



Blackhawk Hills Regional Council  
2017 Annual Meeting & Spring Symposium

# Regional Positioning and Branding: Issues and Opportunities

Presented by Business Districts, Inc.  
in Association with Cindy Bohde  
Enterprises, Inc. and wohltgroup

May 24, 2017



# Background

## Branding vs. Regional Positioning



### Market Positioning Statement

Oak Forest's distinctive geographic location, cradled in forest preserves just 20 miles from the heart of the Loop, provides residents with a range of conveniences that enhance their overall quality of life.

With easy access via both Metra trains and I-57, commuters save hours each week that can be spent with family and friends. While a variety of attractive shopping and dining options are just minutes away, Oak Forest does not have the daily traffic congestion of many suburban communities. Residents also have easy access to numerous family friendly recreational amenities that surround the community, including miles of off road bicycle trails, the celebrated George W. Dunne National Golf Course and Gaelic Park. The City's many well regarded schools and parks are easy for nearby neighbors to reach, as are the local festivals and events that foster a strong sense of community and distinctive pride of place.

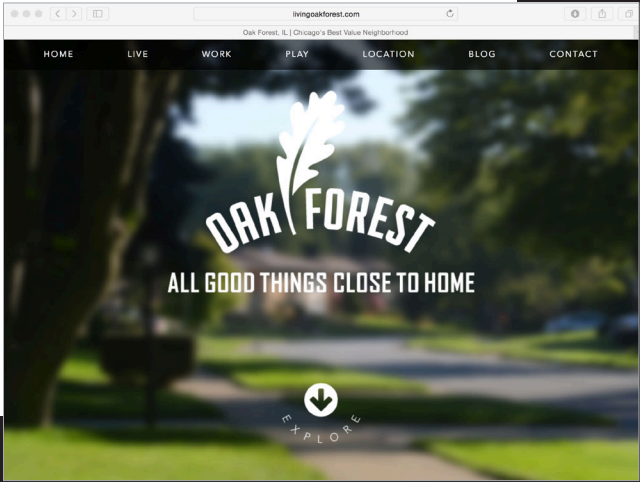
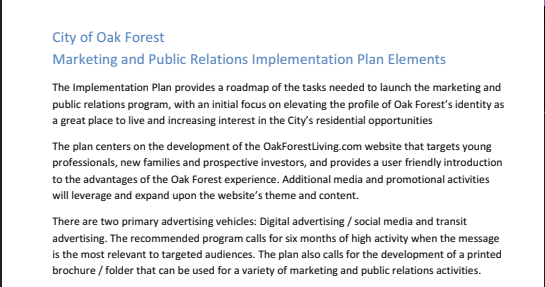
Whether it's access to regional amenities, downtown Chicago or simply friends next door, Oak Forest residents and families can justifiably boast that the things they love best are "close to home."

### Positioning Summary

Oak Forest is a community renowned for the daily conveniences that its residents enjoy, and the time it gives them to do things they love best.

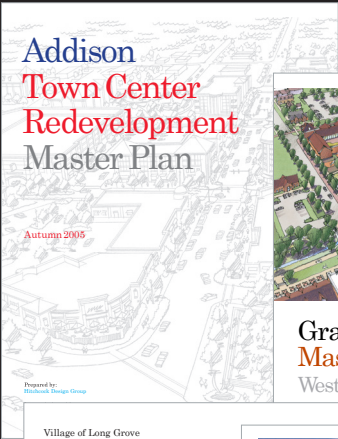
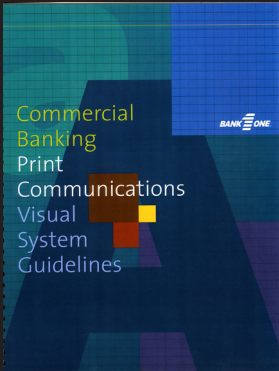


# Cindy Bohde / Cindy Bohde Enterprises





# Carl Wohlt / wohltgroup



Grand Junction Master Plan  
Westfield, Indiana



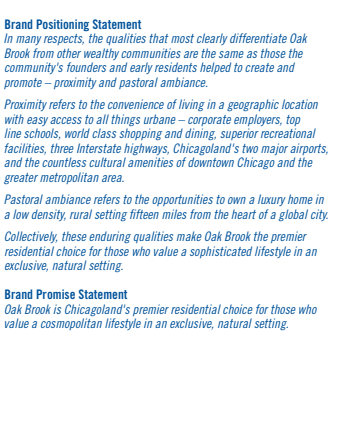
ORLAND PARK



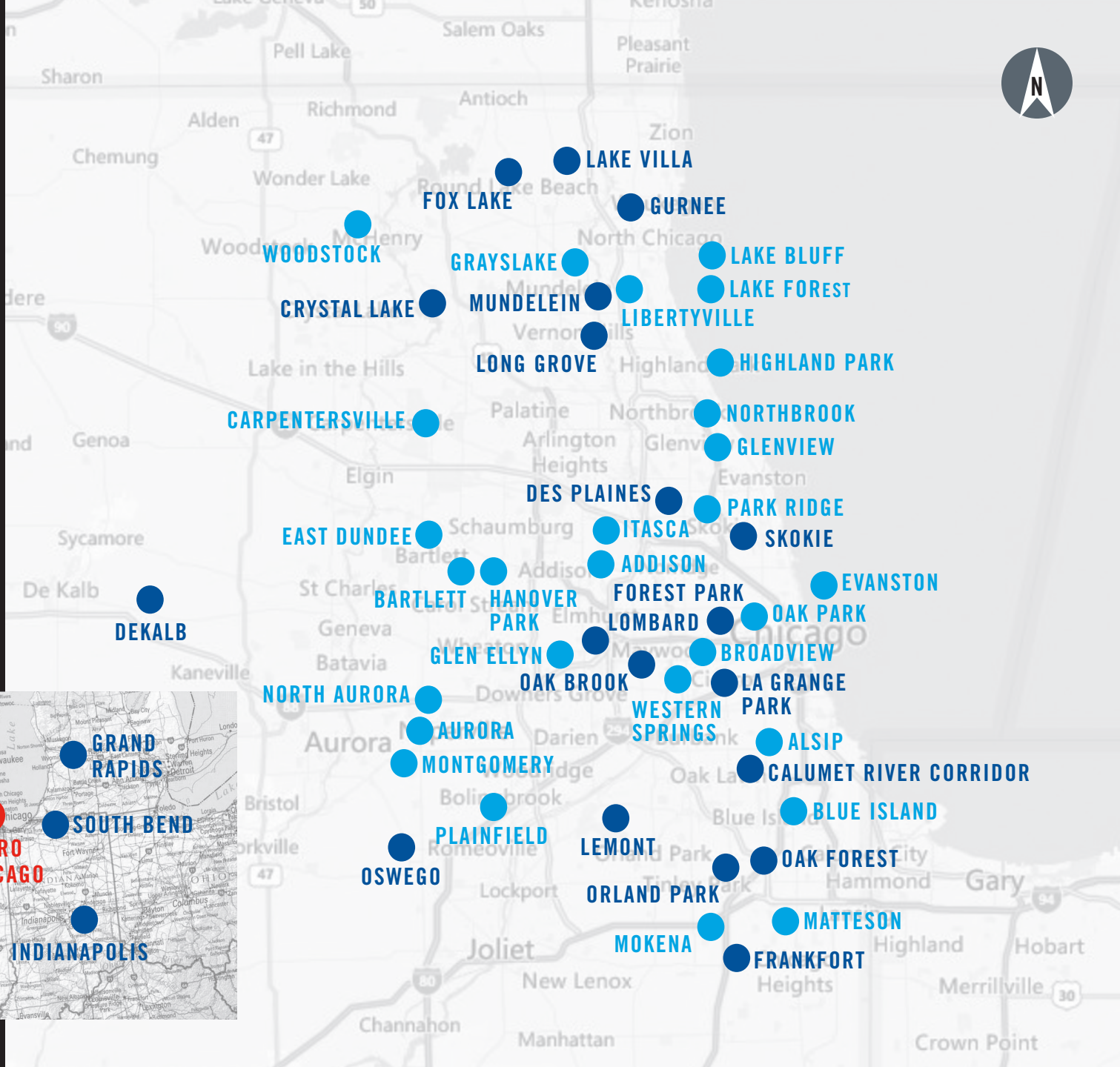
DOWNTOWN LOMBARD



Mundelein



# Expansive Knowledge of the Marketplace





2010

2011

2012

2013

2014

2015

2016

2017

By 2018, create the most compelling, memorable and beloved waterfront destination in the Heart of Lake Country.

## Recommendations

s for Downtown visual

reality and signage standards that might not support the brand promise for Downtown Lombard:

By 2013, Downtown Lombard will be the Village's premier destination for family and friends.

The report builds on the analysis and preliminary recommendations included in the Existing Conditions and Assessment Summary and the Preliminary Development Concept Plans intended to serve as a user friendly guide to identity on Downtown signage and other ma

Downtown Lombard's primary identifier, a "s" logotype – is a stylized version of the Downt a symbol, is the single most important elem system. The symbol is a four petal lilac floe of the signature cultivars found in Lilacia Park, "President Lincoln," cultivated by John Dunbar in 1916.



### Brand Position

Mundelein's breadth of choices for prospective businesses and residents makes the community a highly appealing option for both.

With its entrepreneurial legacy, centralized location and site selection options, the Village can accommodate the needs of both large corporations and mom and pop enterprises in a manner that is unmatched in the Central Lake County region.

Similarly, Mundelein's schools, excellent amenities and housing options make the Village a desirable home for those who value a community that has the appealing qualities of both town and country.

### Brand Promise

Mundelein will be Central Lake County's premier location for entrepreneurs and known as a welcoming community.



### Lake Villa Triangle Brand Promise

At its most basic, a "brand" is just a promise, the gut feeling one has about the quality of an entity when they see a representation of that entity such as a logo or a package on a shelf. Branding, by extension, is simply the act of managing the promise.

Defining a brand promise for Lake Villa Triangle is ideally the starting point of a management practice that evolves as marketplace dynamics, stakeholder aspirations and the availability of resources change over time. In short, the Lake Villa Triangle brand should not be viewed as static or etched in stone. One of the basic rules of brand management is to never promise something that cannot be delivered. As the variables that define the Lake Villa Triangle product and brand change, so must the brand promise change in order to remain valid. For example, if over a period of years Lake Villa Triangle develops a critical mass of destination quality restaurants, the core brand promise and position should be re-evaluated to determine if and how this new business cluster can be incorporated into the core brand promise and leveraged to attract additional investment.

Like all good brands, the core promise for Lake Villa Triangle should be simple, of and easy to communicate. Another important element of effective branding is "d" degree to which a brand's key attributes are seen to be unique and distinctly different of competitors. Finally, the Lake Villa Triangle "brand experience" must be found the various audiences with whom the brand connects. Internal audiences – Lake stakeholders – are especially important because they are likely the ones who will be mostly frequently on a daily basis.

The brand promise for Lake Villa Triangle builds on the "Active Lifestyle" theme a four elements that define the core promise – its targeted market position, its target geographic reach of its intended market and the date when the promise will be b

By 2023, Lake Villa Triangle will be one of the mixed use, transit oriented neighborhoods within Region for Metra commuters, businesses, visitors residents who enjoy an active lifestyle.



### Market Positioning Statement

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### Brand Promise

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### Draft Brand Positioning and Brand Promise Statements

Using the key community priorities as a framework, the City Team developed a brand positioning statement and accompanying "brand promise" statement, which is a more concise version of the positioning statement.

### Brand Position

In many respects, the qualities that most clearly differentiate Oak Brook from other wealthy communities are the same as those the community's founders and early residents helped to create and promote – proximity and pastoral ambience.

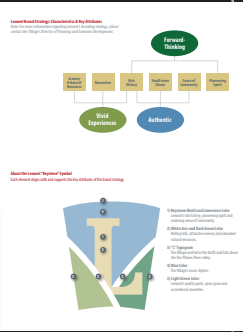
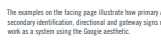
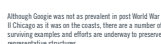
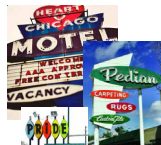
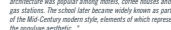
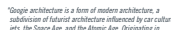
Proximity refers to the convenience of living in a geographic location with easy access to all things urbane – corporate employers, top line schools, world class shopping and dining, superior recreational facilities, three Interstate highways, Chicagoland's two major airports, and the countless cultural amenities of downtown Chicago and the greater metropolitan area.

Pastoral ambience refers to the opportunities to own a luxury home in a low density, rural setting fifteen miles from the heart of a global city.

Collectively, these enduring qualities make Oak Brook the premier residential choice for those who value a sophisticated lifestyle in an exclusive, natural setting.

### Brand Promise

Oak Brook is Chicagoland's premier residential choice for those who value a cosmopolitan lifestyle in an exclusive, natural setting.



# Regional Positioning Expands Opportunities

**OAK FOREST**

**DARK GREEN REPRESENTS A 30-MINUTE DRIVE TIME**

**Locations:**

- BROOKFIELD ZOO
- U.S. CELLULAR FIELD
- MIDWAY AIRPORT
- TOYOTA PK
- CHICAGO RIDGE MALL
- CHILDREN'S MUSEUM IN OAK LAWN
- LITTLE RED SCHOOLHOUSE NATURE CENTER
- SAGAWAU ENVIRONMENTAL LEARNING CENTER
- MORaine VALLEY COLLEGE
- WOLFE STATE WILDLIFE REFUGE
- BEVERLY ARTS CENTER
- PULLMAN STATE HISTORIC SITE
- HOLLYWOOD PARK FAMILY FUN CENTER
- STANDARD BANK STADIUM
- CHICAGO GAILIC PK
- GEORGE W. DUNNE NAT GC
- FIRST MIDWEST BANK AMPITHEATRE
- IRON OAKS ENVIRONMENTAL LEARNING CENTER
- LANSING MUNICIPAL AIRPORT
- THREE FLOYDS BREWING COMPANY
- BALMORAL PARK RACE TRACK
- PLUM CREEK NATURE CENTER
- GVERNORS ST UNIVERSITY
- MONEE RESERVOIR
- RIEGEL FARM & CONSERVATION CENTER
- THORN CREEK NATURE CENTER
- ODYSSEY FUN WORLD
- LINCOLN-WAY NORTH PERFORMING ARTS CENTER
- WORK CHILDREN'S SEUM
- FORT RIC CT
- WHITE WATER ANYON WATER PK
- OAK PARK AVE
- FOREST VIEW FARMS
- SAND RIDGE NATURE CENTER
- ORLAND SQ
- ORLAND PK
- LAKE KATHERINE NATURE CENTER
- CHILDREN'S FARM AT THE CENTER

**Highways:** 294, 55, 94, 80, 57

**Inset Map:** Shows the location of Oak Forest (marked with a red dot) within the larger context of Chicago.



# Approach

## You Need an Outsider to Do Your Positioning

- Hard to conduct focus groups
- External perspective
- Hard to generate enthusiasm

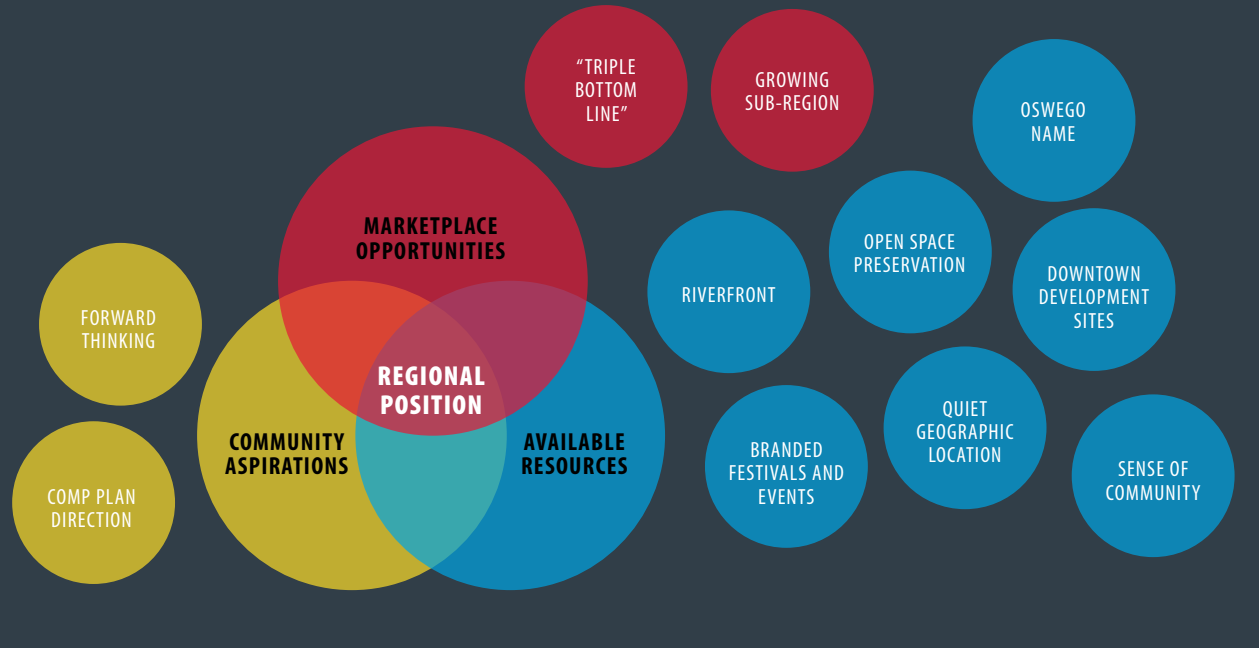
Steering Committee



Open House



## RESOURCES / MARKET DIRECTION



*Oswego is a forward thinking, business friendly regional entertainment destination where residents and visitors gather in an engaging natural environment.*



# Research, Planning and Opportunities Summary Memorandum

Presented by  
in Association  
Vanessa Iriz

November 4,

## Desired Community Profile

In another exercise facilitated by the BDI Team, Project Steering Committee members and participants in a community open house and the Project Steering Committee members were asked to evaluate words derived from the community survey and personal interviews that define a desired future Village profile. The values attributed to the words are expressed in the Wordle "word cloud" graphics below. What emerges are alignments between the two groups around certain words such as "vibrant," "progressive," "attractive," "welcoming / embracing" and "community oriented," which have been identified with red outlines in the Wordle graphics.

Note: An identical list of words was used for both exercises. However, words that did not receive votes during the evaluations were not included in the Wordles shown below, which why there are subtle differences between the two.

Project Steering Committee



## Q4. Evaluate your experience at these Mundelein events:

Table 7

	Excellent	Above Average	At least above Average	Average	Below Average	Awful	Never Attended
Park on Park	29.0%	44.6%	73.7%	23.3%	2.3%	0.7%	42.1%
Concerts in the Park	17.3%	38.4%	55.8%	38.8%	5.2%	0.2%	51.1%
Santa's Cottage	17.7%	35.5%	53.2%	38.9%	6.6%	1.3%	55.8%
4th of July Parade	18.4%	33.8%	52.3%	40.2%	6.3%	1.2%	28.6%
Community Days	16.5%	33.7%	50.3%	40.7%	7.9%	1.1%	22.1%
National Night Out	12.8%	29.0%	41.8%	49.6%	6.6%	2.1%	67.3%
Homecoming Parade	8.0%	25.4%	33.5%	56.4%	8.0%	2.2%	50.1%
Farmers' Market	10.6%	19.1%	29.7%	46.9%	21.8%	1.6%	26.0%

Table 8

	At Least Above Average	Total	Positive	Negative	Nonresidents	New Residents	Latino	Young
Park on Park	71.3%	71.2%	69.6%		61.7%	66.1%	54.6%	57.7%
Concerts in the Park	56.2%	66.3%	39.0%		55.8%	47.7%	57.8%	53.3%
Santa's Cottage	53.4%	60.7%	43.1%		50.0%	70.6%	53.9%	59.2%
4th of July Parade	53.3%	66.0%	53.3%		50.6%	56.3%	55.4%	55.1%
Community Days	52.0%	65.0%	62.8%		48.8%	64.4%	64.4%	57.1%
National Night Out	45.8%	58.4%	53.3%		56.3%	51.5%	57.0%	46.8%
Homecoming Parade	35.6%	46.8%	30.7%		38.3%	39.6%	41.7%	40.8%
Farmers' Market	31.6%	48.3%	25.6%		30.1%	34.8%	41.7%	34.5%

Table 9

	Excellent	Above Average	At least above Average	Average	Below Average	Awful	Never Attended
Community Days	16.5%	33.7%	50.3%	40.7%	7.9%	1.1%	22.1%
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Village of Mundelein Visual Identity Standards 3

**Star Center:**  
Mundelein's Central Lake County location, roadway connections and overall transportation accessibility.

**Star Points:**  
Mundelein's five historic names and entrepreneurial legacy

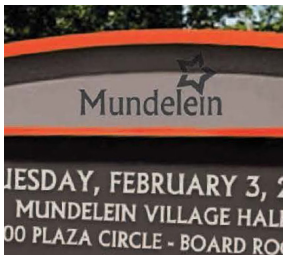
**Green Star Point:**  
The Village's high quality recreational amenities, and its proximity to Lake County forest preserves and open spaces.

**Blue Star Point:**  
The Village's proximity to Lake Michigan and Lake County's numerous water resources.

**Gold Star Point:**  
Mundelein's "gold star" quality of life and optimism about its future prospects.



# Mundelein



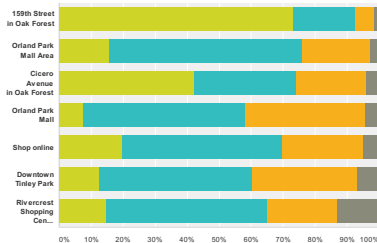
## Phase 1: Market Definition and Approach Summary Memorandum

Presented to  
in Association  
July 3, 2014

### Oak Forest Survey Results

Q1 In an average month, how many times  
do you visit these commercial areas?

Answered: 567 Skipped: 1



### Marketplace Metra

- Metra 20-towns
  - Oak Forest
  - Downers Grove
  - Glenview
  - Itasca
  - Lombard
  - Mount Prospect
  - Palos Park
  - Wood Dale

- LaSalle Street station
  - 213,000 jobs within 1/2 mile
  - Unique to Rock Island line



### Market Positioning Statement

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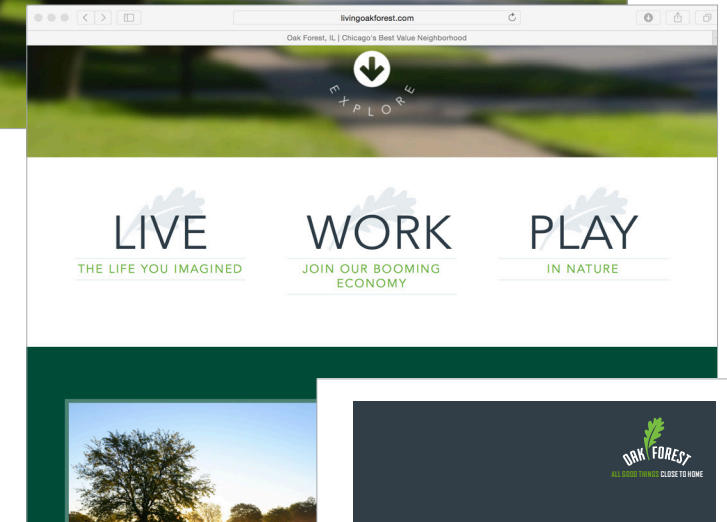
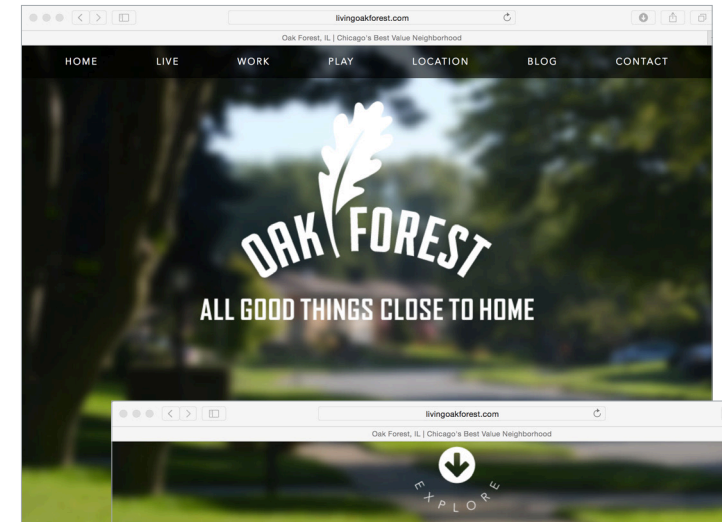
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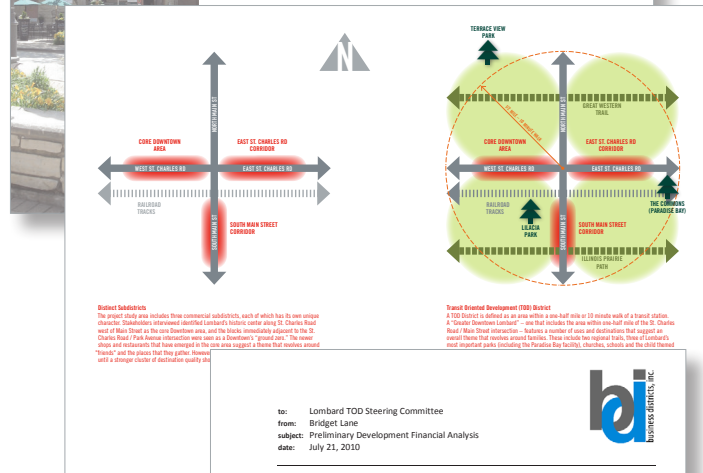
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## Existing Conditions Assessment Summary

# LOMBARD DOWNTOWN PLAN

Village of Lombard, Illinois

**DRAFT - FOR REVIEW PURPOSES ONLY**  
Last Revised: July 8, 2010

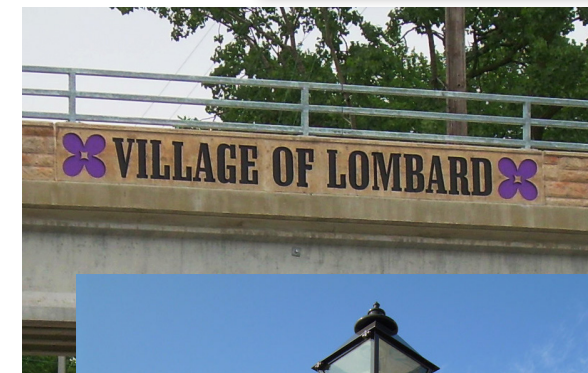
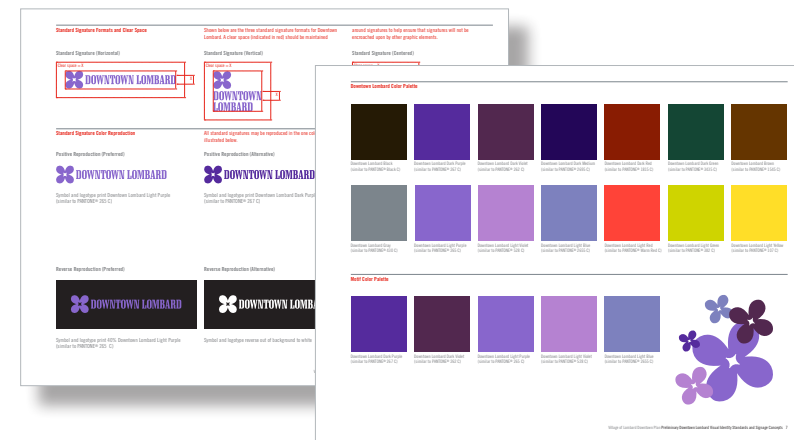
This report summarizes the final recommendations for Downtown visual identity and signage standards that align with and support the brand promise for Downtown Lombard:

*By 2013, Downtown Lombard will be the Village's premier destination for family and friends.*

The report builds on the analysis and preliminary recommendations included in the *Existing Conditions and Assessment Summary* and the *Preliminary Development Concept Plans* intended to serve as a user friendly guide for identity on Downtown signage and other ma

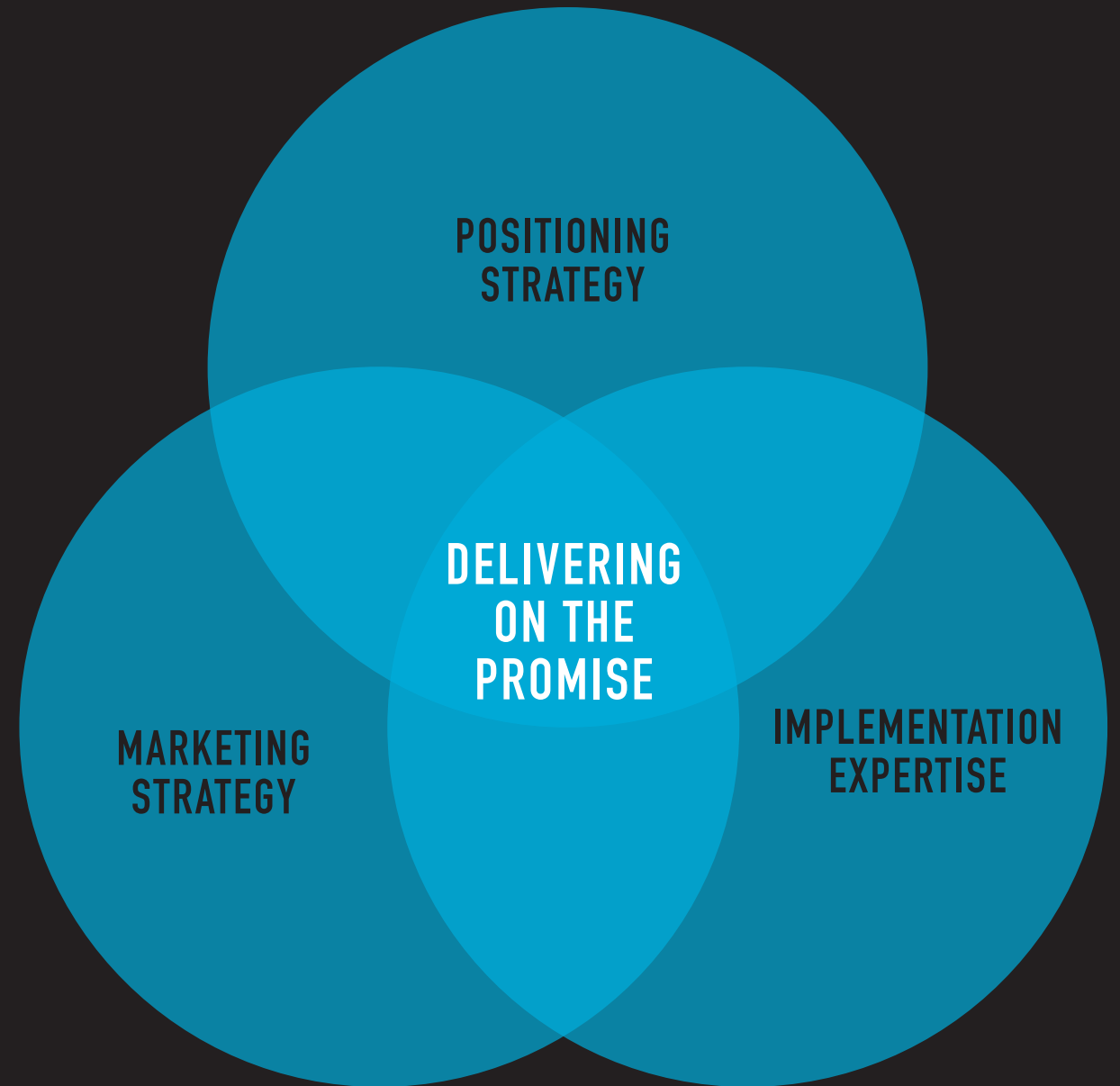
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# Approach

## Essential Ingredients



**Approach**

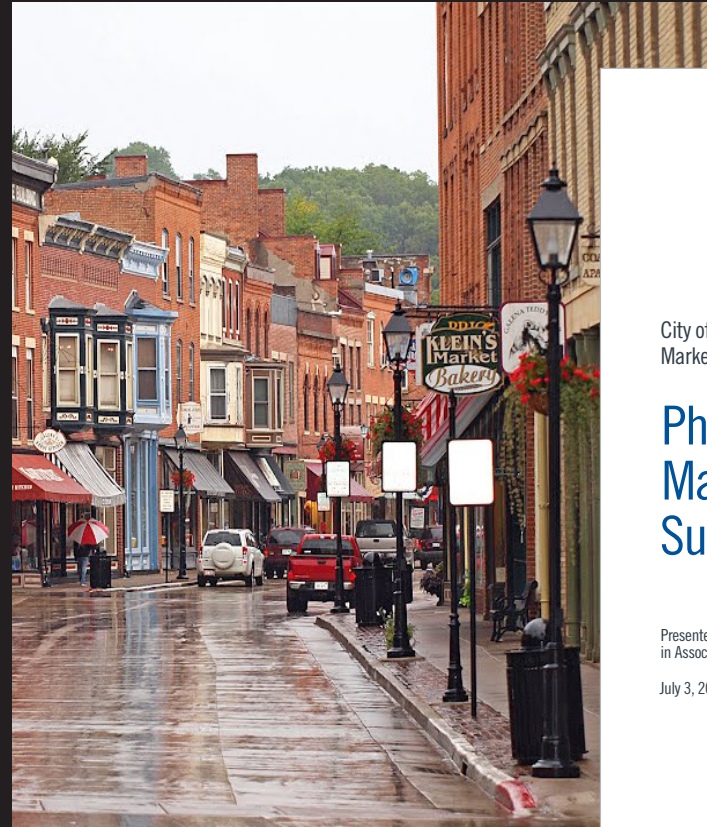
Beyond the  
Logo





# Approach

## “Destination Marketing” vs. Regional Positioning: Pioneering a New Approach



City of Oak Forest  
Marketing and Public Relation Initiative

### Phase 1: Market Definition and Approach Summary Memorandum

Presented by Business Districts, Inc.  
in Association with Cindy Bohde Enterprises, Inc. and wohlgroup

July 3, 2014



# Approach

## Motivating Factors and Challenges

### GROUND RULES

- IF YOU DO NOT ACTIVELY MANAGE YOUR IMAGE THE MARKETPLACE WILL POSITION YOU
- COMMUNITIES CAN'T BE ALL THINGS TO ALL PEOPLE (BUT THEY NEED TO SOMETHING TO SOMEBODY)
- AUTHENTICITY IS THE DRIVER OF SUCCESS
- IF YOU DON'T ASK NO ONE WILL BUY
- THERE WILL BE WINNERS AND LOSERS, *BUT COMMUNITIES THAT LEVERAGE MARKETING OPPORTUNITIES WILL HAVE AN EDGE OVER THOSE THAT DO NOT*

# Approach

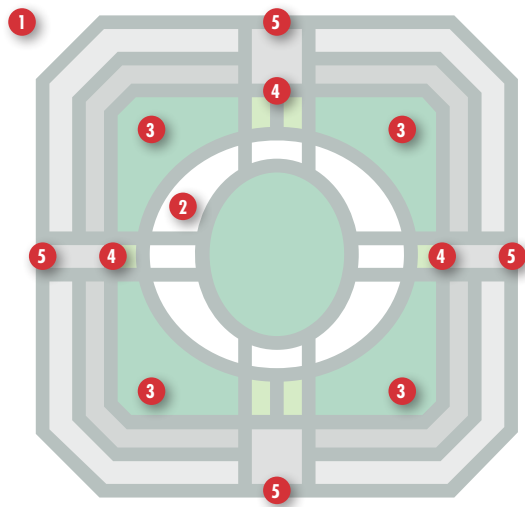
## Telling an Authentic Story



# Approach

## Telling an Authentic Story





## ABOUT THE ORLAND PARK SYMBOL

### 1) GEMSTONE DESIGN

The "gemstone" concept derives from observations by residents that Orland Park is Chicago Southland's "crown jewel" and "the jewel of the prairie."

### 2) "O" TYPOGRAM

The letter "O" typogram represents both the "O" in the Orland Park name and Village's "Heart of Orland," its historic core district now being redeveloped as a centerpiece for the community's image and identity.

### 3) GREEN QUADRANTS

The green quadrants represent Orland Park's much beloved neighborhoods, parks and green spaces.

### 4) HORIZONTAL AND VERTICAL BANDS

The horizontal and vertical bands symbolize the Village's two major roadway corridors – La Grange Road and 159th Street – and their premier retail, dining and entertainment destinations that differentiate Orland Park from peer communities.

### 5) HORIZONTAL AND VERTICAL BAND TERMINALS

The four terminal points of the horizontal and vertical bands represent the Orland Park's major gateways and the easy access the Village has to major regional roadways.



# Mundelein



# Everyone is Unique in Their Own Way

Village of Oak Brook Branding Initiative / Residential Marketing Plan

Residential Market Positioning Assessment





Presented by Business Districts, Inc.  
in Association with Cindy Bohde Enterprises, Inc. and wohlthgroup

December 12, 2013

**Brand Position**  
In many respects, Oak Brook from other communities is found in its founding promise – proximity.

Proximity refers to with easy access to line schools, world facilities, three International and the countless greater metropolitan.

Pastoral ambience a low density, rural.

Collectively, these residential choices are exclusive, natural setting.

**Brand Promise**  
Oak Brook is Chicagoland's premier residential choice for those who value a cosmopolitan lifestyle in an exclusive, natural setting.

BIG DOGS LOVE OAK BROOK...  
NATURALLY.

[www.LivingOakBrook.com](http://www.LivingOakBrook.com)



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# Approach

## Defining Market Assets Beyond City Limits



# Approach Summary



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## City of Oak Forest Marketing and Public Relations Implementation Plan Elements

The Implementation Plan provides a roadmap of the tasks needed to launch the marketing and public relations program, with an initial focus on elevating the profile of Oak Forest's identity as a great place to live and increasing interest in the City's residential opportunities.

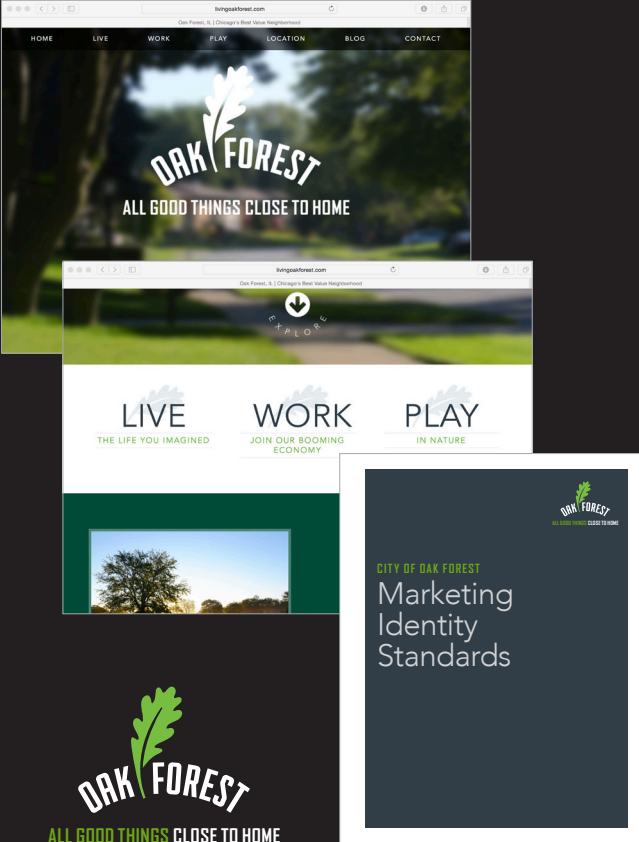
The plan centers on the development of the OakForestLiving.com website that targets young professionals, new families and prospective investors, and provides a user friendly introduction to the advantages of the Oak Forest experience. Additional media and promotional activities will leverage and expand upon the website's theme and content.

There are two primary advertising vehicles: Digital advertising / social media and transit advertising. The recommended program calls for six months of high activity when the message is the most relevant to targeted audiences. The plan also calls for the development of a printed brochure / folder that can be used for a variety of marketing and public relations activities.

The advertising will be supported by special events and public relations, which should be very effective tools. The special events would be designed to draw targeted groups to Oak Forest, and showcase the City's most attractive features such as its range of recreational opportunities.

For public relations, initial rollout activities would be followed by a series of story pitches developed specifically for the regional press. Suggested media would be Crain's Chicago Business, newspaper real-estate sections and well-followed blogs.

Grass-roots marketing — meet with 1,000 businesses and higher-education facilities.



Market Definition and  
Positioning

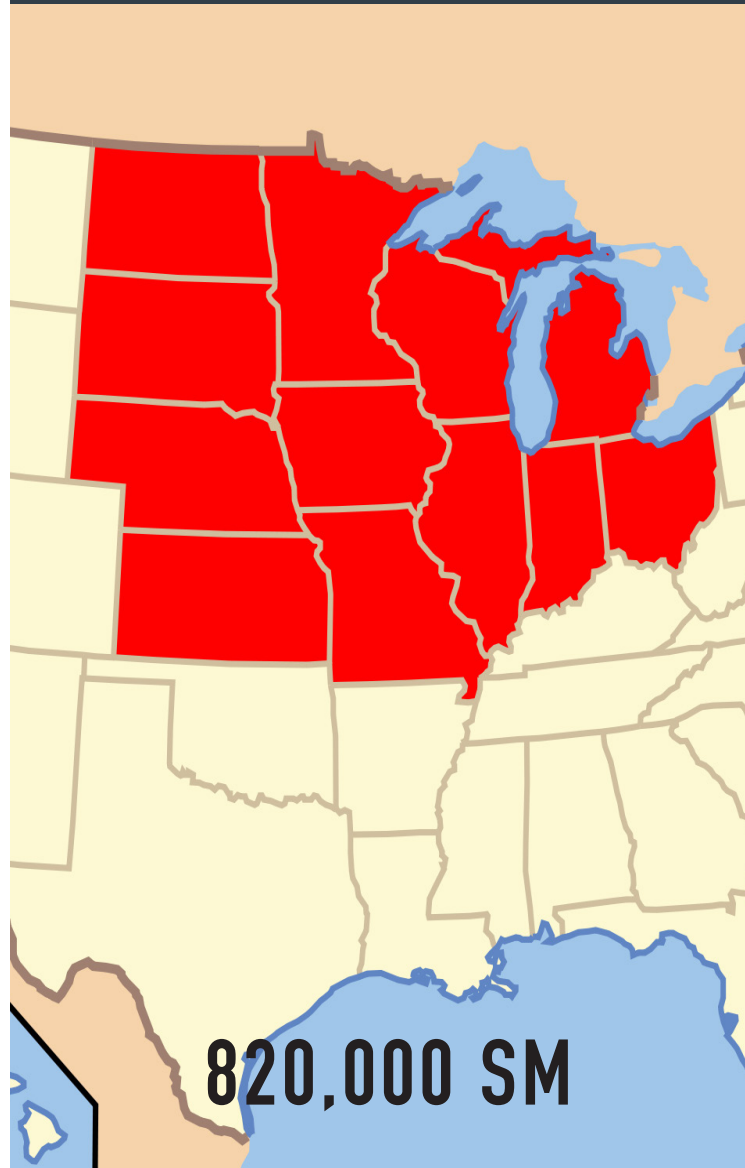
Market Plan  
Development

Community Marketing Plan  
Implementation



# Regional Branding Opportunities

The Midwest  
is huge



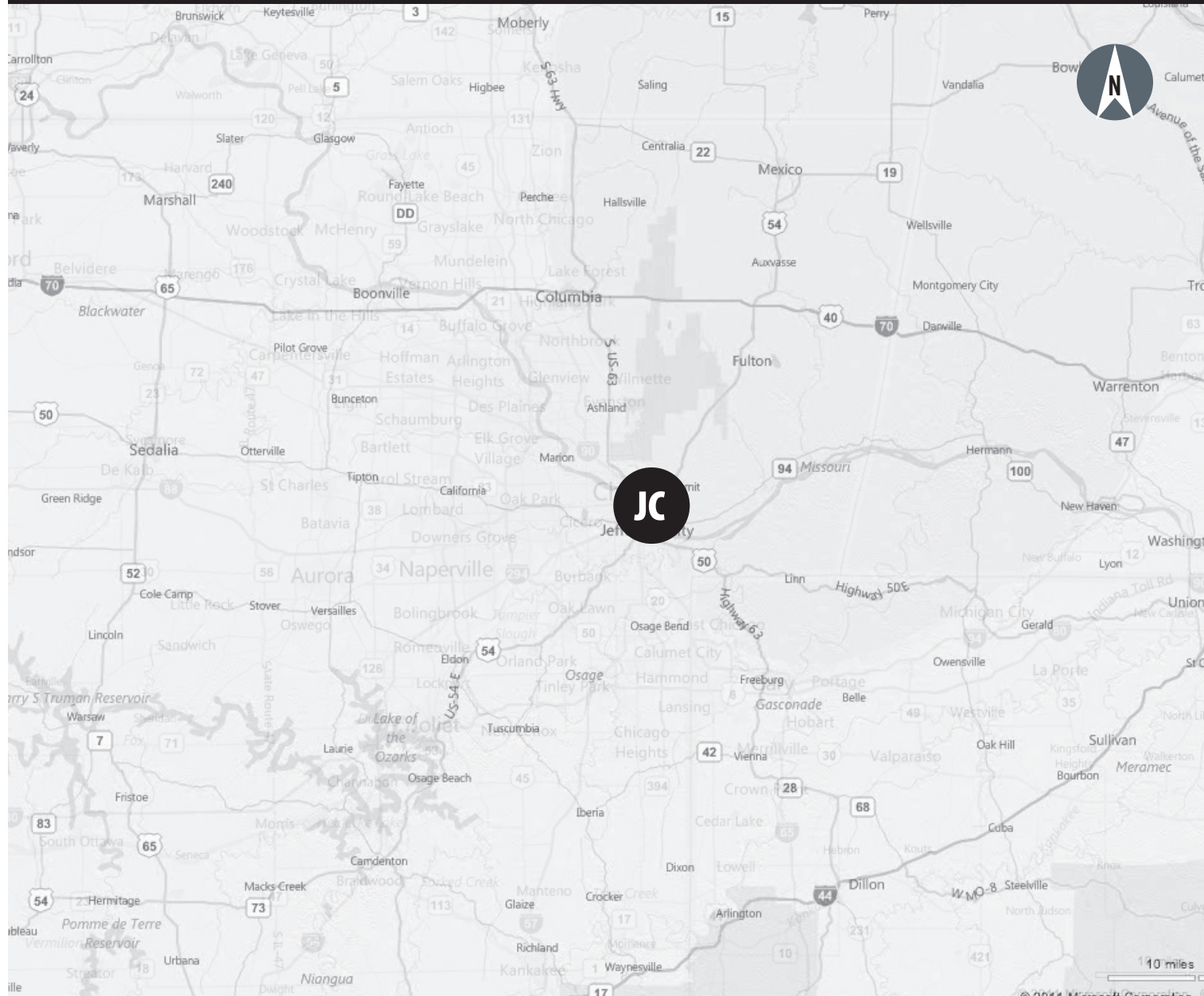
GERMANY  
FRANCE  
SPAIN  
ITALY  
AUSTRIA  
BELGIUM  
LUXEMBOURG  
SWITZERLAND  
DENMARK  
NETHERLANDS  
CZECH REPUBLIC  
SLOVAKIA

807,000 SM



# Regional Branding Opportunities

The Midwest  
is huge



# Regional Branding Opportunities

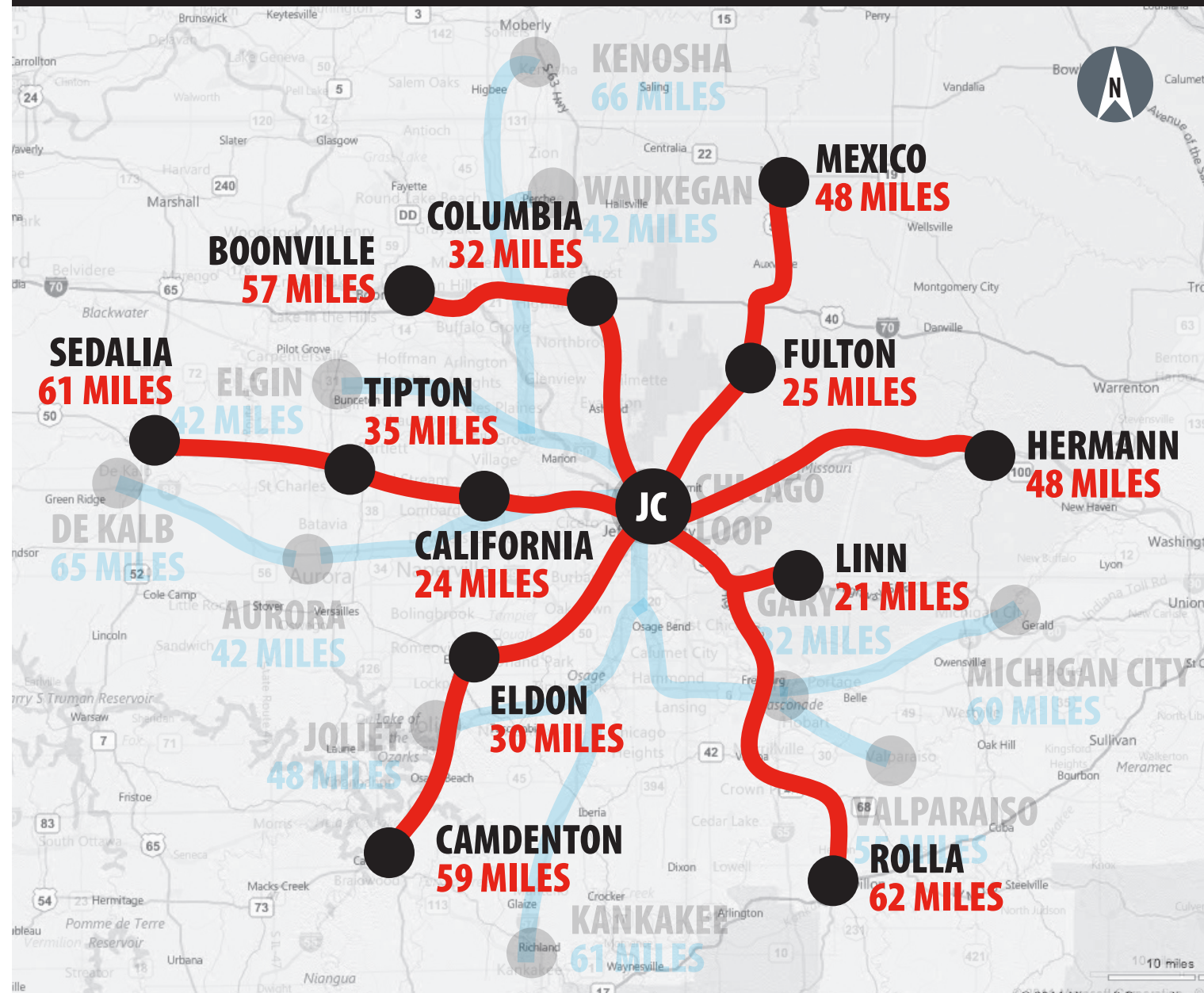
The Midwest  
is huge





# Regional Branding Opportunities

The Midwest  
is huge

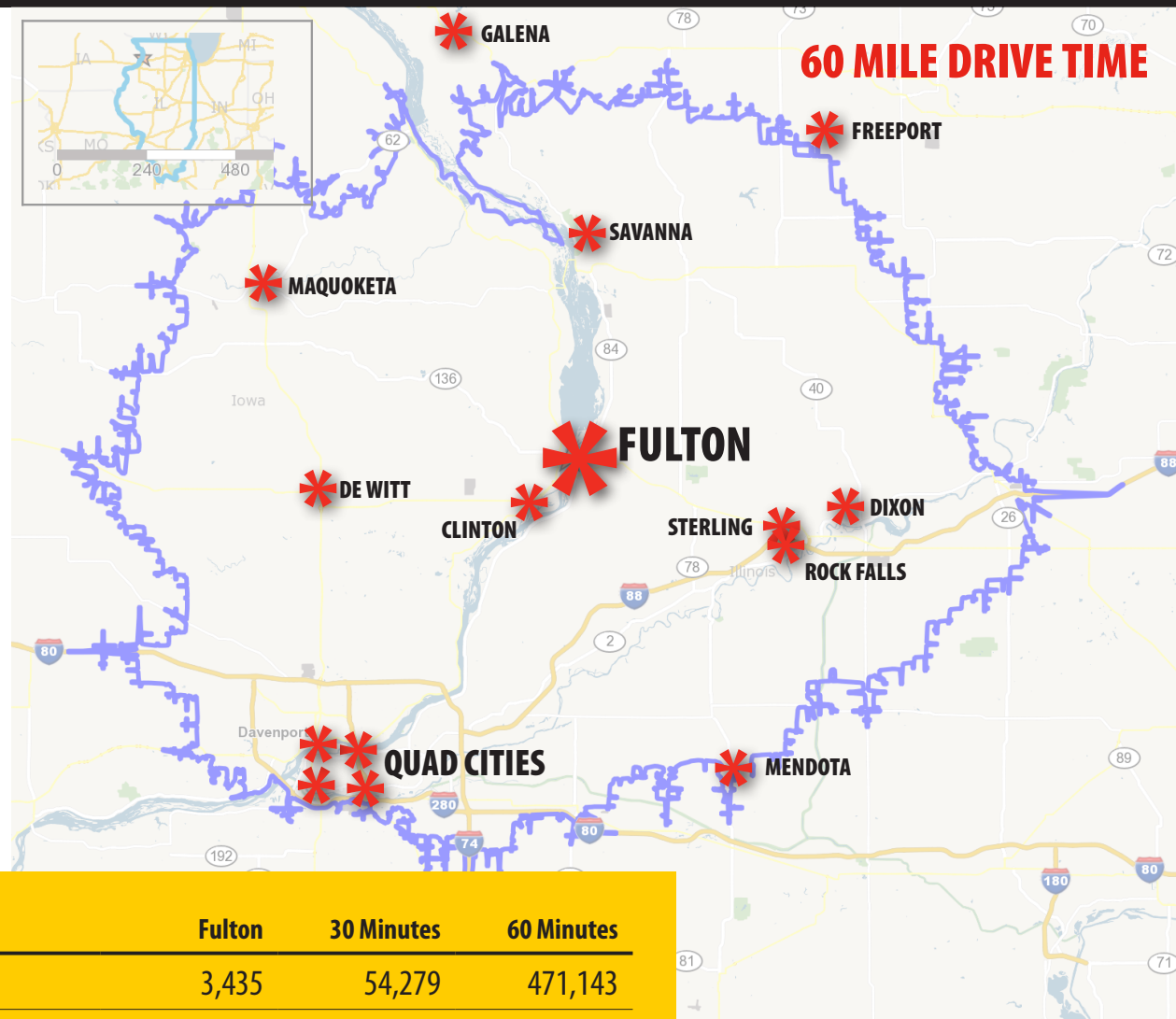
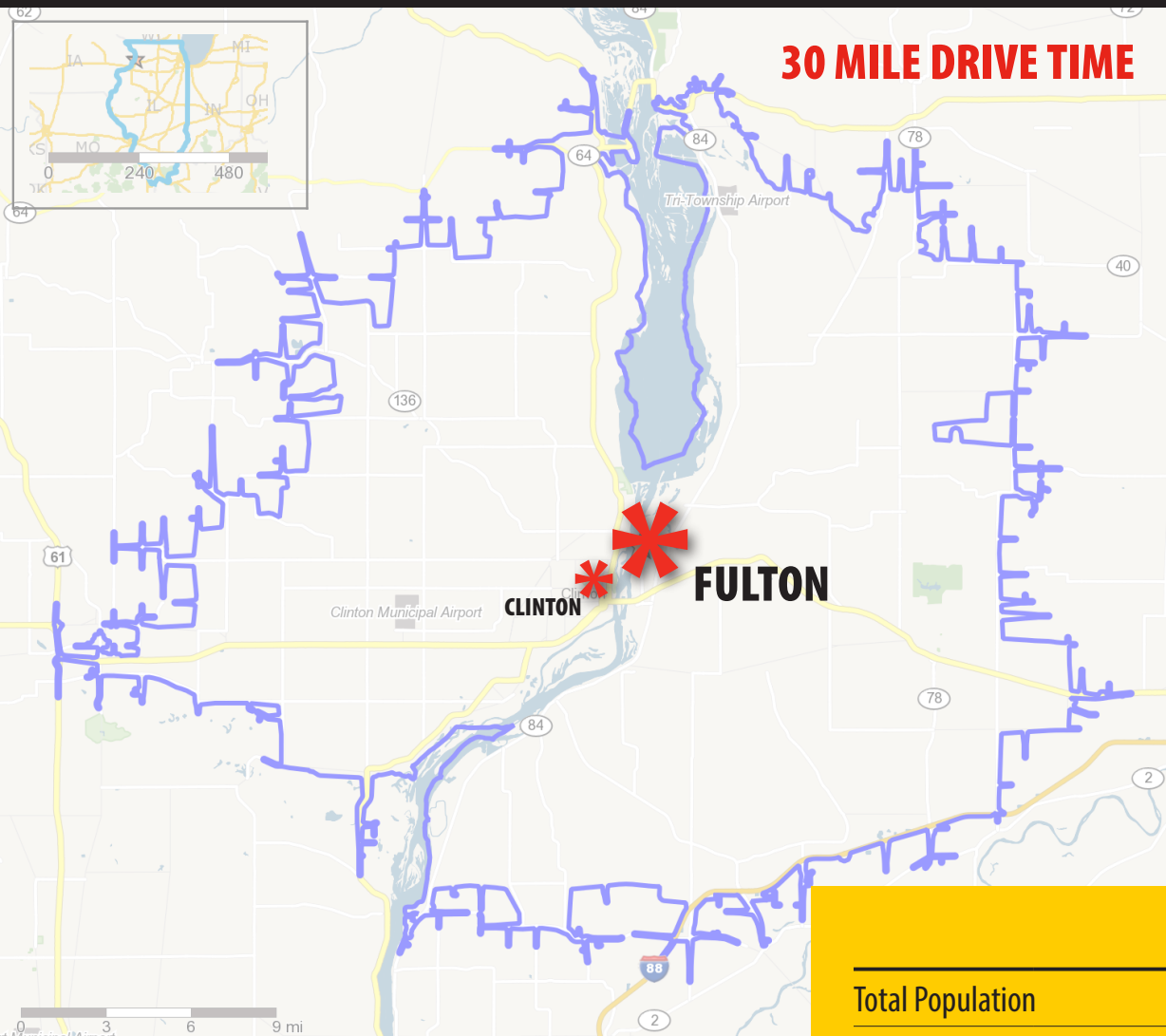


# Regional Branding Opportunities

The Midwest is  
underbranded







	Fulton	30 Minutes	60 Minutes
Total Population	3,435	54,279	471,143
Employees	1,404	24,356	247,416
Median Age	46.6	43.5	40.2
Average Household Income	\$64,428	\$62,239	\$67,639

# Discussion

