



**TEXAS HISTORICAL COMMISSION**

*real places telling real stories*



# What is a place brand?



**Successful** city brands marketed their history, quality of place, lifestyle, culture, diversity, and proactively formed cooperative partnerships between city municipalities and government.

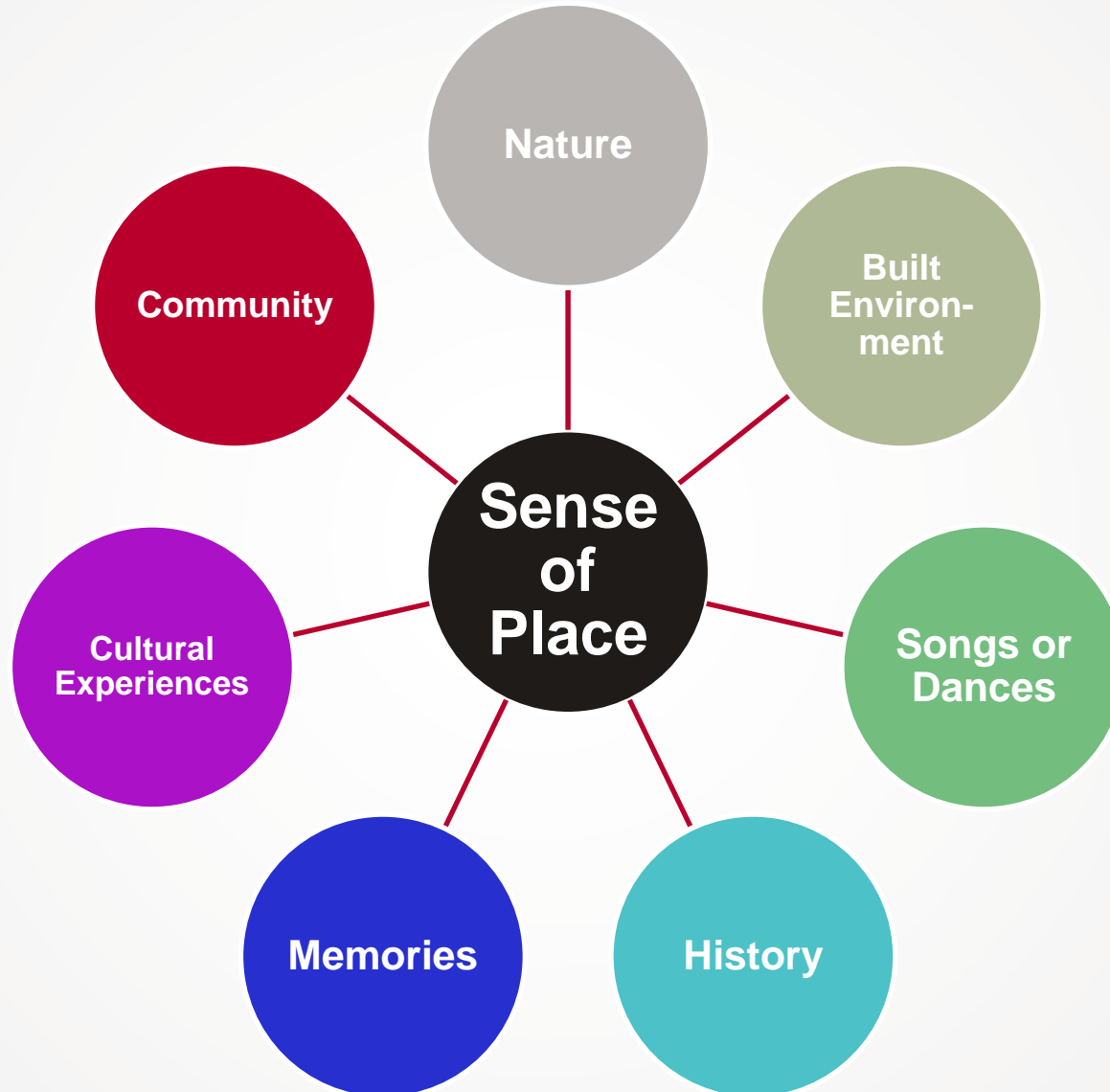


# Audience





# Sense of Place



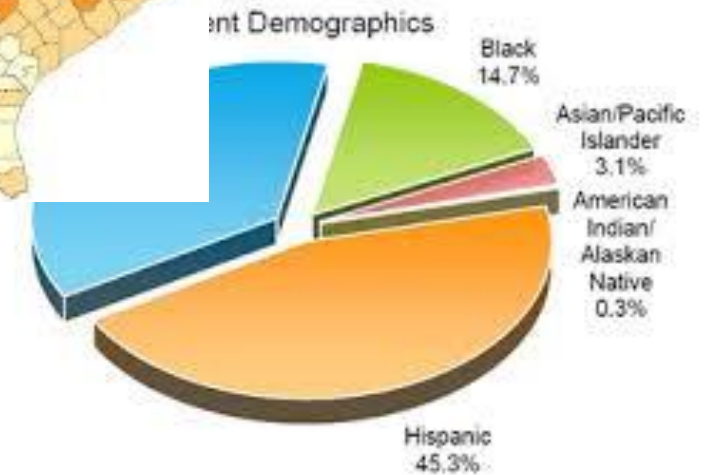
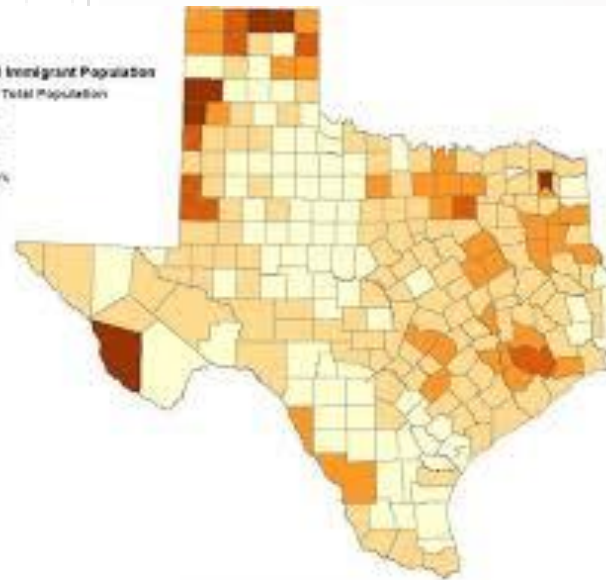
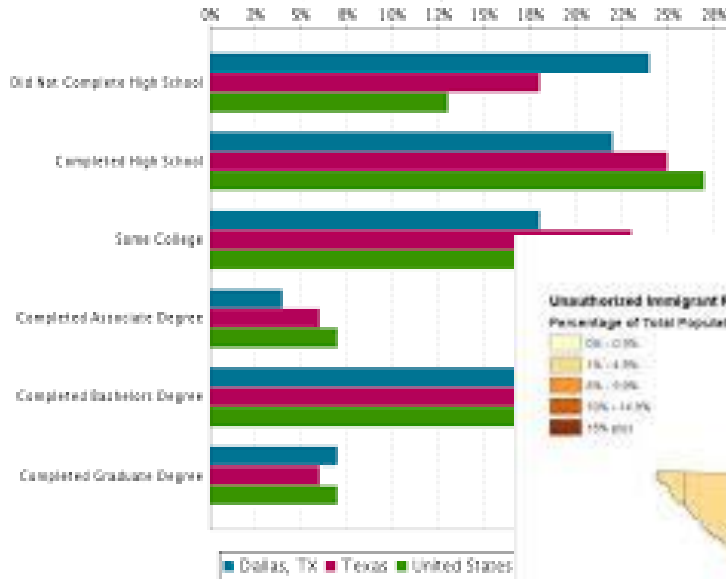


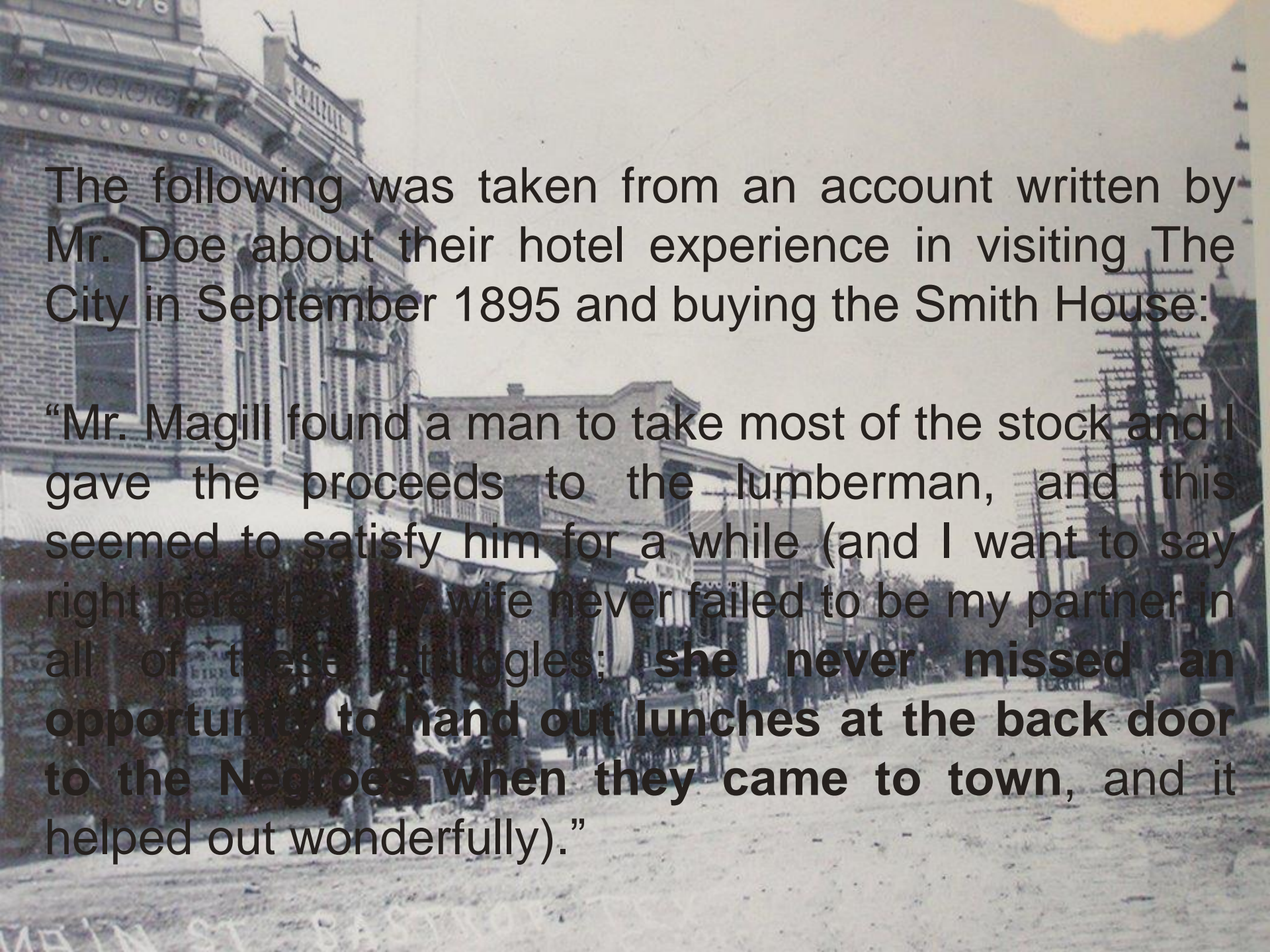
# Why Re-brand?

- Every place has a current brand whether it is calculated or not.
- No unique identifying features.
- Lack sense of place.

# Demographics

2012 Highest Education Level Attained (Population Age 25+) for Dallas, TX





The following was taken from an account written by Mr. Doe about their hotel experience in visiting The City in September 1895 and buying the Smith House:

“Mr. Magill found a man to take most of the stock and I gave the proceeds to the lumberman, and this seemed to satisfy him for a while (and I want to say right here that my wife never failed to be my partner in all of these struggles; **she never missed an opportunity to hand out lunches at the back door to the Negroes when they came to town, and it helped out wonderfully).**”



# The City Brand Identity



In the 1920s, the Mexican-American students were educated in a frame building near the site of the Emanuel Baptist Church on Main Street.





# Pine Valley Brand Identity

Hispanic or Latino: 59.7

White alone: 33.3%

Black or African American: 4.3%



