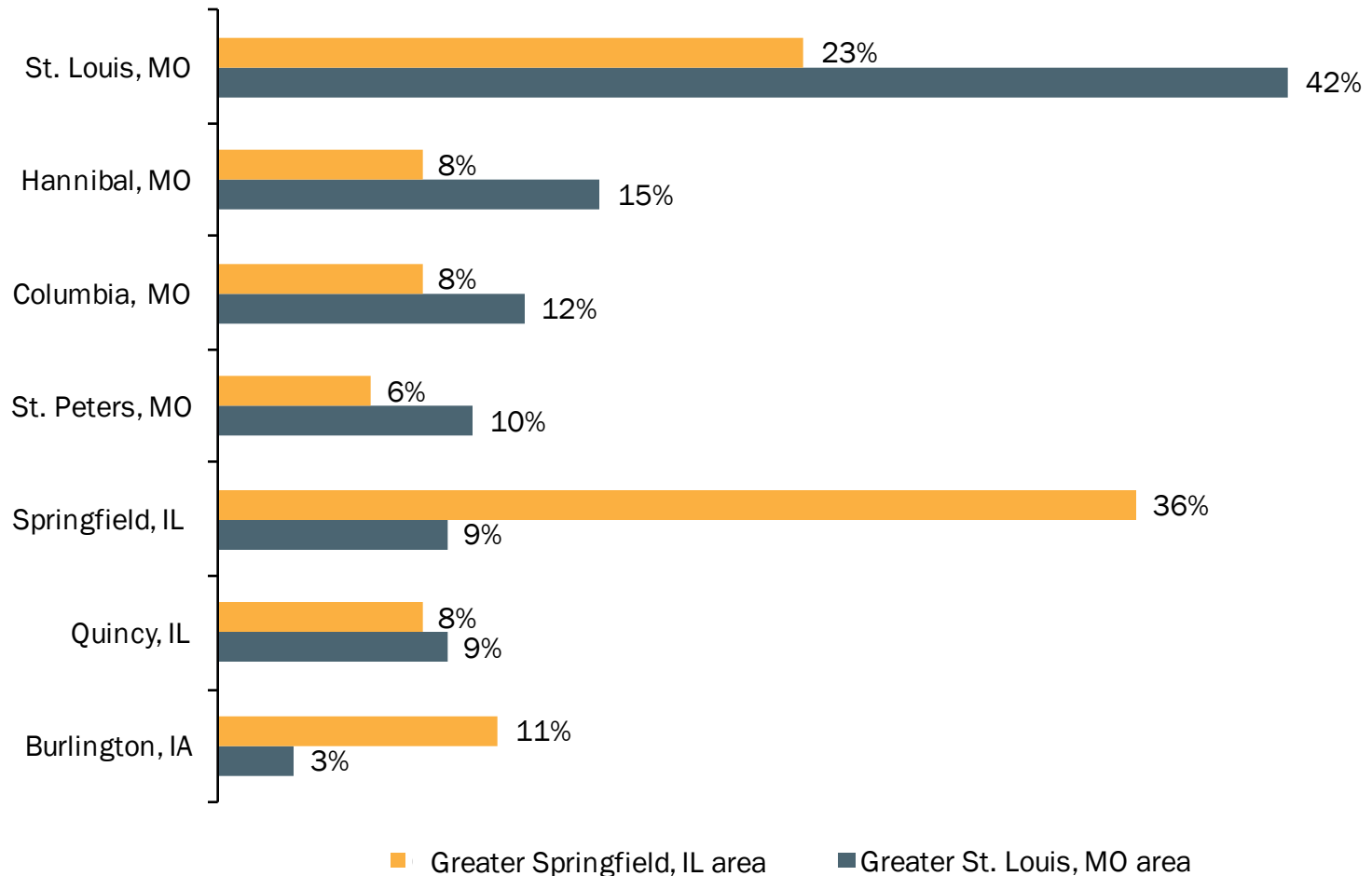
# CAP STUDY

*From the following list, select the community that you most associate with a spirit of generosity and giving.*



# CAP STUDY

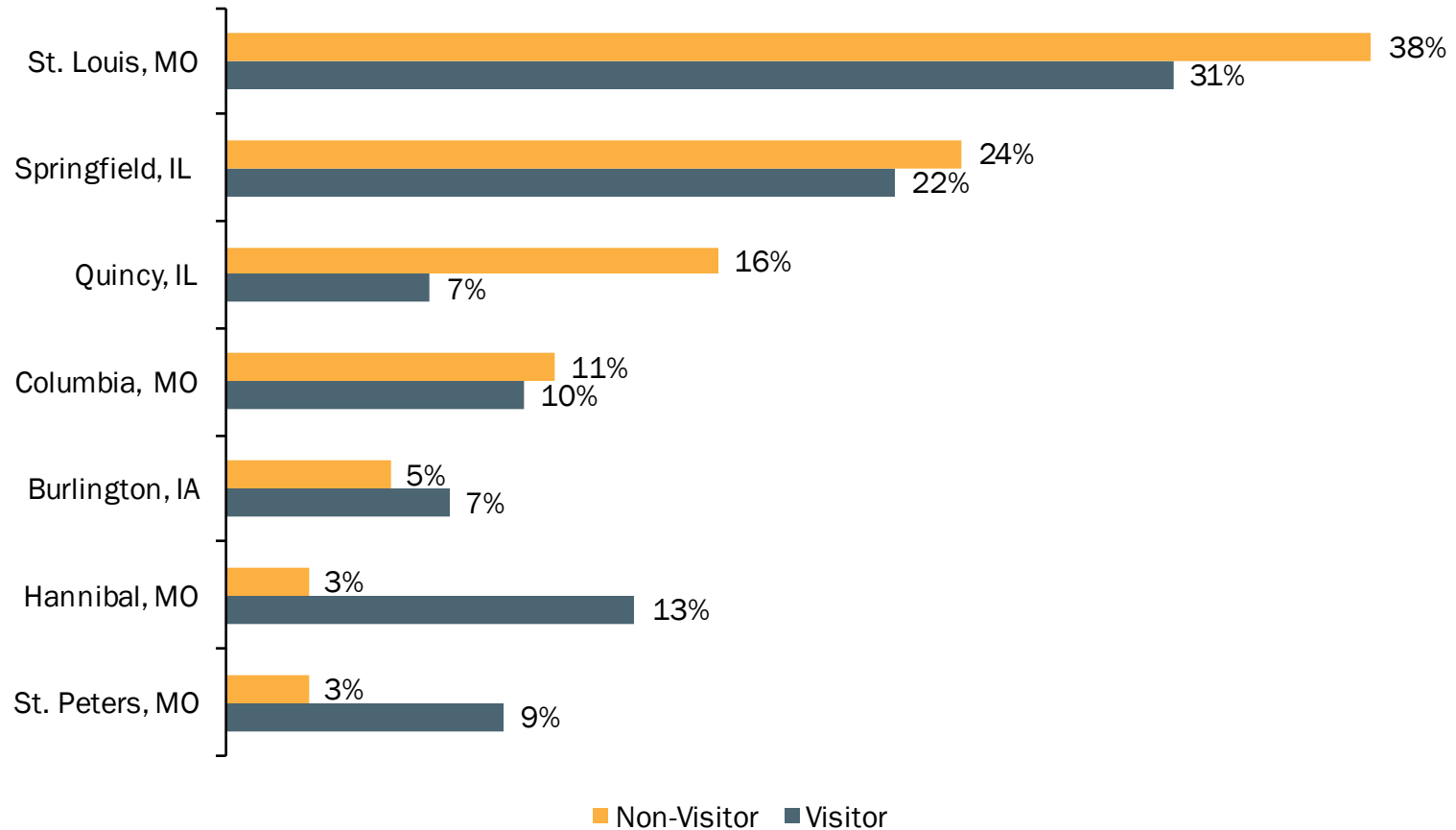
*From the following list, select the community that you most associate with a spirit of generosity and giving.*





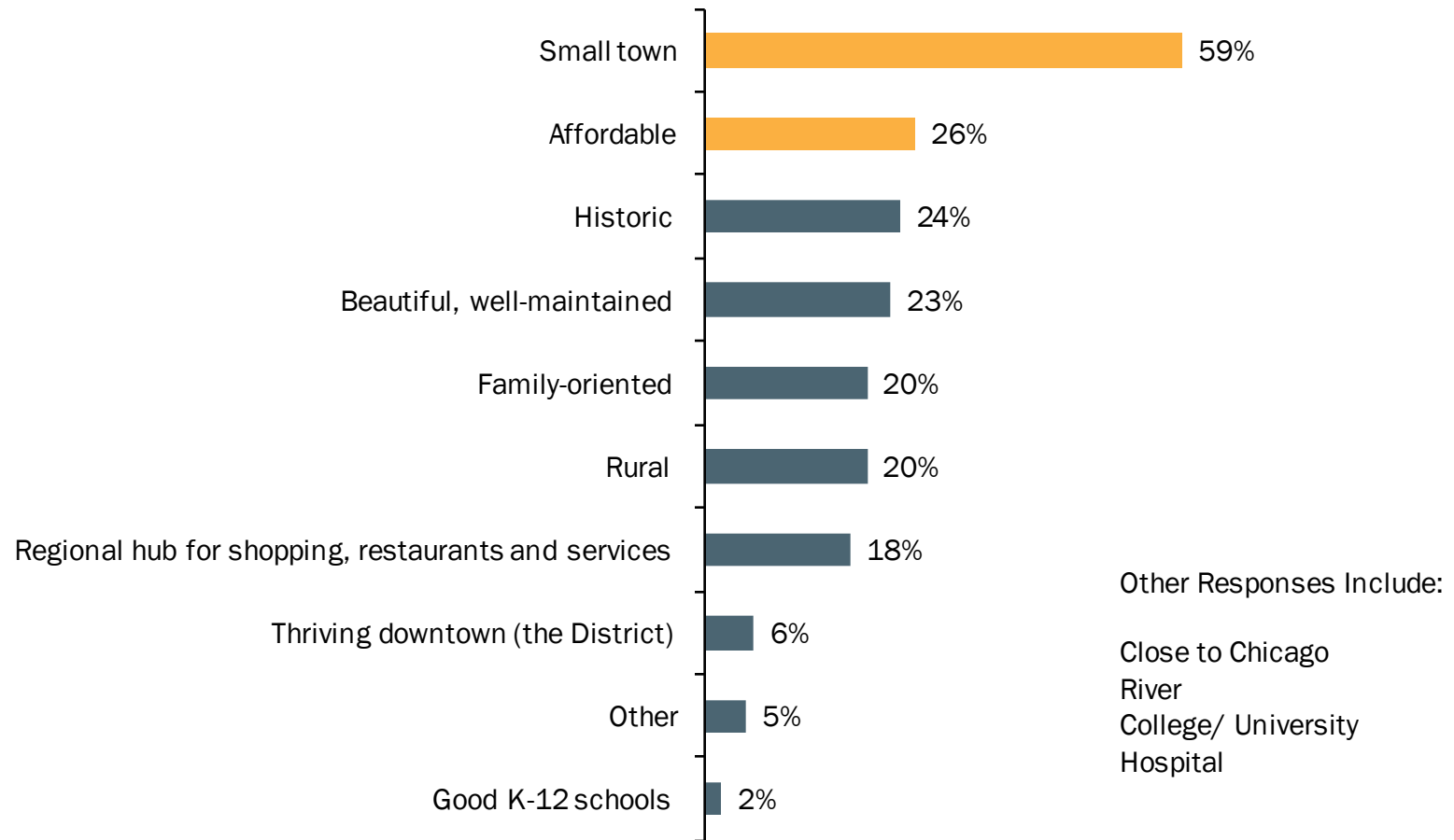
# CAP STUDY

*From the following list, select the community that you most associate with a spirit of generosity and giving.*



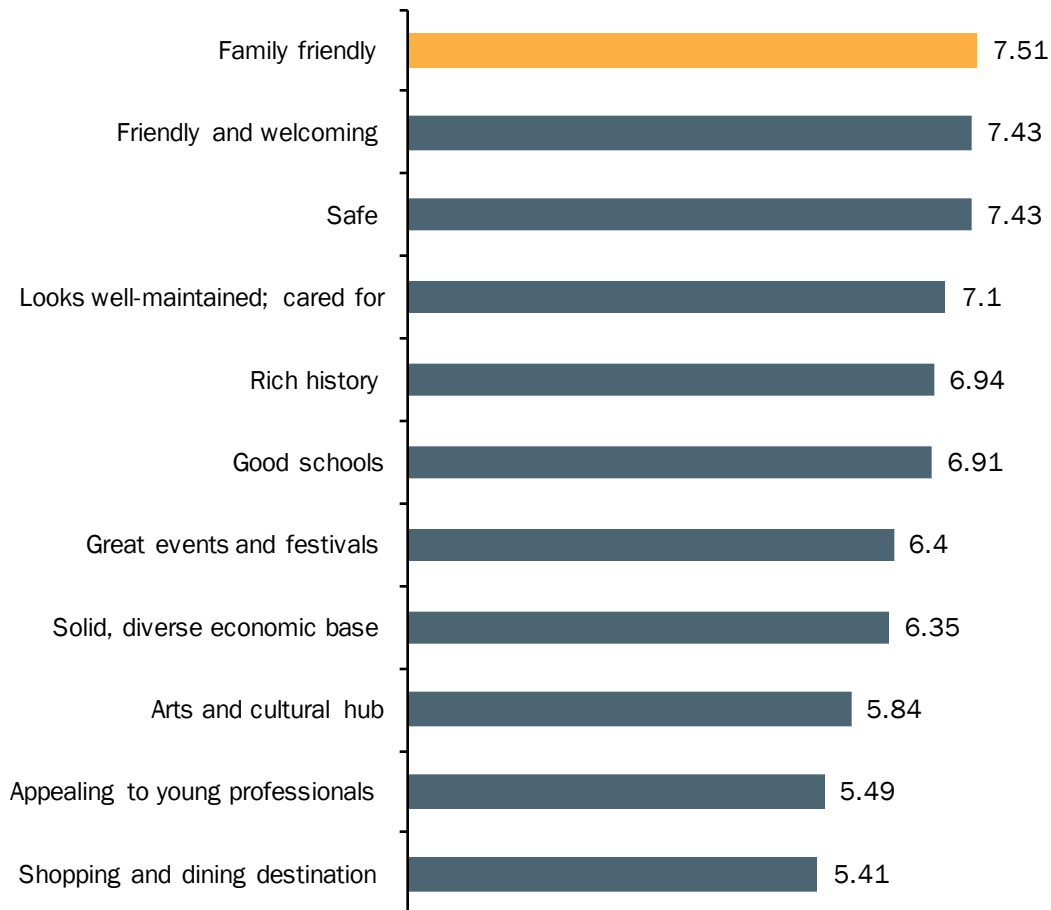
# CAP STUDY

*Which of the following most closely fits your perception of Quincy? Pick two.*



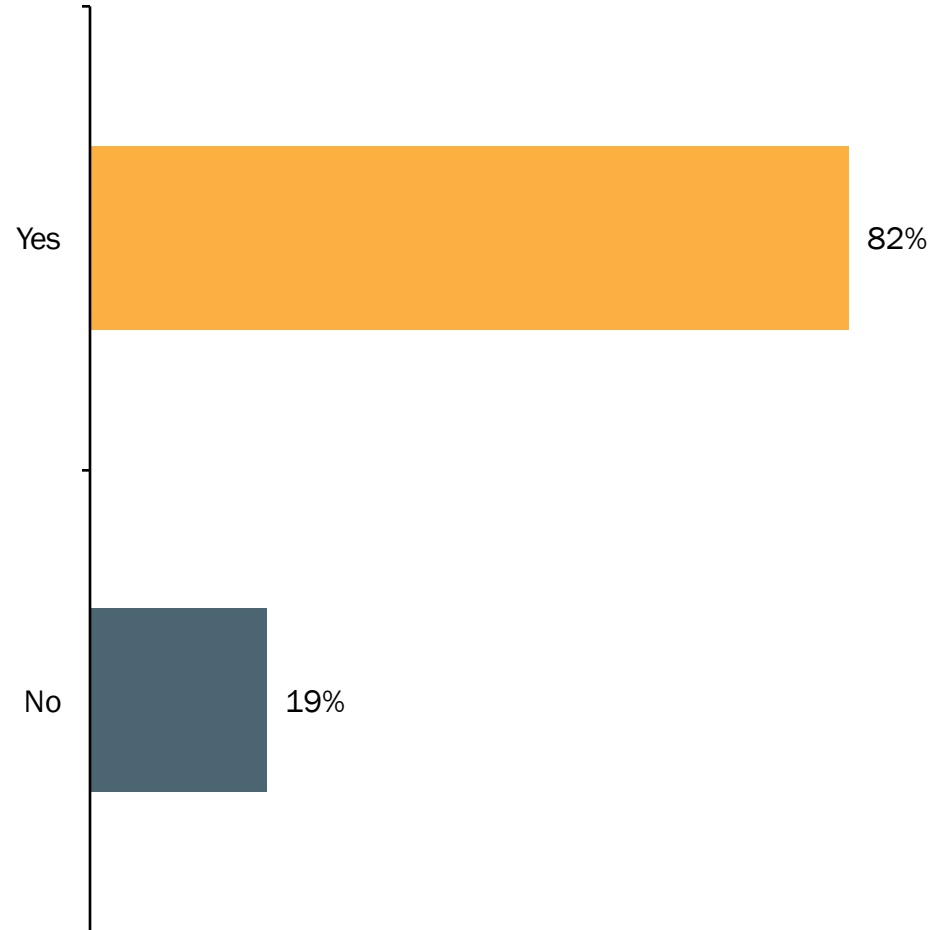
# CAP STUDY

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



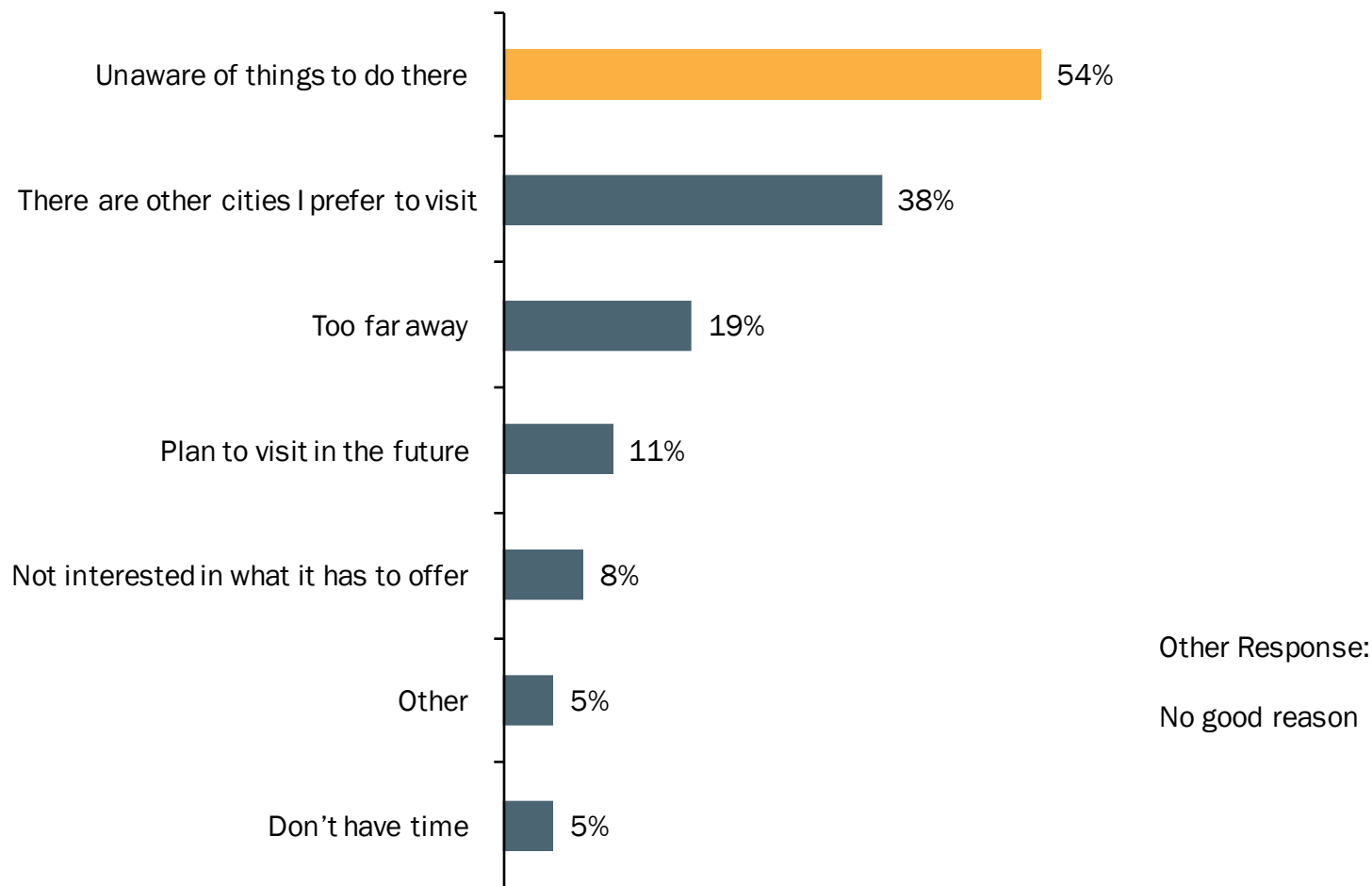
# CAP STUDY

*Have you visited or been to Quincy?*



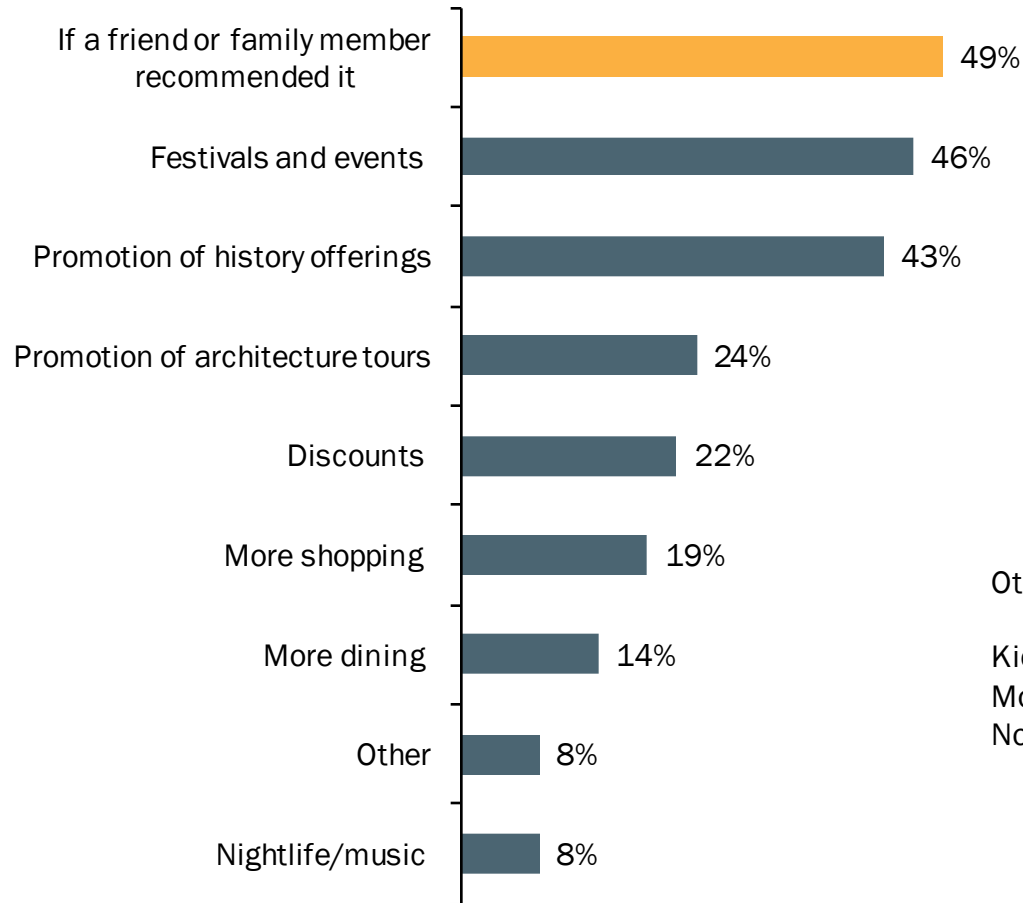
# CAP STUDY

*Why have you NOT visited Quincy? Choose all that apply.*



# CAP STUDY

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



Other Responses Include:

Kid things to do

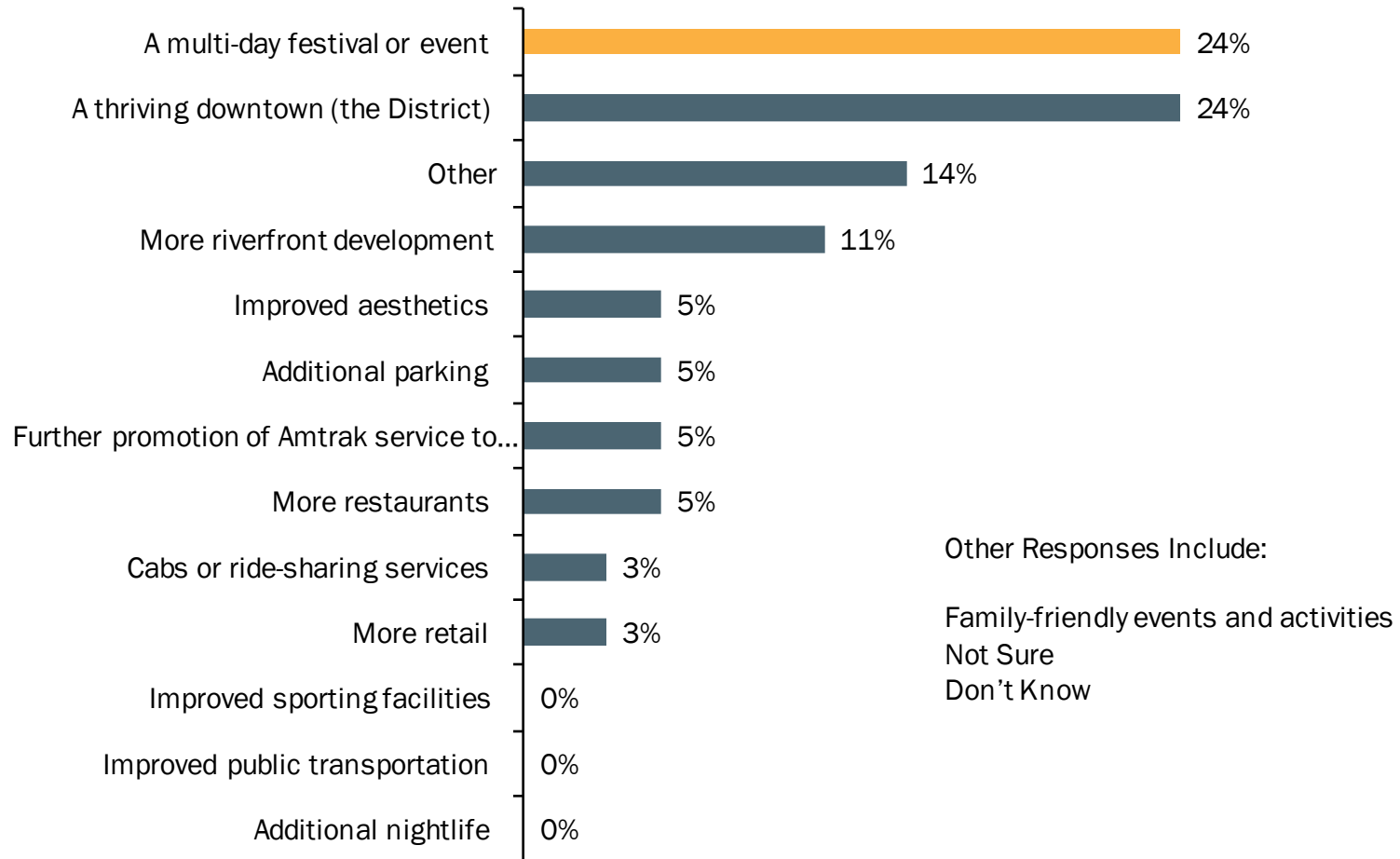
More information as a whole

Not Sure



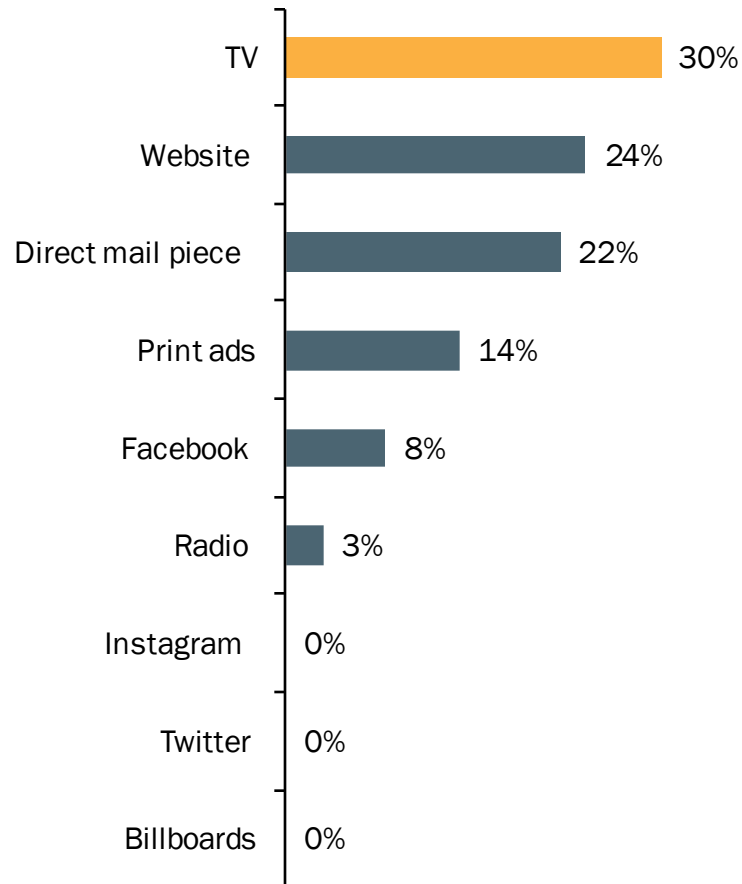
# CAP STUDY

*Which of the following improvements in Quincy would most impact your visitation habits?*



# CAP STUDY

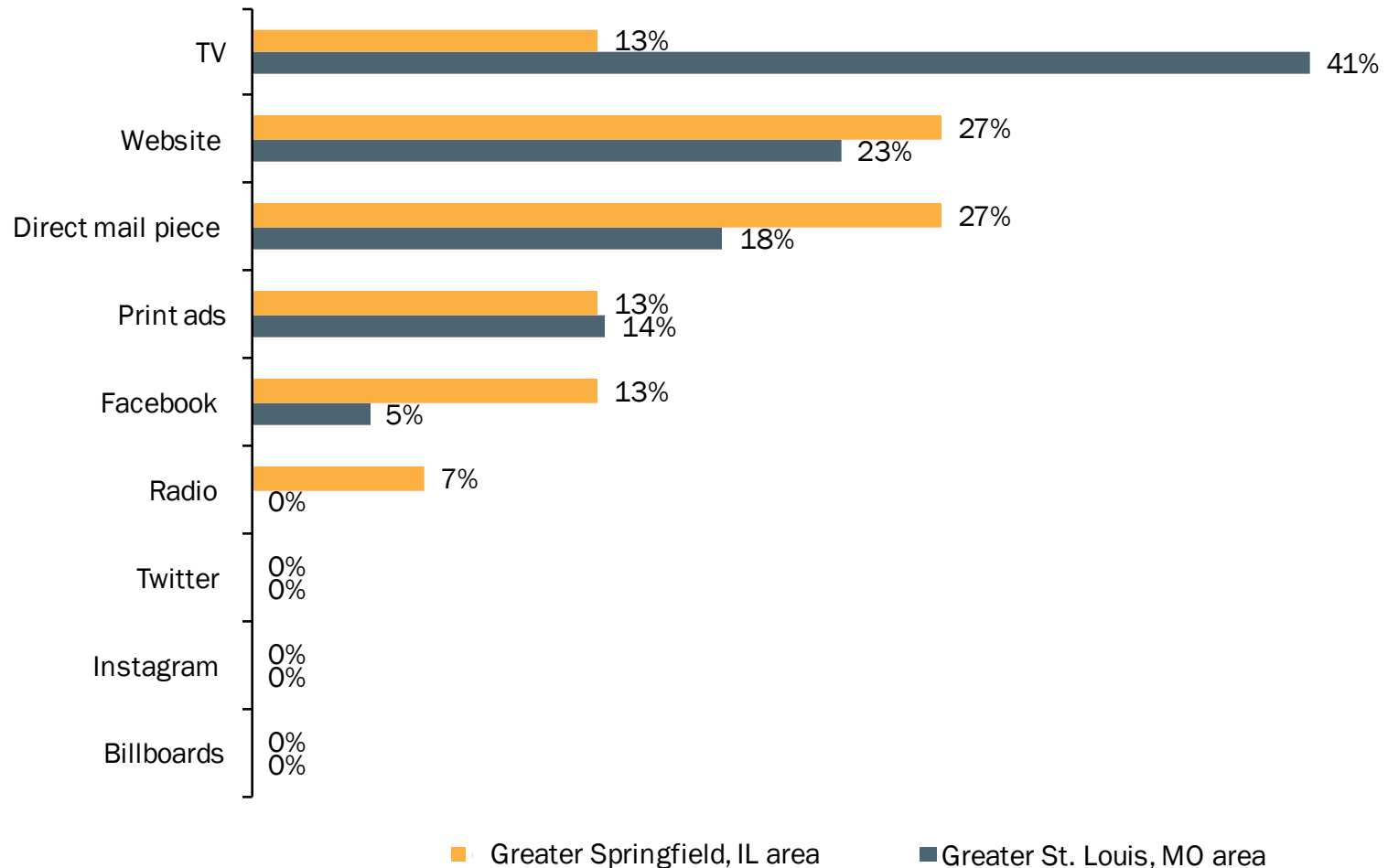
*What is the best way for Quincy to connect with you as a consumer regarding community events or as a promotion of Quincy businesses?*





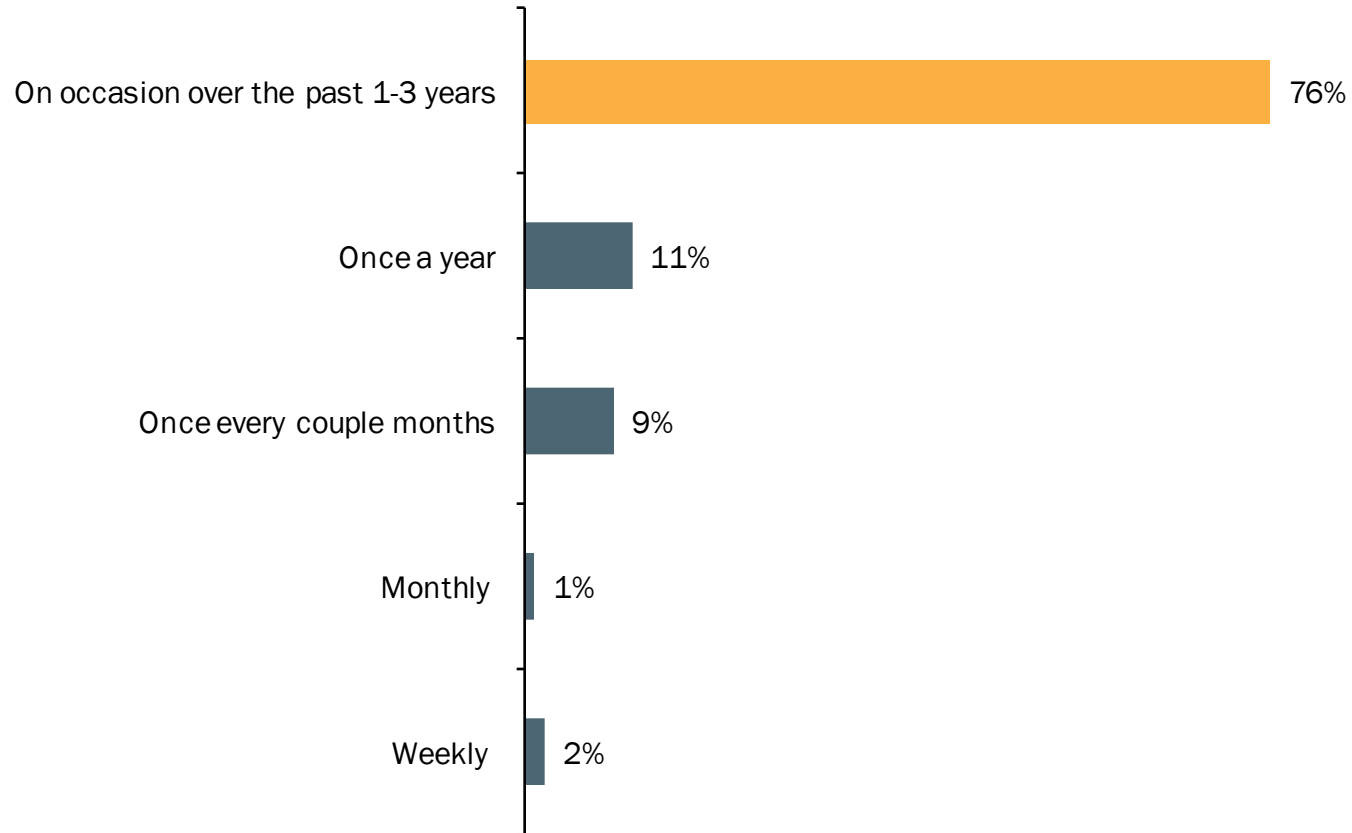
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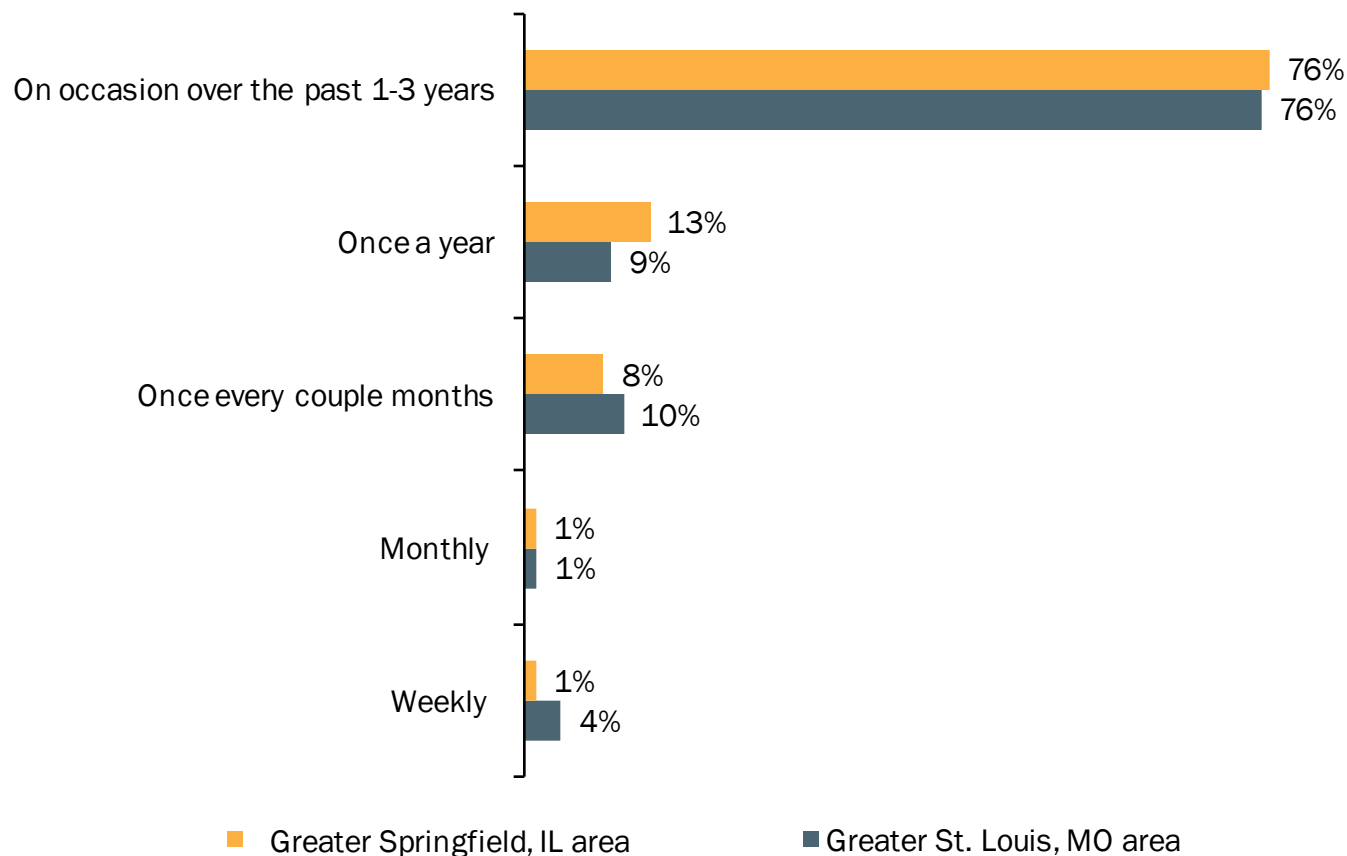
# CAP STUDY

*How often do you visit Quincy?*



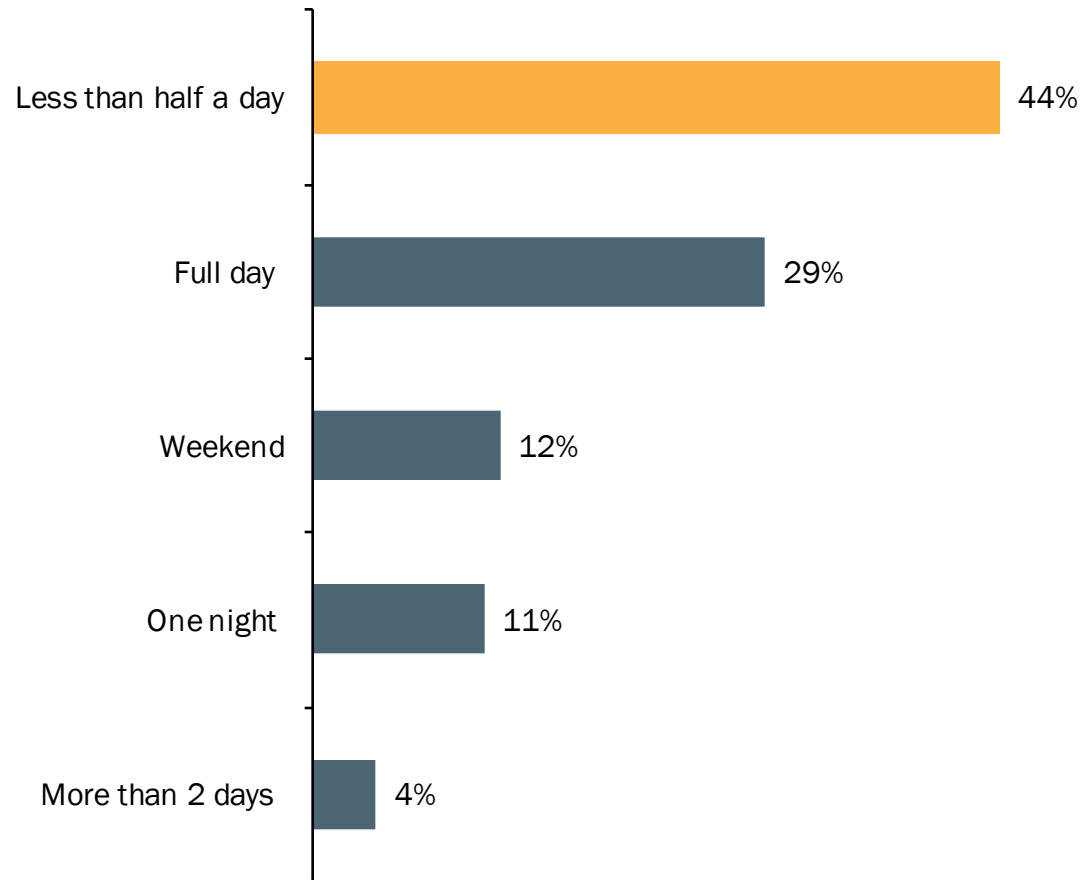
# CAP STUDY

*How often do you visit Quincy?*



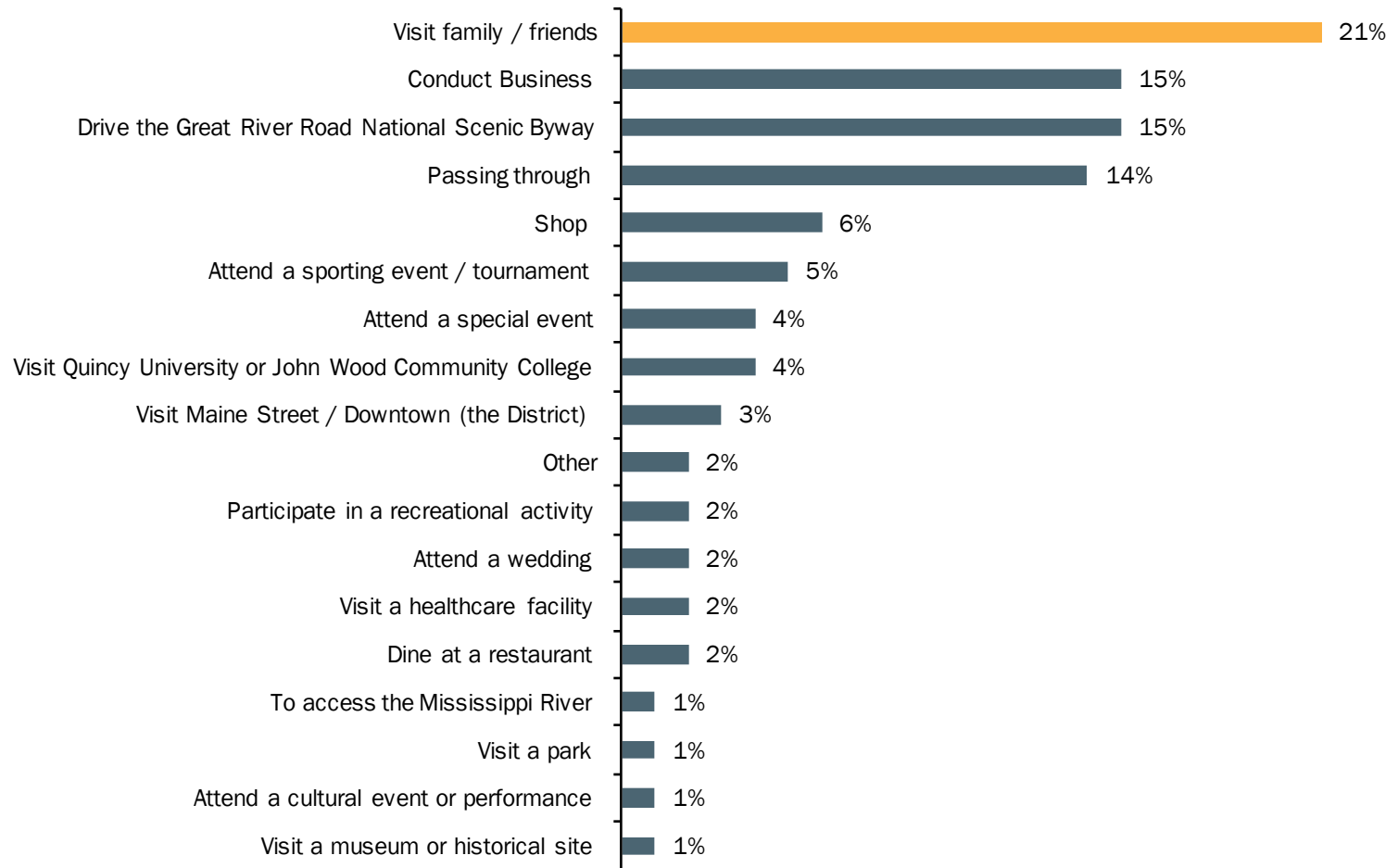
# CAP STUDY

*On average, how much time do you spend in Quincy when you visit?*



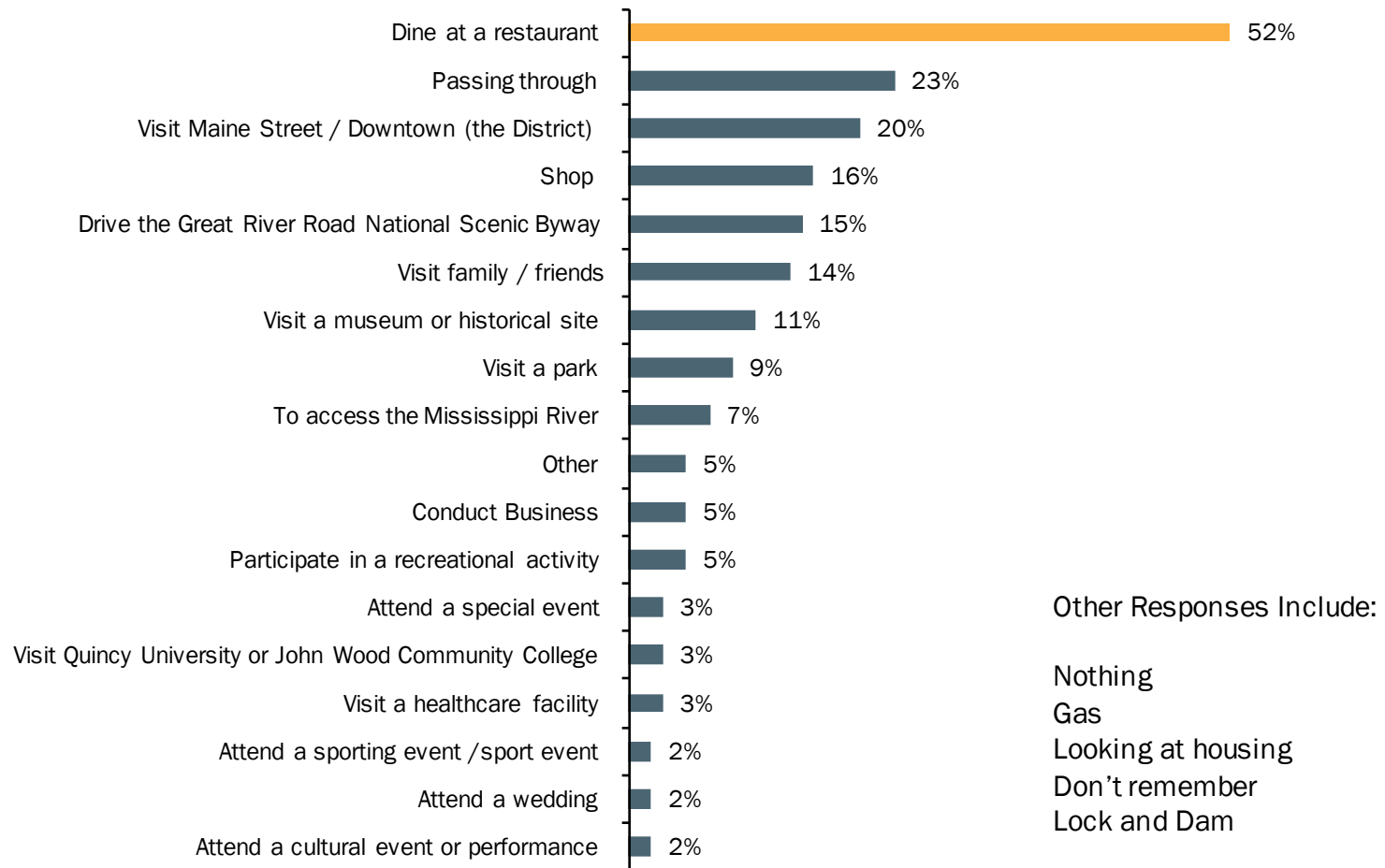
# CAP STUDY

*What was your primary purpose for visiting Quincy on your most recent visit?*



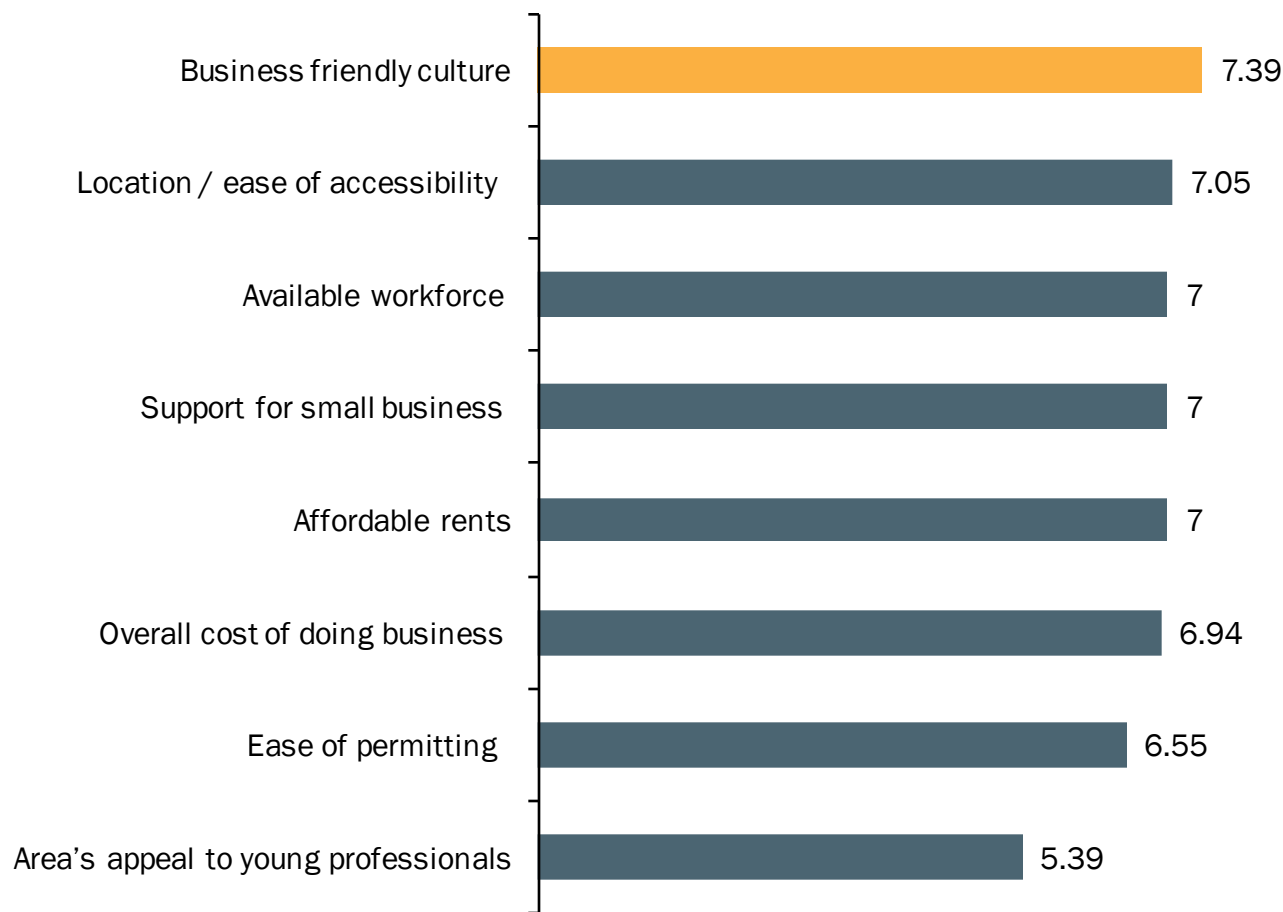
# CAP STUDY

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



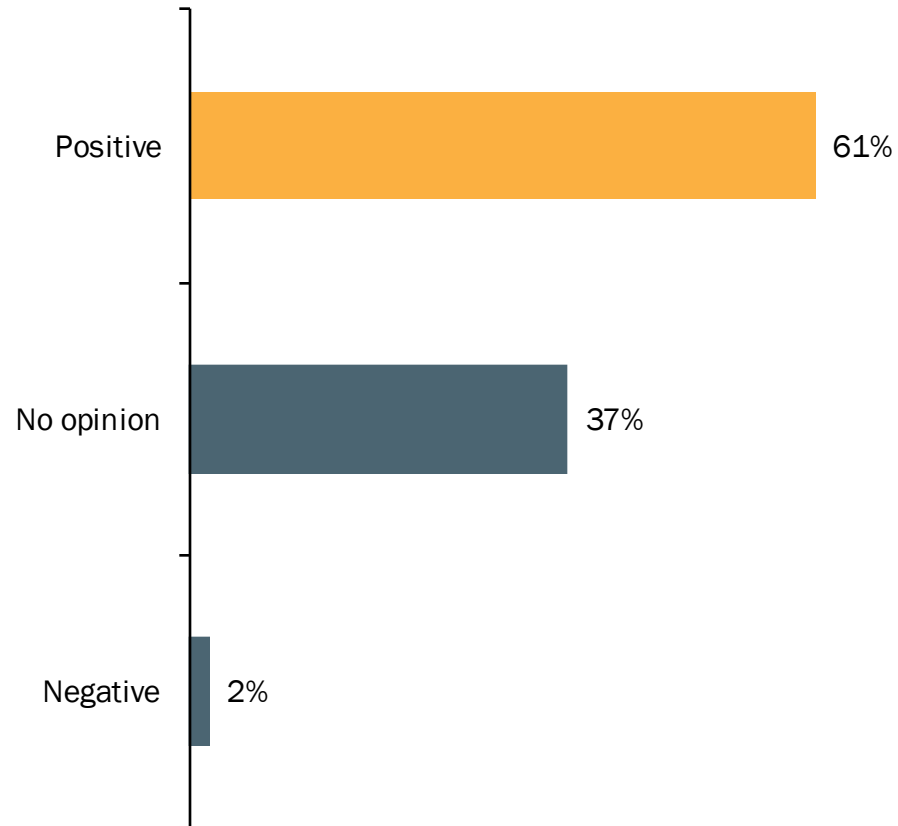
# CAP STUDY

*Based on your experience conducting business in Quincy, 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

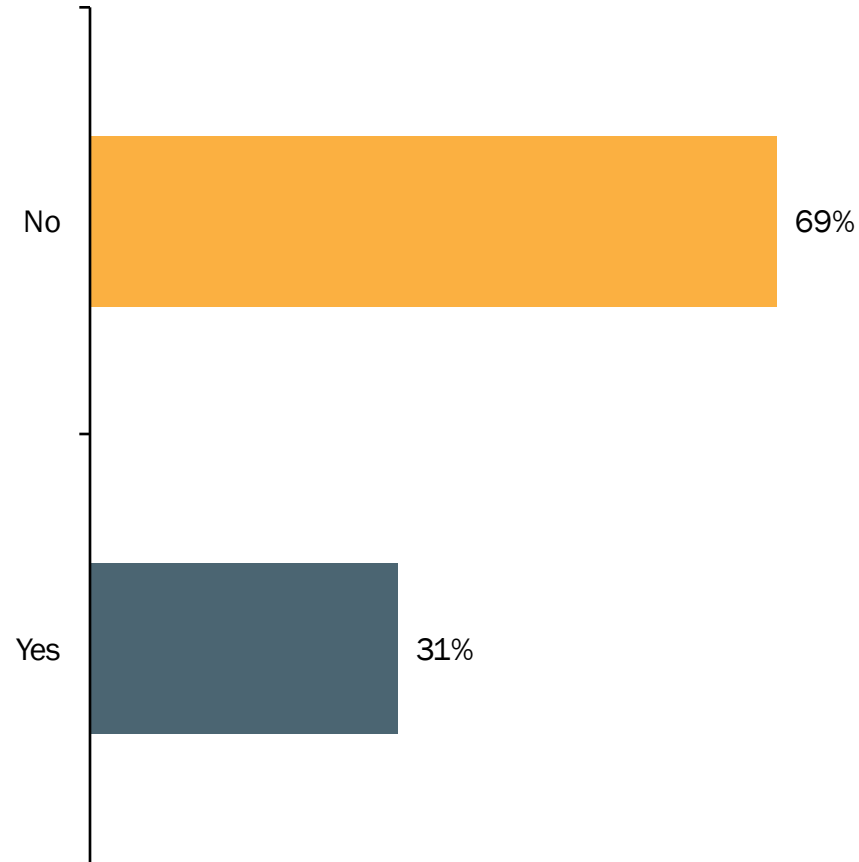
*How would you describe your perception of Quincy before you visited?*





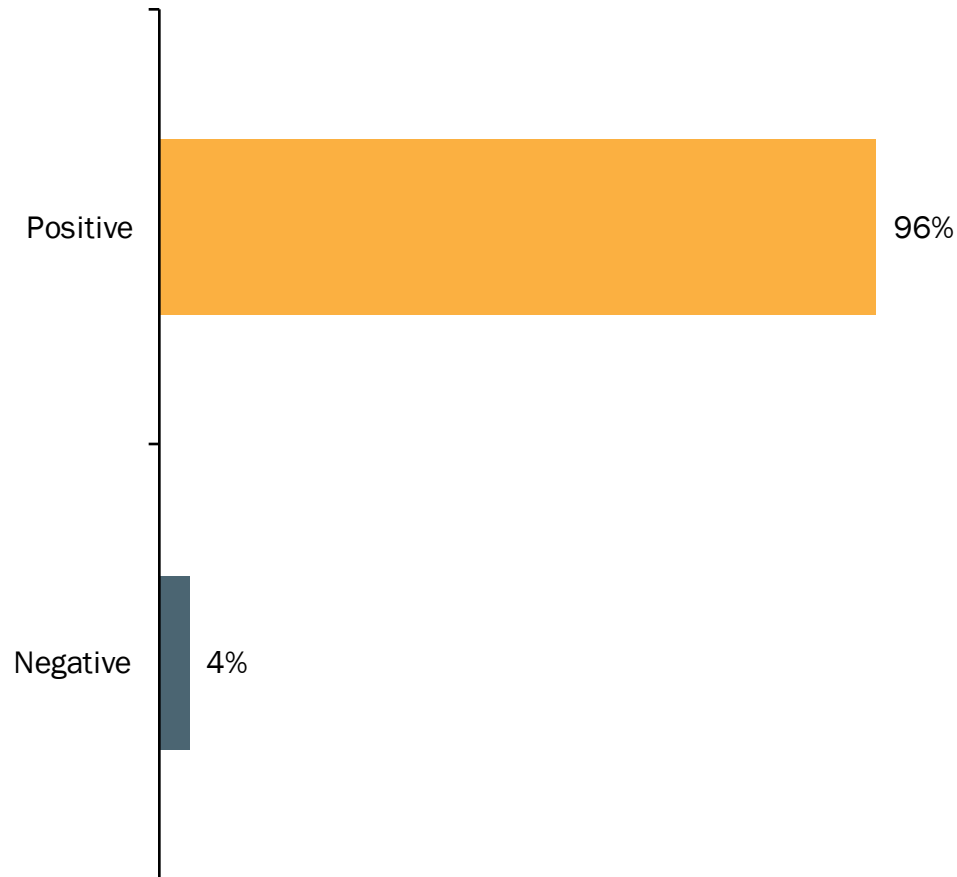
# CAP STUDY

*Did your perception of Quincy change once you visited the area?*



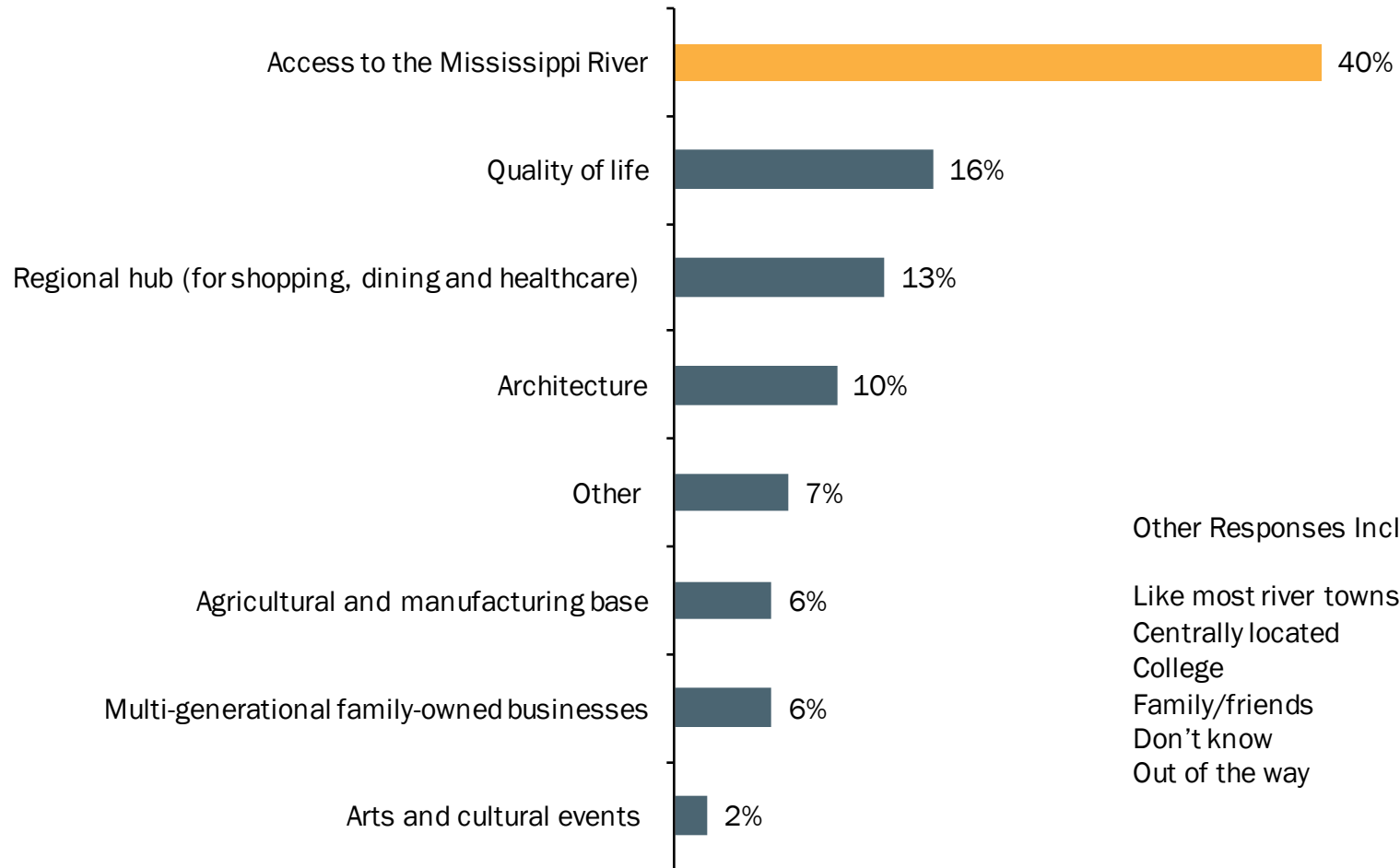
# CAP STUDY

*Did your perception change in a positive or negative way?*



# CAP STUDY

*In your opinion, what makes Quincy unique in the Tri-State area?*



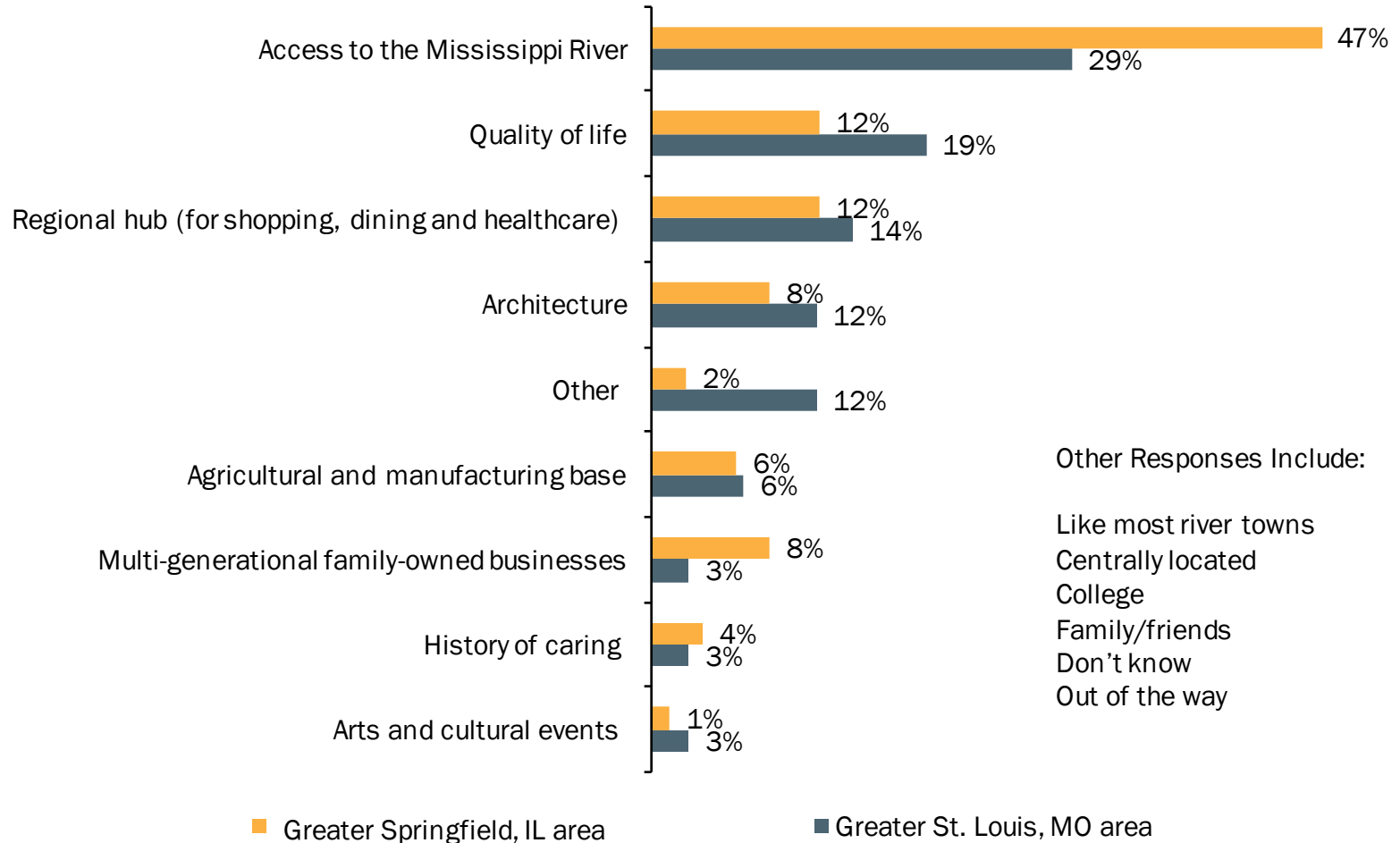
Other Responses Include:

Like most river towns  
Centrally located  
College  
Family/friends  
Don't know  
Out of the way



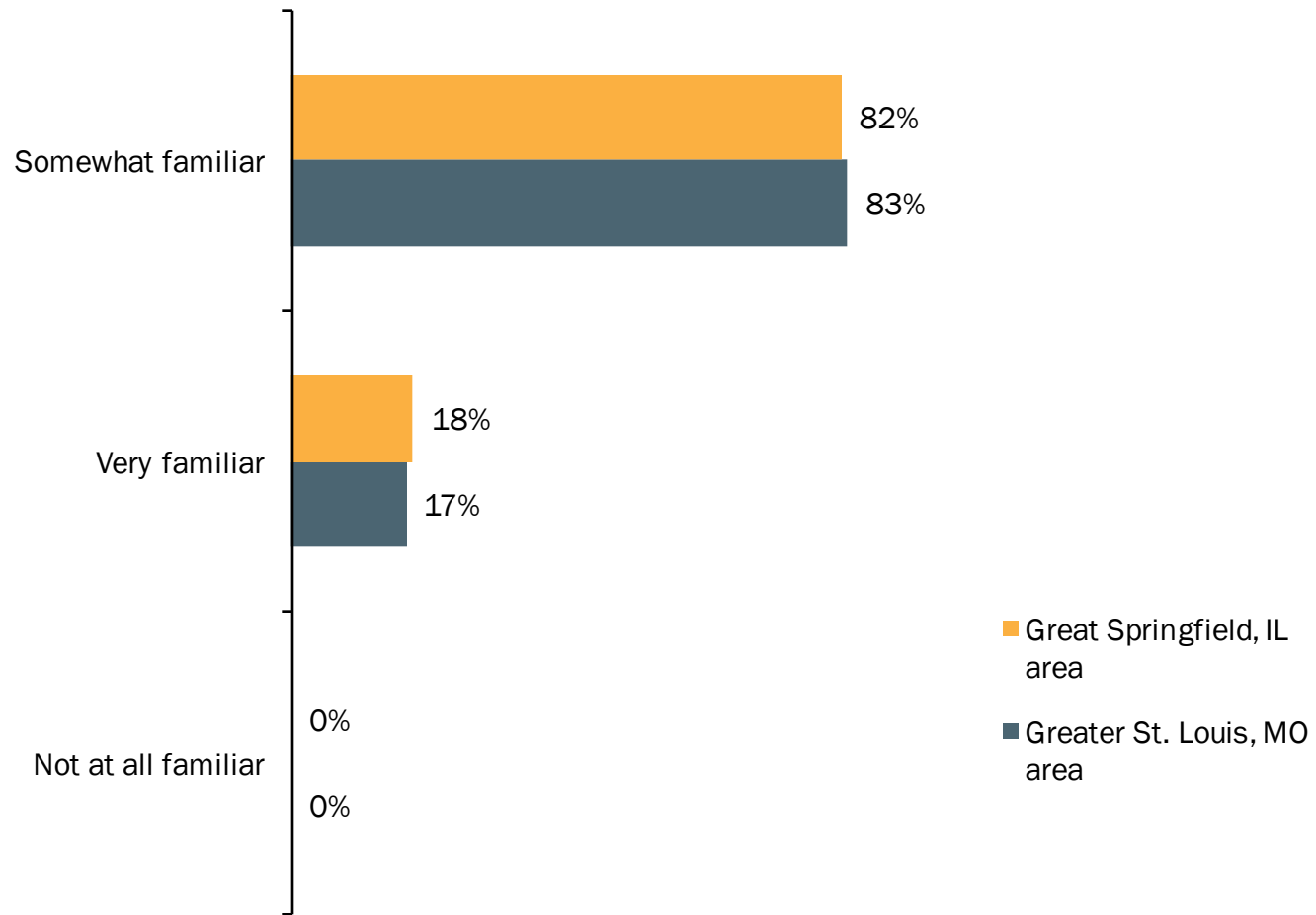
# CAP STUDY

*In your opinion, what makes Quincy unique in the Tri-State area?*



# CAP STUDY

*How familiar are you with Quincy?*



# PERCEPTION STUDY

## *Purpose*

The purpose of the Perception Study is to gain an in-depth understanding of the brand perceptions of Quincy/Adams County among important target audiences. What do these constituents of the brand have to say about the area as a place to operate a business, live, work or visit?

## *Methodology & Results*

North Star consultants conducted perception interviews via telephone. The targeted audiences included leaders from competitor communities, business owners, developers, tourism and economic development officials and regional partner agencies. Questions were phrased to gather qualitative information. The following pages contain the most insightful conversations.

# PERCEPTION STUDY

## How would you describe Quincy?

- *“Very family friendly and walkable—lots of shopping on the east side of town.”*
- *“A great family road trip destination.”*
- *“Quincy is on the national register for historic places, family-owned businesses, and manufacturing bases.”*
- *“Seems a little industrial—all of the family activities seem to be happening on the Missouri side of the river.”*
- *“It is cold and dreary, just like every Midwest town in winter.”*
- *“Good livability and a nice, small Midwest town.”*
- *“Potential.”*
- *“Quincy definitely has a riverfront feel and beautiful parks.”*
- *“Out of the rural spaces in the area, Quincy is the biggest town—others have agriculture as their predominant industry.”*
- *“It’s a very beautiful city.”*

# PERCEPTION STUDY

How would you “sell” the area for business?  
What words would you use? Concepts? Images?

- *“The river transportation in Quincy is a big logistics benefit. In some areas, sites along the river are becoming a premium. It’s an advantage that Quincy has land and sites available with direct river access.”*
- *“Quincy is known for its skilled manufacturing.”*
- *“Quincy has an overabundance of a specialized workforce—there is a lot of availability for certain skill sets.”*
- *“The Mississippi River is a business benefit—it’s the thing that ties the workforce to the community.”*
- *“Transportation infrastructure and access to existing large businesses are a business benefit for Quincy. Labor and utility costs are middle of the road.”*
- *“Companies in Quincy grow up in the area and remain there, which says a lot about its ability to sustain business. The community wants to see these businesses thrive.”*
- *“Quincy’s fine arts and cultural aspects are an asset to the region; the Quincy Community Theater and Quincy Symphony Choir, and Blues in the Park appeal to a lot of people.”*
- *“The level of shopping in Quincy is a plus. There are home improvement stores and a lot of popular franchises in the Quincy Mall.”*



# PERCEPTION STUDY

What is Quincy's current reputation as a place to do business?

- *“Over the past couple of decades, the city has blown up in terms of franchises and shopping centers. Quincy is known as a place for retail, dining, and movie theaters.”*
- *“They don't have a reputation—that's part of the problem.”*
- *“Quincy used to be called ‘Gem City’ because of the fine jewelers and watch makers in the early 20<sup>th</sup> century.”*
- *“Quincy is a bubble.”*
- *“Quincy has everything except retail.”*
- *“There is a nice range of companies and a good range of skill sets in the labor force.”*
- *“They have not had investments or job creation economic development success in recent years, but they have a lot of potential for growth.”*
- *“I've always had very positive experiences with businesses in Quincy, whether it's customer service at the grocery store or healthcare. I have always felt very welcomed back.”*
- *“There is longevity and people have been in Quincy for a while. Family-owned companies are certainly a positive.”*

# PERCEPTION STUDY

## What are Quincy's biggest assets?

- *"For a community of 40,000 to have the manufacturing base that they have is definitely an asset."*
- *"They have a great website and social media channels. They've advanced with technology for a community their size."*
- *"Quincy has sound infrastructure, available industrial land, telecommunications, utilities, transportation systems and a lot of water availability. When looking at the workforce, there are high percentages of adults with 12-15 years of education."*
- *"Quincy has a qualified labor pool and skilled trade."*
- *"Quincy has a great downtown business district, Washington Square."*
- *"There is definitely a willingness in Quincy for people to work together."*
- *"Quincy's biggest assets are its workforce and its people. The manufacturing foundation and good healthcare are also a plus."*
- *"The Wal-Mart in Quincy is an asset. It drew a lot of folks into Quincy when it opened."*

# PERCEPTION STUDY

What are the biggest challenges currently facing the area in terms of economic development?

- *“Quincy doesn’t seem to have any available buildings. Sixty percent of my clients would only consider moving to communities that have available buildings.”*
- *“It’s very difficult for Quincy and Adams county to get on the national radar screen.”*
- *“Quincy traffic has increased in recent years.”*
- *“There are a lot of negative perceptions associated with Illinois businesses at the moment.”*
- *“The absence of non-stop service to Chicago is a problem.”*
- *“Quincy doesn’t seem to have a lot of targeted industry advertising.”*
- *“When thinking of Mississippi River traffic, there are a lot of folks on the northern side that are missing opportunities. The number of locks and dams is a large cost.”*
- *“Companies are more apt to go somewhere when they can see a relationship between industries.”*

# PERCEPTION STUDY

## What are the city's biggest opportunities?

- *“Making connections with people that have no ties to business in Quincy and promoting it as an attractive place.”*
- *“The continued revitalization of downtown.”*
- *“Quincy needs a bigger labor pool, but there are not a large of large metros to pull workers from.”*
- *“Quincy needs to be multi-modal, using their access to the highways, rails, and deep water ports as a unique feature.”*
- *“A tool that would be most beneficial to Quincy would be more strategic planning with measurable results. If they target the port to the right businesses, there is huge potential.”*
- *“Quincy should focus on what type of businesses they could attract and put together a campaign in partnership with a potential building. They should promote the architecture and the history of buildings as well as the downtown redevelopment.”*

# PERCEPTION STUDY

Quincy is currently seeking funding to build a Mississippi River Port for barges.  
How do you think that would impact the area?

- *“It could definitely bring investment and payback to the community, but I’m not certain there is a solid return of investment.”*
- *“Yes, it can only help. A port would help exports come through the Port of New Orleans. Since Quincy isn’t located right on interstates, it’s currently hard to travel west.”*

# PERCEPTION STUDY

How would you describe the quality of life and cost of living in Quincy?

How does it compare to other cities?

- *“It’s a friendly and welcoming community.”*
- *“The quality of life in Quincy is a negative. They may have some nice features, but it would be a tough sell because it’s remote. A site selector wouldn’t automatically say it’s a great quality of life and would probably pick another Midwest location.”*
- *“The lower cost of living is an advantage of Quincy. The median wage will have buying power.”*
- *“In 1993 and 2008, the outpouring of support for the flooding in Quincy was fantastic. People with no association to agriculture businesses were showing up to help sandbag. If there is a tragedy, people show support. They pull together when needed.”*

# PERCEPTION STUDY

Who does Quincy compete with for business?

- *“Quincy will compete with suburban St. Louis.”*
- *“There are many good communities competing with Quincy, like Gailsburg or Springfield, McComb, Rockford. These towns would compete with Quincy for large companies.”*
- *“Quincy would compete against Ford Madison.”*
- *“Quincy certainly competes with Missouri communities that are river-based.”*
- *“Metropolitan areas no further south than St. Louis, north of Minneapolis, and west to the Plains.”*
- *“Nashville has a better reputation in terms of labor pool, right to work, and ease of doing business.”*

# PERCEPTION STUDY

How is Quincy different from those communities?

- *“I don’t believe that Quincy and Adams County have gotten large enough to get attention at a national level.”*
- *“Quincy pulls together to support those that are suffering—it’s amazing how well they pull together.”*
- *“Quincy’s education level has to be much higher than many areas. They have a very skilled workforce.”*
- *“Quincy seems very stable by comparison to the surrounding areas. They’ve had leaders that have stayed in positions for many years.”*
- *“Quincy has land availability, transportation, and an abundant workforce.”*
- *“Quincy has a very good labor force. Their unemployment rate is still in the range of acceptability. Illinois hasn’t had a lot of that come on the market.”*
- *“Quincy stands out because of the river and downtown. There are amenities that other small towns don’t have.”*
- *In Quincy, you can get a good value proposition at a lower cost than in St. Louis.”*
- *“Quincy is blessed that a much healthier economy than neighboring communities, like Keokuk.*



# PERCEPTION STUDY

What should economic development professionals outside of Quincy know about the city that would help attract more business and development?

- *“The majority of the people that you hire in a typical branch operation would have high quality, entry level business skills.”*
- *“Quincy sits on the river and has a convenient port. The workforce should be promoted.”*
- *“For some of the largest manufacturers that have specific needs around transportation, Quincy has ample land. They have several turn-key properties.”*
- *“Quincy has great logistics for companies, especially agribusiness.”*

# PERCEPTION STUDY

Is there a resource or tool that Quincy needs to be more competitive?

- *“Quincy needs a one-stop shop that can assist businesses.”*
- *“They need a great website with a lot of well-organized data. Businesses will make early decisions that way. The face of the community will be a strong website.”*
- *“From an incentive perspective, there should be a land discount or closing incentive if they’re really interested in getting companies there or mainlining the community.”*
- *“To be competitive in today’s marketplace means giving incentives or giving dollars. Whatever they can do locally in addition to what the state adds.”*
- *“These guys need to spend \$5 per capita on marketing.”*
- *“Quincy needs a very robust website and IEDC data standards. They need to use Google Earth to allow companies to go on. Adams County is a work keys certified county and could give them a seal of approval—that would give them a lot of publicity.”*
- *“They need to get press from GREDF entrepreneurship.”*
- *“Would suggest that Quincy attend the quarterly CORENET in Chicago and St. Louis to start building networks.”*

# COMPETITIVE ANALYSIS

## *Purpose*

The purpose of the competitive analysis is to better understand the market position and marketing executions of Quincy/Adams County's competition.

## *Methodology & Results*

North Star reviewed communication materials from each of the following competitor cities to compile a short synopsis of their attributes. The materials reviewed include but are not limited to the city website, the CVB website, the Chamber website, the economic development website, the downtown website, major area attraction websites, as well as other communication materials such as brochures and visitors guides.

- Northeast Missouri (and Hannibal)
- Southeast Iowa (and Burlington)
- Springfield, IL
- Findlay, OH
- Columbus, IN

# COMPETITIVE ANALYSIS

## IDENTIFIED COMPETITORS

### *From the Situation Analysis & Research*

#### COMMUNITY-WIDE:

Northeast Missouri (and Hannibal)

Southeast Iowa (and Burlington)

Springfield, IL

Findlay, OH

Columbus, IN

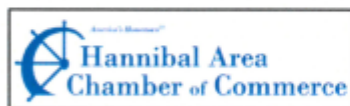
# COMMUNITY-WIDE VISUALS

## FROM THE SITUATION ANALYSIS & RESEARCH



## COMMUNITY-WIDE VISUALS

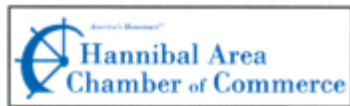
# FROM THE SITUATION ANALYSIS & RESEARCH





# Northeast Missouri (and Hannibal)

## Tagline and Marketing Messages



### Positioning Lines:

- **City of Hannibal:** *"Home of Mark Twain"*
- **Hannibal Chamber:** *"America's Hometown"*
- **Hannibal CVB:** *"Write Your Own Story"*

### Marketing Messaging:

- **City:** The City of Hannibal presents information about its offerings in a straight-forward manner. There is not any persuasive language used to describe Hannibal as a place to live or conduct business. On their homepage, they do promote a "Stream Team" that is dedicated to protecting the city's waterways. As part of the city departments' tab, Hannibal links to the Mark Twain Museum.
- **Chamber:** The Hannibal Area Chamber of Commerce promotes development and growth in the city. The Chamber does not promote a well-defined marketing message, but does attempt to support their strapline, America's Hometown, in photography on their website and in their Resource Guide. To further promote their connection to Twain, the Chamber has a 50-year old tradition of sponsoring a contest among seventh graders to portray Tom Sawyer and Becky Thatcher.
- **ECD:** The Northeast Missouri Economic Development Council (NEMO EDC) promotes the Hannibal region, including Marion and northern Ralls Counties. The site touts the retail space that "abounds" as well as an inventory of industrial sites and buildings. There does not appear to be a clearly defined strategy for promoting business in the region. Data points, like demographics, education, and major employers, are reported in a matter of fact way. The "Quality of Life" section also misses the mark. It simply includes a lengthy list of links to various attractions and parks.
- **CVB:** The Hannibal CVB promotes that the city is the home of Mark Twain. That connection is most heavily publicized in the "About" section. Itineraries, contests, and even the CVB's customized toll-free number promote this identity (1- TOM-AND-HUCK).

# Northeast Missouri (and Hannibal)

## Visual Branding



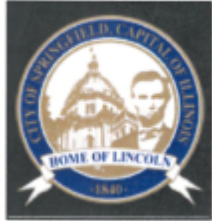
All of the sites use a consistent color scheme of blue and white that supports the region's location on the Mississippi River.

- The City of Hannibal and the Economic Development Council use the same website design and layout, supporting each other's interests visually.
- All logos and straplines solely promoting Hannibal draw on the city's connection to Mark Twain and the Mississippi River.
- The Economic Development Council abandons any connection to the Mississippi River or Mark Twain in their organizational logo. The logo promotes an urban environment, which may be misleading, by featuring a cityscape within the outline of the state of Missouri.
- The CVB attempts to connect to the State of Missouri's tourism brand by featuring a tiled background of photos with a transparent color overlay from the state's brand color palette on the website and in the visitors guide on the homepage.



# Southeast Iowa (and Burlington)

## Tagline and Marketing Messages



### Positioning Lines:

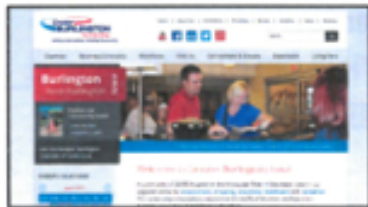
- **Greater Burlington Partnership:** *"Making Connections, Building Community."*
- **Great River Region Partnership:** *"Great River. Great Opportunities. Great Life"*

### Marketing Messaging:

- **City:** The City of Burlington does not appear to have a strategy in place for promoting the area. The homepage promotes just a listing of links and news by headings. The city and Partnership appear to have a collaborative relationship, as videos of the region produced by the Partnership are promoted on the homepage. The city attempts to promote a sense of community and transparency with blogposts from the city manager and a note from the mayor.
- **Chamber:** The Greater Burlington Partnership promotes the regional hub of Southeast Iowa, Burlington. The organization uses its website and guide as resources to truly build community within the region. They are marketing messages, programs and offerings promoting ways to get connected in Burlington, even if you're a visitor.
- **ECD:** The Great River Region uses on-brand messaging from photo captions to section headers to the about section to promote the region's greatness. The site is fairly simple, but includes all the most pertinent information related to economic development. The site provides information about the areas that comprise the region in an interesting way by featuring a quick stats section that highlights what makes each place unique.
- **CVB:** The Greater Burlington Partnership promotes tourism in addition to chamber tasks. The marketing messages directed to visitors are broader than those directed at residents and businesses. The CVB focuses less on the community, and more on the fact there is so much to do in the region. Like Quincy, Burlington promotes its architectural significance.

# Southeast Iowa (and Burlington)

## Visual Branding



- The sites promoting Southeast Iowa range drastically, but there are some similarities between the Great River Region's site and the Greater Burlington Partnership website. Specifically, both organizations use blue to promote their access to the Mississippi River and feature a rotating photo well on their homepages.
- The Great River Region most successfully promotes a marketing message that is represented in their logo, color palette, and photography.
- Greater Burlington Partnership does use imagery to support their community-centric marketing message. However, that strategy gets lost when the target audience shifts to visitors.
- The City of Burlington is missing a big opportunity by not utilizing any kind of design, color palette or striking image.

# Springfield, IL

## Tagline and Marketing Messages



### Positioning Lines:

- **City:** *"Home of Lincoln"*
- **CVB:** *"Always Legendary"*

### Marketing Messaging:

- **City:** The City of Springfield proudly claims through copy that they are the "home of Lincoln." To drive home the accolade, the mayor addresses it on the homepage of the site. However, beyond the logo and message from the mayor, the city does not take full advantage of their history in communications.
- **Chamber:** The Greater Springfield Chamber of Commerce represents all of Sangamon County. It's marketing messages are unclear. While the site does provide a wealth of information, it's hard to understand what makes Springfield or Sangamon County distinct. Their social media communications miss the mark as well. The Chamber uses Facebook as a way to post upcoming events, but there is no engagement between businesses or residents across the platform.
- **ECD:** The Springfield Advantage is the Chamber's economic development arm and is a public-private partnership focused on a county-wide approach. The initiative's strategy is clear in their messaging. They're seeking to promote the advantages that Springfield offers as the state capitol and as a prime geographic location. Their strengths are communicated strongly on their homepage, but fall short across the site.
- **CVB:** The Springfield Convention and Visitors Bureau promotes the city's legendary history as the home of Abraham Lincoln. The majority of their marketing messages promote this as their strength, while they also work to promote the breath of modern-day activities available. Like Quincy, they also tout their architecture.

## Springfield, IL Visual Branding



- Noticeably, there is little cohesion among these sites. The Chamber and their initiative, the Springfield Advantage, do complement each other well by employing a similar color palette and website design. All of the organizations do utilize Lincoln or the Illinois State Capital building in their marks.
- The City of Springfield does promote their greatest asset, Lincoln, in their city seal, in photos and in the Mayor's message. However, use of stock images takes away from the overall look and feel of the website.
- The Chamber does communicate their location and strength as the state capital in their visual branding, but could do more to promote their location graphically on maps.
- Springfield Advantage is the most successful of the group from a visual perspective. Photos, maps, graphic elements, and videos all support their brand message.
- Finally, the CVB consistently promotes the destination's ties to Lincoln visually. However, the organization is not strongly associated with a brand color palette or graphic elements that could build equity over time.

# Findlay, OH

## Tagline and Marketing Messages



### Positioning Lines:

- **City:** *"Flag City USA"*
- **CVB:** *"Fly with Us"*

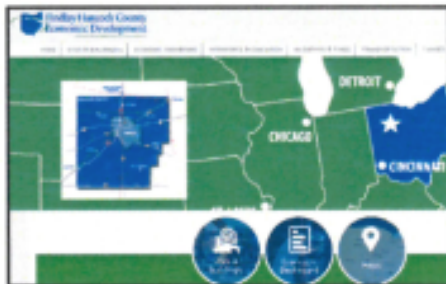
### Marketing Messaging:

- **City:** Findlay, Ohio touts its patriotism in its brand messaging. The site highlights the city's history as a city of flags, but only in two sections of the website - under the visitors tab and in the navigation at the bottom of the page. Findlay seems to be missing an opportunity to explain to outsiders the significance of the tagline and their history.
- **Chamber:** The Findlay Hancock County Alliance serves as the chamber for the city and as a portal to the economic development site and CVB site. The Alliance is not promoting a unified message on behalf of Hancock County. Information is straightforward, but not noteworthy.
- **ECD:** The Findlay-Hancock County Economic Development organization positions themselves as the perfect Northwest Ohio location for growing companies. This identity is reinforced in their website copy, social media content, videos, photography and use of map graphics. The organization appears to work hard to be transparent by offerings statistics on everything from the population to labor force to business dynamics.
- **CVB:** The Findlay-Hancock County Convention and Visitors Bureau promotes the entire region. As such, they are not leveraging "Flag City USA" as their tourism brand. However, that identity is referenced in messaging and featured on the cover of the Visitors Guide. Although they are subtly hinting at Flag City, the organization is not fully utilizing the equity that the city has in that brand identity. For that reason, there does not seem to be a compelling reason to visit Hancock County.



# Findlay, OH

## Visual Branding



- There is not a lot of continuity across Hancock County in terms of a visual brand for the region. Although the Alliance serves as a portal connecting economic development, the chamber of commerce, and the visitors bureau, only the economic development organization feels connected to the Alliance through the use of color.
- The City of Findlay's marketing messages are supported by their visual brand identity. The city's color palette leverages red, white and blue. Findlay's mark is a waving interpretation of the American Flag. Photography on the website is also shaded with a transparent block of Blue.
- Findlay Hancock County Economic Development's visual brand supports their marketing messages. The organization's logo points to their location within the state and their proximity to much of the U.S. market. Maps, graphics and photography also work to establish their position.
- Because the Findlay CVB does not seem to have a clearly defined marketing strategy, it is not surprising that there is a lack of cohesion in their visual brand. The organization's mark includes a star that could be representative of America's stars and stripes. However, the color palette of dark red, blue and green make the mark feel very disconnected from the city's identity as "Flag City USA."

# Columbus, IN

## Tagline and Marketing Messages



### Positioning Lines:

- **City:** “Unexpected. Unforgettable.”

### Marketing Messaging:

- **City:** In its messaging, the City of Columbus broadly focuses on the unexpected excellence and amenities of the community (as demonstrated by high architectural standards) for a city its size. It promotes unity across city organizations by proudly featuring links to community partners on their homepage. By featuring the logos of their community partners, a user can quickly see from the family of logos that Columbus is a city of collaboration.
- **Chamber:** Like the city, the Chamber also recognizes its community partners on their website. The organization features testimonials that describe the city and its quality of life; a credible way to gain traction among outside audiences.
- **ECD:** The Columbus Economic Development Board's strategy focuses on why businesses are successful in the city. To support their claim, they provide evidence from press, use graphics to illustrate their prime location, and list many hard-hitting businesses that have joined them in the public-private partnership. By including a blurb called the "Bottom Line" at the bottom of their homepage, they assert their most notable claim - that the city is consistently ranked among the top 10 locations in the United States.
- **CVB:** The CVB positions Columbus as a destination that is unexpected and unforgettable. To support their strapline, they promote one-of-a-kind architectural tours, bucket list attractions and activities, as well as unique eats. By including their greatest assets, art and architecture in their sites primary navigation they are putting their strengths front and center. The organization even has a separate Facebook fan page dedicated specifically to architecture in the city.
- Significant cohesion exists between marks used by all organizations throughout Columbus.



## Columbus, IN Visual Branding

- By utilizing a family of logos, Columbus works collaboratively to market their city to residents, visitors, businesses and prospects. All of the separate organizations use the iconic "C" in their mark and all organizations, with the exception of the Chamber, use the same color palette.
- The City and the CVB promote Columbus' significant architecture through photos and messaging.
- The Economic Development Board successfully employs graphics and maps to leverage their position as a prime location in the eastern United States. Visually, they also proclaim all of their accolades in the rotating slide show on their homepage.



# SUMMARY

## What do these communities share in common? What differentiates them?

- All of the communities leverage a color palette that includes blue and green, likely to represent their access to the Mississippi River and green spaces.
- From an economic development perspective, nearly all of the cities promote their area as a prime geographic location on the east coast. Therefore, Quincy would be well served to leverage a more distinct advantage to prospects in order to stand out among its neighbors.
- The City of Findlay has a distinct identity as "Flag City USA", but doesn't fully leverage the area's history in messaging.
- Columbus, Indiana employs a family of logos to represent the region. By using similar color palettes and marks, they are demonstrating to the marketplace that they are a city who works together. They have also built a brand around unexpected exceptionalism as exemplified by their architecture.
- Hannibal and Springfield both proudly promote their cities as the birthplace of influential men from America's past, Mark Twain and Abraham Lincoln, respectively. Hannibal seems to more successfully leverage their connection to Mark Twain across all city organizations. Springfield focuses more on the fact that they are the state capital of Ohio in their content.
- Finally, Greater Burlington seems to be the most disjointed when it comes to a marketing strategy. Each organization has a different message, look and feel. The lack of any type of cohesion reduces the overall impact of the area's marketing and communications.

# TOP BUSINESS PROSPECTS

## *Purpose*

The Top Business Prospects Study identifies businesses and organizations that are most similar to the various industries present in Quincy/Adams County and in comparable communities from across the U.S. This list of entities can be used to assist economic development professionals and city leadership in the area to actively recruit these or similar companies to Quincy.

## *Methodology & Results*

Using data gathered by the Environmental Systems Research Institute, Inc. (ESRI), North Star gathered a list of the top North American Industry Classification System (NAICS) codes that are most present in Quincy's economic landscape. North Star combines Quincy's top NAICS codes and the City's workforce characteristics (using Resident Tapestry data, explored earlier in this report) to define a list of top prospects that best match Quincy's top industries and workforce strengths. North Star examines other national cities with similar Tapestry profiles to identify businesses that could potentially succeed in Quincy. Additionally, a target radius around Quincy is identified to keep the prospect list as targeted as possible. An Excel version of your list is attached in **Appendix E** on the Final Report CD.

*NOTE: The Top Business Prospects list is meant to serve as a targeted example of the types of businesses and organizations that best fit Quincy's economic strengths. This list can most effectively be used by identifying the types of companies included and targeting similar organizations through EDC efforts. For additional information and a full description of NAICS codes, see: <http://www.census.gov/eos/www/naics/>.*

# 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. The evolution of technology, especially 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 Quincy 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. In the online space, consumer behavior is content, either created or consumed. Therefore understanding online content (i.e. conversations) about a brand allows us to understand consumer behavior around that brand, at least the consumer behavior that is occurring online. And because technology’s evolution has led to new channels, networks, platforms and applications, it has also created an equal amount of new opportunities for understanding and engaging with consumers.

## *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 (May 2015). By examining social media platforms, the Online Brand Monitoring Study identifies authors, online influencers, and the content being generated around Quincy. The first portion of the study involves recorded areas over a course of time, while the second portion involves real time searches logged weekly to obtain “snapshots” of the area. Average posts, sentiments, and themes were noted for this study.



# ONLINE BRAND MONITORING STUDY

North Star monitored Quincy/Adams County in May 2015. North Star then gleaned overall sentiment and themes from the raw data. It also looked at overall social media use among Quincy/Adams County's citizens and consumers.

## *Social Media Platforms in Use For the Study*

- Twitter
- Instagram
- Facebook
- Flickr
- Picasa
- YouTube
- Viddy



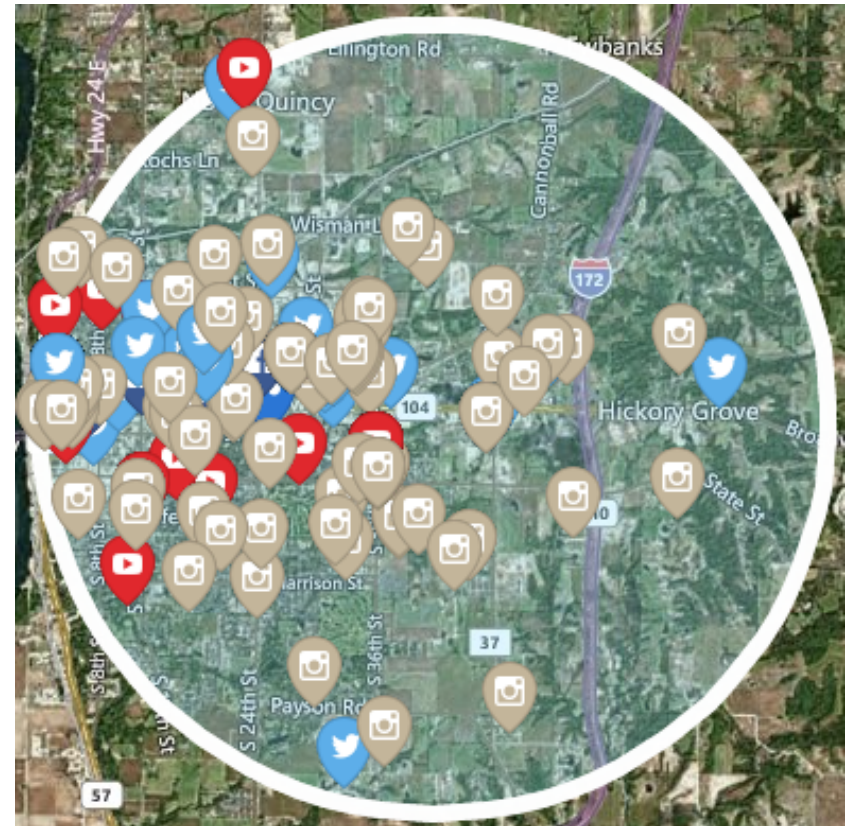
# ONLINE BRAND MONITORING STUDY

## Quincy/Adams County, IL

### ***Over the course of the recording:***

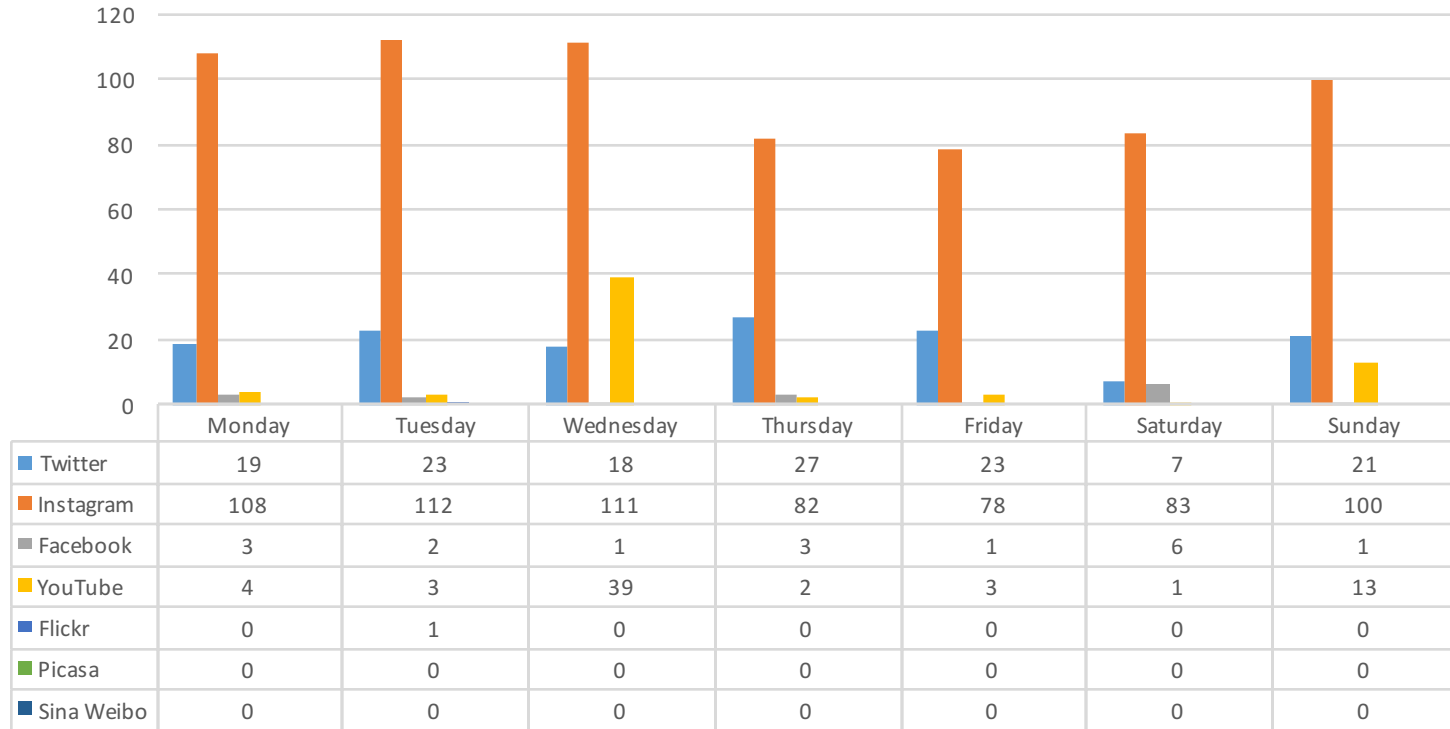
- 379 users created a total of 935 posts. The average number of posts per user is 2.5.
- Over 700 posts were via Instagram. Leveraging Instagram for community events may prove most useful to Quincy's consumer base. Twitter had over 100 posts and may be an additional consideration.
- The top 3 users posted on average 44.7 times. Reaching out to certain active social media users may prove useful.

Sources	
Instagram	707
Twitter	143
Facebook	20
Youtube	64
Flickr	1



# ONLINE BRAND MONITORING STUDY

## Quincy by day of the week



## Observations

- Sundays are peak days on social media, with over 250 posts occurring on the Sunday. This may be because users are posting photos or videos from over the weekend.
- No matter what day of the week, Twitter and Instagram tend to dominate the conversation. Spikes in activity are likely the result of more Twitter use.
- YouTube and Facebook saw more usage during the week rather than the weekend.

# ONLINE BRAND MONITORING STUDY

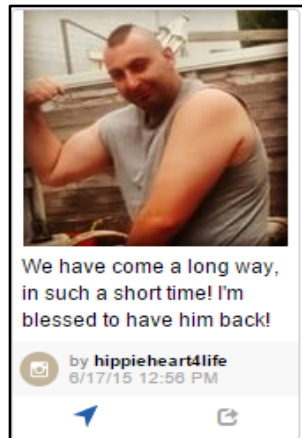
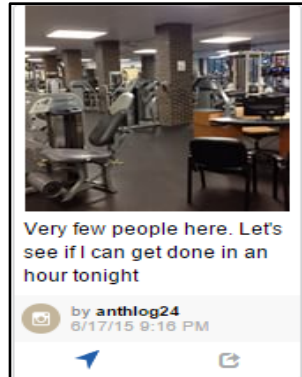
## Top Themes Across Quincy – Physical Health

### Observations

- Quincy residents and visitors frequently post about physical health and exercising. Residents and consumers in this region regard physical health highly.
- Posts in these categories are not particularly text heavy.
- Activities like hiking and motorcycling are common in this theme.

### Insights

- Implement a Quincy 5k race to launch new branding and promote health/wellness.
- Use Bike-IT to encourage residents to check in at different biking points throughout Adams County.
  - Offer incentives to the residents who complete the most checkpoints.
  - Use hashtag #bikeQuincy
- Have Quincy businesses offer employee incentives/discounts for joining gyms.
- Have local fitness centers/gyms offer reduced rate classes to businesses during work hours (lunch break) or come teach sessions at businesses.
- Create photo scavenger hunts on hiking and walking trails.
- Sponsor a motorcycle ride around Quincy and Adams County.





# ONLINE BRAND MONITORING STUDY

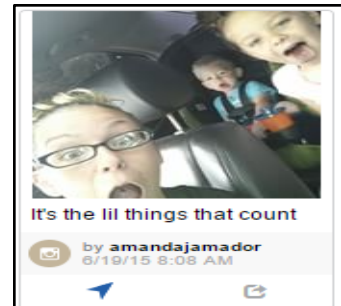
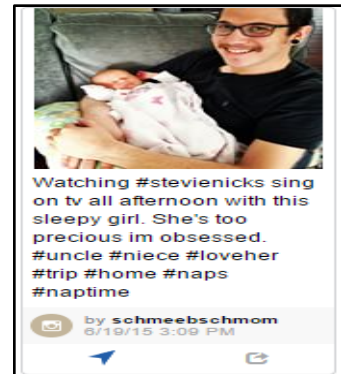
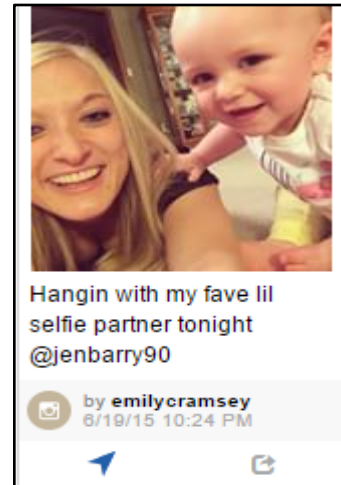
## Top Themes Across Quincy – Young Children

### Observations

- Resident young families posted frequently about their newborn children.
- Like the physical health theme, these posts are not particularly text heavy.

### Insights

- Offer packet for new mothers with samples of newborn products, daycare lists, etc.
- Feature language in the packet welcoming new babies of Quincy.
- Announce births on Quincy social media, or have community communications staff congratulate families with new children on social media.

















# ONLINE BRAND MONITORING STUDY

## Summary

- Posts within major themes were almost exclusively positive. Overall, the data set held neutral-positive sentiment.
- There were few identifiable themes within the data set. Many users posted content that were not thematic, but conversational.
- The majority of the posts gathered from Twitter were used to advertise job postings in the area.
- Content during the time frame of this study noted Mud Mania as a major asset. This indicates that resident engagement with local events is high. Leveraging such assets digitally and elsewhere will draw in more visitors to the area.
- Instagram was the most used of the sites and may be the better platform for promoting the community.

# ONLINE BRAND MONITORING STUDY

## Content Highlights

 <p>TBT Circa 1986 #cousins #cousinlove #family</p> <p>by erikamcc34 6/18/15 9:29 PM</p>	 <p>The only two people in the bowling alley.</p> <p>by rexhicks 6/17/15 9:09 PM</p>	 <p>We found our reflection. #lenorajeane</p> <p>by missyslee 6/18/15 3:12 PM</p>	 <p>Tie ball game. Bottom of the 8th. 3-3</p> <p>by pgloeswope 6/17/15 10:32 PM</p>	 <p>Day 3! :-)</p> <p>by kelsyreynolds 6/17/15 6:13 PM</p>	 <p>Countdown is on!!! Can't believe I get to see ChiBAE two weekends in a row! ♥️👏</p> <p>by catherinedoyle 6/17/15 6:09 PM</p>
 <p>Mud run with these crazies #instalesskadi</p> <p>by brookeagard 6/13/15 3:09 PM</p>	 <p>#Repost @csmystery88 ... Killing it!</p> <p>by qtowncrossfit 6/16/15 9:06 PM</p>	 <p>We made the front page! Thank you Quincy Herald- Whig for your coverage and support of the event!</p> <p>by Quincy Soap Box Derby 6/14/15 1:58 PM</p>	 <p>Glad to get my last Men's City in with these boys #Squad</p> <p>by tom_castillo23 6/14/15 6:38 PM</p>	 <p>~We are the real Lewis and Clark~ #stolencaption #mountains</p> <p>by rebekah_javaux 6/15/15 11:10 PM</p>	 <p>What kind of graduation party would it be without a jam session?!</p> <p>by lizbentleylive 6/14/15 5:21 PM</p>

# 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 essence of Quincy/Adams County, IL.

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

John Quincy Adams once said, if your actions inspire others to dream more, learn more, do more and become more, you are a leader. Well, I guess you could say then that Quincy is an area full of leaders that have been striving to dream, learn, and do more for generations. Quincy's spirit of caring is evident throughout the community's history:

- Quincy residents rallied to protect Mormons from genocide in Missouri.
- Provided refuge for those passing on the Underground Railroad.
- Helped Potawatomi Indians who were being removed from Michigan to Kansas.
- Gathered together to take on surging flood waters in 1993 and again in 2008.
- In the present, your caring spirit is lived out in the way you generously donate to charitable causes.
- Each semester, at Quincy University as students give back to the community through countless service hours.
- It's evident in your commitment to schools and even your prisoners.
- And unmistakable in the number of service organizations that call Quincy home and the way residents support the arts.

# INSIGHTS

But being a caring community is about as distinguishing as “small-town with big city amenities” or a “great place to live, work and play.” What is defining about Quincy is that your community’s caring spirit is mobilized, making a global impact. Titan Wheel is the world’s largest manufacturer of off-highway wheels producing more than 50,000 sizes and types. And Knapheide, the nation’s premier producer of steel service truck bodies, got their start by producing wagon wheels.

In fact, one could draw a connection between Quincy and a wheel to describe many characteristics of your community:

- Quincy is the hub of the region, providing access to jobs, retail, and healthcare.
- You’re resilient. You’ve recovered from 500-year floods and you’re manufacturing base has bounced back and adapted over time despite economic conditions.
- Research supports that you have a low cost of living and a great quality of life allowing residents to gain traction financially.
- Workforce development programs, Quincy University, and John Wood Community College give citizens the opportunity to go the distance and excel academically and professionally.
- Finally, Quincy is always moving forward. Your future plans for a Mississippi River Port will extend your economic reach even further.

So with this in mind, let’s see how we’ve articulated this idea of going the extra mile in your Brand Platform Statement.

# QUINCY / ADAMS COUNTY, IL

## BRAND PLATFORM

Target Audience:	For those who understand that action is character
Frame-of-Reference:	Quincy/Adams County, Illinois, on the banks of the Mississippi River,
Point-of-Difference:	is distinguished by a history of caring and an unwavering commitment to going the extra mile
Benefit:	so you are welcomed, supported and motivated in all that you do.

# PLATFORM RATIONALE

- ✦ For those who understand that action is character
- In Quincy/Adams County, residents do not just have a caring spirit. That spirit takes action and is mobilized.
  - A strong base of manufacturing and agricultural businesses have made commitments to stay in Quincy and those commitments have been honored overtime.
  - Action is occurring in the District in Quincy as revitalization efforts are taking place, proving that the community is taking care of the heart of their city.
  - Quincy is taking future action as well, as they remain dedicated to securing funding to build a Mississippi River Port.

# PLATFORM RATIONALE

- ✦ **Quincy/Adams County, Illinois, on the banks of the Mississippi River,**
  - Research indicates that Adams County's location on the Mississippi River is distinct. With the Bayview Bridge now illuminated, residents and visitors will be able to see the river in a new light.
  - Moving forward, Adams County should focus on riverfront development. The river should be viewed by city planners and area developers as a magnet for attracting growth to Quincy (especially young people).
  - By including the Mississippi River, the strategy is also referencing the popular moniker – Gem City – that highlights the way Quincy shines from the bluffs .



# PLATFORM RATIONALE

- ✦ is distinguished by a history of caring and an unwavering commitment to going the extra mile
  - According to research, Quincy/Adams County is a distinguished place in the Tri-State area, partly because of it's remote location. But also because of the demeanor and character of the people (described by some as the Quincy "swagger").
  - Adams County's history of caring is extensive ranging from family-owned companies that rebuilt after devastating floods to Quincy's annual Honor Flights to the Franciscan Way at Quincy University.
  - Quincy has an unwavering commitment to caring across all industries, all races, all interests. This is a genuine common thread that connects all segments of the community and connects your history to your present day.
  - Going the extra mile is evident in the community's generous spirit, but it's also a nod to your connection to the wheel:
    - Titan Wheel, Knapheide, Quincy Raceways, Tin Dusters, Dark River Derby Coalition, etc.
    - Hub and spoke concept
    - The fact that traveling to Quincy must be deliberately planned (because of your location and limited transportation infrastructure).

# PLATFORM RATIONALE

- ✦ so you are welcomed, supported and motivated in all that you do.
- Throughout history, Quincy has welcomed and provided refuge for many distressed groups (Mormons, Potawatomi Indians, Underground Railroad, etc.) and influential travelers (like President Lincoln).
  - Adams County may be small, but it's mighty in the way it comes together to support a great cause. Whether that means preserving beautiful old buildings like Dicks Brothers' Brewery and historic architecture on Maine Street or maintaining what is today the nation's longest running arts council.
  - Research indicates that inspiration and encouragement are widespread throughout Quincy whether you're an entrepreneur, college student, festival organizer, farmer, nurse or CEO.

# CREATIVITY

## TOOLS FOR BRINGING THE BRAND TO LIFE

You are about to see a range of creative expressions that will help bring Quincy/Adams County'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 Quincy, was charged with evaluating and selecting the foundational tools in the Brand Identity Guide. All creative decisions were made using the 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 Creativity section influence, guide and inform the tactic-driven Action Plan that follows in the next section.

**Note:** All final logos for Quincy/Adams County are included in the attached Final BrandPrint 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.

# CREATIVITY

## STRAPLINE

### *Right on Q*

What does it mean to be Right on Q ?

First and most obviously, it conveys that Quincy is the right choice. You can't go wrong by choosing Quincy, for a variety of reasons that include the "extra mile" nature of a hard-working, caring community, the wonderful quality and pace of life here, the affordability of homes, and the surprising number of resources and amenities.

The line also allows you to develop the idea of being right on Q (cue) in ways that reinforce Quincy's identity as committed to the community and caring about each other. For example:

- When people need help, Quincyans are there, right on Q.
- When rising floodwaters threaten the town, Quincyans show up on cue to fill sandbags.
- When the community identifies the need for new schools or a new jail, Quincyans step up on cue to take care of it.
- When newcomers arrive, Quincyans are there on cue to welcome them.

The line not only supports the overall brand but can be developed in ways that help various segments of the community embrace and use that brand. For example:

- Customer service? Quincy businesses are right on Q.
- Educated and skilled workforce? Quincy meets the need, right on Q.
- Accommodating tourist and convention visitors? We're right on Q.
- Housing options? Relocation assistance? Right on Q.
- Outstanding healthcare? Right on Q.

Being "on Q" in these ways is part of what it means (and has ALWAYS meant) to be a Quincyan.

# CREATIVITY

## LOGO

This logo is at once sophisticated and charming, traditional and progressive, striking and subtle. Reasons it works:

- The graphic element is a Q. The Quincy logo needs a Q to support not just its position in the community name, but also its cornerstone position in the strapline.
- But it's not just any Q. It is an abstract representation of various elements in your historic architecture from windows to doors. Stones circle the Q, while the keystone serves as the leg of the Q.
- That circular shape is also open to interpretation, representing other key assets including the community's close connection to wheels.
- The typeface is at once traditional, solid and strong but also loaded with character and a bit of a sense of humor.





# CREATIVITY

## LOGO INSPIRATION





# CREATIVITY

## LOGO INSPIRATION



# CREATIVITY

## LOGO INSPIRATION





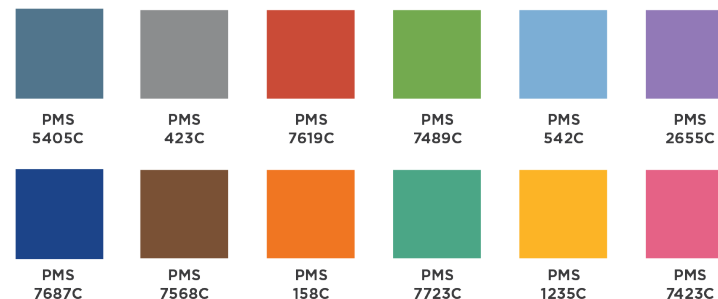
# CREATIVITY

## COLOR PALETTE

The Quincy color palette is expansive in order to provide a wide range of options for community partners interested in using the new Quincy mark in a cobranding capacity with an existing mark.

The foundational colors in the palette are sophisticated architectural tones including gray, slate blue and red. This primary palette reflects the historic architecture and significance of Quincy's aesthetic.

All creative files are included in the 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 the Quincy/Adams County 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 Quincy/Adams County Final Report CD.



# CREATIVITY

## PALETTE APPLIED TO LOGOS



# CREATIVITY

## PALETTE APPLIED TO LOGOS



### Assignments for Partner Organizations

- City of Quincy – Blue PMS 5405C & Gray PMS 423C
- Adams County – Red PMS 7619C
- GREDF – Brown PMS 7568C
- Arts Quincy – Purple PMS 2655C
- Chamber of Commerce – Dark Blue PMS7687C
- The District – Red PMS7619C
- Park District – Green PMS 7489C
- Visitors Bureau - Orange PMS158C or Light Blue PMS542C
- Oakley Lindsay Center – Dark Green PMS 7723C

# CREATIVITY

## ADDITIONAL LOGO CONFIGURATIONS

City & City w/ State



QUINCY



QUINCY  
ILLINOIS

# CREATIVITY

## ADDITIONAL LOGO CONFIGURATIONS

City w/ State & Strapline



# CREATIVITY

## ADDITIONAL LOGO CONFIGURATIONS

Horizontal & Horizontal w/ State



# CREATIVITY

## PARTNER LOGOS



**QUINCY**  
GREAT RIVER ECONOMIC  
DEVELOPMENT FOUNDATION



**ADAMS  
COUNTY**  
RIGHT ON Q



**ADAMS COUNTY**

# CREATIVITY

## 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:

Accessible	Encourage/Encouragement	Know Us by Heart	Service
Active	Extra	Lively	Spirit
All American	Faithful	Loyal, Loyalty	Stable
Architecturally Significant	Friendly	Magnanimous	Step up
Authentic	Generous, Generosity	Majestic	Support, Supportive
Bountiful	Gentle	Make a Difference	Successful
Caring	Genuine	Mindful	Sustain, Sustainability
Change-makers	Giving	Motion	Thoughtful
Character	Go Above and Beyond	Motivated	Timely
Character of Caring	Go the Extra Mile	Neighorly	Tolerant
Classic	Grounded	Nurturing	Traditional With a Twist
Collaborative	Heart, Heartfelt	Progress, Progressive	Transportation Hub
Commitment	Help, Helpful	Promise	Treasure
Common Good	Heritage	Protect, Protective	True
Considerate	Historic	Quality	Unwavering
Dedicated	Hospitable	Rally	Volunteers
Do One More Thing	Inspirational	Respectful	Warm, Warmhearted
Educated	Kind	Self-sustaining	Willing



# CREATIVITY

## BRAND NARRATIVE

A Brand Narrative was developed using artistic language to set the emotional tone for the brand. The narrative is written to support and define both the brand strategy and the strapline: “Right on Q.” Its purpose is to help residents, businesses and consumers connect the emotional story of the brand to their own situations. Each partner organization should develop its own brand narrative leveraging the assets and language here for the community.

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?”

# BRAND NARRATIVE

It always makes a difference when someone goes the extra mile for you. Maybe it's just the difference between an unremarkable day and one lined with grace notes. Between a routine customer experience and one that builds fierce loyalty. Between an obstacle and an opportunity.

Extra effort – extra caring some would say – can color your whole view of a place. When it happens often enough, it can even change the way you think and act. Since you can't always pay it back, you pay it forward. It's infectious.

Sometimes that extra effort comes exactly when you need it most. For your family, your business, your education or maybe just for the perfect night on the town. It comes right on time. Or as we like to say in Quincy... right on Q. In matters great and small, a character of caring has become the heart of Quincy and Adams County.

Yes, Quincy is the kind of place where going the extra mile in everything is an everyday thing. That civic character is something even those of us who have lived here forever can't fully explain. But we experience it. We see it revealed by action.

It was part of our community almost from the start. When runaway slaves, Potawatomie Indians, and Mormons fleeing deadly persecution needed refuge, Quincyans stepped up to help, as if on cue.

Today, you'll see it in the way Quincyans arrive, right on Q, and fill sandbags to protect their neighbors from a rising river. When people need a hand, or visitors need a welcome, Quincyans seem to be there, right on cue. When they see a need – for new schools, a new jail – Quincyans take care of it. Right. On. Q.

# BRAND NARRATIVE

To us, being right on Q permeates every aspect of life in Quincy and Adams County. It's about hard, honest work. It's about excellent schools. It's about developing a highly skilled workforce. It's about working to make downtown a vibrant place to work, play and live.

It's about the way people maintain their homes and groom their yards, not merely out of pride but from a deep sense of community. Right on Q is the rally cry for taking responsibility, taking ownership, and rising above. It's about how people here make the extra effort to do their best, even when no one is watching, because it's who they are.

Up and down the Mississippi, and far and wide, Quincy is known for majestic old homes. For companies that have made names around the world. For the region's outstanding healthcare. For esteemed educational institutions that share our name and heritage. For its gentle way of living.

But come spend a little time here, and in the end you'll know us best by heart. A heart for caring and the common good. A heart that leads people to give, for as long as it takes. A heart that goes the extra mile to welcome you, support you and encourage you.

That's not just our promise. It's our heritage.

Quincy, in Adams County, Illinois

Right on Q



# CREATIVITY

## CREATIVE EXECUTIONS | IN THE FORM OF A FULL PAGE AD

The final tool in the Quincy/Adams County 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 us to demonstrate headline structure, photography style, graphic devices, copy styles, color treatments and more.

Examples of the look follow.



# QUINCY

## DAD'S HOME, RIGHT ON Q.

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[WWW.WEBSITE.COM](http://WWW.WEBSITE.COM)





# QUINCY

## DEAL'S DONE, RIGHT ON Q.

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[WWW.WEBSITE.COM](http://WWW.WEBSITE.COM)







# QUINCY

## WEEKEND'S HERE, RIGHT ON Q.

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[WWW.WEBSITE.COM](http://WWW.WEBSITE.COM)





# QUINCY

## LIGHTING YOUR WAY. RIGHT ON Q.

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[WWW.WEBSITE.COM](http://WWW.WEBSITE.COM)





# CREATIVE DELIVERABLES

Using the foundation creative tools including strapline, logo, color, narrative and creative executions, North Star designed a set of creative deliverables showing how these tools could be used in digital marketing, print communications, infrastructure, merchandise, partner communications, signage and more.

Deliverables are organized according to the following categories:

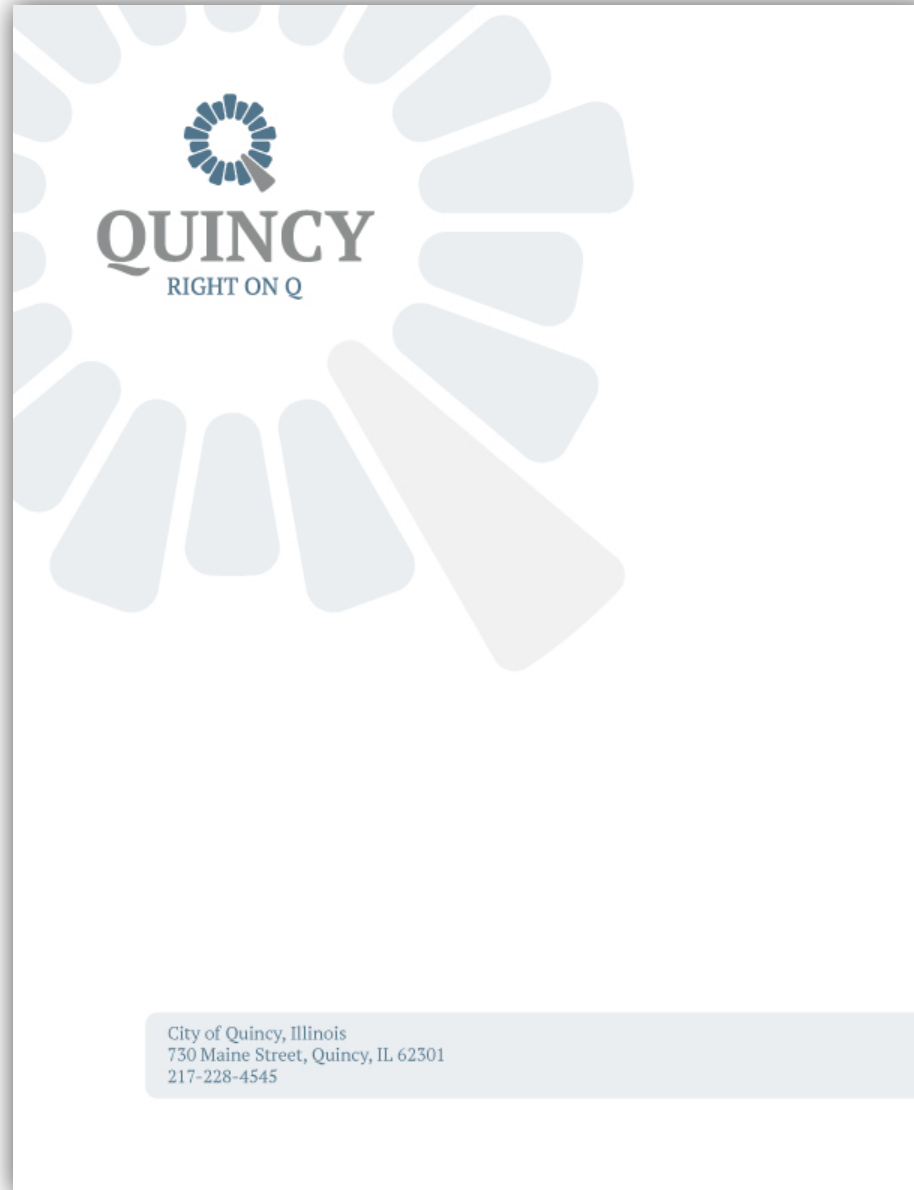
- Administrative Tools
- Digital Media
- Signage
- Infrastructure
- Brand Merchandise
- Adams County
- Great River Economic Development Foundation
- Chamber of Commerce
- Parks and Recreation
- Quincy Arts
- Oakley Lindsay Center

In-depth explanation of these creative deliverables can be found in the Action Plan section of this report.

# **CITY OF QUINCY**

## **ADMINISTRATIVE TOOLS**





City of Quincy, Illinois  
730 Maine Street, Quincy, IL 62301  
217-228-4545



CITY OF QUINCY  
730 Maine Street  
Quincy, IL 62301





**Kyle A. Moore**

*Mayor*

217-228-4545 | [mayor@quincyl.gov](mailto:mayor@quincyl.gov)  
730 Maine Street, Quincy, IL 62301



**QUINCY**  
RIGHT ON Q



City of Quincy, Illinois  
730 Maine Street, Quincy, IL 62301  
217-228-4545





CITY OF QUINCY  
730 Maine Street  
Quincy, IL 62301



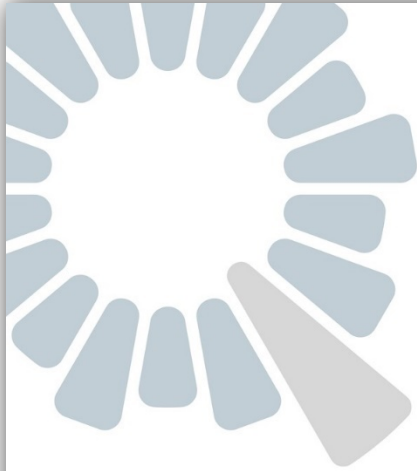


Kyle A. Moore | Mayor  
217-228-4545 | [mayor@quincyl.gov](mailto:mayor@quincyl.gov)  
730 Maine Street, Quincy, IL 62301



QUINCY  
RIGHT ON Q





# DIGITAL MEDIA



[HOME](#) [CONTACT US](#)

ALL THE ANSWERS. RIGHT ON Q.

 [VISITORS](#)[GOVERNMENT](#)[BUSINESS](#)[DEVELOPMENT](#)[COMMUNITY](#)[PUBLIC SAFETY](#)[I WANT TO...](#)

### MAYOR KYLE MOORE



#### WELCOME TO QUINCY!

Here in Quincy we're known for our character of caring. For going the extra mile. Take some time to explore this website, then let us know...

[READ MORE](#)

### CALENDAR

- |        |                                    |
|--------|------------------------------------|
| DEC 14 | AERONAUTICS COMMITTEE MEETING      |
| DEC 14 | CITY COUNCIL MEETING               |
| DEC 14 | CENTRAL SERVICES COMMITTEE MEETING |

### NEWS & ANNOUNCEMENTS

[BACK THE BLUE](#)[WEEKLY YARD WASTE COLLECTION SEASON TO END DEC. 18TH](#)[LOCAL LANDMARK RECOMMENDATIONS](#)[THERE'S NO 'Q' WITHOUT YOU SELFIE CONTEST](#)[VIEW MORE NEWS](#)[CITY COUNCIL](#)[MEETING AGENDAS](#)[JOBS](#)[TRANSPARENCY](#)[MAPS](#)[BIDS/RFPs](#)



QUINCY  
RIGHT ON Q

BUSINESS CHURCHES GOVERNMENT EDUCATION

FUN HEALTH MEDIA RESTAURANTS



EVERYTHING YOU NEED. RIGHT ON Q.

City of Quincy

Adams County

Great Rivers Economic  
Development Foundation

Oakley-Lindsay Center

Public Library

The District

Historical Society

Arts Quincy

Convention and  
Visitors Bureau

Park District

Chamber of Commerce









BUSINESS CHURCHES GOVERNMENT EDUCATION FUN HEALTH MEDIA RESTAURANTS



## MORE TO DO. RIGHT ON Q.

City of Quincy

Adams County

Great Rivers Economic Development Foundation

Oakley-Lindsay Center

Public Library

The District

Historical Society

Arts Quincy

Convention and Visitors Bureau

Park District

Chamber of Commerce

**QUINCY**  
RIGHT ON Q

BUSINESS CHURCHES GOVERNMENT EDUCATION

FUN HEALTH MEDIA RESTAURANTS

Addiction Services  
Assisted Living Facilities  
Chiropractors  
Clinics  
Dentists  
Doctors  
**Gyms**  
Hearing Care  
Hospitals  
Hospice Care  
Nutrition  
Mental Health Services  
Orthodontists  
Orthopedics  
Rehabilitation Services  
Senior Centers  
Vision Care

**MORE TO DO. RIGHT ON Q.**

City of Quincy	Public Library	Convention and Visitors Bureau
Adams County	The District	
Great Rivers Economic Development Foundation	Historical Society	Park District
Oakley-Lindsay Center	Arts Quincy	Chamber of Commerce

# SIGNAGE









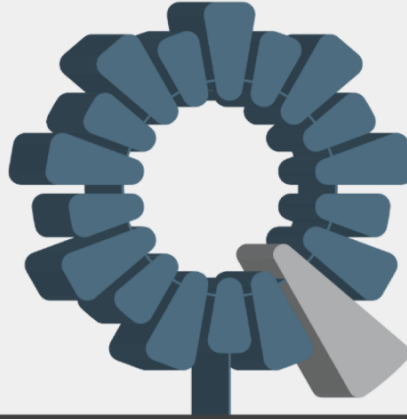


# QUINCY

RIGHT ON Q







**WELCOME TO QUINCY**

**EST. 1825**







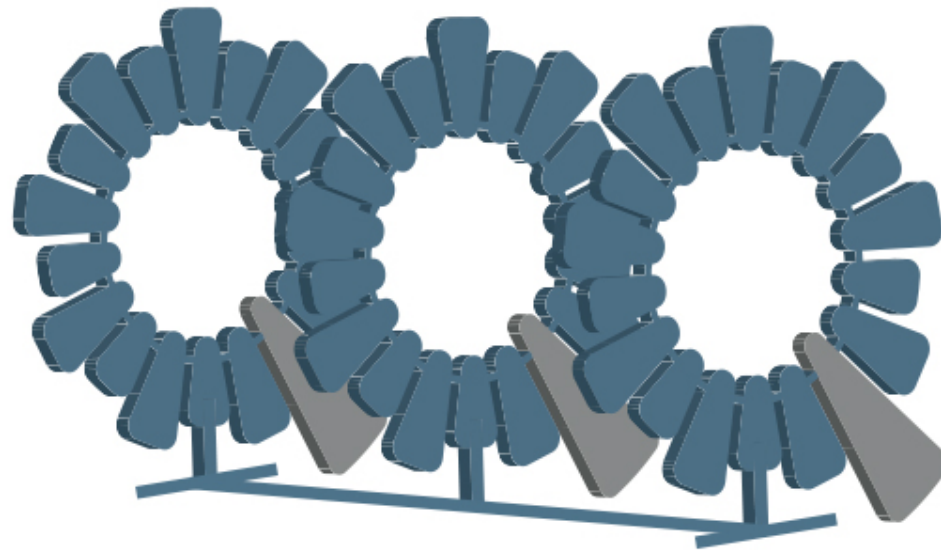


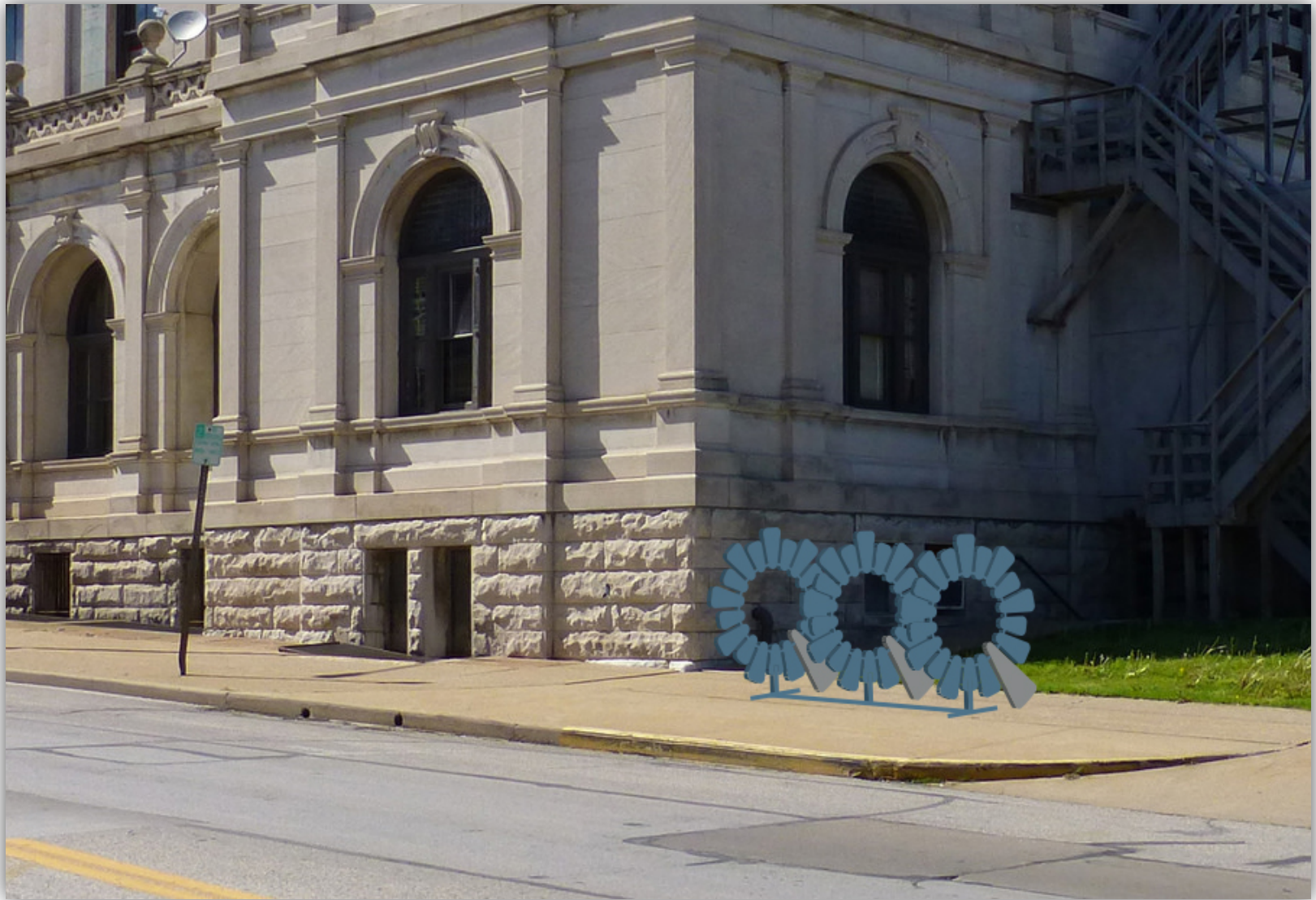




# INFRASTRUCTURE



























# BRAND MERCHANDISE

























# ADAMS COUNTY



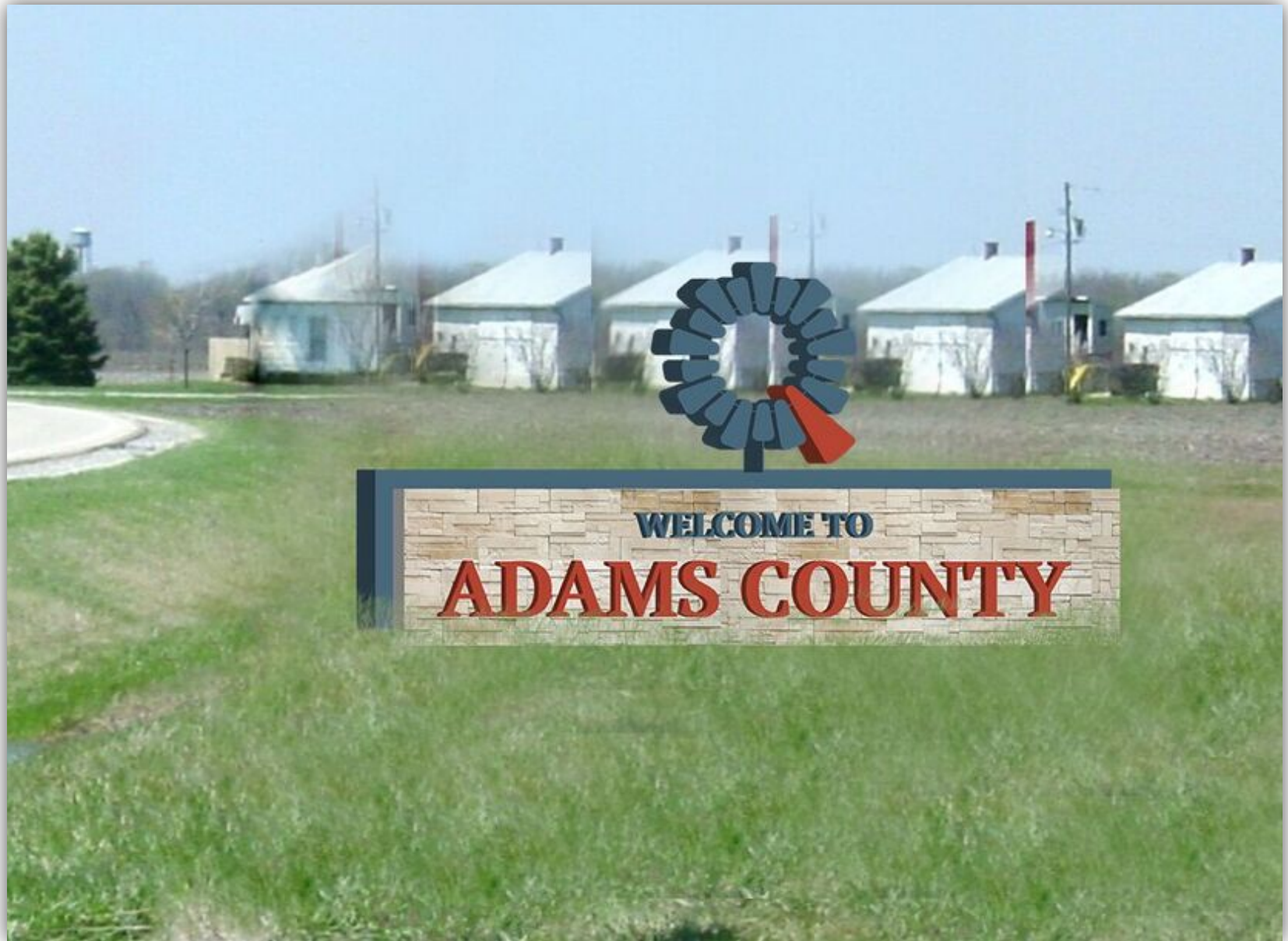


# ADAMS COUNTY

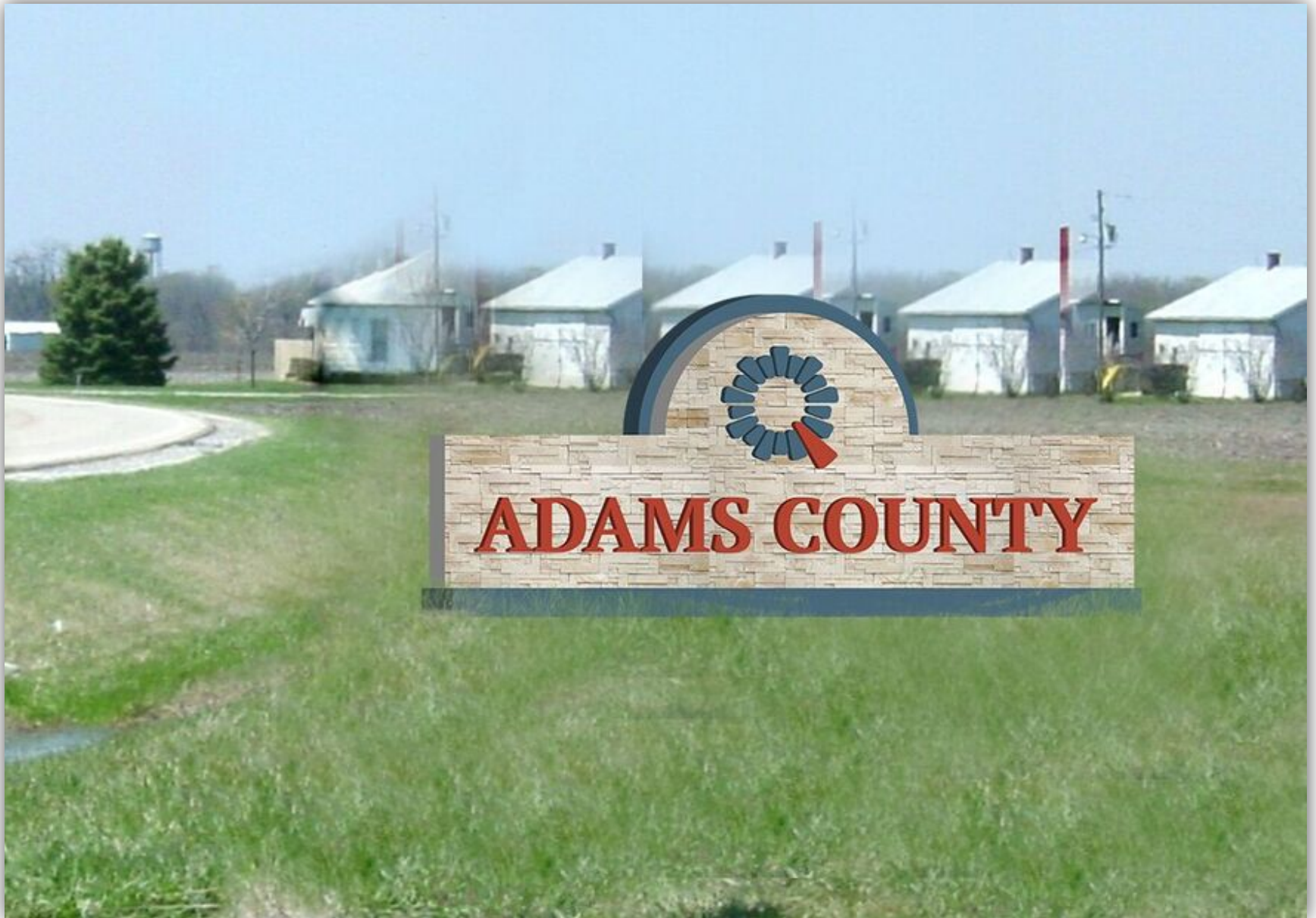
RIGHT ON Q



# ADAMS COUNTY









# ADAMS COUNTY

CONTACT US  

ALL THE ANSWERS. RIGHT ON Q.

SEARCH SITE...

GOVERNMENT

DEPARTMENTS

PUBLIC SAFETY

SERVICES

COUNTY BOARD

ECONOMIC DEVELOPMENT

LOCAL ATTRACTIONS



TAX RATE  
INFO

TELEPHONE  
DIRECTORY

FORMS &  
APPLICATIONS

PUBLIC  
RECORDS

HOW DO I...

## CALENDAR

- JAN

7

LOREM IPSUM DOLOR SIT  
AMET IPSUM
- JAN

12

LOREM IPSUM DOLOR SIT  
AMET IPSUM
- JAN

15

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AMET IPSUM
- JAN

23

LOREM IPSUM DOLOR SIT  
AMET IPSUM

## CURRENT NEWS

- LOREM IPSUM DOLOR SIT  
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## JOB OPPORTUNITIES

- LOREM IPSUM DOLOR SIT  
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# **GREAT RIVER ECONOMIC DEVELOPMENT FOUNDATION**

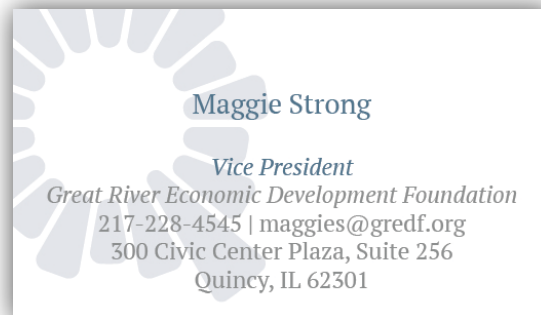
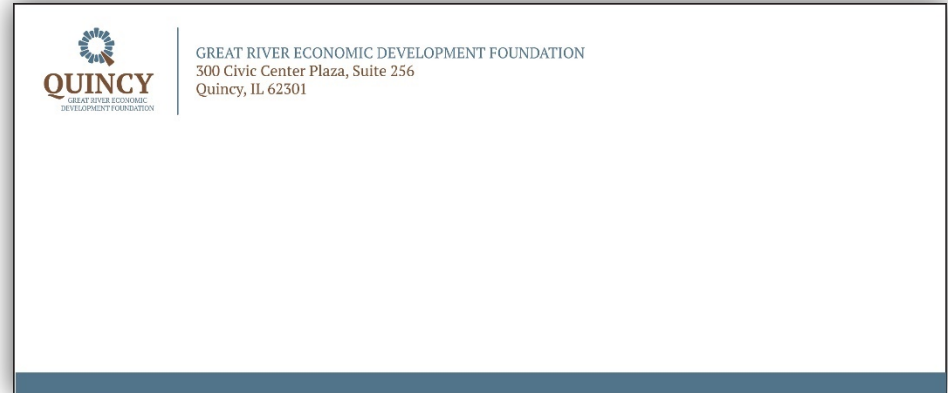
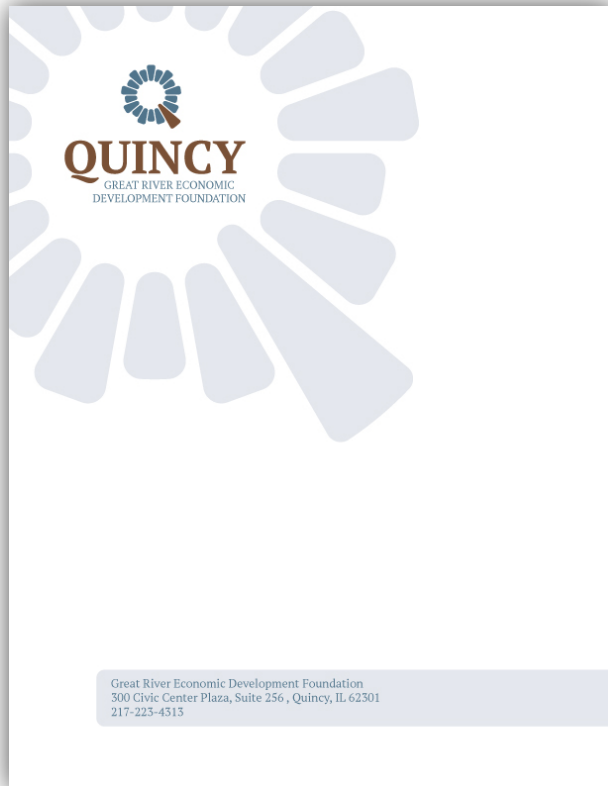




# QUINCY

GREAT RIVER ECONOMIC  
DEVELOPMENT FOUNDATION



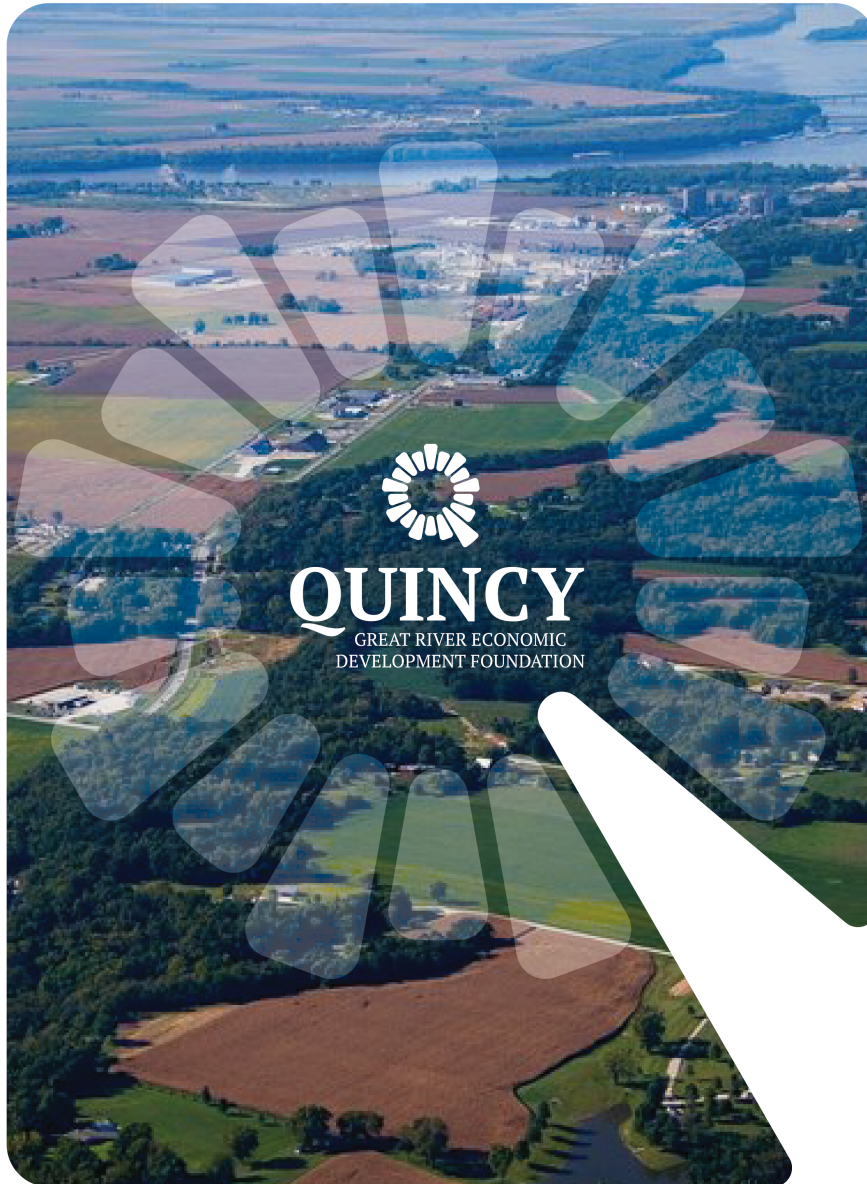






**MORE BUSINESS.  
BETTER BUSINESS.  
RIGHT ON Q.**





Quincy is the kind of place where going the extra mile in everything is an everyday thing. Businesses benefit from this character of caring through support, infrastructure, quality of life, incentives and a skilled workforce. But businesses like yours also are a big part of why we're seen as being a place where extra effort and initiative are the gold standard. We give more so that you can do more. And we do it . . .

**Right on Q.**





Lorem Ipsum,

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## Workforce

## Demographics

## Logistics

## Major Employers & Utilities

## Cost of Business

## Quality of Life

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Maggie Strong

Vice President  
Great River Economic Development Foundation  
217-228-4545 | maggies@gredf.org  
300 Civic Center Plaza, Suite 256

Quincy is the kind of place where going the extra mile in everything is an everyday thing. Businesses benefit from this character of caring through support, infrastructure, quality of life, incentives and a skilled workforce. But businesses like yours also are a big part of why we're seen as being a place where extra effort and initiative are the gold standard. We give more so that you can do more. And we do it . . .

Right on Q.





ITY PROFILE  
DIRECTORY

Workforce

Demographics

Logistics

Major Employers & Utilities

Cost of Business

Quality of Life

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Mauris cr dignis

Viv

st

Y



Maggie Strong

Vice President

Great River Economic Development Foundation  
217-228-4545 | [maggies@gredf.org](mailto:maggies@gredf.org)  
300 Civic Center Plaza, Suite 250

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**Right on Q.**





# CHAMBER OF COMMERCE







**2016 COMMUNITY PROFILE  
AND MEMBERSHIP DIRECTORY**



300 CIVIC CENTER PLAZA, SUITE 245 | QUINCY, IL 62301 | (217) 222-7980 | [WWW.QUINCYCHAMBER.ORG](http://WWW.QUINCYCHAMBER.ORG)





MORE OPPORTUNITY.  
BETTER LIVING.  
RIGHT ON Q.



Quincy is known for majestic old homes. For companies that have made names around the world. For the region's outstanding healthcare. For esteemed educational institutions. For our gentle way of living. But after you've spent a little time here, we think you'll know us best by heart. A heart for caring and the common good. A heart that leads people to give, for as long as it takes. A heart that goes the extra mile to welcome you, support you and encourage you. We give more so that you can do more. And we do it . . .

Right on Q.





PROFILE  
DIRECTORY

Maps

Sales Tax

Chamber of Commerce

City Services

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Quincy is known for majestic old homes. For companies that have made names around the world. For the region’s outstanding healthcare. For esteemed educational institutions. For our gentle way of living. But after you’ve spent a little time here, we think you’ll know us best by heart. A heart for caring and the common good. A heart that leads people to give, for as long as it takes. A heart that goes the extra mile to welcome you, support you and encourage you. We give more so that you can do more. And we do it . . .

Right on Q.



PROFILE  
DIRECTORY

#### City Services

#### Schools

#### Neighborhoods

#### Retail

#### Restaurants

#### Parks and Arts

#### Healthcare

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Ma

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QUINCY AREA  
CHAMBER OF  
COMMERCE

AMY LOO'EN  
Executive Director  
amy@quincychamber.org  
300 City Center Plaza • Quincy, Illinois 62301-4169

Quincy is known for majestic old homes. For companies that have made names around the world. For the region's outstanding healthcare. For esteemed educational institutions. For our gentle way of living. But after you've spent a little time here, we think you'll know us best by heart. A heart for caring and the common good. A heart that leads people to give, for as long as it takes. A heart that goes the extra mile to welcome you, support you and encourage you. We give more so that you can do more. And we do it...

Right on Q.

# THE DISTRICT





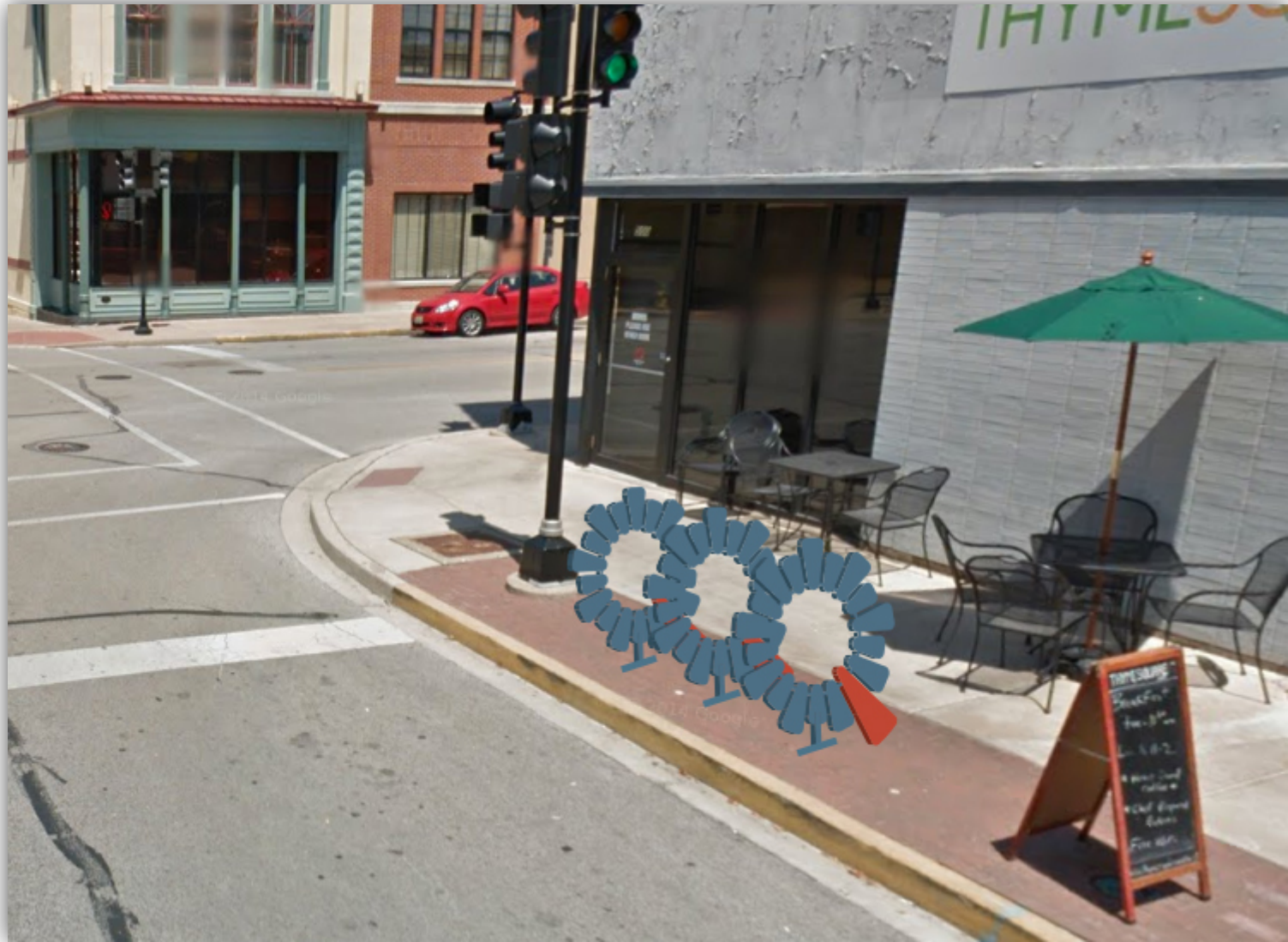


















# PARKS AND RECREATION





SPRING/SUMMER  
2016 PLAY PROGRAM

*Come Out and Play!*  
**Quincy**  
Park District



| 1231 BONANSINGA DRIVE | QUINCY, IL 62301 |  
| 217.223.7703 | WWW.QUINCPARKDISTRICT.COM |



## ACTIVITIES/EVENTS



### FISHING

#### Fishing Rodeo

The Park District, Fishing for Freedom and KICK-FM/Y101 Radio are sponsoring this event for all ages.

June 6

Registration: 12:30 p.m.

Fishing: 1:00-2:45 p.m.

Awards Presented Sunday, June 7 in Clat Adams Park at 11:00am during Fishing for Freedom events

All Ages: FREE

### FISHING CLINICS

Designed for beginner to veteran fishermen, our instructors provide a wide range of fishing knowledge, including safety tips.

June 9-July 16

T, TH

9-11 a.m.

Ages 3+: FREE w/pre-registration

### SOFTBALL/T-BALL

Co-ed T-Ball & Girls Softball Age Divisions

Team t-shirt and ballcap provided for each player. Register by May 1.

T-Ball Ages 5-6: \$35

Softball Ages 7-12: \$40

### SUMMER PLAYGROUND

Organized activities for children ages 5-12.

June 8-July 24

M-F

10 a.m.-Noon: Redmon and Lee Center, Bob Mays Park, Johnson Park

1-3 p.m.: Madison Park, Reservoir Park, South Park

Ages 5-12: FREE

### NATURAL BORN EXPLORERS

Children enjoy nature-based activities and explore our parks' natural elements.

July 8- July 29

W

11 a.m.-Noon: South Park large shelter to start, different park each week

Ages 6-11: \$20

### HORSING AROUND

Learn about horses, feed, tack, chores, grooming and different riding styles.

April 2- May 7; June 4-July 9; July 16-Aug. 20

TH

5:30-6:30 p.m.

Grades 3-6: \$70

## FACILITIES

### BILL KLINGNER TRAIL

North 12th - North 18th  
Dawn to dusk

Open for walking, running & bicycling on nearly 1-mile paved surface. Dogs welcome on trail; please pick up after your pup.

### THE BATTING CAGE

Upper Moorman Park  
217-228-1261

Enjoy mini-golf, hitting cages and much more with the whole family.

### INDIAN MOUNDS POOL

1500 South 5th  
217-228-9219

May 23-August 16

Features a heated pool, waterslide, zero depth entry, diving boards and more.

### WAVERING AQUATIC CENTER

1200 North 36th  
217-228-9220

May 23-August 2

Features a diving well, waterslide, baby pool, sand volleyball court and more.

### WESTVIEW GOLF COURSE

2150 South 36th  
217-223-7499

Our 27-hole course is dotted with white sand bunkers, ponds and hundreds of mature trees. The design will challenge the skilled player while still being enjoyable to the average or novice player.

### LORENZO BULL HOUSE

1550 Maine Street  
217-223-7703

Open to the public for corporate retreats, meetings, showers, wine tastings or small, intimate weddings. Contact us for more rental information!

### QPD ADMINISTRATION OFFICE

1231 Bonansinga Drive  
217-223-7703

Home of the Park District located on the riverfront at the site of Lincoln Park. Features an indoor playground and activity room. It will also be adjacent to the first universal access playground in the area located in Lincoln Park.



SPRING/SUMMER 2016 PLAY PROGRAM





# QUINCY ARTS







## 2016-2017 CALENDAR OF ARTS AND CULTURE



# JANUARY 2016

music • visual arts • theatre & dance • art education • humanities • museums

## 1 FRIDAY

**Avenue of Lights**  
6-9:30 pm, Waverling/Moorman  
Park, avenueoflights.com or  
217-222-5432 Nov. 26- Jan. 1

## 4 MONDAY

**QPL Monday Movie for Adults:**  
TBA 1 pm & 5:30 pm, Quincy Public  
Library, quincylibrary.org

## 9 SATURDAY

**AAUW Speakers: Alisa Cameron**  
"Helping JWCC Students Succeed"  
11 am, Women's City Club,  
217-223-6175

## 11 MONDAY

**QPL Monday Movie for Adults**  
TBA 1 pm & 5:30 pm, Quincy Public  
Library, quincylibrary.org

## 14 THURSDAY

**Great River Genealogical Society**  
Meeting Speakers: Paul and Alison  
Tieman, Hila Tieman  
7 pm, Lutheran Church of St. John,  
gr-gs.org

## 15 FRIDAY

**QCT Company Project**  
7:30 pm, Quincy Community  
Theatre, tqct.org or 217-222-5209  
Jan. 15-16 at 7:30 pm

## 17 SUNDAY

**Great River Watercolor Society**  
**Annual Exhibit Artist's Reception**  
2-3:30 pm, Quincy University Gray  
Gallery, 217-228-5371 Exhibit runs  
Jan. 11-27

## 18 MONDAY

**QPL Monday Movie for Adults**  
TBA 1 pm & 5:30 pm, Quincy Public  
Library, quincylibrary.org

## 20 WEDNESDAY

**Quinsippi Needleworkers Meeting**  
7 pm, First Union Congregational  
Church, 217-222-9150

## 21 THURSDAY

**C-SC Exhibit Opening Reception:**  
**Art Faculty Show**  
6-8 pm, Culver-Stockton College  
Mabee Art Gallery, culver.edu

## 23 SATURDAY

**QCT QUILTA Awards**  
TBA, tqct.org or 217-222-5209

## Great River Eagle Days

Oakley-Lindsay Center & Lock and  
Dam 21, 217-214-3700 Jan 23-24  
QCMA: Kronos Quartet 7:50 pm,  
QJHS Morrison Theatre,  
quincycivicmusic.org

## Quincy Conservatory/Illinois State

**Music Teachers Association**  
**Ensemble Festival**

6:30 pm, Kroc Center, 217-223-0669

## 25 MONDAY

**QPL Monday Movie for Adults**  
TBA 1 pm & 5:30 pm, Quincy Public  
Library, quincylibrary.org

## 29 FRIDAY

**QAC Opening Reception: Making**  
**Their Mark: Illinois Women Artist**  
**& 2nd Annual Student Exhibit**  
7-9 pm, Quincy Art Center,  
217-223-5900 or  
quincyartcenter.org Exhibit runs  
Jan. 29-March 5

## 31 SUNDAY

**Sunday Music Series: Dr. Carol**  
**Mathieson & Friends**  
4 pm, Unitarian Church,  
217-228-2866

## EXHIBITS

**QU Exhibit: Michael Hopkins**  
**X-Ray Paintings**  
Through April 3

**QAC Exhibit: High School Student**  
**Art Competition**  
Through May 7

**Annual QU Faculty Juried 2016**  
**Student Art Exhibition**  
April 6-24

**C-SC Student Honors Show**  
April 7-May 10

**QU Baccalaureate-Senior**  
**Retrospective 2016**  
April 27-May 15



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Member FDIC  
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Quincy, IL 62450





**QUINCY**  
RIGHT ON Q



Illinois  
**ARTS**  
Council  
AN AGENCY OF  
THE STATE OF ILLINOIS



**ARTS  
ALLIANCE  
ILLINOIS**  
GIVE VOICE TO A  
CREATIVE STATE



**ART WORKS.**

**National  
Endowment  
for the Arts**  
arts.gov



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**FDIC**

# OAKLEY LINDSAY CENTER





**WORLD CLASS CONVENTIONS.  
RIGHT ON Q.**





**WINE AND WINERIES.  
RIGHT ON Q.**







INSPIRED ARTS.  
RIGHT ON Q.





**GROWING BUSINESSES.  
RIGHT ON Q.**





**BETTER LIVING.  
RIGHT ON Q.**





# 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 demonstrating how Quincy/Adams County has a long heritage of caring and going the extra mile. Quincy gives more so residents, businesses and visitors can do more and live more fully.

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 Quincy 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 Quincy' community brand. Our goal – and yours – is to make sure that Quincy' attention to detail and planning which results in exception quality of life becomes the guiding principle for your branding efforts. Not just a logo and line on your letterhead.

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 about seeing it happen in Quincy.

North Star has identified the following 15 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. Others are designed to give your brand the richness, texture and three-dimensionality it needs to be fully integrated.



# 1. ASSIGN A BRAND LEADER

Brands cannot grow and thrive if no one takes responsibility for them. Successful implementation of the Quincy 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 Quincy 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 Quincy such as the communications manager or PIO who 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.)

North Star has provided a job description for Brand Manager. (See **Appendix G** on the Final BrandPrint CD.) 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. TAKE YOUR BRAND PRESENTATION ON THE ROAD

Quincy's branding team is already ahead of the game when it comes to developing a brand presentation. The community's brand rollout featured participation from all the brand partners, a brand presentation, and the launch of a brand portal, brand video based on the narrative and branded social media sites. Merchandise was also sold at the event. That's more than many communities accomplish in the first six months following the brand completion!

A lot of the hard work is done, but that initial presentation typically needs the reinforcement of additional small group or one-on-one brand presentations customized for the audience. To make these many presentations possible, multiple people within the city and business community should be versed in making the presentation to your varied audiences. If you have chosen/hired a brand manager he or she should make educational presentations a priority.

Start by recruiting your team of trainers. Consider individuals who were originally on the branding team, leaders of partner organizations, eloquent and interested voices from the business community, religious community, education community (teachers and students), volunteer community and more. The more diverse your training team, the more widespread will be the passion for and use of the brand.

In a train the trainer session go through the brand PowerPoint. Answer questions, identify sections of the presentation that could be improved or customized for specific audiences and brainstorm ways for various community members to get involved. Make sure the presentations addresses the following topics:

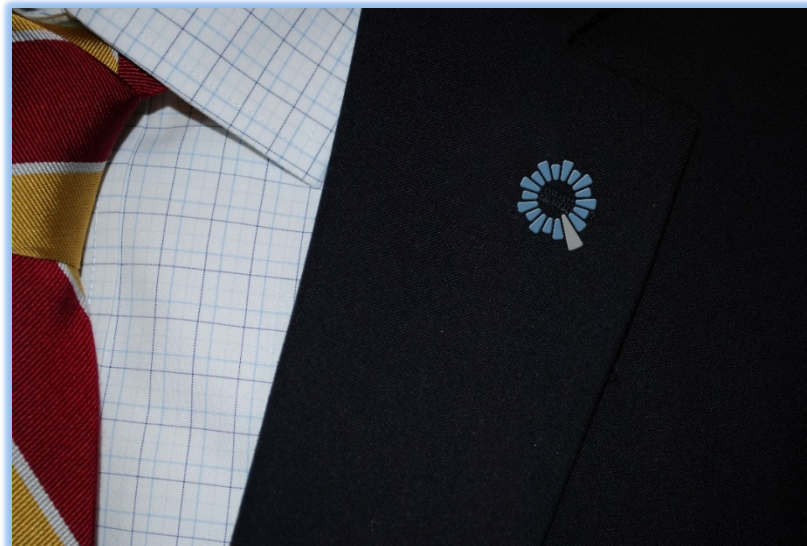
- Why was this project started?
- Who else was involved?
- What did you learn from the research?
- Share and explain the strategy – your strategic brand platform.

## 2. TAKE YOUR BRAND PRESENTATION ON THE ROAD

- 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 Quincy market its assets.
- 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.
- 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.

Give all trainers branded merchandise that they can wear during presentations including hats, t-shirts, and lapel pins. Place the presentation on branded thumb drives for distribution to interested audience members. Also give your trainers large supplies of branded car decals for distribution to all audience members. Your goal is to have every car in Quincy proudly announcing its affiliation to your great community.

Once you've got your team of trainers work with them to schedule a slate of presentations over the next few months. Consider: realtors, developers, civic groups, major business leaders (i.e., Knapheide, Titan and ADM), restauranteurs, retailers, District merchants, service business owners/organizations, Quincy University administrators and professors, church leaders, student groups, arts organizations, historic societies/organizations.



## 2. TAKE YOUR BRAND PRESENTATION ON THE ROAD

Don't forget to work with public sector departments and organizations to access their members. Specifically schedule presentations with:

- Friends of the Library and Library Trustees
- Park District Leaders and Employees
- GREDF Board, Consumers and Employees
- Quincy Chamber of Commerce Members
- District Members and Merchants
- Enterprise Zone Board
- Human Rights Commission
- Aeronautics Committee
- Board of Fire and Police Commission
- Transit Advisory Commission
- Washington Theater Commission
- Technology Committee
- Airport Leaders and Employees
- School Boards
- Neighborhood Watch Groups
- Citizens Police Academy
- Animal Shelter Leaders and Employees
- And any other groups whose service represents Quincy's "Right on Q" approach to leadership and governance.



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. 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 parking lot.

### 3. MOTIVATE CITY EMPLOYEES TO BECOME BRAND AMBASSADORS

As the facilitators of the new brand identity, City of Quincy employees and departments should be early adopters, embracing and leading this brand initiative. It is critical that they understand and accept the brand (not just the logo, the strategy), 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.

Start by presenting a city-specific version of the PowerPoint presentation to city department heads before introducing the brand to all city employees. Host the meeting in a relaxed environment to spur creative thinking. This audience is key to getting the larger group of city employees on board. Have some ideas on how each department can utilize the brand in programming or communications. And then brainstorm with them on how the brand can guide efforts within their departments. This will further buy-in. Offer branded merchandise like lapel pins, car decals, hats or t-shirts or bottle openers.

Following the presentation hold a brainstorming session where department heads can identify how their departments exemplify going the extra mile. These ideas should include existing activities and responsibilities as well as new ideas. As part of this activity, specifically identify communications or publications like the annual report, newsletters, maps, blogs, etc. that can be reworked in the spirit of the brand.

Once you've met with department heads, engage your many city employees. They 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 Quincy at large. It is critical that employees understand that they are pivotal to spreading the good word about the brand.

To get them excited, plan a fun employee brand introduction that takes place in a large venue like the Oakley Lindsay Center. Elevate this meeting above the typical department meeting to build enthusiasm and interest. The more people present, the more energy and excitement you will generate.

### 3. MOTIVATE CITY EMPLOYEES TO BECOME BRAND AMBASSADORS

A few ideas:

- Serve lunch from local restaurants.
- Following the brand presentation, have each employee identify one task they perform where simple changes would elevate it to a “Right on Q” experience.
- Have drawings for services and merchandise from local businesses and brand partners. Give away branded merchandise like a car decal, t-shirt or hat.
- Encourage employees to brainstorm ideas for events and initiatives that support the brand strategy and reward the best ideas.
- Give employees a generous supply of car decals and ask them to distribute to family and friends in Quincy.
- Distribute new stationery supplies to get city employees excited about the brand.





## 4. FOCUS ON BRAND INTEGRATION THROUGHOUT CITY DEPARTMENTS

Now that city employees understand the passion and the purpose of the brand, work directly with department leaders to integrate the brand in large and small ways. Large ways include infrastructure changes. Small ways include “Right on Q” recognition awards for employees that go above and beyond. Following are a few department-specific ideas for brand integration to get the brainstorming started:

- **Mayor’s Office:** The mayor is an active engaged presence in Quincy and has been a supporter of the branding effort. Have some fun with his responsiveness to resident questions and queries with an “Extra Mile with the Mayor” walk. During warm months, the Mayor meets with interested residents in a designated coffee shop and the group goes for a one-mile walk while the Mayor answers any and all questions. It is a fun, interactive example of Quincy leadership’s willingness to do more for its residents.
- **Communications Manager or PIO:** The city’s communication department can demonstrate their giving nature by offering help to local nonprofits drafting and placing press releases.
- **Central Services:** From city vehicles and trash receptacles to water towers, sidewalks, crosswalks and manhole covers, public works is charged with the maintenance of a vast infrastructure that can serve as a palette for the brand. Start by evaluating your options. You don’t just want to slap the logo on every surface that’s not moving (and some that are)! But if you don’t brand water towers and your fleet of public vehicles, it represents a real missed opportunity. Branding major structures may not be in the budget right away, but the Brand Manager should make sure they are part of the five-year plan.





## 4. FOCUS ON BRAND INTEGRATION THROUGHOUT CITY DEPARTMENTS

A few more ideas for Central Services:

- Use branded bags for trash or debris pickup. See example below from North Star client Dayton, Ohio.
- Promote the timely nature of public services such as trash pickup and pothole repair with a “Working for You . . . Right on Q” initiative.
- Partner with Quincy Arts to have local artists reimagine recycling bins turning them into functional art.



## 4. FOCUS ON BRAND INTEGRATION THROUGHOUT CITY DEPARTMENTS

- **Library:** Quincyans are readers and the public library means a lot to them. The library and associated groups and reading clubs are a great way to get people thinking about the roots of your brand in ways that are deeper and more meaningful than just a logo.
  - Host book clubs that tie to your strategy. Books focused on the history of the Mormons or Potawatomi Indians or on the Underground Railroad; books exploring architecture and books showcasing some of the most “go the extra mile” characters of all time (i.e., *To Kill a Mockingbird*) are a few ideas. Include the children’s reading group in this initiative.
  - Upon entrance to the library have a branded display (rotating) of favorite novels, movies, and TV shows labeled as “Right on Q” favorites. Encourage library staff, city employees, and residents to create favorite lists that are then featured in the display and on the library website or social media.
  - When the library rolls out new assets, programs or technology submit press releases and communications that read, “Library supplies iPads for Quincy kids . . . Right on Q.”
  - Host a literacy program for adults, “Learning to read . . . Right on Q.”
  - Use the iconic “Q” logo to create some fun public art on the walls of the children’s section playing around with the words “Questions”, “Quest”, “Quick” or any other word that connects with the benefits of reading.
- **Schools:** Your excellent public and private school system exemplifies the tenets of the brand on many levels. Teachers do and give more so students do and give more. Work directly with the school board, administrators, teachers and students to integrate brand thinking into the system. A few ideas to get you started:
  - Donate banners that celebrate both the schools and the students’ willingness to do more and be more. Following are examples of North Star clients who used their straplines to motivate messaging for banners on schools.
    - Highland Park: Live with Heart. Lead with Passion.
    - Shawnee: Good Starts Here
    - Yukon: Yukon’s Best

## 4. FOCUS ON BRAND INTEGRATION THROUGHOUT CITY DEPARTMENTS



- Offer a scholarship program for students in which they prepare a written or video essay or art project about a person who has gone the extra mile in their lives and ultimately what it meant for them.
- Connect civics classes with city administration for collaborative brainstorming on how to improve Quincy 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.
- Hold “Right on Q” college and job fairs with an emphasis on getting students the help they need for bright and successful futures.
- Host a schoolwide volunteer program where students of all ages give back to the community called “There’s No Q Without You”. Work in association with the University of Quincy.

## 5. ENGAGE THE PRIVATE SECTOR

The resources and manpower to accomplish the goals of the Quincy brand will be increased exponentially by marshalling the power of your private sector. Establish a Market Quincy Partnership with members from large and small businesses, healthcare, realtors, arts groups, media, civic groups, area developers, and even individuals. Allow anyone who is interested and willing to contribute – time and funding – to participate in this collective focused on marketing the community. Hold regular meetings under the guidance of the Brand Manager. Quincy has already gotten the ball rolling in this area by posting North Star's brand charter on your website that seals member commitments in writing (in **Appendix H** on Final BrandPrint CD). See members of the Market Gainesville Partnership signing a brand charter in the photo to the right.



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.

You will need to hold quarterly meetings of this partnership for it to gain momentum and make progress. Some ideas for the group to get you started:

- Have each member of the Market Quincy Partnership bring a print-out of their company's website homepage to the first meeting. Discuss ways to integrate ideas and language that support the brand strategy into these homepages. Use your brand narrative as a guide. How do these partners add to quality of life in Quincy, accessibility to services or products, or offer a distinct product or service that enhances the message of Quincy going the extra mile. If a major business partner or organization is not in attendance at the meeting, go through this exercise for them. Presenting a consistent message from all the major players about how Quincy does more so you can do more establishes a strong brand presence – absolutely free!

## 5. ENGAGE THE PRIVATE SECTOR

- In subsequent meetings of the partnership discuss public sector initiatives and identify opportunities for cooperative efforts with the private sector. Co-branded pole banners, signage, public art, events, merchandise, music, programming, products, etc. are just a small sampling of branded projects you can undertake in partnership with the private sector.
- 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, bumper stickers, and a premium item such as a T-shirt, window decal or lapel pin.



- Adapt the closing paragraph strategy for press releases mentioned earlier in this report 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 (transportation, manufacturing, retail, dining, architecture, outdoor recreation, education, realtors, and so forth). This paragraph can serve as a customizable template for use by Quincy businesses in their own press relations. The Brand Manager should push this tool out into the community through the Market Quincy Partnership, Greater Quincy Chamber of Commerce, the Historic District, GREDF and other brand partners.

## 6. IDENTIFY EASIEST CONSUMER TOUCH POINTS AND BRAND THEM

Every time City of Quincy employees 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    | • Proposals                        | • Videos                           |
| • County employees  | • Environment                      | • Speeches                         |
| • Phone greetings   | • Public relations, press releases | • Maps                             |
| • Services          | • Public affairs                   | • Nametags                         |
| • Website           | • Marketing and advertising        | • Social media                     |
| • Voicemails        | • Volunteer training/interactions  | • Billboards                       |
| • E-mail signatures | • Customer service interactions    | • Posters                          |
| • Word of mouth     | • Events                           | • Buttons/pins                     |
| • Letterhead        | • Annual report                    | • Gifts                            |
| • Publications      | • Sales promotions                 | • Marketing partner resources      |
| • Packaging         | • Networking                       | • Sponsors                         |
| • Signage           | • Direct mail                      | • Local, state, national marketing |
| • Newsletters       | • Trade shows                      |                                    |
| • Products          | • Exhibits                         |                                    |
| • Experiences       | • Presentations                    |                                    |

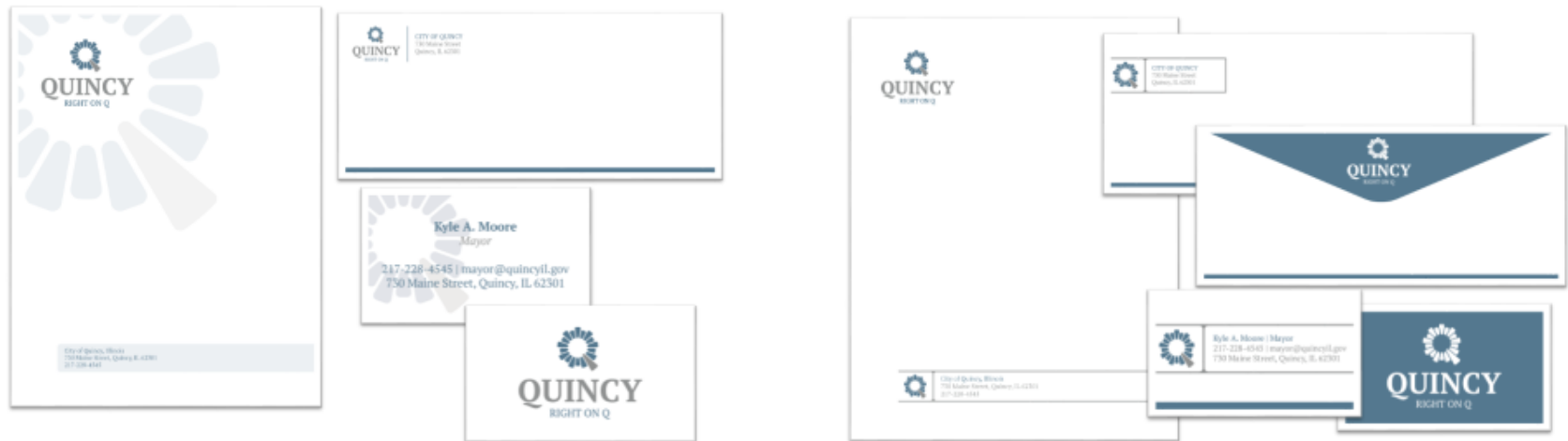


## 6. IDENTIFY EASIEST CONSUMER TOUCH POINTS AND BRAND THEM

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

- **Stationery:** It's obvious but vitally important. Every letter, envelope, business card, memo, and invoice issued by the City of Quincy and affiliated partners like Adams County and the Great River Economic Development Foundation 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. PowerPoint slides, digital stationery and email signatures are also critical components to consider.

North Star designed PowerPoint slides and two different stationery styles for Quincy (see below). The first set is more interesting and creative while the second is more traditional. Both work beautifully to support the brand, but as with all your materials, the more interesting the stationery, the more it will be remembered.



## 6. IDENTIFY EASIEST CONSUMER TOUCH POINTS AND BRAND THEM

- **Phone Message:** Change any recorded outgoing message as well as the language that employees use when they answer the phone. “You’ve reached Quincy. We’re here to help, Right on Q!” OR “How can I go the extra mile for you today?” OR “Hi! This is Linda from Quincy where we do more so you can do more.” 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!
- **Trade Shows:** Using the new brand identity in conjunction with high quality photography and imagery, present Quincy’ message of going the extra mile and doing more “Right on Q.” Design the booth using the “Q” watermark with headlines and photography for different audiences. For example, use “Better Business. Right on Q.” for economic development or business attraction conferences, and “More to Do. Right on Q.” for tourism trade shows. Below is an example of a branded trade show booth from North Star client, Petersburg, AK.



## 6. IDENTIFY EASIEST CONSUMER TOUCH POINTS AND BRAND THEM

- **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 descriptive 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.

Sample Closing Paragraph for All Press Releases:

*Up and down the Mississippi, and far and wide, Quincy is known for majestic old homes. For companies like Knapheide and Titan and ADM that have made names around the world. For the region's outstanding hospital. For an esteemed university that shares our name. For our gentle way of living.*

*But come spend a little time here, and in the end you'll know us best by heart. A heart for caring and the common good. A heart that leads people to give, for as long as it takes. A heart that goes the extra mile to welcome you, support you and encourage you.*

*That's not just our promise. It's our heritage.*

## 7. BRAND YOUR DIGITAL MEDIA

Websites are the single most cost-effective means for spreading the word about Quincy to residents, visitors, and the business community. Quincy has a number of opportunities for integrating its brand's look and messaging into its websites. Each of these websites should reflect the colors, language, design and content of the brand. The brand look should serve as the foundation for these designs and body copy should borrow tone from the narrative. Simple changes like labeling search engines "Find it Right on Q" contribute to brand integration.

All sites should be focused on building email databases of residents, potential visitors, and business prospects. You will want to share branded communications with these audiences regularly. The effectiveness of your outward communications is directly related to the accuracy and depth of your databases. 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.

- **Web Portal:** A web portal is a branded point of entryway to all major organizations within Quincy. Portals can link only to major public sector organizations like GREDF and the Chamber or they can link to services of importance to residents including healthcare and schools. Portals are a win for everyone. They are a cost-effective method for associating all major players in Quincy with the brand without requiring them to rework their actual websites. For the user they provide easy access to the types of information they regularly seek.

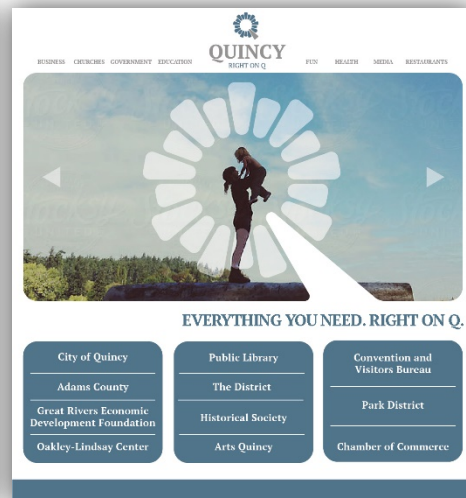
Quincy has already created a brand portal in association with its brand rollout. As the brand evolves, this portal may want to evolve with it, shifting to a tool for showcasing initiatives that are in keeping with the brand strategy. The portal can also become a hub for information gathering. For example, one of our recommendations in the Brand Action Plan is to conduct a "Right on Q" inventory, identifying all companies, organizations, initiatives or even individuals who regularly represent the idea of going the extra mile. The portal is a great place for people to submit their recommendations for the "Right on Q" database.

The website URL [www.quincyrighthonq.com](http://www.quincyrighthonq.com) will need to be promoted just as you would any other digital or social media.

## 7. BRAND YOUR DIGITAL MEDIA

- Consider adding an icon (featuring the iconic Q) right up there with your other social media icons and keep it fresh and interactive so that people have a reason to visit.
- Ask all public and private sector websites to include a link to the portal on their own homepages.
- Launch a resident contest of some kind through the site with desirable prizes that relate to the strapline and brand strategy (like an iWatch, which does more so you can do more). Promote the contest on other social media sites, in the newspaper and on the news using the portal URL.
- Partner with restaurants and hotels on table toppers featuring aspects of the brand message as well as the portal URL. Give people a reason to visit the portal on the table topper (prizes, information, the opportunity to be part of a community-wide “There’s No Q Without You” video or picture).
- Create a series of selfie walls in highly trafficked areas around town. Include signs at the wall asking people to submit their selfies via Instagram or the portal for prizes and inclusion in an ad campaign.

An example of the North Star portal design is below, followed by Quincy’s actual portal design.



## 7. BRAND YOUR DIGITAL MEDIA

- **City Website:** It's important that the city site reflect the brand and its message in both look and tone. However, the existing city site is relatively new and there are no existing plans to redo the site. The most cost-effective approach to integrating the brand into the site is via a reskin, which layers simple branded design changes on top of the existing site architecture. Obvious design updates include the inclusion of the logo and color palette. Other changes include the addition of the brand watermark on the large picture wall, branded messaging from the Mayor (remember to use the narrative for wording), and a search function that reads, "All the answers. Right on Q." Other design ideas to consider moving forward:
  - Include a link to the [www.quincyrightonq.com](http://www.quincyrightonq.com) portal.
  - Create a human connection by featuring "Right on Q" city employees who go the extra mile.
  - Feature a public sector experience that people expect to be difficult and showcase all the ways that Quincy goes the extra mile to make it pleasant (visiting the DMV, for example).



## 7. BRAND YOUR DIGITAL MEDIA

- **Adams County Website:** Unlike the City of Quincy's existing website, the Adams County site does need a total redesign. The current site reflects the old school approach to government website design where links to virtually all information are included on the homepage. Such sites feel cluttered and are often difficult for users to navigate. North Star created a design for Adams County that is complementary to the branded City of Quincy site but features the Adams County color palette and photography.

The design is high impact and user friendly. All information about the County that stays fairly consistent is included in a series of links above. Interactive resource information is included in red links in the center of the design and information that is consistently updated takes center stage in boxes at the bottom of the page.

## 7. BRAND YOUR DIGITAL MEDIA

- **Animated Sound Files:** Consider adding interest and customization to your logo with animated sound files that both make the logo active and add sound that supports specific messaging. A barking dog could represent Parks and Rec, a cash register could represent merchants, clinking glasses or laughter could represent the wine trail or tourism. A sampling of sound files are found on the Final Report CD.
- **Digital marketing/ Social media:** Make sure to integrate your brand into social media sites like Facebook, Instagram, Twitter, and YouTube. The logo, color palette and line are the most obvious ways to do this. In addition, consider content that supports your strategy. For example, consolidate all existing YouTube videos and Flickr photos under the category of “Quincy Right on Q”, “Right on Quincy”, “You: Right on Q” or “There’s No Q Without You.” A few additional ideas:
  - Invite people to share Facebook posts about someone who went the extra mile for them.
  - Develop a resident Facebook poll for nominating the best customer service experiences around town.
  - Keep track of residents and visitors who check in or tweet from Quincy locations and attractions. On a monthly or quarterly basis reward some users with Quincy merchandise or experiences.
  - Have fun with “Find Us Right on Q” postings. Use social media to post a location where an impromptu gathering or happening is taking place immediately. Whomever gets there first gets an iWatch or a FitBit. Make gatherings interesting and worthwhile to keep people coming. For example, you could have a special guest speaker or musician, a round of free drinks at a restaurant, the opportunity to create art or help with a volunteer project. Work with young professionals, college students and high school students to plan these “Right on Q” moments. The perspective of young people is key to the success of a movement like this.
  - Place selfie walls around town in high-traffic areas (a great way to brighten up blank walls or empty buildings.) Encourage people to take pics in front of the walls and post them on social media. (See example of selfie walls below.) In addition to placing walls near walkable restaurants and retail, consider placement in parks (great for team pics), schools and developments. Have users post selfies to #QuincySelfies and feature the best pics on your Facebook page and website. It would also make a great ad or outdoor board campaign. Examples of selfie walls follow.

## 7. BRAND YOUR DIGITAL MEDIA



## 7. BRAND YOUR DIGITAL MEDIA

- Digital marketing/ Social media (continued):
  - Create a Quincy Instagram account and encourage young professionals to take over the account each week, which then introduces their posts about Quincy to all of their followers who could become followers of Quincy.
  - Promote use of branded hashtags #RightOnQuincy #QuincyRightOnQ, #GiveMoreQuincy, #ExtraMileClubQuincy, #QuincySelfies and #NoQWithoutYou.
  - Sponsor a series of branded photography contests via Facebook, Flickr, Instagram, or Twitter. The first contest should be “You: Right On Q”. Photography should be of Quincyans going the extra mile in anything. It could be a teacher, a spiritual leader, a public works employee, a mom or dad, a volunteer, a kid helping a friend. You want anyone and everyone in Quincy who has ever done anything to help to participate. Prizes including free meals, selfie sticks, and branded merchandise can help with participation. In addition, let participants know these pictures will become the creative foundation for future PR campaigns for Quincy. Submissions should be organized on your website for review by visitors and the very best photographs should be featured in an exhibition curated by Quincy Arts. The exhibition can take place in a gallery, in Quincy University, in the Oakley Lindsay Center, or in City Hall.
  - Create a team of ambassadors who are trained in working with the city on social media efforts (include young people from Quincy University and Quincy High School as well as young professionals). Equip these ambassadors with the ability to post content, photos, updates, status changes, and more to the city’s social media accounts. This will give updates a personal touch and showcase all of the positive things going on in the city.

## 8. DEVELOP BRANDED MERCHANDISE

Whether it's a lapel pin, T-shirt, hat, golf balls or reusable water bottle, branded merchandise is a tangible, memorable way to keep the brand top-of-mind with visitors. Sell merchandise via your website, specialty gift shops, at Parks facilities, etc. A few ideas:

- T-shirts
- Lapel pin
- Hats
- USB or thumb drives in the shape of the logo
- Reusable shopping bags
- Pedometers (for going the extra mile)
- Car decals
- Doormats
- Selfie sticks

- Key chains and lanyards
- Reusable water bottles
- Work out bags
- Wine glasses or beer mugs
- Coasters
- Frisbees
- Golf balls
- Temporary tattoos
- Laptop sleeves and smart phone cases



## 9. BRAND COST-EFFECTIVE, RELEVANT SIGNAGE

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

A few ideas include:

- Start simple. This brand will be adopted first by the City of Quincy so government buildings should reflect the new graphic identity in some way. That said, many of Quincy's government buildings have historic architectural significance that needs to be taken into account with signage. One of the easiest and least expensive methods for adding the new brand to all government buildings is by adding a Quincy flag to the other flags being flown.





## 9. BRAND COST-EFFECTIVE, RELEVANT SIGNAGE

- In fact, Quincy should be represented anywhere flags are flown.



## 9. BRAND COST-EFFECTIVE, RELEVANT SIGNAGE

- Another way to represent Quincy's new brand identity is a three dimensional application of your new logo on blank walls in the lobbies of government buildings.



## 9. BRAND COST-EFFECTIVE, RELEVANT SIGNAGE

- Branded wayfinding is a great opportunity for brand implementation. However, a couple of Quincy's most heavily trafficked area – the Historic District and the Parks systems – have their own distinct graphic brand identities and wayfinding systems. Look for subtle ways to integrate the Quincy logo into these existing systems without making signage cluttered.



For example, work with signage designers/fabricators to replace the half sun ray in all the park signage with the new Quincy “Q”. Or subtly integrate the “Q” into District entryway signage.

- Create branded window decals that businesses throughout the area can place in their windows that read “Proud Partner in Quincy” or “We’re Right on Q for You.”
- Use pole banners as regulations allow in parking lots (retail developments, schools, parks, golf courses, and along main corridors). Dual pole banners allow for joint marketing of a specific asset or event and the city. They are also a great way to represent the overarching Quincy brand as well as another organizational brand like that of the District. Examples of cobranded pole banners between the City of Greenville, IL and Greenville College are below.



## 9. BRAND COST-EFFECTIVE, RELEVANT SIGNAGE

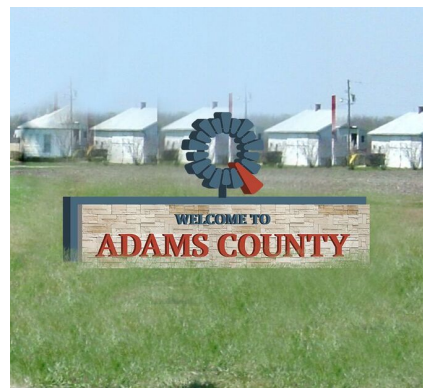
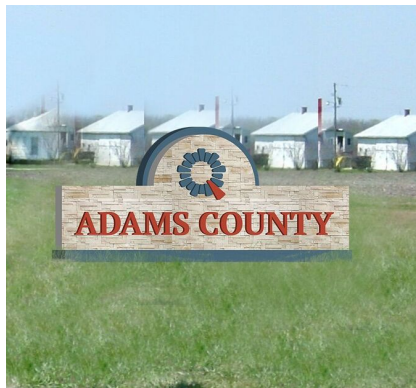
- Outdoor boards with long term leases serve the purpose of both signage and advertising. Such boards can be located within the city or on thoroughfares leading into the community (add the exit number).





## 9. BRAND COST-EFFECTIVE, RELEVANT SIGNAGE

- Entryway signage is a critical identifier for travelers entering or leaving the city. And it is definitely time for both Quincy and Adams County to update their entryway signs. County and city signage should be complementary (since both entities are adopting the brand) but they do not have to be identical. North Star developed several designs staying within the basic foundation structures and sizes that exist for cost-saving purposes.



## 10. INFILTRATE YOUR INFRASTRUCTURE

The infrastructure throughout Quincy represents a unique, three-dimensional medium for displaying your brand. Options include adding some element of the brand to infrastructure that already exist as well as developing new infrastructure in places where demand and opportunity are high.

- Quincy is a connected city boasting a new high-speed fiber network. Use the brand to leverage that fact with discrete signage and stickers that read “Free WiFi. Right on Q.” Or “Free Faster Connections. Right on Q.” An example of branded WiFi for North Star client, Denison, TX, is to the right.
- Water towers can be seen for miles and are a great way to showcase your new logo and strapline.
- Public vehicles including buses and city vehicles are a moving palette for your brand look and message. Imagine a Quincy bus wrap reading, “Getting you there. Right on Q.” Bus stops and bus schedules are also excellent places to integrate this message. While budgeting issues may prohibit branding vehicles in the short-term, it should be part of your long-term planning. In some North Star communities, branding city vehicles including buses are the top priority. Examples from Sierra Vista and Columbus are below.





## 10. INFILTRATE YOUR INFRASTRUCTURE

- Playgrounds, pools, athletic fields, courts and skateboard parks are all interesting ways to subtly incorporate the brand into daily activities for families.
- Recruit local artists to creatively integrate the new Quincy logo (or just the “Q”) into public art, sidewalks, benches, planters, etc.
- Create a series of selfie walls throughout Quincy. On blank walls where people congregate (parks, the District, schools, etc.) paint the iconic “Q” with a series of on-brand messages. In time, visitors and residents will make it a point to stop and get their pictures taken while window shopping, waiting for a table in a restaurant, after a great run or bike ride, etc. Not only are the walls interesting, artistic uses of blank space, they encourage interaction with Quincy consumers. Start a campaign on social media asking people to share their Quincy selfies and use the best ones on your website and in a promotional campaign on outdoor boards. Use different colors to represent where the walls are located. For example, use red in the District and green in the parks.



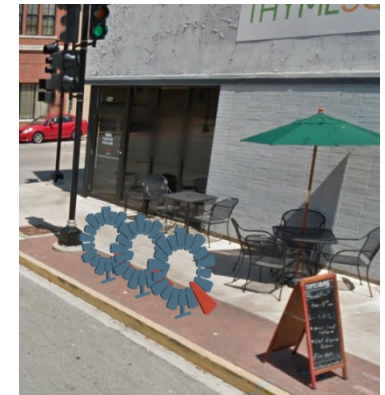
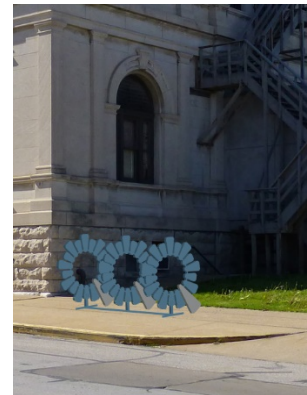
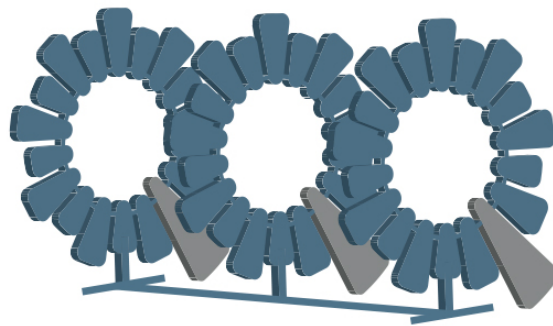
## 10. INFILTRATE YOUR INFRASTRUCTURE

- The circular shape of the iconic Quincy Q makes it perfect for integrating into a number of circular designs throughout the city. A couple of ideas include the circle in manhole covers that double as public art or the inside of this iconic fountain in Washington Park.



## 10. INFILTRATE YOUR INFRASTRUCTURE

- Recreate the ghost signage that is prevalent on some of your older historic buildings using the Quincy “Q”.
- Finally, bike racks are an excellent way to bring the brand to life functionally. And they serve as public art. As with the selfie wall, use different colors of racks to represent their locations. Or, follow the lead of North Star client Columbus, IN, use all the colors of the rainbow in a single set of racks.





## 11. REINFORCE YOUR “QUINCY CARES” REPUTATION

If there's one thing this brand initiative has uncovered, Quincy is known as a caring community that does more and gives more, exactly when and where that help is needed. Take steps to coalesce new thinking and action community-wide around that idea and to leverage all the things you are already doing that support it. Some ideas:

- Create an inventory of all the ways that Quincy goes the extra mile. The Brand Manager should launch this effort but it will require the thinking of all organizations, businesses and even individuals within Quincy. Reach out through your websites, social media and traditional media asking people to submit lists. Use the task as an icebreaker at all brand meetings and presentations. Make the inventory an agenda item at all organizational and department meetings.
- It might be helpful if you give some direction. For instance, include examples of going the extra mile historically, politically, spiritually. List volunteer opportunities. List personal experiences. List businesses and individuals that are known for their customer service. List schools and teachers who are known for giving more. List events and tourism opportunities where people feel especially cared for or pampered. List businesses that do more for their employees. List specific examples like the Honor Flight where money is raised for veterans to travel to Washington.
- Once you have your list, categorize it (individuals, education, customer service, volunteers, etc.). Consider different ways of leveraging those efforts. For example, you could launch a PR campaign sending press releases detailing the specifics of some of the more interesting efforts. You could include the list by category on your website, or you can feature a different individual or business each week or month (depending on resources) that goes the extra mile. A daily tweet could share examples of all the givers on your list (and residents would follow @QuincyCares just to see if they know who is being featured).

## 11. REINFORCE YOUR “QUINCY CARES” REPUTATION

- Formalize your customer service efforts within the public and private sector. One way to do this is with customer service training (by an outside firm) that reframes every customer service interaction with the “Right on Q” quality promise. Post that promise prominently and train front-line representatives in its tenets including:
  - Respect and courtesy
  - Promptness
  - Tireless search to find answers
  - Problems solved within an established time frame
  - With every interaction, striving to do something extra.
- Everyone who completes the program should receive an official “Right on Q” certification as well as a button that reads, “I’m Right on Q for you.” In addition, recognize public and private sector employees who do stand-out work in this program. Ask consumers to blog, email, text or call about exceptional “Right on Q” experiences.
- Create one-of-a-kind extra mile experiences. In addition to showcasing all the ways that Quincy currently does more, look for unexpected places to insert this type of experience. For example, offer childcare, coffee or snacks at the DMV or partner with local restaurants and give vouchers for free drinks or desserts to any resident having to wait more than 10 minutes for help in a government run office. Challenge other businesses and organizations to do the same. And remember to publicize these initiatives. Any media coverage you receive will serve to reinforce your reputation.
- Organize the philanthropic spirit of your residents through a “Helping Right on Q” program, a collaborative giving initiative. In addition to coordinating volunteerism, this program can also serve as a type of overarching “Friends of Quincy” group. Issue a blanket invitation to all residents to join on your website, through social and traditional media and in utility bills. In addition, work through existing organizations boards, classes, teams and groups to encourage residents to get people to join the groundswell of giving. Members sign up individually or as part of a group to participate in volunteer efforts throughout the region. Encourage residents to identify areas of need.

## 11. REINFORCE YOUR “QUINCY CARES” REPUTATION

- Raise the profile of this giving group with a branded volunteer van or bus that both transports volunteers to the job and raises awareness of Quincy and its special “do more” spirit. The side of the bus should read, “Going the Extra Mile to Give.” An example of a volunteer van for Greenville, IL is below. Members should receive benefits and perks for participating like the following:
  - T-shirts and hats are great ways to identify participants.
  - A “Right on Q” card offering all Quincy givers discounted entry into major attractions and events. The more members use the card, the more discounts they will receive.
  - A branded lanyard for holding the benefits card, cash, and car keys, etc.
  - A “Giving Right on Q” e-newsletter or tweet featuring upcoming volunteer opportunities and special attractions and events around town.
  - Special perks such as reserved tables at restaurants and reserved seats at concerts and events.
  - Discounted entrance (and an early invitation) into select Quincy parties, plays, events, exhibitions and more.





## 11. REINFORCE YOUR “QUINCY CARES” REPUTATION

- Specifically seek out partnerships with companies and organizations whose mission supports Quincy’s strategic difference. Examples include Blessing Hospital and Quincy University. How can these institutions use the brand to support what they do as well their home community of Quincy? How can the City of Quincy help?
  - Blessing Hospital
    - Create a “No Q Without You” selfie wall or signature graffiti wall in the pediatric ward.
    - On-line monitoring showed many posts from new parents! Present new babies with “I was Born Right on Q” branded onsies.
    - Showcase technological advances and other quality accolades as part of the “Better Care Right on Q” initiative.
    - Consider renaming the existing wellness program “A Healthy You. Right on Q.” Frame education about the importance of timely diagnostic testing with the “Right on Q” line (i.e., “Get your colonoscopy Right on Q.”)
  - Quincy University
    - The acronym for Quincy University is QU. Partner with QU’s Service-Learning Department on a “No Q Without U” initiative specifically targeting students. Help QU identify community volunteer opportunities. Recognize students on the Quincy websites and in social media. Give volunteer students discounts on restaurants and activities in Quincy. Present all participants (which is all students!) with co-branded t-shirts. And at the end of every semester take a group picture of all the students in their t-shirts and place it on your website or outdoor board thanking them for their help.
    - Elevate the arts, the Brewery District and Quincy University through a unique partnership. Explore the possibilities of Quincy University expanding its fine arts program to include classrooms, galleries, studios and theatres in the Brewery District. Columbus State in Columbus, GA serves as a model having successfully moved its music program to the city’s downtown. Students enjoy the more urban setting and the amenities of the Brewery District, the fine arts program enjoys the extra space for growth and increased participation from visitors to the District who are interested in events and gallery openings, and the Brewery District benefits from the infusion of youth and enthusiasm that inevitably comes with young, creative people.

## 12. ELEVATE YOUR HISTORY OF HELPING

Just as important as organizing and leveraging Quincy's existing "go the extra mile" efforts, is the need to showcase the community's history of helping. Following are a few ideas:

- Commission an artist to create a statue commemorating the community's heritage of caring for high-profile placement near the river.
- Create a timeline mural on a wall in the District, along the river or even in the new wing in Blessing Hospital that graphically documents the moments where Quincy made history through helping.
- Create a "History of Helping" museum with displays and exhibits focused on the Mormon salvation, the Underground Railroad, the Potawatomi Indians and the city's role in the fight against slavery.
- Tell the story of your caring heritage in a kiosk at the airport or Amtrak station. Passengers waiting for a plane or bus will spend their time learning more about Quincy!
- Include the "History of Helping" timeline on your community portal as support for the brand strategy.
- Develop some curriculum around Quincy's "History of Helping" for local school children. Include field trips to the museum, mural and commemorative statue.

## 13. CELEBRATE YOUR CONNECTION TO WHEELS

From your position as a transportation hub to your relationship with Titan and Knapheide, Quincy's connection to wheels is almost as strong as its connection to caring. That's why the idea of Quincy as a place that goes the extra mile – the heart of your brand strategy – is so compelling. Following are some ideas to leverage your unique relationship with wheels!

- Adapt the iconic Q in the new logo so that it is a wheel for use advertising all of these activities and events.
- Research revealed that Quincy needs a multi-day event to attract overnight visitors. Create a signature Quincy event or festival called “Weekend on Wheels” that revolves around wheels (pardon the pun). Activities to consider include a soap box derby, tire pull, bike race, stroller race, Red Bull Flugtag type of event ([www.redbullflugtag.com](http://www.redbullflugtag.com)), unicycle riding, car shows, Harley Davidson ride, etc. Invite artists to create public art using rims. Include a demonstration by the Quincy roller derby team – Dark River Derby Coalition. Feature food trucks on wheels. All proceeds from this event should go to a local charity and activities should take place from Thursday to Sunday to attract overnight visitors.
- Work with Knapheide to bring back the Uptown Karting Classic.
- Sponsor Quincy's roller derby team, the Dark River Derby and Antique Auto Museum.

## 14. START THE SHIFT TOWARD A COMMON BRAND

There is a direct relationship between the success of your brand and the number of public sector organizations that embrace it. This idea extends to the private sector as well, but typically the private sector adopts a brand and its messaging after it has been fully supported by the public sector that launched the initiative.

Currently, virtually all of Quincy's public sector organizations and even some city departments have their own logos and lines. They have committed to using the new Quincy logo in some limited cobranded situations. This means that true community-wide graphic brand integration will not be possible. However, all branding partners are currently unified under the brand banner on the portal website and they also can coalesce around the strategic essence of the brand, which will move Quincy's unified reputation forward.

Ideally, as a brand gains tractions and experiences success in a community, other organizations will adopt some version of the logo and the line and will work on initiatives that lean strongly into the community's strategic essence. This can take years, but when it happens the true potential of a brand can be realized. North Star client Columbus, IN, is a prime example of this. The branding initiative began with the city, tourism and economic development. Over time it has been embraced by all other public sector organizations and many private sector groups. Many of the organizations who joined forces months or years after the brand rollout had existing graphic identities they were reluctant to abandon. In short, community-wide conversion takes time and consistent effort. But it is well worth the investment. A sampling of logos from Columbus are below demonstrating both the integration of the effort as well as the flexibility for customization.



## 14. START THE SHIFT TOWARD A COMMON BRAND

At the moment, the City of Quincy and Adams County have committed to using the brand in its entirety so much of this Action Plan has been aimed at getting the city and county brand integration up and running. However, tactics have been developed for each of the branding partners as follow. Ideas focus on how cobranding efforts should look for maximum appeal and efficacy and suggestions on leveraging the Quincy strategy through events, policy, communications, etc.

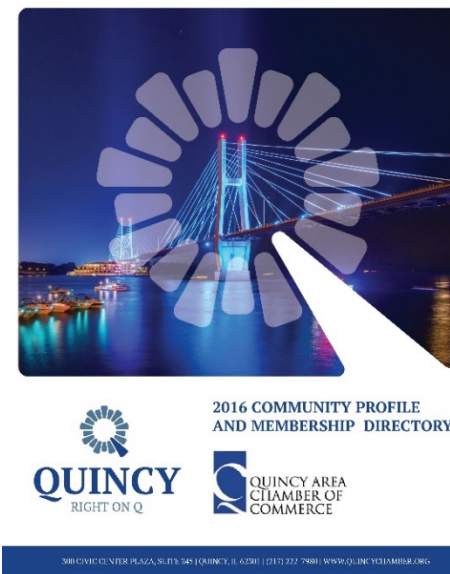
## 15. BRANDING COLLABORATION WITH ALL PARTNERS

### Greater Quincy Chamber of Commerce

For most Quincy businesses their primary connection to the city is either through the Chamber of Commerce or GREDF. Businesses look to the Chamber for resources, networking opportunities, social opportunities, marketing assistance and more. For the Quincy brand to work, Quincy businesses need to understand and believe in it and they need clear cut ideas on how it can help them. It follows then, for businesses to get on board with the brand, it must have the support and promotion of the Quincy Chamber.

This does not mean the Chamber must abandon its own logo (although evolution to the new Quincy “Q” wouldn’t be difficult since the Chamber currently uses a Q)! It does mean that the Brand Manager should partner with the Chamber on initiatives for educating businesses on the tenets of the new brand and when relevant, provide tools that represent the new brand. Following are a few ideas to get the Brand Manager/Chamber partnership started:

- Cobrand Chamber communications. The Greater Quincy Chamber of Commerce is ahead of the game because it cobranded the 2016 Membership Directory in the creative style of the new Quincy brand (see to the right). Other cobranding opportunities include the Chamber website, social media and publications like newsletters or press releases
- As you look for ways to integrate the Quincy brand into existing communications go deeper than just adding the Quincy logo alongside the Chamber logo. For example, on your website or in your newsletter (if you start one) include a “Right on Q” profile featuring a business that boasts an exceptional or innovative customer service record. Include employers who go the extra mile for their employees as well. Include information about group volunteer opportunities for businesses. And couch all the things that the Chamber does to help its members as, “We do more for you. Right on Q.”





## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Create a flexible co-branded welcome kit that can be used for new residents and new businesses. On a macro level the kit welcomes residents or visitors to Quincy using the new brand, while on a micro level it introduces the Chamber and its services. North Star designed a kit for the Quincy Chamber that uses a single high-end folder for both audiences, which saves in production costs. A few features:
  - The cover of the folder showcases the Quincy logo and strapline with a message that is relevant and appropriate for both audiences: “More opportunity. Better living. Right on Q.”
  - Lift the flap of the folder and the user is introduced to the Chamber via the Chamber logo. Copy on the back of the flap is both strategic AND emotive . . . the type of message any newcomer would like to hear. The cover design uses the look of the new Quincy brand and features a picture perfect main street photo.
  - Materials placed inside the folder can be customized according to the audience. Staggered print outs hone in on relevant topics and can be printed on an as-needed basis on any color printer. Types of handouts for businesses include information on maps, sales tax, the Chamber and city services. Handouts for residents include city services, schools, neighborhoods, retail, restaurants, parks and arts and healthcare. The Chamber Directory and a branded car or window decal are examples of other items to include in the folder.



# 15. BRANDING COLLABORATION WITH ALL PARTNERS



## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Get businesses on board with the selfie wall initiative by educating them on how the foot traffic can help their own business. Have them promote their proximity to the walls in their own promotions.
- Take the lead for businesses in launching the customer service initiative discussed earlier. Give businesses whose employees complete the program a branded Quincy welcome mat.
- Provide small businesses, particularly those without a marketing budget, some template tools in the spirit of the brand to use for small space ads, digital banner ads or even direct mail postcards. See example below from North Star client Lee's Summit.



## 15. BRANDING COLLABORATION WITH ALL PARTNERS

### Great Rivers Economic Development Foundation

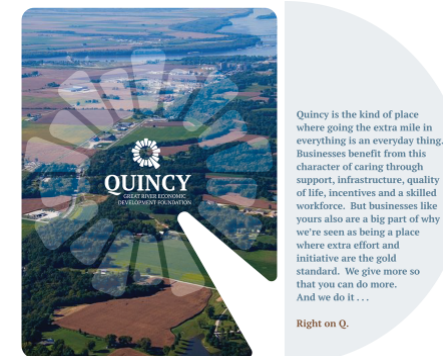
Over time, the Great Rivers Economic Development Foundation has indicated an interest in adopting the new brand look for its marketing. Whether that happens or GREDF continues with its own brand, selling Quincy to potential new businesses is what the organization does. GREDF is the organizational relationship, but the Quincy brand is the framework for that sales message. A few ideas:

- North Star has created a recommended logo and accompanying stationery suite should GREDF choose to move toward use of the graphic identity for the organization. The benefit in this is integrating the Quincy name into the logo. At the moment, use of the name Great River Economic Development Foundation may be confusing to some prospects because it is not directly associated with Quincy and it is used by other national ED organizations.



## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Develop professional branded materials that are complementary to the Chamber materials in the spirit of the brand for regular communication beyond your website. Cohesion and consistency between organizations creates the impression with consumers that everyone within Quincy is on the same page working together. That has huge appeal for site selectors! Some features to note about the North Star design:
  - Overall design dovetails with that of the Chamber materials but photography, messaging and inserts are specific to the GREDF message.
  - For purposes of this design North Star used the Quincy GREDF logo. The organization's existing logo would work as well.
  - Copy on the cover and inside the flap specifically targets the interests of businesses in Quincy. An aerial photograph of the region conveys information about space, natural beauty and proximity to the river.





## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Adapt the strapline for business attraction efforts throughout communications including the website, advertising, outdoor boards, digital marketing, etc. Even within that framework there is a lot of opportunity to customize the message: “Opportunity. Right on Q.” “Success. Right on Q.” “Your Future Workforce: Right on Q.” Also, look for other ways to express the “Right on Q” sentiment including phrases like, “We do more so you can do more” and “Going the extra mile.”
- Focus on creating and really leveraging “Right on Q” incentives that give relocating businesses what they need to succeed such as a land discount or closing incentive. This recommendation was frequently heard during perception interviews with regional economic development thought leaders.





## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Site selectors often do most of their research online before contacting an EDC group in a particular community. Your website is vital to making the short list and integrating the brand into that website once again reinforces the message that all the players in Quincy are united in their understanding and promotion of what makes this community special. In the short term, there are changes that should be made to the website that bring messaging in line with the brand message. This means more than just adding the logo and a branded headline. Take a look at website copy with an eye toward revising it in the spirit of the brand. What does it mean for a business to relocate to a place where both the leadership and people always go the extra mile? Copy should showcase responsiveness, available resources, and the dedication not just of GREDF staff but of the whole community toward all business.
- In the long term, according to the economic development perception study, GREDF needs a new website with all the bells and whistles demonstrating the region's responsiveness. Specific recommendations from the study include:
  - Adhere to IEDC data standards.
  - Use Google Earth
  - Get a seal of approval from Adams County, which is a workkeys certified county
  - Showcase GREDF entrepreneurship
  - Showcase that GREDF offers a one-stop shop to assist businesses. This messaging is directly in line with the new Quincy brand.
  - Place the Mississippi Port and its progress front and center
  - Highlight transportation hub benefits
- Similarly, review newsletter content for opportunities to include articles and information that is on strategy. For example, a recurring column titled "Inside the Extra Mile" could feature the different ways GREDF and Quincy go the extra mile for business. Progress on the Port, business parks and developments should be covered in a branded context: "Quincy Port Progressing Right on Q!"
- The GREDF entrepreneurs program exemplifies all the best things about the Quincy brand. Definitely retool marketing materials in the spirit of the brand with language like "The help you need, Right on Q" and "We go the extra mile for entrepreneurs". Remember to have some fun with this language, "We know what's it's like to walk an EXTRA mile in an entrepreneur's shoes!"

## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Assemble a “Right on Q” quick response team for handling business questions and issues. Strive not just to beat ED responsiveness in Illinois but in the whole nation. Set strict response and resolution benchmarks and then beat them. And promote these success stories on your website and in your newsletter.
- Use your fiber technology as a selling point to attract tech startups and entrepreneurs. Use the brand for the message, “The state’s fastest connections: Right on Q.” or “Even our fiber goes the extra mile.”
- Develop an economic development calendar for regular contact with regional and state officials. They should receive regular press releases, newsletters, and even personal calls from business and city leaders in Quincy. Staying in front of these people is crucial to Quincy’ awareness and staying top-of-mind.
- Encourage local leaders to sit on state and regional boards in their business/industry sector.
- Bring Quincy givers, thinkers and doers together quarterly to help brainstorm how to reach new targets. How did some of this group learn of Quincy and what motivated their moves? Get them to articulate what they consider the ultimate in service. Strive to put in place that gold standard.
- Along those same lines, host monthly focus group breakfasts for young professionals to discuss opportunities and events to attract younger folks to Quincy.
- Quincy University graduates are a great match for Quincy both in intellect, skill and giving back. Court these graduates through internships and mentoring with local businesses that exceed expectations and through programs that pair successful young professionals in Quincy with graduating seniors (to explore everything from housing to night life). Relationships developed with these students through mentoring and volunteer programs will increase their desire to stay in the region.
- Put some thought into developing a VIP gift for top business prospects that is authentic to the Quincy brand. For example, research his or her favorite charity and make a donation in the individual’s and/or the company’s name (give a plaque to commemorate).

## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Present available professional opportunities on your website not as a recruiting service but to highlight the range of opportunity that is available in Quincy. North Star client Downtown New Orleans features various opportunities available in ads and online to attract Creative Class professionals to the city. These series of doughnut ads feature a job listing skinned by clever copy highlighting living and working in Downtown NOLA. A doughnut ad features a changing message in the middle (in this case, specific job openings), surrounded by a consistent format around the changing message. These placements are not for highly specialized or scientific media sources, but in general interest lifestyle publications dealing with topics of interest to Creative Class folks. This type of advertising expense can produce far greater impact than typical image advertising – and will provide national exposure for local employers that they might not be able to afford on their own.
- Put a brand twist on red carpet tours. For example, you could give prospects the opportunity to volunteer for something meaningful (i.e., building a Habitat for Humanity house).

**IF YOU'RE AS HARD TO DEFINE AS WE ARE, YOU PROBABLY BELONG HERE.**

**DIGITAL MEDIA**

**Senior Product Designer**  
**Big Glass Onion**

Privately held creative high-tech organization is seeking a Senior Product Designer to create experiences from concept to execution (moodboards, visualizations, information graphics, flows, wireframes, interaction models, element animation, mockups, and specs).

**DOWNTOWN DEVELOPMENT DISTRICT**  *raise your own bar.*

[neworleansdowntown.com/notforeveryone](http://neworleansdowntown.com/notforeveryone)

## 15. BRANDING COLLABORATION WITH ALL PARTNERS

### Quincy Convention and Visitors Bureau

- The Quincy CVB's existing brand message focuses on the destination delivering unexpected experiences. Rather than replacing that brand, the intent of the following ideas are to show places where the new brand might effectively augment existing marketing efforts.
- The strapline can be customized for outdoor boards, advertising, copy on the website, etc. to promote specific tourism assets in the context of the overall Quincy brand. A few examples: "More to do. Right on Q." "Dinner for Two. Right on Q." "History that Inspires. Right on Q."
- Quincy's focus on customer service certainly applies to tourism. Encourage all frontline personnel to go through Quincy's rigid customer service certification program. Dedicate space on the CVB website to talk about Quincy's "Right on Q" service standards. Use your website, social media and table toppers to encourage consumers to blog about extraordinary customer service experiences and nominate individuals for the CVB's annual "Right on Q" service award.
- Along those same lines, have employees or volunteers in your Visitors Center where customer service oriented buttons or t-shirts with phrases like, "New to Q? How can I help?" or "Questions Answered. Right on Q."
- Use your website and social media to encourage visitors to take selfies in front of selfie walls and post them on your website.
- Develop a signature "Go the Extra Mile" race that adds one additional mile to a 5k, a 10K, a half marathon or a marathon. The route for the extra mile of the course should be brightly marked and local cheerleaders and bands should line that section of the course to cheer participants on. T-shirts could read, "I literally went the extra mile."
- Transportation can be problematic during warm months when visitation is high. Explore the possibility of a "Right on Q" trolley for getting visitors around town. Not only does it add to your charm, it supports the historic feel of the community and helps with logistics.

## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Purchase a mobile “Right on Q” Visitor Center that can travel to venues, facilities, and events throughout Quincy and Adams County and even go to state events to create awareness for upcoming activities in Quincy. The “Right on Q” message is perfect for a mobile center that can easily travel to places consumers are gathering with food samples, merchandise, information, entertainment, wine tastings or whatever the event dictates.





## 15. BRANDING COLLABORATION WITH ALL PARTNERS

### Downtown Historic District

The District recently unveiled a new graphic identity for use in marketing and directional signage. The following ideas explore opportunities for cobranding.

- Outdoor boards are an excellent way to promote the District as well as the city without compromising the brand of either. Boards can actually be placed in the District, in other locations throughout the city or on thoroughfares leading into Quincy.





## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Infrastructure is another great way to subtly integrate the Quincy brand. The selfie walls featuring red to dovetail with the District's color scheme are perfect because people congregate in the area to shop, walk and wait for restaurant tables.
- For many communities bike racks serve as a kind of functional public art that invite active engaged living into downtown areas. Creating branded bike racks in the colors of the District gives a nod to both brands and becomes a unifying theme among all the public gathering places in Quincy.



# 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Nothing comes as “Right on Q” as the ringing in of the New Year. New York and Times Square has the ball, Atlanta has the peach and Quincy and the District could have the “Q”. Celebrants can do the “Right on Q” countdown as the Q drops to ring in the New Year.
- Partner with Quincy Arts to fill the windows of vacant properties until tenants are secured. “Right on Q” selfies, children’s art, photography, painting depicting Quincy’s history of helping are all ideas.

## Parks and Recreation

While the Quincy Parks and Rec program already has a graphic identity, there are still many ways to integrate the communications, infrastructure and assets of this vital program with the new Quincy brand.

- Integrate the graphic brand identity into the next program brochure. Keep the look bright and playful like so much of the Parks District programming. Use active, engage photography to capture your consumer’s attention. Using reversed out logos on the cover helps keep cobranding with two logos from feeling overwhelming.



## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Identify high-profile park installations including playgrounds, skateboard parks, basketball courts and the bottom of pools where the city logo might work. Flags on greens at public golf courses are another great place for brand elements. Below are examples of a branded skate park, play structure and ice skating rink from North Star clients Lee's Summit, MO; Columbus, IN, and Providence, RI.





## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- Logo placement for the Parks District doesn't always have to be high profile. Consider the example below of a doggie poop scoop bag available at trailheads in Petersburg, Alaska. Quincy bags could read: "Ready for pick up. Right on Q."
- Consider co-branded signage for parks and trails. It may be as simple as replacing the sun ray in the existing signage with the iconic "Q" in the Quincy logo.



# 15. BRANDING COLLABORATION WITH ALL PARTNERS

## Quincy Arts

Quincy has a thriving and vibrant local arts program. Many of the following suggestions focus on using the talent within your arts community to help bring the Quincy brand to life in dynamic and interesting ways.

- Celebrate the new Quincy brand by integrating it into the next Arts Program.
  - North Star recommends a format that features an actual wall calendar. We kept the cover simple, placing emphasis on the art. The Arts Quincy brand is featured on the cover and the only nod to the new Quincy brand is the “Q” watermark.
  - The inside spread of the calendar highlights photography of an event taking place that month on the upper page. The month portion of the spread displays events happening each day color-coded according to the system already designated in the Arts magazine. Exhibits taking place that month are also shown in the lower right hand corner. For art lovers this is a beautiful functional way to keep up with what’s going on in the arts that month.
  - The back cover showcases sponsors for the piece. The primary sponsor is shown in the spotlight from the Q. The Quincy logo is also shown in its entirety.



artsquincy  
South of the Arts

2016-2017 CALENDAR  
OF ARTS AND CULTURE



## 15. BRANDING COLLABORATION WITH ALL PARTNERS

- It started in Chicago with the Chicago Cows and has spread across the country as local artists apply their unique talents to make a representative icon come to life. Work with the artists in Quincy/Adams County to develop a “Q Trail” featuring a series on one-of-a-kind Q’s, each a unique work of art.
- Commission a local or regional artist to create a piece of public art representative of the iconic Quincy “Q” or even a “Q” series (kinetic art, ghost writing, wall mural, water element, etc.).
- Invite local artists to create the “Q” selfie walls around town open to their personal interpretation.
- When introducing a show, concert, musical or play have the announcer say, “It’s show time! Right on Q.”
- Create a “Q Walk” featuring a series of “Q” paving stones created by local children.
- Elevate the arts, the Brewery District and Quincy University through a unique partnership. Explore the possibilities of Quincy University expanding its fine arts program to include classrooms, galleries, studios and theatres in the Brewery District. Columbus State in Columbus, GA serves as a model having successfully moved its music program to the city’s downtown. Students enjoy the more urban setting and the amenities of the Brewery District, the fine arts program enjoys increased participation from visitors to the District who are interested in events and gallery openings, and the Brewery District benefits from the infusion of youth and enthusiasm that inevitably comes with young, creative people.

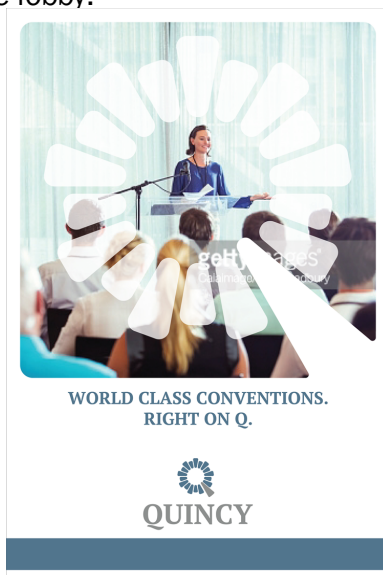


## 15. BRANDING COLLABORATION WITH ALL PARTNERS

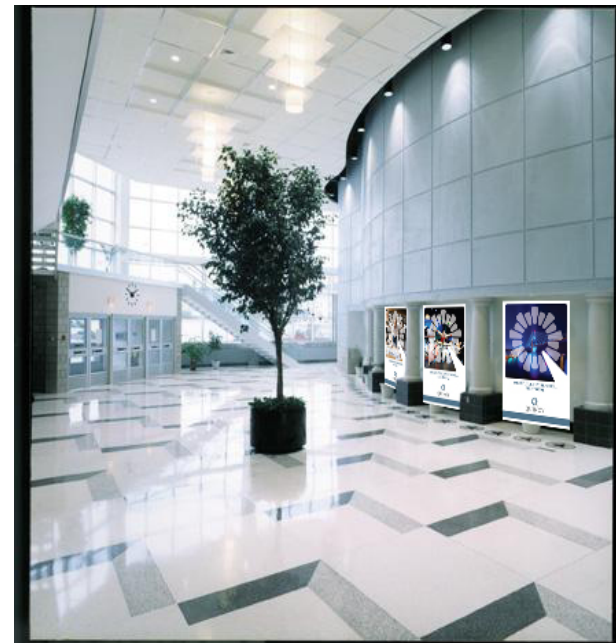
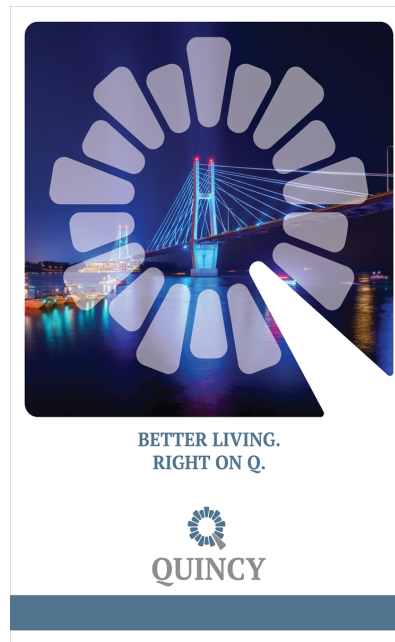
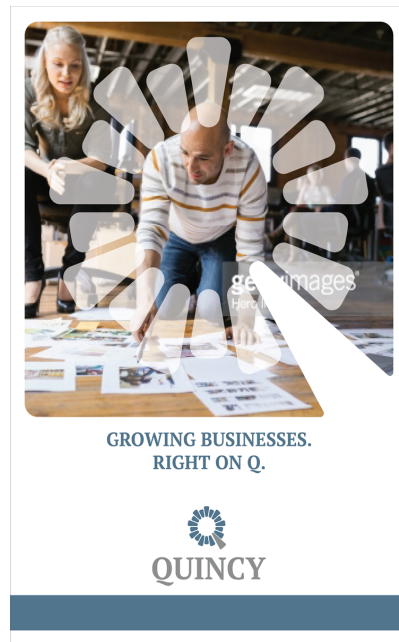
### Oakley Lindsay Center

As the city's very active Civic Center, the Oakley Lindsay Center is connected to many of the organizations we have already discussed. A wide variety of shows, games, exhibitions, seminars, concerts, classes and conferences have graced its halls. For that reason, many of the ideas already discussed apply to the Oakley Lindsay Center including a focus on offering "Right on Q" customer service to placement of branded bike racks to featuring a kiosk with Quincy's "History of Helping" to hosting brand presentations.

Because the Oakley Lindsay Center is so central to so much that is happening in Quincy and because it hosts so many residents, businesses and visitors, it is an ideal place to showcase Quincy in the context of the new brand through a series of branded banners for the lobby.



## 15. BRANDING COLLABORATION WITH ALL PARTNERS



# EVALUATION

As stated 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 Quincy's one-year mark may include:

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

# ONLINE COMMUNITY SURVEY

## *Purpose*

The purpose of the Online Community Survey is to gain a quantitative measure of the community's perceptions of Quincy/Adams County.

## *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 Quincy
- Strengths and weaknesses of Quincy
- Resident suggestions on what is missing from Quincy
- Measurements of Quincy 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 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 Quincy.

## *Methodology & Results*

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

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

# BRAND BAROMETER

## *Purpose*

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