



# connections

## FOR SUSTAINABILITY

*Linking Greenville's Neighborhoods to Jobs and Open Space*

City of Greenville, South Carolina

March 2014, Issue No. 24



The colors, style of letter, and the torch in Sterling's logo pay respect to the proud history of Sterling High School, while setting a positive outlook on the future.

## Community Branding Workshop

Wednesday, March 19

6:00 - 7:30 pm

Kroc Center

When you describe your community to newcomers, what do you talk about? Is it something good? Or do you find yourself saying all the best things are someplace else?

These questions are at the root of community identity and image. This workshop will help identify those most memorable traits of your community, and put them into images and phrases that can be used to inspire.

Just like every team has its own team colors, mascot, and logo, every community benefits from having these emblems of team spirit. Join the Community Branding Workshop to help develop your community's image.



Sustainable Cinema

TONIGHT

6:00 to 7:30 pm

Kroc Center

Join us for free popcorn and movies about the benefits of community branding/imaging, including a short film by our very own Jaclin DuRant and Emily Hays that was made special for the occasion! Local experts on the subject will be on hand to answer questions. We'd love to see you there!

## Sustainability Spotlight

### *Traveler's Rest Takes the Spotlight*

by  
Emily Hays

Community marketing of Traveler's Rest helps bolster community pride and establish a strong sense of place in this quaint South Carolina town. Traveler's Rest, South Carolina historically served as a "resting stopover" for weary travelers, with some staying for months to wait out harsh winters. Nestled at the foot of the Blue Ridge Mountains and situated between Highways 276 and 25, Traveler's Rest is an

No registration is required. Add the **Community Branding** event to your calendar.

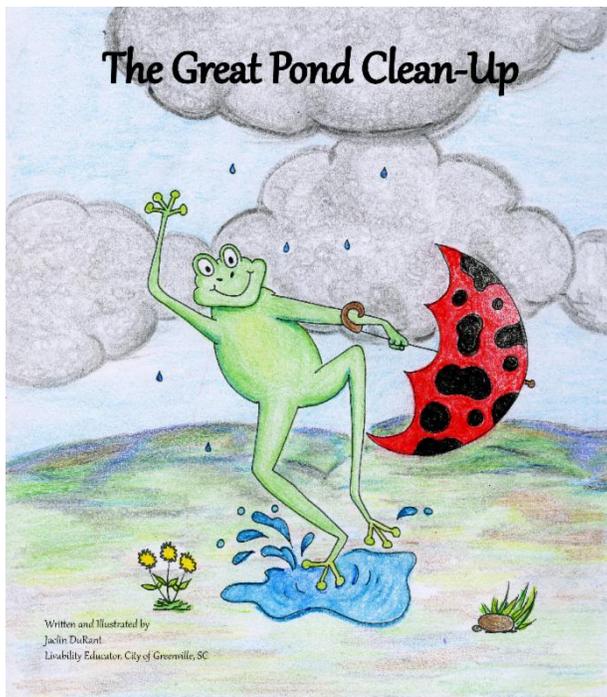


## Community Brand Unveiling

Friday, March 21  
12:00 to 1:30 pm  
Kroc Center

The Community Branding Workshop will unveil the finished logo and brand design on Friday, March 21 during a free lunch and learn. You are invited to come and tell us what you think of the new image, as well as learn how you can create an image for your community.

Click [here](#) to add this event to your calendar.



## Protecting our Water Quality

*The Great Pond Clean-Up*, the second story and sequel to

ideal place to take a break and regroup before continuing a journey. Due to recent attention as an emerging, eclectic, American small town, Traveler's Rest, locally known as just TR, has now become a destination to travel to rather than a place to travel through. Structural and economic redevelopment along critical corridors such as Main Street serve as an impetus for heightened attraction and the recent rebranding effort calls attention to what is special about TR.

The economic redevelopment of TR has had a notable difference in the feel, culture, and branding of the community. Local artisan businesses, eateries, shops, seasonal festivals, and outdoor gatherings make it an ideal place to visit. In the past few years, economic redevelopment has built upon community assets like the swamp rabbit trail and nearby outdoor recreation opportunities and a plethora of new small businesses have been cropping up. Recent rebranding efforts are a communication tool conveying and building off of TR's innate community assets and qualities as well as feelings associated with a "TRek" to "TR."

Signs around town now sport the slogan "Get in your element" or "It starts with TR," that add value to the intrinsic properties of Traveler's Rest. These blue and yellow signs, though simple, have a profound impact in establishing a sense of place. Visitors know when they enter TR, and these signs also expound on TR's assets. For example, banners on light posts along the Swamp Rabbit Trail highlight the "TR" in "TRadition" or "TRails," building off of the experiences that TR has to offer. Branding can play a role in defining a community's character. This in turn helps establish a unified identity and a strong sense of community pride. These signs help increase awareness about why TR is unique, and help foster a sense of place within the community. They also brighten up the downtown area along Main Street. New signage and taglines did not cause Traveler's Rest to suddenly acquire a new identity, rather, they put a name to an already established sense of identity and built off of existing community assets.

A *Tree!*, written by the Livability Educator, is now available online. In this book, Edmund the Frog and William the Mouse learn about stormwater runoff and water pollution when a rain storm washes trash and other pollutants into their pond. Along with a new friend, they work to clean up the pond and make their home healthy again. A helpful image glossary in the back explains the key terms without interrupting the story and pictures. [Click here](#) to download the coloring book free from the [Livability Educator's](#) webpage.



## Reedy River Cleanup

Saturday, March 22

9 am to 12:00 pm

Caine Halter YMCA

Join the Friends of the Reedy River on March 22 to help clean up the section of the Reedy River behind the Caine Halter YMC on Cleveland Street. Meet in the parking lot behind the YMCA for this family-friendly event. Coffee and bagels will be served at 9:00 am. [Click here](#) for details and registration.

As a Furman student, I frequently visit TR and always have an enjoyable experience. Sometimes I use the Swamp Rabbit Trail to bike to my favorite coffee shop, other times I simply go to the grocery store. However, the logos and rebranding of TR has definitely instilled a strong sense of pride and place within me for TR. It has so many unique experiences to offer, and I'm excited whenever I drive past those blue and yellow street signs and into downtown. The rebranding signage reminds me of what I love about TR. Branding does help establish a community's character as it puts a word, for example, to a preexisting yet unspoken identity. I feel like I belong when I visit TR, and community rebranding encourages others, like myself, to visit and stay to experience why Traveler's Rest is a unique community. This rebranding in Traveler's Rest helps relay to visitors that it is a unique destination rather than simply a place to pass through.

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