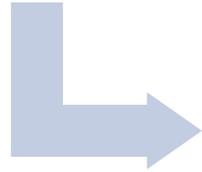


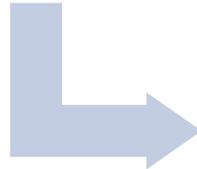
identity

- mission/core values



know audience

- identify needs of audience



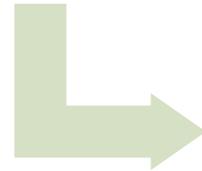
strong identity

- respond to needs of audience



identity

- sense of place



know place

- identify what makes a place unique



strong identity

- promote authentic experiences