

Garden City Rebranding

The Customer

Garden City is a small town in Utah, located near Bear Lake. This area is especially popular in the summer months due to tourism. John Ward, resident of Garden City, is helping the city rebrand.

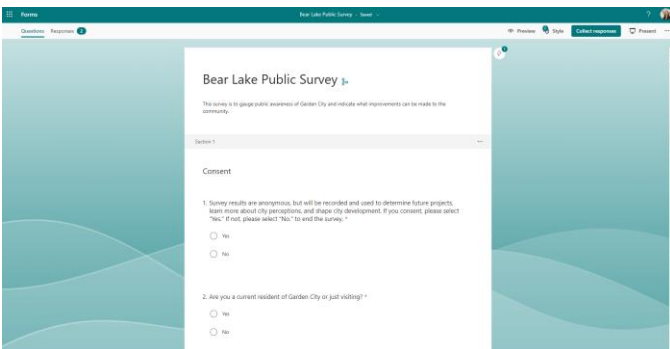


The Situation

Garden City is currently struggling to find what defines them and what draws people to come to their town besides Bear Lake.

The Solution

The RBDC was hired to research other tourist cities and create a survey for the Garden City community, in order to provide recommendations on the town's branding. The project goal was to identify the current brand of Garden City and research additional branding opportunities.



Survey Creation

Survey questions asked the following:

- Why do you visit Garden City?
- Will you return? Why?
- What are your thoughts on Garden City?
- Why do you live in Garden City?
- What would like to see within the city limits of Garden City?



Recommendations

Similar tourist towns that were researched:

- Red Cloud, NE
- Leadville, CO
- Torrey, UT
- Stanley, ID
- Friday Harbor, WA
- Fort Valley, GA

Recommendations for Garden City based off research:

- Encourage year-round tourism
- Update Garden City website
 - Links and pictures
 - Create a "Plan Your Visit" tab (include recreation, lodging, dining, etc.)
 - Upcoming events calendar