

ATTACHMENT A

A RESOLUTION ACCEPTING THE RECOMMENDATIONS
FROM THE ECONOMIC SUSTAINABILITY COMMISSION
IN SELECTION OF A CREATIVE CONSULTANT AGENCY
Draft Resolution No. 76/ 2012-13

WHEREAS, The Town of Carrboro through many of planning efforts, including the Local Living Economy's Task Force and Creating Carrboro's Economic Future recommendations, have made it a goal for Carrboro to brand and market the Town and;

WHEREAS, the Economic Sustainability Commission (ESC) has gone through an extensive RFQ and interview process to solicit interest from qualified creative firms and;

WHEREAS, the ESC has endeavored to recommend to the Board of Aldermen the firm that will be able to most effectively draw out Carrboro's unique story and help the Town communicate that story through branding, messaging and marketing and;

WHEREAS, as a result of this process the ESC recommends The Splinter Group to assist the Town in fulfilling this mission and;

WHEREAS, The Splinter Group is a highly creative, awarding winning, locally-owned business with local knowledge and relationships that makes them the best agency for the Town.

NOW THEREFORE BE IT RESOLVED, that the Carrboro Board of Aldermen accept the recommendation of the ESC and direct the Town Manager to negotiate a contract with The Splinter Group for creative consultant services and return to the Board with a final contract.



**REQUEST FOR QUALIFICATIONS
COMMUNITY BRANDING AND MARKETING STRATEGY
CARRBORO, NC**

September 6, 2012

The Town of Carrboro, North Carolina is seeking qualifications of a creative agency to assist the Town with developing a community branding and marketing strategy that effectively communicates the unique feel and qualities that make Carrboro a special place to live, work and play. This initial branding effort is intended to reach a wide general audience; while more focused narrow subsequent campaigns may be developed for specific audiences, i.e. business community, arts and entertainment, technology etc.

A community branding strategy for the Town of Carrboro would include the following key elements:

- ✓ Localism – the Town of Carrboro has a strong commitment to building a local economy. This is a consistent Town value and is an important underlying tenet in all Town programs and policies.
- ✓ Citizen Participation – the Town of Carrboro is committed to public input and looks towards its citizens for knowledge, expertise, and guidance in generating community synergy.
- ✓ Technology and Transparency – the Town of Carrboro seeks to utilize the most current technology to provide for communication, collaboration, and transparent participation in government.
- ✓ Messaging – Carrboro clearly has a unique story to tell! The Town of Carrboro has a reputation for being left of center, challenging assumptions, and pushing the edge, which are just a few of the stories that make Carrboro, Carrboro. The Town of Carrboro seeks creative minds to assist in effectively communicating that unique spirit through messaging.

The Town of Carrboro will be accepting sealed qualifications until September 28, 2012 by 3:00 p.m. in the office of the Economic and Community Development Director, 301 West Main Street, Carrboro, NC 27510. Contact Annette Stone, ECD Director at (919) 918-7319 with questions regarding this project.

Submissions should include the following:

- ✓ Ten (10) copies of the written proposal including a letter of interest and understanding of Carrboro's request.
- ✓ Overview of experience/capabilities for working on local community branding strategies including samples of creative work and three (3) references from previous clients.
- ✓ Attachment A signed with the list of individuals to be assigned to this project with qualifications.
- ✓ Agency fees schedule, retainer fees and other potential charges.
- ✓ A short essay entitled "If I were developing a brand for Carrboro," which will be a snap-shot of what the design/implementation process would look like for this project.

Possible deliverables for this project may include the following:

- ✓ Brand concept development including a reproducible graphic artwork and creative advertisement/logo design guidelines and criteria.
- ✓ Development of a cohesive marketing strategy to tie together all community messaging for the Town of Carrboro.
- ✓ Brand launch strategy plan.
- ✓ Recommended media planning, social networking, and message placement.

The Town of Carrboro will make a selection for a consultant based on a firm's creative talents, experience and knowledge and understanding of Carrboro's unique qualities and character of the community. RFQ responses will be reviewed by the ESC and a recommendation will be forwarded to the Board of Aldermen for final approval. Final deliverables will be negotiated with the selected qualified agency.

Carrboro Branding and Marketing Vendor Evaluation

	Process	Creative Output	Response	Communication Style	Understanding of Carrboro	Total Score
New Kind						17
Change Creation						7
Splinter						18

Notes:



**THE TOWN OF CARRBORO
BRANDING & MARKETING RETAINER**

Submitted to: Annette Stone and The Selection Committee
Submitted by: The Splinter Group
Date: September 28, 2012

Annette Stone and the Selection Committee:

We were excited to get the RFP for a community branding and marketing strategy for Carrboro and have prepared the following proposal to demonstrate our passion for this town, deep roots in the community, and our expertise and knowledge branding and marketing organizations of all types and sizes. Consider this not just a letter of interest but a loud “let’s do this” from just up Main Street.

My partner Lane Wurster and I have a long love affair with Carrboro. Professionally, we have worked here for over 15 years, first at Mammoth Records (where we helped bring Carrboro its only Gold and Platinum records) through the 1990s and now with The Splinter Group. We moved both companies to Carrboro from nearby towns (Raleigh and Durham, respectively) and are proud to have our offices at 605 West Main Street today. We have individually rented and owned homes in Carrboro and have taken great joy in promoting the town in every way imaginable from marketing and hosting events to encouraging entrepreneurs to base their businesses here. Recently, we worked with Annette and Frank Heath to organize, brand and promote the Cat’s Cradle in the Commons concert with Tift Merritt, Megafaun and Mandolin Orange. In order to brand and promote Carrboro, we believe you need to live and breathe what makes this such a special place.

Incredible people and diverse ideas drive Carrboro and create a unique lifestyle fueled by opinion, music, art, food, and culture. Carrboro is an attitude, a feeling, and a camaraderie. A town this unique deserves an equally unique approach to its branding and marketing. This campaign will rely on strong visual identity, big ideas, and non-traditional methods of gaining exposure. It cannot be traditional but it can adapt to a smaller budget so long as it possesses vision and consistency.

For these reasons and many more we believe The Splinter Group is uniquely suited to conceive and manage a campaign that promotes what makes Carrboro a special place to live, work and play. The following proposal addresses your requirements and is broken down into the following sections:

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Feel free to contact us with any questions as you review. We appreciate the opportunity to present our ideas.

Sincerely,



Steve Balcom



Lane Wurster

The Splinter Group is a small agency driven by big ideas. We will bring a breadth of experience in branding, marketing, website development, social networking, and grassroots/viral marketing to this campaign. We have branded and launched local businesses, marketed nonprofits, built websites for the arts, engineered successful fundraising campaigns, and provided grassroots marketing for film and music. We are thinkers and doers, unafraid of challenges, and are connected to the creative community. Since we don't come from a traditional advertising agency background, our vision isn't constrained by convention.

The Splinter Group is first and foremost a brand development agency. We have worked with a wide variety of companies in different industries, eras and sizes to develop visual identities that fit their mission and vision. You'll see multiple honors for our branding and design in the bio section of this proposal but we are particularly proud to have won a National Gold ADDY for our **Farmhand Foods** logo last year. This is the equivalent of a Grammy or Oscar for the advertising industry.

We want to stress the following about our experience and capabilities...

OUR CLIENTS ARE CARRBORO AND NEARBY

We are confident in saying that no other agency you will consider represents the number or breadth of local and regional businesses we do. Our clients include restaurant, retail, consumer goods, real estate, technology, the Arts, local food systems, and more. In Carrboro alone we have worked with:

Amante Gourmet Pizza
The ArtsCenter
Caktus Consulting
Carrboro Beverage Co.
Carrboro Coffee Roasters
Carrboro Farmers' Market
Cat's Cradle
Fifth Season Gardening Co.
Fleet Feet Sports
Open Eye Cafe
Starpoint Brewery
Tylers Taproom
Venable Rotisserie Bistro
Weaver Street Realty

Our clients range in size from a one-person nut butter producer to the University of North Carolina, Chapel Hill. Local businesses need to feel that they are a part of this campaign and we believe we can make that connection.

WE ARE A LOT LIKE CARRBORO

Like Carrboro, we're small, unique and a bit on the fringe. We don't have deep pockets and big expense accounts. We don't spend a lot of time hob-nobbing with other, bigger agencies. We just try to do right by our clients and turn out great work. Over time, people have taken notice of our work and we're now attracting visitors (clients) from afar.

ARTS & ENTERTAINMENT: OUR PAST, PRESENT & FUTURE

We grew out of a successful record company that sought to connect an interesting and diverse roster of artists with an audience. This mission has continued as we've moved from bands to brand and we've found ourselves again and again coming back to our arts and entertainment roots. Our work for **The ArtsCenter, Carolina Performing Arts, Playmakers Repertory Company, Ackland Art Museum, Duke's Center for Documentary Studies** and **Cat's Cradle** has been a result of our commitment to and passion for the arts.

STRONGLY CONNECTED TO RESTAURANT, FOOD AND FARM

Our restaurant clients include James Beard award winners (**Magnolia Grill/Durham, City Grocery/Oxford MS**), locally celebrated establishments (**Elaine's on Franklin, Locopops, Carolina Brewery, Panciuto, Pizzeria Toro**) and food trucks (**Only Burger, Daisy Cakes, Farmhand Foods Sausage Wagon**). We have named, branded and re-branded, helped to open and provided ongoing services to over thirty restaurants and have the same level of experience branding local products for **Counter Culture Coffee, Carrboro Coffee Roasters, Carolina Brewery, Big Spoon Roasters, Cackalacky, Videri Chocolate Factory** and **Bull City Burger and Brewery**. Our work with **Piedmont Grown, Farmhand Foods, Farm to Fork Picnics**, and past project work for **Bracken Brae Farms** and **Blessed Earth Farms** connects us to all aspects of our local food community. We believe both will come in handy while promoting agritourism and branding the area as a prime food destination for visitors.

TOWN & NONPROFIT EXPERIENCE

We have direct experience branding **Downtown Chapel Hill** for the Downtown Partnership and also the **West End** of Chapel Hill for its merchants. We also have extensive experience working with nonprofits. Last year we completed brand and website development and the marketing launch of **Piedmont Grown** for Orange County as well as an awareness campaign to protect migratory birds on the coast for **Audubon North Carolina**. In 2010 we worked with the **Carrboro Farmers' Market** to name, brand and market their Truck Bucks program and have worked with the **Farm to Fork Picnics** and **Slow Food Triangle** for the past four years. We have also worked with **The Chapel Hill Public Library Foundation, Gynecological Cancer Foundation, The Cystic Fibrosis Foundation, NC Therapeutic Riding Center, Chatham County Together** and **Volunteers for Youth** on various fundraising campaigns.

ABOUT THE SPLINTER GROUP

Since opening its doors in 2000 The Splinter Group has developed both a regional and national reputation for its creative and marketing smarts. The company was founded by Steve Balcom and Lane Wurster, two former executives of Walt Disney-owned Mammoth Records. Their experience and success imaging and marketing music and acts, strategizing and launching products, and working closely with artists and co-branded projects, provides a fresh, practical and strategic approach to branding and marketing. The Splinter Group thinks creatively but with a strong consumer aesthetic to their work.

The Splinter Group is a full service agency, designing integrated marketing and imaging campaigns from brand identity to advertising and website development. Whether it's fast growing regional companies like **Fifth Season Gardening Co.** and **Carolina Brewery**, start ups like **Farmhand Foods** and **Piedmont Grown**, or established organizations such as **Carolina Performing Arts**, **Playmakers Repertory Company** or **The Ackland Art Museum at UNC**, the agency brings tremendous experience and energy to its diverse base of clients.

The Splinter Group's strength lies in its ability to creatively connect a client with its desired audience. The company shapes brand identities by first fully immersing themselves in the culture of the client and its audience and utilizing this research to devise bold creative that both brands and sells the client and product.

Rather than focusing in one industry, The Splinter Group has developed a diverse client base that spans local food, arts and entertainment, consumer products, and retail. The company boasts an equally diverse skill set with experience in visual identity, advertising, website design, product launch and a multitude of other means of branding and marketing. This broad base of knowledge brings unique perspective to each client and yields fresh energy, new ideas, effective design and strong creative that produce results.

AWARDS

The Splinter Group has been honored with numerous awards for its creative and design work. In June 2011, the company was honored to win Gold at the National ADDY Awards in San Diego for its **Farmhand Foods** logo, a huge achievement for a small company. The Splinter Group was the only Triangle agency to win Gold at nationals. The National ADDY caps a string of local ADDY awards the agency has won each year since the Triangle chapter was established in 2002. Past ADDY highlights include Gold Awards for Logo/2011 (**Farmhand Foods**), Website/2010 (**Squirrel Nut Zippers**), Specialty Advertising/2010 (**City Grocery Restaurant Group**), Packaging Campaign/2008 (**Counter Culture Coffee**), Sales Promotion Kit/2008 (**Counter Culture Coffee**), Direct Marketing Campaign/2006 (**Barefoot Press**), and Outdoor Advertising/2005 (**Amante Pizza**). In addition, The Splinter Group has won a National Silver Inkwell Award for the **Snow Sports Industries America** campaign, a National Telly Award for their **Carolina Courage** television spots, and was nominated for a Grammy Award in Art Direction for the Squirrel Nut Zippers Bedlam Ballroom CD (**Disney**).

The Splinter Group is small by design. Our past experience in growing a small company then working for Disney has taught us the efficiency and effectiveness of keeping a tight and focused staff. We want our clients to work directly with partners, rather than a potentially less experienced account manager. There's no politics or bureaucracy, just hard work and results. Chances are the majority of our staff will be involved in your project. Here's more about the people of The Splinter Group.

STEVE BALCOM, BUSINESS DEVELOPMENT & ACCOUNT MANAGEMENT (PARTNER)

Steve Balcom oversees business development and client relations at The Splinter Group. Prior to co-founding The Splinter Group, Balcom was the Senior VP/General Manager for Mammoth Records. Hired directly after receiving his B.S. in Business Administration from the University of North Carolina, Balcom joined Mammoth at its inception and played a pivotal role in shaping one of the most successful independent music companies of the 1990s. As General Manager, Balcom oversaw the day-to-day functions of the record label which included marketing, promotions, public relations, sales, and creative. Balcom played a pivotal role in engineering the companies growth from a small independent label through a successful joint venture with Time Warner and finally to its sale to Walt Disney in 1997. He brings this business development experience and strategic marketing analysis to both The Splinter Group and its clients.

LANE WURSTER, CREATIVE DIRECTOR (PARTNER)

Lane Wurster is the Co-Founder and Creative Director at The Splinter Group. While his background includes copy writing for advertising agencies Wieden Kennedy and GYRO, Wurster made his mark as VP of Creative for Mammoth Records throughout the 1990s. In that capacity he was directly responsible for any visual representation of the label from album packaging and artist photography to video production and label branding (logo, identity materials). Wurster has art direction credits on over 200 Mammoth releases and has put his stamp on every piece in The Splinter Group portfolio. That work has yielded numerous awards including national ADDY, Communication Arts and Telly awards and a Grammy nomination for album packaging. In 2012 he was honored to be one of eight judges at the National Addy Awards in Washington, DC.

PHILLIP DWYER, ART DIRECTOR

Phillip Dwyer joined The Splinter Group in 2004 as a graphic designer and was promoted to Art Director in 2006. After graduating from the College of Art and Design at Georgia State University, Dwyer began his design career in Atlanta as a Senior Designer at One3 Graphics before moving to New York City to become Art Director for Alloy. After leaving Alloy, Dwyer worked primarily with lifestyle, music and fashion clients including American Eagle Outfitters, Warner Brothers Records, Burton Snowboards, and Express Fashion. His work has been published numerous times and his award-winning design is at the core of The Splinter Group's success.

RYAN DEAN, GRAPHIC DESIGNER

Ryan Dean joined The Splinter Group in 2008 as a Graphic Designer directly after graduating from The University of North Carolina, Chapel Hill. While at UNC, Dean interned in the art department at Merge Records and held a paid position at Thompson Creative in Greensboro where he designed for Volvo Trucks America. Dean's talents as a designer, illustrator and photographer can be seen in much of The Splinter Group's work.

BRONWYN LEWIS, WEB & GRAPHIC DESIGNER

Bronwyn Lewis is the newest addition to The Splinter Group, joining the staff in February 2012. Lewis graduated from the prestigious Rhode Island School of Design in 2009 and returned to North Carolina to work at web development firm Sprocket House. At Sprocket, she worked with The Franklin Hotel and The Morehead-Cain Scholarship for UNC-Chapel Hill. Her experience designing and building websites is matched by her talents as an illustrator and fine artist.

JENNIFER PRENDA, PR & SOCIAL MEDIA SPECIALIST

Jennifer Prenda joined The Splinter Group in 2007 and spearheads the companies' social media and public relations efforts. Prenda's career began in the music industry, where she was Head of Publicity at Southern Records in Chicago before accepting a marketing position at Sportvision in Chicago. Her interest in social media perfectly fuses with her background in publicity and marketing and provides strong ideas and support for The Splinter Group's clients.

**A SOUTHERN SEASON
AMERICAN SOCIETY
OF ECHOCARDIOGRAPHY
ACKLAND ART MUSEUM
ASTRA DAY SCHOOL
AUDUBON NORTH CAROLINA
B&B BEVERAGE CO.
BIG SPOON NUT BUTTERS
BRIGHTLEAF SQUARE
BULL CITY BURGER & BREWERY
BURLINGTON AVIATION
BUNS
CAROLINA BREWERY
CAROLINA PERFORMING ARTS
CARRBORO COFFEE ROASTERS
CARRBORO FARMERS' MARKET
CENTER FOR DOCUMENTARY STUDIES
CHAPELBORO.COM
CHAPEL HILL MAGAZINE
CHAPEL HILL TRANSIT
CITY GROCERY RESTAURANT GROUP
COUNTER CULTURE COFFEE
COUNTER TOBACCO
CRUIZERS
DAISY CAKES
DIXON KIRBY & CO.
DURHAM CATERING CO.
ELAINE'S ON FRANKLIN
EMERSON WALDORF SCHOOL
EMPOWER FITNESS & WELLNESS
ETIX
FARMER'S DAUGHTER
FARMHAND FOODS
FIFTH SEASON GARDENING CO.
FLYLEAF BOOKS
GEER STREET GARDEN
GRANVILLE TOWERS
HARRIS INCORPORATED
JAZZ LOFT PROJECT
LOCOPOPS
MAD POPPER
MILL HOUSE PROPERTIES
NORTH CAROLINA THERAPEUTIC
RIDING CENTER
ONLY BURGER
PANCIUTO
PIEDMONT BIOFUELS
PIEDMONT GROWN
PIZZERIA TORO
PLAYMAKERS REPERTORY COMPANY
PULLEN PLACE
RISE BISCUITS & DONUTS
RUNNERS REMEDY/THE SOCK
SANDFLY BBQ
SECOND WIND
SEVEN MARY THREE
SLOW FOOD TRIANGLE
THE CHOCOLATE DOOR
THE CRUNKLETON
THE RALEIGH WINE SHOP
UNC FAMILY MEDICINE
UNIQUITIES
UNIVERSITY SQUARE
VENABLE ROTISSERIE BISTRO
VIDERI CHOCOLATE FACTORY
WCHL
WEST END WINE BAR
WINE AUTHORITIES
WORLD COFFEE EVENTS**



Be a Good Egg.

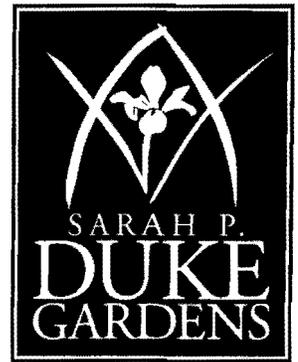
Share the beach with nesting birds.
Our beach birds need your help. Learn more and take the Good Egg Pledge at GoodEggNYC.org



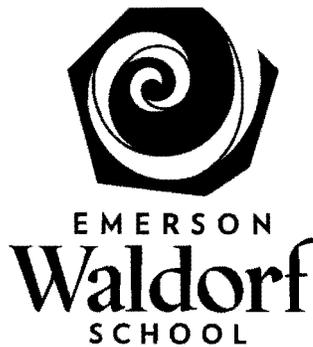
VENABLE
ROTISSERIE BISTRO



The ArtsCenter
Always Inspiring.



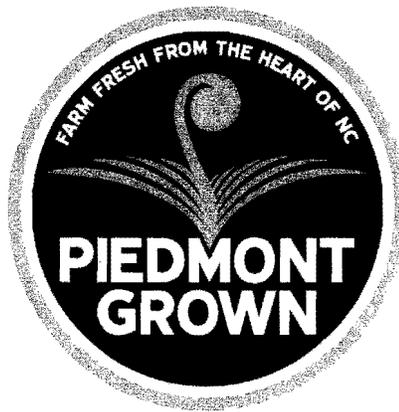
CRUIERS
CONVENIENCE MARKETPLACE



97.9 FM
WCHL
Chapel Hill-Carrboro's
News, Talk & Tar Heels Station



piedmont
biofuels
from renewable feedstocks



Feel free to follow up with our clients for more information regarding The Splinter Group and our services. Here are a few to make this process easier:

FIFTH SEASON GARDENING

Richard Quinn, Owner

(919)932-7600

richard@fifthseasongardening.com

Services: Naming, Brand Development, Store Openings, Website Development, Product Packaging, Direct to Consumer Strategy. We have been on retainer since 2006 serving as their marketing and design department. In that time, we re-branded his three stores to Fifth Season Gardening and played an integral part in his marketing and strategic growth. Fifth Season now has six stores in North Carolina and Virginia.

CARRBORO FARMERS' MARKET

Sarah Blacklin, Market Manager

(919)280-3326

carrborofarmersmarket@gmail.com

Services: Brand Development, Promotion, Public Relations, Design. We worked with Sarah on a brand and marketing launch for the Truck Bucks/EFT Program and are currently designing materials for the Chef Harvest Potluck Fundraiser.

UNIVERSITY OF NORTH CAROLINA

Gordon Merklein, Executive Director of Real Estate Development

(919)962-6172

merklein@unc.edu

Services: Brand Development, Advertising & Marketing, Web Development. Gordon hired us to re-brand Granville Towers and to brand and market University Square. We are on retainer with both for ongoing marketing, design and brand development services.

CAT'S CRADLE

Frank Heath, Owner

(919)967-9053

frank@catscradle.com

Services: Event Planning, Event Marketing, Public Relations, Design. We have worked with Frank for over 20 years at both Mammoth Records and The Splinter Group. Recently, we have been a part of organizing and promoting a series of events and handle public relations for Cat's Cradle.

FARMHAND FOODS

Jennifer Curtis, Co-Founder

(919)306-4008

jennifer@farmhandfoods.com

Services: Brand Development, Grand Opening Marketing, Signage/Food Truck, Product Packaging, Web Development. We branded and launched Farmhand Foods in 2010 and continue to work on design and marketing projects.

We believe a campaign for Carrboro starts with strategic analysis and visual direction, creating a brand identity that can be used in various forms of marketing. We suggest an account structure where we are retained for a monthly fee to deliver these core services and can add to this with additional project fees for identity tools and marketing based on need and budget.

First we'll talk about how we will handle developing the brand before discussing a few possible identity tools and marketing ideas to help communicate the new brand.

BRAND DEVELOPMENT

The importance of your brand identity cannot be overestimated. It sets the tone for public interaction with Carrboro and creates an expectation of what it has to offer. We will develop a logo, slogan, color palette, text and supporting typographic and graphic elements that will form the backbone of all marketing and imaging in this campaign.

Before we begin the campaign we need to discuss and determine what our goals are, who the audience is, and what resources we have to work with. Your RFP touches on key elements of the campaign but we will dig deeper. We will then dive into a strategic analysis of Carrboro, what we want to say and promote about it. This process will guide messaging, visual directions, and nearly all aspects of the campaign.

Once we have our core strategy in place we will move into visual design and copywriting including the following deliverables/outcomes:

- **Logo**
- **Tagline/Slogan**
- **About/Mission Text**

IDENTITY TOOLS

Now that we have our core brand in place we need to develop tools to help communicate and connect to the world. We see a website as a critical component in the campaign since it will be the front door to communication and delivering key messaging.

We will discuss and brainstorm ideas to meet your budget, but this will most likely tackle the following deliverables in this phase:

- **Website**
- **Social Media**
- **Merchandise/Stickers**
- **Banners/Town Signage Opportunities**

MARKETING

Now that we have our brand and core tools, we will seek to market Carrboro through myriad mediums that stretch your resources and budget as far as possible. While traditional media will be employed, this campaign needs more creative platforms to get the message across. And our creative needs to be as bold and interesting as the community we are marketing. We believe we are perfectly suited to this challenge. This is an idea campaign and we will bring forward-thinking ideas to the table.

It's difficult to project costs or means of marketing without a firm understanding of your goals and budget but here are a few ideas that we would like to explore:

EVENTS

Carrboro has always been actively involved with community events including the Carrboro Music and Film Festivals and the recent Cat's Cradle in the Commons concert we promoted together. These larger events are augmented by many recurring weekly/monthly/more regular events including Carrboro Farmers Market, Weaver Street on the lawn, Fleet Feet fun runs and many more. These events bring our town together and reinforce why this is a special place to live. We want to explore additional events and do more to publicize what is currently happening via a central website and public relations.

ADVERTISING

Budget permitting, we can explore print, radio, TV and online advertising media that cost effectively reaches our audience and fulfills our campaign goals. We can discuss trade opportunities to further stretch our dollars. The Splinter Group can plan, purchase and design/produce advertising in this campaign.

GRASSROOTS

We believe our business owners and residents can play a large role in promoting Carrboro and the brand. We will explore ideas, contests and programs to equip our community with tools and signage so they can take part in this campaign.

MERCHANDISE

T-shirts and other branded merchandise act like mobile billboards for the brand. Good thing we have a Carrboro merchandise company we do lots of business with and shops/clients that we believe would come aboard to produce and sell a cool Carrboro shirt.

The sky is the limit here... We can come up with many ideas once we have a firmer grasp on budget and resources.

“IF I WERE DEVELOPING A BRAND FOR CARRBORO...”

If I were developing a brand for Carrboro the first thing I would do would be to get a cup of coffee at Open Eye Cafe to get the brain going. I'd probably have the Francisco Moran Honduran based upon Scott Conary's recommendation. Then, before "getting in the zone," I'd hit Friendly Barber Shop for a trim from Russ or Cecile, depending whose chair was open. Can't believe it's been fifteen years since Russ's father Grady passed away. So glad that Russ has kept the family business going. 50 years in one spot. Amazing.

Then I'd head back to Open Eye for a refill to make sure I'm properly fueled. But on the way I'd run into Tricia from OCSC reading the paper behind the bar and she'd let me know that Neal's Deli only has five breakfast biscuits left so I'd hustle over there to get one. I'd tell Matt Neal that I had to get to work on the Carrboro branding and he'd remind me about time that we watched the 4th of July fireworks with his dad on the rooftop of Crooks Corner.

Ok, back to the branding. Probably best to grab a picnic table at Weaver Street Market to work on some slogan ideas. Here comes Sarah Blacklin from the Farmers' Market. When I was in Oxford, MS last year I had on my Carrboro T-shirt and a woman at the Oxford Farmers' Market said "You're from Carrboro? You people have the best farmers' market anywhere!". So cool. It's easy to forget how lucky we are. Can't wait for the chef's fundraiser supper she's putting together. Gonna be incredible. Speaking of incredible, I can't believe Frank Heath is celebrating 25 years of having the Cat's Cradle in Carrboro. He's at the next table having his bagel and coffee. Just like yesterday and the day before. The most modest guy in the music business. You'd be hard pressed to find a more respected club owner anywhere in the country. Back to brainstorming. . .

There goes another one of those Fleet Feet running groups. Remember when Fleet Feet was in the Carrboro Beverage Co. space? So wild to think of how that company has grown. Up to around 85 stores now, I think. Dag, back to the branding. Wait, here comes Matt Barrett with a stack of posters. What's that one say? Tift Merritt is playing the Town Commons? How cool is that????! I hope it's as cool as when Superchunk and Arcade Fire played a few years ago. Amazing that international bands pick a tiny place like Carrboro to play.

Man, too many distractions here. Gotta head back to office to try to think about what makes this place unique and how to communicate it. Seems like the big thing to remember is that it has to resonate with folks here that have made the town what it is so that they really get behind it. It's only going to work if it's "real". Time for a quick lunch break before diving back in. Who's up for Venable?