

Downtown Messaging



Downtown Messaging

- *FY24 council initiative “management of outsourced branding projects”*
 - *New logo, downtown messaging*
- *Wrapping up downtown project, seeking council feedback*

Downtown Webpage

- *Three main messaging points:*
 - 1) *We did our homework - conducted studies & outreach*
 - 2) *We created rules (or city code) – what, where, and looks*
 - 3) *Preserved existing neighborhoods – focus on downtown*
- *Other considerations:*
 - *Business and resident highlights to show benefits to varying communities*



Downtown Messaging Package

- *Video explaining our revitalization process*
- *Key messaging points about downtown*
- *A timeline map of revitalization work*
- *A section about the two biggest projects on downtown*
- *A Frequently Asked Questions section*
- *A video of businesses sharing how they've benefited from the revitalization*
- *A video of apartment residents sharing how they've benefited from the revitalization*



Specific Feedback Needed

- *Am I missing any pieces you feel need to be addressed?*
- *What messaging would you like to see on “Downtown’s Decline?”*
- *Any items that need to be added to the timeline?*
- *What questions do you feel should be included in the FAQ?*
 - *Biggest questions/comments you get about downtown*



Downtown Webpage

Revitalizing Clearfield's Downtown

Past and current city councils have worked hard to revitalize downtown Clearfield by bringing more businesses, public parks, and housing opportunities. This has been a 20-year journey, and residents are just now starting to see the effects. Downtown Clearfield will continue to change as future projects occur. These changes will help our city thrive, allowing residents' and entrepreneurs' dreams to take flight in Clearfield.



