

Rowan County, North Carolina Community Brand Development

Brand Truths Summary



Brand Truth 1:

The community's poor self image but outsiders are pretty complimentary.

The community often paints a poor self image of Rowan County as a result of recent public issues. Outside perceptions of Rowan County are not as hard. In fact, most are pretty complimentary. Rowan County needs to be reminded of how great it is and can be.

The community:

- thinks outsiders describe Rowan County in a negative fashion that includes crime, backwards, poor and racists.
- thinks the political environment is the main challenge keeping Rowan County from being great.
- rates itself very low as a place with progressive thinking.

Outsiders:

- describe Rowan County as rural, country. It is also seen as historic, beautiful, quiet.
- rate Rowan County very well on visitation, entertainment and cultural attributes.
- believe the Rowan County reputation is good (very few mentioned negative)



Brand Truth 2:

Rural country settings and agricultural lifestyles are strong associations with Rowan County and highly valued by residents.

Agriculture and the outdoors came out as one of the key assets from community stakeholders.

- Dan Nicholas Park
- Parks
- Patterson Farms

When describing Rowan County, words such as rural, outdoors, farmland and specific outdoor places are often mentioned.

'Natural beauty' was the highest ranking attribute from the community.

Outsiders often mentioned outdoor beauty as something that distinguishes Rowan County from other surrounding counties.

National segmentation data reveals an area with a central city hub, surrounded by rural living.



Brand Truth 3:

Location in the middle of Charlotte-Greensboro-Winston Salem gives Rowan County access to the energy and business of multiple major Metro centers. And conveniently away from it all too.

When asked, 'what are the three most important assets in Rowan County', some of the most mentioned responses were located to its location along I-85 and unique setting in the middle of several metro areas.

When asked the top community assets for business, the top two answers were location related:

- Location-proximity between other metros and I-85
- Access to transportation
- When the community was asked what they appreciate most about living in Rowan County, the top response was its convenient location (61%)



Brand Truth 4: The communities of Rowan County provide rural culture and heritage.

Each community provides a pleasant cultural experiences that collectively give Rowan County a friendly rural personality.

- China Grove - friendly; nice; quiet; rural; small town; Farmer's day and Gary's BBQ
- Spencer - known for Transportation museum; history; friendly and quaint
- Faith - widely known for 4th of July; quaint; nice; small town and friendly;
- East Spencer - a struggling community trying to overcome crime and poverty; but strong history in railroad
- Granite Quarry - Nice; growing; fun; quiet and old fashioned
- Cleveland - known strongly for Freightliner; rural; industrial; homey; small town
- Kannapolis - growing; research; progressive; old mill town; busy; textiles and shopping
- Rockwell - nice; growing; rural' small town; beautiful; country
- Gold Hill - historic; quaint; rural; fun and gold
- Landis - quiet; small town; mill; country; quiet and friendly
- Mt. Ulla - quiet; farming; rural; fun and agriculture



Brand Truth 5:

Salisbury is the cultural center of Rowan County, and has the responsibility of serving the county for its social, educational and historic values.

The community lists downtown Salisbury and many of its cultural assets near the top when evaluating all Rowan County has to offer; symphony; art; ballet; museums and music

The community lists Salisbury as the most important community to the identity of Rowan County.

The community believes Salisbury gives Rowan County its; history; architecture; arts and culture; shopping and business hub.

Believes Salisbury downtown, arts, shopping and restaurants give Rowan County its key attractiveness for businesses.

When asked where to take guests for a memorable Rowan County experience, downtown Salisbury is the first and most mentioned response.

Salisbury is by far, the most recognized Rowan County community by outsiders.



Brand Truth 6: Heritage and a sense of history works its way throughout Rowan County.

The community said that Rowan County does a great job of delivering on all its heritage attributes. And ranks it very high for:

- A place that preserves its heritage
- A compelling history to share
- Opportunities to share history

When asked about what makes them most proud, history and heritage was listed most often.

When outsiders were asked what distinguishes Rowan County from other places, the story of history was often mentioned: history; North Carolina Transportation Museum; historic sites

- *"It's so beautiful and natural and preserves its history so well."* (AAP)

Brand Truths Summary



1. The community's poor self image but outsiders are pretty complimentary.
2. Rural country settings and agricultural lifestyles.
3. Location allows access to all you want...or to get away from it all.
4. The communities of Rowan County give it a variety of cultural and quaint small town experiences.
5. Salisbury is the cultural center of Rowan County for social, educational and historic values.
6. Heritage is highly valued and noticeable.



Brand Strategy

Position Rowan County as both culturally cool and small town rural (a relief from larger metros).

A place that has plenty of art, historic landscape and social scene.

A place that still values space, heritage and connections.



Rowan County, North Carolina Brand Platform

Target For people seeking a country setting with a dynamic cultural heart.

Landscape Rowan County is conveniently centered in the prosperous North Carolina Piedmont region.

Promise Where life includes a historic cultural center and the flavorful charm of rural communities.

Benefit So you always have choices on the kind of experience you want and the pace of your day.



**"Where life includes a historic cultural center and
the flavorful charm of rural communities..."**

Historic Salisbury
Beautiful farmland
Quiet country side
Neighborly feel
Friendliness
Caring
Tight-knit
Rural setting
small towns



"...so you always have choices on the kind of experience you want and the pace of your day."

Theaters

Symphony

Ballet

Museums

Galleries

Festivals

Live music

Parades

Vibrant downtown

Small locally owned restaurants

Locally owned shops

Colleges

North Carolina Transportation
Museum

Dan Nicholas Park and other parks

Patterson Farms

Lazy 5 Ranch

Tiger World

High Rock Lake

Vineyards

Agriculture & farmland



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