Lake Bluff, IL
BrandPrint Report
January 24, 2014

Lake Bluff

North Shore Life
Lake Bluff Style
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ABOUT NORTH STAR DESTINATION STRATEGIES

North Star Destination Strategies is comprised of over two dozen talented individuals dedicated to growing community brands through integrated marketing solutions. North Star offers communities a combination of research, strategy, creativity, and action. This process – called Community BrandPrint – provides direction for the community’s brand development, like a blueprint guides the construction of a home. And just like a blueprint, the priorities and targets of each Community BrandPrint are stated in clear and unambiguous language. The resulting brand personality is as revealing as an individual’s fingerprint, and just as unique.

ABOUT THE BRANDPRINT PROCESS

Through the Community BrandPrint process, North Star determines Lake Bluff’s most relevant and distinct promise. From that promise, we create a strategic platform intended to generate a brand position in the minds of residents, visitors, and businesses. We then develop powerful Brand Action Ideas and a Brand Identity Package (creative expressions), all of which reinforce the positioning and ensure brand equity and growth.

This process is divided into four stages: Understanding, Insights, Imagination, and Evaluation.
BRANDING PARTNERS
The Village of Lake Bluff, IL contracted with North Star Destination Strategies to determine the community’s true, unique and relevant brand position to help the area stand out in the marketplace. This Executive Summary represents a snapshot of the critical highlights from the Understanding, Insights, and Imagination phases BrandPrint process. Detailed research findings are compiled in the report that follows.

UNDERSTANDING (Research findings)
North Star conducted more than a dozen pieces of research to identify what differentiates Lake Bluff from its neighbors and competitors. By examining the community (stakeholders, residents), consumers (visitors, regional and state officials in tourism and economic development) and the competition (neighboring and other communities), North Star determined a strategy for Lake Bluff to assert across all community assets to implement an effective, meaningful and relevant brand. Important findings are summarized below.

Nestled at the northernmost point of the North Shore, Lake Bluff stands in stark contrast to many of its neighboring communities. Known for affluence and abundance, the North Shore has a reputation as one of the most desirable places to live in Chicago, if one can afford it. This is an area known for extravagance and, at times, research showed, somewhat “high-brow.” But North Star’s research revealed an interesting characteristic that distinguishes Lake Bluff from other North Shore communities.

Upon visiting Lake Bluff, one immediately sense a uniqueness about the community. Instead of extravagance, the residents and stakeholders in the Village focus their attention on experiences. Lake Bluff is known for welcoming and down-to-earth residents whose ability to make you feel at home gives new residents (and even life-long ones) and visitors a laid back, casual feeling. Events and festivals, like the 4th of July Parade and the Lake Bluff Halloween events (where close to 1,800 children come trick-or-treat), add a lively and energetic atmosphere to the community. Bringing residents together, whether through a large block party or intimate neighborly get-together, is one of the things Lake Bluff does best. In fact, when asking people what brought them to Lake Bluff instead of other North Shore communities, respondents overwhelmingly said “the laid-back and down-to-earth nature of the community.”

Along with this small-town charm, Lake Bluff boasts a beautiful lakefront that hasn’t been overdeveloped, but instead has retained its authenticity with a small covered picnic area, fire pits and a “yacht club” featuring a few small kayaks and sailboats (a great example of Lake Bluff’s humorous side). Along the bluffs and throughout the area beautiful architecture dots the community with aesthetically pleasing homes and Village assets. Also, Downtown Lake Bluff is a focal point to the Village, where residents and visitors come to enjoy a great craft-brew, fantastic dinner at Inovasi or shop at the local farmer’s market. And finally fantastic parks and recreational assets and highly-recognized schools make Lake Bluff a popular destination for families.
As with any community, Lake Bluff is not without its challenges. Research showed that the population of the Village is declining due to an aging majority and high property tax rates when compared to surrounding area. The community’s small size makes it difficult to reach true economies of scale to keep costs low and therefore ease the burden for local residents. Additionally, some mentioned in the research that the lack of big box retail was an additional barrier to lowering the property tax rates; while others did not think that big box retail was representative of the culture in Lake Bluff. Some small business owners, particularly in the Downtown area, mentioned the lack of repeat foot traffic from residents was a challenge to keeping their doors open over the long-term.

The Village of Lake Bluff stands apart from other communities because of its culture of laid-back, down-to-earth atmosphere. The residents of the North Shore, as a general rule, have most everything needed to live an affluent, material life. But, when everything is at your fingertips, what do you envy? Residents in Lake Bluff are less concerned with the name brand clothing or living up to the standards of the North Shore; they are more concerned with experiencing life with family and friends. Having a deep sense of belonging to your neighbors and your community is a priceless reward for living in Lake Bluff.

STRATEGIC BRAND PLATFORM
North Star funnels strategic insights for the brand into a single sentence, the brand platform. The brand platform is used as a filter for the formation of creative concepts and implementation initiatives in the Imagination phase of this project. All communications, actions and product development should connect to the essence of this relevant and defining statement.

<table>
<thead>
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<th>Target Audience:</th>
<th>For those who prize experiences over extravagance</th>
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<td>Frame-of-Reference:</td>
<td>Lake Bluff, IL is one of the smallest Villages on the North Shore nestled along Lake Michigan, just minutes from Chicago,</td>
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<td>Point-of-Difference:</td>
<td>where its small size, unpretentious charm, and easygoing spirit set it apart even in prestigious company</td>
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<td>Benefit:</td>
<td>so you spend life laughing with the Joneses, not keeping up with them.</td>
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IMAGINATION (Creative ideas for building the brand):
The brand platform serves as a guide for the positioning of the Lake Bluff brand. From this statement, a creative concept is born; a concept that aligns creative treatments of the brand in a variety of communication mediums and action ideas.

The creative concept developed by North Star is based on the approved brand platform, leveraging Lake Bluff’s laid back quality of life, charming small size and laughter against the extravagance and affluence of the North Shore. To communicate the different cultural aspects of Lake Bluff, a concept was created to compare and contrast North Shore life with the style of Lake Bluff. The visual identity of the brand features an emotional logo reminiscent of the style of Michael Schwab. The illustrated dog and boy combination gives the logo a laid-back, playful and humorous tone. Accompanying the logo is a shadow box look that allows mementos of Lake Bluff to be put on display so as to connect the Village to these keepsakes and the stories associated with them.
WHERE THE BRAND HAS BEEN AND WHY

This stage addresses the community’s current brand positioning. We assess the environment; demographics and psychographics of residents; perceptions of visitors, residents, and stakeholders; current communications and the competition. Most importantly, we gather input from Lake Bluff and its constituents.

We are looking for current attitudes regarding the brand. We are also trying to spot behavioral trends that exist around that brand. This stage is critical because it uncovers the relationship between three factors: the community’s physical qualities, communication materials, and the position the community holds in the minds of its consumers.
IN-MARKET STUDY

**Purpose**

The purpose of the In-Market Study is to gain understanding of the perceptions and attitudes of Lake Bluff residents and stakeholders towards their community and to experience first-hand what makes it a unique destination for visitors, residents, and businesses.

**Methodology & Results**

The following summary reflects observations and input received during the North Star Destination Strategies In-Market visit from October 24-27, 2011. The information is not meant to be all-inclusive, but rather highlight the most common themes experienced on the trip. This includes an area FAM tour, stakeholder focus groups, stakeholder one-on-one interviews and local community one-on-one perception interviews.

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**MATERIALS REVIEWED:**
A sampling of materials reviewed as part of the Research & Materials Audit prior to the In-Market Study

**The Village of Lake Bluff**
Flyer, Lake Bluff Voices (2009)

**Lake Forest/Lake Bluff Chamber of Commerce**
City Maps (May 2008, August 2012)
Community Guide booklet (2012)

**Lake Bluff Central Business District**
Marketing plan outline
Promotions/Marketing Committee Minutes (2009)
Agenda (2009)

**Lake Bluff Preservation Commission**
Pamphlet, Property Tax Assessment Freeze Program
Brochure, Landmark Homes Brochure
IN-MARKET INTERVIEWS
The following highlight conversations held during the In-Market visit.

Most-Mentioned Assets:
- Lakefront community
- Affluence
- Downtown Lake Bluff
- Down-to-earth residents
- Events and celebrations
- 4th of July Parade
- Small size (quaint, safe, friendly)
- Walkability
- Parks and recreation program
- School district
- Volunteerism, high-engagement in the community
- Progressive Village leadership
- Tight-knit community
- Lake Bluff Fire and Police Department
- Perception as business friendly
- High achieving students
- Restaurants downtown
- Small size leads to flexible leadership
- Great merchant mix downtown

Most-Mentioned Challenges:
- Locals don’t support downtown shops (need repeat visitation and additional foot traffic)
- Aging population
- Declining population
- Expensive, high cost of living
- High tax rates, barrier to entry and interest
- Affordable housing
- Lack of diversity
- Lack of entertainment options
- Don’t have a 360 degree populous to pull from
- Difficult to reach economies of scale (due to size of Lake Bluff)
- School District financial challenges
- Parks District pool challenges

Most-Mentioned Opportunities:
- Stonebridge development, housing diversity
- Attracting and retaining young professionals
- Lake and beachfront development, underutilized asset
- Filling vacancies along the Waukegan Road corridor
- Additional marketing and promotion
- Retiree housing, facility
• Finding additional tax revenue sources
• Lake Bluff Twilight Criterium bike race
• A focus on economic development
• Family-focused restaurants and retail
STAKEHOLDER VISION SURVEY

Purpose

Part of the Understanding stage includes collecting stakeholder perceptions of Lake Bluff. What do stakeholders like and dislike about their community? How would they make it better? What kind of things do they associate with Lake Bluff? After all, no one knows your community better than those that form its backbone.

Methodology & Results

To understand stakeholder perceptions, a Vision Survey was emailed to key stakeholders in the area, identified by the brand drivers. All questions were open-ended, allowing for a qualitative measure of stakeholder perceptions. Many of the questions in the survey focus on Lake Bluff’s direct strengths, weaknesses, opportunities, and threats. Other questions focus on brand perception, allowing the respondent to translate the intangible elements of a brand into a tangible noun.

145 stakeholders responded to the survey. The answers most reflective of all stakeholders are shown below (in order of frequency). Please see Appendix A on the Final BrandPrint CD for a copy of the Stakeholder Vision Survey raw data.

Lake Bluff Vision Survey

Lake Bluff Vision Survey
DESCRIBING LAKE BLUFF

When you first think of Lake Bluff, which three words come to mind?

- Friendly community
- Small/quaint
- Lakeshore
- Safe
- Beautiful

How do you describe Lake Bluff to someone who has never heard of it before?

- Small/quaint
- Lakeshore
- Family/community feel
- Friendly/charming

ASSETS

What is Lake Bluff's single greatest asset?

- Lake Michigan/lakefront
- Small town/community feel
- The people
- Location on the North Shore
- Downtown Lake Bluff

What is Lake Bluff's most underutilized or underappreciated asset or advantage?

- Lakefront
- Downtown area
- Park District
- Industrial Park
- Walkability

DESCRIBING LAKE BLUFF

What are the biggest challenges currently facing Lake Bluff?

- High taxes
- High cost of living
- Maintaining downtown area
- Education system (cost, quality, facilities)
- Aging population/need more families

What are the biggest challenges facing the small business community in Lake Bluff?

- Lack of foot traffic
- Small population
- High taxes/rent
- Lack of parking
IMPROVING LAKE BLUFF

What is missing in Lake Bluff?
- Family/casual restaurants
- More shops and retail
- Vibrant downtown
- A hangout for young people
- Affordable housing

If you could change one thing about Lake Bluff, what would that one thing be?
- Taxes
- Manage traffic/roads better
- Better beach facilities/access
- Affordable housing options

What are Lake Bluff’s biggest opportunities for economic growth?
- Industrial Park/Waukegan Road Corridor expansion
- Attract new businesses
- Adding retail/restaurant options
- Continue to work on charm of downtown area

How would outsiders (residents in other nearby communities) describe Lake Bluff?
- Quaint, small
- Charming, friendly
- Cute
- Upscale, pricey

In your opinion, what is the best way to attract more of the following to Lake Bluff?

RESIDENTS
- Lower taxes
- Good schools
- Affordable housing
- More community events

VISITORS
- More restaurants and shops
- Better promotion of assets
- More public events
- Vibrant downtown

BUSINESS/ECONOMIC DEVELOPMENT
- Lower taxes
- Business incentives
- Develop open areas
- Marketing and promotion
What businesses/industries are best suited for Lake Bluff?
- Restaurants
- Small businesses
- Retail
- Professional services
- Antique stores

What differentiates Lake Bluff from other Chicago communities (experience, attitude, business sector, etc.)?
- Small town feel
- Location (lakeshore, close to major cities)
- Positive attitude
- The people
- Friendly

In your opinion, what would be an ideal version of Lake Bluff in 10 years?
- “A strong and vibrant downtown with a usable and desirable lakefront and an expanded and protected western border with affordable residential housing and strong businesses.”
- “Continued strong schools, a reduced property tax burden through the development of a greater business community, a housing stock that continues to be diverse in price range. Possibly more apartment/condo alternatives.”
- “Preserve the quaintness while expanding the diversity and quantity of local businesses. Keep it upscale but laid back. Great place to raise a family - best schools, great quality of life.”
- “A town that keeps its identity and doesn’t sell out to contractors to keep the Village alive. A thriving, unique uptown that boasts antique shops and hobby shops. The Route 43 Corridor to become more like a second, more modern uptown.”

In your opinion, what is most important to Lake Bluff's identity?
- Small/quaint
- Lake Michigan
- Sense of community
- The people
- School district

Describe the influence of the arts community on Lake Bluff.
- “I don’t think there's huge influence on the community. However, for a town this size, I think we do a great job of providing concerts, art fairs, etc.”
- “I think the arts need to be more varied. There are different kinds of arts besides just the artists on the Bluff. Perhaps theater, better music at Bluffinia, night time music offerings, different kind of art classes offered at the Park District.”
- “Artists on the Bluff shows, the recent growth in the restaurant scene, and the summer concerts on the green have all added to a stronger sense of community.”
- “Not that large of an impact outside of the school system. The school system has a great reputation for getting more children involved and excited about the arts.”
What affect does Lake Bluff’s location on Lake Michigan have on the community?

- “A huge effect - the beach needs improvements and there could definitely be more events planned and promoted down there in the summer. That was the #2 reason we moved here (#1 is the walkability of the town).”
- “A major attraction. The lake is accessible, open to all residents with no fee (just a pass). Also, unlike the other North Shore lakefront beaches, the homes facing the lake are family homes.”
- “It’s definitely part of our identity, and the reason many people choose to live here. Our beaches are simple and relatively undeveloped compared to our neighbors.”

Please explain the impact the Park System has on the Lake Bluff community.

- “I think it is great. For a small community to have the well-cared for parks, lakefront, community center, and golf course that we have is amazing. It makes Lake Bluff very attractive to its residents.”
- “I think it has a huge impact on the community. Young families are attracted to Lake Bluff because of our Park District. They have great preschools, kids programs, and health club; and the golf course has never looked better or been so well-run as it has been in the last year. Lake Bluff is very attractive to its residents.”
- “Lots of variety, but may be overkill with too many options. We are a small community; we can’t afford to have everything. Best to do a few things and do it right.”

Please explain the impact the School System has on the Lake Bluff community.

- “A tremendous asset. However, that asset makes our taxes high.”
- “School system has good teachers who are kept to a high standard, competitive test scores as the kids push each other to succeed, and a dynamic elementary building that is state of the art. Would like to see a middle school that is revamped and can be more up to date to fit in with a more modern look/feel.”
- “We have been somewhat disappointed with the Lake Bluff schools compared with other school districts we have been in. The education is average, with no ability to work with gifted or challenged students in a well-defined manner.”
- “Great schools and teachers. I love the fact that my kids have between 80-100 kids in their class, know them all through K-8, and have a strong support network of Lake Bluff kids going into the high school. I would like to see a better convergence of curriculum between Lake Bluff and Lake Forest so Lake Bluff kids are prepared in the same way as they approach the high school and their curriculum.”

You have been instructed to take ONE picture of something within Lake Bluff that best represents the area as a whole. What would you take the picture of and why?

- The Gazebo
  - “It is the heart of our community. A place that symbolically represents our quaintness and also serves as a great focal point for get-togethers, as it supports local businesses.”
- Village Hall
  - “The Village Hall. It represents the history of Lake Bluff from 1904 to present day.”
- Lakeshore
  - “I would take picture of the lakeshore as it is a place that brings the community together during the right season.”
- Fourth of July Parade
  - “It shows off the downtown buildings and lively spirit of the community.”
LAKE BLUFF PERSONIFICATION

If Lake Bluff were a famous person, who would it be? Why?

- Johnny Cash
  - “Steeped in tradition, but he explored new sounds until the day he died. I feel like Lake Bluff is willing and able to try new things, but proud and devoted to certain traditions.”

- Mister Rogers
  - “A laid back, gentle, kind person who is well educated, cares deeply about others, is never mean spirited, someone you could trust, and easily approachable.”

- Kate Middleton
  - “She’s the farthest thing from flashy, yet everyone knows who she is and most people would like to be her! She has classic, quiet style but knows that it’s important to be current in a modern world. She’s someone you’d like to sit down and have a glass of wine with, because she appears as though she’s genuine and fun - someone you’d truly enjoy spending time with.”

If Lake Bluff were a consumer product brand, what would it be? Why?

- Oreo Cookie
  - “Everybody loves what they see on the outside, but it’s the inside they eat first. Inside Lake Bluff is a safe, warm, loving town protected from the outside due to its perch on the bluff.”

- Barbour Jackets
  - “Classic and refined but not too fancy. Very comfortable on the inside, and if you do not own one, you would have no idea how much it costs.”

- Apple Computer
  - “Striving for a new and perfect aesthetic. Maybe going against convention to achieve it, but not backing down by watering down ideas to make yourself just like everyone else in order to play it safe.”
ONLINE COMMUNITY-WIDE SURVEY

Purpose

The purpose of the Online Community-wide Survey is to gain a quantitative measure of the community's perceptions of Lake Bluff.

Methodology & Results

North Star developed an online survey based on the results of the qualitative Stakeholder Vision Survey. Most questions were multiple-choice, allowing for a quantitative measure of resident perceptions. Community members were encouraged to participate after the survey was posted on city websites and publicized in local media. 264 survey responses were collected for this survey.

The graphs on the following pages highlight responses for each question on the corresponding survey, allowing side-by-side comparison of results. Please refer to the Final BrandPrint CD and Appendix B for a detailed list of all “Other” responses.
Describing Lake Bluff: Residents strongly associate Lake Bluff, almost evenly, with charm and a strong sense of community.

Other: Mayberry-esque, in transition, snooty

Greatest Asset: Residents believe Lake Bluff’s greatest assets are its location on Lake Michigan and, again, the strong sense of community.

Other: Walkability, a few of these
**Attracting Visitors:** A substantial number of respondents feel visitors are attracted to Lake Bluff by the Village events (including the 4th of July parade), and visiting family and friends in the community.

![Bar Chart: In your opinion, most visitors to Lake Bluff are attracted by...](chart)

Other: Restaurants, walk/bike paths

**Attracting Businesses:** According to respondents, several factors attract businesses to Lake Bluff, including its proximity to business owners' residences, the quaint downtown, and quality of life the community offers.

![Bar Chart: In your opinion, most businesses in Lake Bluff are attracted by...](chart)

Other: Don't know
**Attracting Residents:** An overwhelming majority of residents believe most residents are attracted to Lake Bluff by the good schools; this substantially surpassed other options in the survey.

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<tr>
<th>Attracting Residents:</th>
<th>An overwhelming majority of residents believe most residents are attracted to Lake Bluff by the good schools; this substantially surpassed other options in the survey.</th>
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**Differentiating Lake Bluff:** Lake Bluff’s small, quaint size and tight-knit community feel differentiate the area from surrounding North Shore communities.

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<th>Differentiating Lake Bluff:</th>
<th>Lake Bluff’s small, quaint size and tight-knit community feel differentiate the area from surrounding North Shore communities.</th>
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**In your opinion, most residents in Lake Bluff are attracted by...**

* (Choose two.)

- **Good schools:** 60.7%
- **Lakefront community, beach access:** 31.0%
- **Down-to-earth, laid back community:** 24.2%
- **Small size:** 23.8%
- **Safety:** 22.2%
- **Access to public transit and commuter rail:** 18.3%
- **Community events and celebrations:** 8.3%
- **Parks and outdoor recreation:** 5.2%
- **Ease of getting involved in the community:** 4.0%
- **Diversity of housing:** 3.2%
- **Other (please specify):** 1.6%
- **Vibrant downtown area:** 0.4%

**Other:** Its proximity to Chicago, stable community (not growing)

**In your opinion, which of the following is most important in differentiating Lake Bluff from other North Shore communities?**

* (Choose two.)

- **Small, quaint size:** 59.8%
- **Tight-knit community feel:** 44.6%
- **Down-to-earth, laid back community:** 37.3%
- **Walkability:** 31.7%
- **Safety:** 11.2%
- **Downtown Lake Bluff:** 6.8%
- **Other (please specify):** 4.0%

**Other:** Not much, access to rail line, we have the same amenities
Lake Bluff’s Identity: The events and celebrations in Lake Bluff are most important to the community’s identity, according to residents.

In your opinion, what two things are most important to Lake Bluff’s identity as a community? (Choose two.)

- Events and celebrations (like 4th of July Parade): 44.8%
- Good schools: 27.6%
- Lakefront community: 26.8%
- Down-to-earth, laid back community: 22.8%
- Small size: 20.0%
- Volunteerism, engaged citizens: 19.6%
- Downtown Lake Bluff: 14.8%
- History: 10.8%
- Parks and recreational facilities: 8.0%
- Architecture of the community: 4.8%
- Other (please specify): 2.0%

Other: Quiet/safe community, walkable, happy place, don’t know

Outsider Perceptions: Lake Bluff’s reputation to outsiders is, overwhelmingly, charming and friendly.

Lake Bluff’s reputation to outsiders is best described as... (Choose two.)

- Charming, friendly: 49.2%
- Where is it?: 28.6%
- Small: 21.4%
- Affluent, upscale: 20.6%
- Lake Bluff is mistaken for Lake Forest: 14.5%
- Safe community: 13.7%
- A place with lots of fun events and celebrations: 12.5%
- Unknown: 12.5%
- Access to Lake Michigan: 10.5%
- Clean and beautiful: 8.1%
- Other (please specify): 4.4%
- Educated: 2.8%

Other: Modeling itself after Lake Forest, far from Chicago
**Greatest Challenge:** An overwhelming number of respondents believe Lake Bluff’s greatest challenge is its high tax rates.

![Bar chart showing the greatest challenges and their percentages.]

Other: Improving neglected areas, living up to its reputation, reinvesting in important institutions

**Greatest Opportunity for Growth:** The highest ranked answer for growth opportunities was finding other sources of tax revenue.

![Bar chart showing the greatest opportunities and their percentages.]

Other: Lower taxes, “why do we need growth?”, clean up neglected areas
**Missing:** More respondents said tax revenue other than property taxes is the primary thing missing in the Lake Bluff community.

**Civic Affairs:** Several attributes ranked closely together, but safety and resident pride ranked the highest on a scale of 1 to 10.
**Business Attributes:** The educated workforce ranked highest in business attributes for the community.

**Community Offerings:** Respondents ranked safety and great place to raise a family as the best community attributes Lake Bluff has to offer.
Small Size Benefits: Safety continually ranks as a positive Lake Bluff asset.

What is the first adjective that comes to mind when describing the following communities?

LAKE FOREST
- Affluent, wealthy
- Stuffy, snooty

LIBERTYVILLE
- Vibrant/busy
- Downtown
- Middle-class, family-oriented

VERNON HILLS
- Shopping/mall
- Commercial, corporate
- Busy, congested

GLENCOE
- Affluent, old money
- Small, charming
- Diversity

HIGHLAND PARK
- Shopping, downtown
- Busy
- Diverse, cultural

HIGHWOOD
- Restaurants/dining
- Diverse
Receiving Information: Members of the community prefer to receive information about Lake Bluff through e-newsletters and websites.

As a member of the Lake Bluff community, how do you prefer to receive information about the Lake Bluff community?
(Choose two.)

- E-newsletters: 68.1%
- Websites: 42.4%
- Print newsletters: 22.7%
- Newspaper: 22.7%
- Friends and family (word of mouth): 17.2%
- Social media: 15.5%
- Through my child’s school: 5.9%
- Other (please specify): 4.2%
- Church: 2.1%
- Radio and TV: 0.8%
- At work: 0.8%
DEMOGRAPHICS

**Resident Longevity:** A large number of respondents have lived in Lake Bluff for 20 or more years.

![Bar Chart: How long have you been a resident of Lake Bluff?](chart1)

- 20+ years: 42.1%
- 16-20 years: 13.0%
- 11-15 years: 12.6%
- 6-10 years: 12.6%
- 0-5 years: 13.8%
- I am not a resident: 5.9%

**Age:** More respondents fell between the ages of 45 and 54 than other age groups.

![Bar Chart: Which of the following includes your age?](chart2)

- 75 or over: 5.5%
- 65 - 74: 15.2%
- 55 - 64: 24.5%
- 45 - 54: 29.5%
- 35 - 44: 17.7%
- 25 - 34: 6.8%
- 18 - 24: 0.4%
- Under 18: 0.4%
**Household Income:** A wide variety of household incomes were presented in the survey, but of those who disclosed a number, many make $250,000 or more.

![Household Income Chart]

**Descriptions:** The majority of responders are residents of Lake Bluff.

![Description Chart]

Other: Resident and volunteer, resident of Lake Bluff and work elsewhere, live nearby
COMMUNITY BRAND BAROMETER

Purpose
The Community Brand Barometer measures strength of the Lake Bluff brand according to:
- Resident satisfaction with and advocacy for the brand as a place to live, work and visit
- Brand satisfaction/advocacy relative to the nation.

Methodology & Results
Significant research\(^*\) on a wide variety of customer satisfaction metrics found that a single powerful question has the greatest ability both to measure current resident satisfaction and predict future community growth. That question, “Would you recommend your city to a friend or colleague as a place to live (or work or visit)?” is powerful because it surpasses the basic model of economic exchange, where money is spent for products or services. People who score their community high on the Brand Barometer actively recruit new residents, visitors and businesses through positive word-of-mouth marketing. It is very personal. By making a strong recommendation, they are willing to risk their own character, trustworthiness and overall reputation for no tangible reward.

The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant. Participants in the Online Community Survey answered three questions:
- Would you recommend living in Lake Bluff to a friend or colleague?
- Would you recommend visiting Lake Bluff to a friend or colleague?
- Would you recommend conducting business in Lake Bluff to a friend or colleague?

Responses are measured on a 10-point scale with 1 being “Not at all likely” and 10 being “Extremely likely.” Results are presented on an individual respondent level as well as an aggregate Brand Advocacy Score. Scores are calculated with response percentages in the following categories:
- Promoters (9 or 10): Loyal residents who will continue fueling your growth and promoting your brand.
- Passives (7 or 8): Satisfied but unenthusiastic residents who are vulnerable to other opinions and brands.
- Detractors (1-6): Unhappy residents who can damage your brand and impede growth through negative referrals.

Brand Advocacy Score = % Promoters – % Detractors

Lake Bluff’s Brand Advocacy Score can then be compared to a benchmark score that has been derived for the entire nation. North Star employs multiple survey methods through proprietary sources to determine national averages. Scores represent a stratified random sample of the entire U.S. population and are updated on a regular basis. You can use this information to track your own brand performance relative to national trends over time. In addition, you can repeat the Community Brand Barometer after a designated period and compare the results to your own benchmark score for an on-going metric of how community attitudes change over time and in response to specific events or activities.

On a scale of 1 to 10 with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend… to a friend or colleague?

**Living:**

<table>
<thead>
<tr>
<th>Living in Lake Bluff, IL</th>
<th>Detractors</th>
<th>Passives</th>
<th>Promoters</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.77%</td>
<td>9.96%</td>
<td>62.45%</td>
</tr>
<tr>
<td>2</td>
<td>0.77%</td>
<td>4.21%</td>
<td>73.56%</td>
</tr>
<tr>
<td>3</td>
<td>0.38%</td>
<td>3.45%</td>
<td>16.48%</td>
</tr>
<tr>
<td>4</td>
<td>0.77%</td>
<td>3.07%</td>
<td>11.11%</td>
</tr>
<tr>
<td>5</td>
<td>3.07%</td>
<td>13.03%</td>
<td>10%</td>
</tr>
<tr>
<td>6</td>
<td>4.21%</td>
<td>11.11%</td>
<td>10%</td>
</tr>
<tr>
<td>7</td>
<td>4.63%</td>
<td>7.34%</td>
<td>10%</td>
</tr>
<tr>
<td>8</td>
<td>4.63%</td>
<td>7.34%</td>
<td>10%</td>
</tr>
<tr>
<td>9</td>
<td>5.79%</td>
<td>13.13%</td>
<td>10%</td>
</tr>
<tr>
<td>10</td>
<td>5.79%</td>
<td>13.13%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Observations:**

- An impressive three-fourths of the Lake Bluff community act as Promoters of the area. This group is actively and deliberately selling your community as a place to live.
- With just under 75% Promoters, this shows the very high level of resident pride and loyalty among your residents. In fact, this is the highest #10 rating we've seen in North Star's history.

**Visiting:**

<table>
<thead>
<tr>
<th>Visiting Lake Bluff, IL</th>
<th>Detractors</th>
<th>Passives</th>
<th>Promoters</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.39%</td>
<td>15.83%</td>
<td>65.25%</td>
</tr>
<tr>
<td>2</td>
<td>0.00%</td>
<td>18.92%</td>
<td>53.28%</td>
</tr>
<tr>
<td>3</td>
<td>1.54%</td>
<td>11.97%</td>
<td>44.0%</td>
</tr>
<tr>
<td>4</td>
<td>1.93%</td>
<td>18.92%</td>
<td>65.25%</td>
</tr>
<tr>
<td>5</td>
<td>7.34%</td>
<td>18.92%</td>
<td>53.28%</td>
</tr>
<tr>
<td>6</td>
<td>4.63%</td>
<td>18.92%</td>
<td>53.28%</td>
</tr>
<tr>
<td>7</td>
<td>5.79%</td>
<td>18.92%</td>
<td>53.28%</td>
</tr>
<tr>
<td>8</td>
<td>13.13%</td>
<td>18.92%</td>
<td>53.28%</td>
</tr>
<tr>
<td>9</td>
<td>11.97%</td>
<td>18.92%</td>
<td>53.28%</td>
</tr>
<tr>
<td>10</td>
<td>53.28%</td>
<td>18.92%</td>
<td>53.28%</td>
</tr>
</tbody>
</table>

**Observations:**

- Well over half of Lake Bluff residents are Promoters of their community as a place to visit. The high number of Promoters of the area signifies awareness among Lake Bluff residents of what Lake Bluff has to offer a visitor in terms of benefits and experiences.
- 53.28% of residents rated visiting Lake Bluff a perfect 10!
Conducting business:

Observations:

- Just over one third of respondents are Promoters of conducting business in Lake Bluff, indicating that the community has room to improve and use the brand to empower businesses in Lake Bluff and convert them to advocates.
COMPARISON RESULTS | BY NUMBERED RESPONSE

The charts below allow comparison of numbered responses between Lake Bluff residents and the national sample in each of the categories tested (living, visiting and conducting business). They illustrate how many respondents selected each individual number as their response choice. For example, 3.34% of all respondents in the national sample selected “2”, when recommending their city as a place to live. (On a scale of 1 to 10 with 1 being "not at all likely" and 10 being "extremely likely.")

<table>
<thead>
<tr>
<th>Living in Your City</th>
<th>National</th>
<th>Lake Bluff, IL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5.40%</td>
<td>0.77%</td>
</tr>
<tr>
<td>2</td>
<td>3.34%</td>
<td>0.77%</td>
</tr>
<tr>
<td>3</td>
<td>4.47%</td>
<td>0.38%</td>
</tr>
<tr>
<td>4</td>
<td>3.95%</td>
<td>0.77%</td>
</tr>
<tr>
<td>5</td>
<td>9.78%</td>
<td>3.07%</td>
</tr>
<tr>
<td>6</td>
<td>7.07%</td>
<td>4.21%</td>
</tr>
<tr>
<td>7</td>
<td>10.79%</td>
<td>3.45%</td>
</tr>
<tr>
<td>8</td>
<td>17.04%</td>
<td>13.03%</td>
</tr>
<tr>
<td>9</td>
<td>12.11%</td>
<td>11.11%</td>
</tr>
<tr>
<td>10</td>
<td>25.97%</td>
<td>62.45%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visiting Your City</th>
<th>National</th>
<th>Lake Bluff, IL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3.59%</td>
<td>0.39%</td>
</tr>
<tr>
<td>2</td>
<td>2.80%</td>
<td>0.00%</td>
</tr>
<tr>
<td>3</td>
<td>3.81%</td>
<td>1.54%</td>
</tr>
<tr>
<td>4</td>
<td>4.23%</td>
<td>1.93%</td>
</tr>
<tr>
<td>5</td>
<td>9.29%</td>
<td>7.34%</td>
</tr>
<tr>
<td>6</td>
<td>7.43%</td>
<td>4.63%</td>
</tr>
<tr>
<td>7</td>
<td>9.63%</td>
<td>5.79%</td>
</tr>
<tr>
<td>8</td>
<td>14.99%</td>
<td>13.13%</td>
</tr>
<tr>
<td>9</td>
<td>12.33%</td>
<td>11.97%</td>
</tr>
<tr>
<td>10</td>
<td>31.69%</td>
<td>53.28%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conducting Business in Your City</th>
<th>National</th>
<th>Lake Bluff, IL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5.95%</td>
<td>3.47%</td>
</tr>
<tr>
<td>2</td>
<td>3.61%</td>
<td>0.77%</td>
</tr>
<tr>
<td>3</td>
<td>4.16%</td>
<td>2.70%</td>
</tr>
<tr>
<td>4</td>
<td>4.46%</td>
<td>3.47%</td>
</tr>
<tr>
<td>5</td>
<td>12.05%</td>
<td>13.90%</td>
</tr>
<tr>
<td>6</td>
<td>8.19%</td>
<td>11.97%</td>
</tr>
<tr>
<td>7</td>
<td>11.35%</td>
<td>10.81%</td>
</tr>
<tr>
<td>8</td>
<td>16.55%</td>
<td>13.51%</td>
</tr>
<tr>
<td>9</td>
<td>10.86%</td>
<td>10.04%</td>
</tr>
<tr>
<td>10</td>
<td>22.98%</td>
<td>29.34%</td>
</tr>
</tbody>
</table>
COMPARISON RESULTS | PROMOTERS, PASSIVES, & DETRACTORS

The charts below allow comparison of responses between Lake Bluff residents and the national sample as it relates to the delivery of Detractors, Passives and Promoters in each of the categories tested – living, visiting and conducting business.

### As a Place to Live

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Lake Bluff, IL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detractors</td>
<td>34.0%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Passives</td>
<td>27.8%</td>
<td>16.3%</td>
</tr>
<tr>
<td>Promoters</td>
<td>38.1%</td>
<td>73.6%</td>
</tr>
</tbody>
</table>

### As a Place to Visit

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Lake Bluff, IL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detractors</td>
<td>31.2%</td>
<td>15.8%</td>
</tr>
<tr>
<td>Passives</td>
<td>24.6%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Promoters</td>
<td>44.0%</td>
<td>65.3%</td>
</tr>
</tbody>
</table>

### As a Place to Conduct Business

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Lake Bluff, IL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detractors</td>
<td>38.4%</td>
<td>36.3%</td>
</tr>
<tr>
<td>Passives</td>
<td>27.9%</td>
<td>24.3%</td>
</tr>
<tr>
<td>Promoters</td>
<td>33.8%</td>
<td>39.4%</td>
</tr>
</tbody>
</table>
COMPARISON RESULTS | BRAND ADVOCACY SCORES

The chart below illustrates Brand Advocacy scores for Lake Bluff and at the national level in the categories tested – living, visiting, and conducting business.

*Brand Advocacy Score* = % Promoters – % Detractors

<table>
<thead>
<tr>
<th></th>
<th>National Score</th>
<th>Lake Bluff, IL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living</td>
<td>4.1%</td>
<td>63.6%</td>
</tr>
<tr>
<td>Visiting</td>
<td>12.9%</td>
<td>49.4%</td>
</tr>
<tr>
<td>Conducting Business</td>
<td>-4.6%</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

![Brand Advocacy Comparison Chart]

*National Score*  
*Lake Bluff, IL*
COMMUNITY TAPESTRY STUDY

An Introduction to Community Tapestry™

For the past 30 years, companies, agencies, and organizations have used segmentation to divide and group their markets to more precisely target their best customers and prospects. This targeting method is superior to using “scattershot” methods that might attract these preferred groups. Segmentation explains customer diversity, simplifies marketing campaigns, describes lifestyle and lifestage of the residents and consumers and incorporates a wide range of public and private data.

Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors seek others with those same tastes (hence the phrase “like seeks like”). These behaviors can be measured, predicted, and targeted. The Community Tapestry™ segmentation system combines the who of lifestyle demography with the where of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods, identifying distinct behavioral market segments.

Based on the foundation of proven segmentation methodology introduced more than 30 years ago, the Tapestry system classifies U.S. neighborhoods into 12 larger LifeMode groups and within those 12 larger groups, 65 more distinct market segments. Neighborhoods with the most similar characteristics are grouped together while neighborhoods showing divergent characteristics are separated.

Understanding your customers (residents and visitors), knowing customers’ shopping patterns, assessing the media preferences of customers, cross-selling to customers, and successfully retaining existing customers for a lifetime are just some activities that are supported by mining customer files. Some of these marketing activities include:

- Customer profiling
- Media targeting
- Direct mail
- Site analysis

The customer profiles reveal the demographics, lifestyles, and product preferences of a community’s consumers. Consumers can be visitors, residents, or businesses, anyone who actively buys or sells goods in the town. By understanding who its customers are, more appropriate responses can be formed to address their needs with better messaging, products, and services.

Said simply, the more you can learn about your customers (in this case your residents and regional interests), the better you can serve them, keep them, and find more like them.
Purpose

A Community Tapestry Study was conducted to understand the target audience’s lifestyle in detail. This included complete profiling reports for Lake Bluff residents and region.

Methodology & Results

Tapestry represents the fourth generation of market segmentation systems that began 30 years ago. This powerful tool classifies U.S. neighborhoods in several ways, including:

- **LifeMode Groups:**
  - 12 summary groups based on lifestyle and lifestage
  - Members share an experience (being born in the same time period, facing the same lifestage, having a certain level of affluence, etc.)

- **Community Tapestry Segments:**
  - 65 groups based on sociographic and demographic composition
  - Considers income, occupation, educational attainment, ethnic origin, household composition, marital/living arrangements, patterns of migration, mobility and communication, lifestyle and media patterns
  - Most distinct level of segmentation

The results from the Tapestry studies can be classified into two main reports:

- **Who Report:**
  - Profiles the demographic and lifestyle segmentation of the population
  - Classifies the population in each of the ways outlined above and indexes the population under study against national averages

- **What Report:**
  - Provides a detailed profile of the core population for 37 separate lifestyle and media groups in over 2,200 sub-categories
  - Each category is indexed against the average U.S. resident to determine whether a member of the population under study is more or less likely to exhibit the specific behavior.

Key findings from the Community Tapestry reports are shown on the following pages.

For the comprehensive Tapestry Who and What reports, please refer to the Final BrandPrint CD. For further explanation of any data or methodologies used to analyze the Tapestry reports, please refer to the PDF version of the supplemental Community Tapestry Poster found at this link: [http://www.esri.com/library/brochures/pdfs/tapestry-segmentation.pdf](http://www.esri.com/library/brochures/pdfs/tapestry-segmentation.pdf)
COMMUNITY TAPESTRY SEGMENT BREAKDOWN BY LIFEMODE GROUP

The following chart lists all 65 Tapestry Segments under their respective LifeMode Group. The percentages listed are representative of the entire United States and not your community. As you read about your own community’s Segments in the following pages, use the below table as a guide when matching those Segments with their corresponding LifeMode Groups.

<table>
<thead>
<tr>
<th>SEGMENT BREAKDOWN BY LIFEMODE GROUP</th>
<th>% of U.S. Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>L1. High Society</td>
<td></td>
</tr>
<tr>
<td>01 Top Rung</td>
<td>0.7%</td>
</tr>
<tr>
<td>02 Suburban Splendor</td>
<td>1.7%</td>
</tr>
<tr>
<td>03 Connoisseurs</td>
<td>1.4%</td>
</tr>
<tr>
<td>04 Boomburbs</td>
<td>2.2%</td>
</tr>
<tr>
<td>05 Wealthy Seaboard Suburbs</td>
<td>1.4%</td>
</tr>
<tr>
<td>06 Sophisticated Squares</td>
<td>2.7%</td>
</tr>
<tr>
<td>07 Exurbs</td>
<td>2.5%</td>
</tr>
<tr>
<td>L2. Upscale Avenues</td>
<td></td>
</tr>
<tr>
<td>09 Urban Chic</td>
<td>1.3%</td>
</tr>
<tr>
<td>10 Pleasant Hills</td>
<td>1.7%</td>
</tr>
<tr>
<td>11 Pacific Heights</td>
<td>0.6%</td>
</tr>
<tr>
<td>13 In Style</td>
<td>2.5%</td>
</tr>
<tr>
<td>15 Enterprising Professionals</td>
<td>1.7%</td>
</tr>
<tr>
<td>16 Green Acres</td>
<td>2.2%</td>
</tr>
<tr>
<td>18 Cozy and Comfortable</td>
<td>2.8%</td>
</tr>
<tr>
<td>L3. Metropolis</td>
<td></td>
</tr>
<tr>
<td>20 City Lights</td>
<td>1.0%</td>
</tr>
<tr>
<td>22 Metropolitans</td>
<td>1.2%</td>
</tr>
<tr>
<td>24 City Sectors</td>
<td>0.7%</td>
</tr>
<tr>
<td>26 Metro City Edge</td>
<td>0.9%</td>
</tr>
<tr>
<td>28 Urban Rows</td>
<td>0.3%</td>
</tr>
<tr>
<td>29 Midlevel Income Homes</td>
<td>1.0%</td>
</tr>
<tr>
<td>L4. Solo Acts</td>
<td></td>
</tr>
<tr>
<td>30 City Lights</td>
<td>1.0%</td>
</tr>
<tr>
<td>32 Metropolitans</td>
<td>1.2%</td>
</tr>
<tr>
<td>34 City Sectors</td>
<td>0.7%</td>
</tr>
<tr>
<td>36 Metro City Edge</td>
<td>0.9%</td>
</tr>
<tr>
<td>38 Urban Rows</td>
<td>0.3%</td>
</tr>
<tr>
<td>39 Midlevel Income Homes</td>
<td>1.0%</td>
</tr>
<tr>
<td>L5. Senior Styles</td>
<td></td>
</tr>
<tr>
<td>40 Prosperous Empty Nesters</td>
<td>1.8%</td>
</tr>
<tr>
<td>42 Silver and Gold</td>
<td>1.0%</td>
</tr>
<tr>
<td>44 Rustbelt Retreats</td>
<td>2.1%</td>
</tr>
<tr>
<td>46 Retirement Communities</td>
<td>1.5%</td>
</tr>
<tr>
<td>48 The Elders</td>
<td>0.6%</td>
</tr>
<tr>
<td>49 Senior Sun Seekers</td>
<td>1.2%</td>
</tr>
<tr>
<td>50 Heartland Communities</td>
<td>2.2%</td>
</tr>
<tr>
<td>52 Simple Living</td>
<td>1.4%</td>
</tr>
<tr>
<td>54 Social Security Set</td>
<td>0.6%</td>
</tr>
<tr>
<td>L6. Scholars &amp; Patriots</td>
<td></td>
</tr>
<tr>
<td>56 Military Proximity</td>
<td>0.2%</td>
</tr>
<tr>
<td>58 College Towns</td>
<td>0.8%</td>
</tr>
<tr>
<td>60 Dorms to Diplomas</td>
<td>0.4%</td>
</tr>
<tr>
<td>L7. High Hopes</td>
<td></td>
</tr>
<tr>
<td>58 Aspiring Young Families</td>
<td>2.4%</td>
</tr>
<tr>
<td>60 Great Expectations</td>
<td>1.7%</td>
</tr>
<tr>
<td>L8. Global Roots</td>
<td></td>
</tr>
<tr>
<td>61 High Rise Renters</td>
<td>0.7%</td>
</tr>
<tr>
<td>L9. Family Portrait</td>
<td></td>
</tr>
<tr>
<td>62 Up and Coming Families</td>
<td>3.4%</td>
</tr>
<tr>
<td>64 Mills and Cookies</td>
<td>2.0%</td>
</tr>
<tr>
<td>66 Urban Villages</td>
<td>0.8%</td>
</tr>
<tr>
<td>68 Southwestern Families</td>
<td>1.0%</td>
</tr>
<tr>
<td>70 City Commons</td>
<td>0.7%</td>
</tr>
<tr>
<td>L10. Traditional Living</td>
<td></td>
</tr>
<tr>
<td>69 Southwestern Families</td>
<td>1.0%</td>
</tr>
<tr>
<td>71 City Commons</td>
<td>0.7%</td>
</tr>
<tr>
<td>L11. Factories &amp; Farms</td>
<td></td>
</tr>
<tr>
<td>72 Southwestern Families</td>
<td>1.0%</td>
</tr>
<tr>
<td>74 City Commons</td>
<td>0.7%</td>
</tr>
<tr>
<td>L12. American Quilt</td>
<td></td>
</tr>
<tr>
<td>75 Southwestern Families</td>
<td>1.0%</td>
</tr>
<tr>
<td>77 City Commons</td>
<td>0.7%</td>
</tr>
<tr>
<td>L13. Metropolitan</td>
<td></td>
</tr>
<tr>
<td>78 Southwestern Families</td>
<td>1.0%</td>
</tr>
<tr>
<td>79 City Commons</td>
<td>0.7%</td>
</tr>
</tbody>
</table>
COMMUNITY TAPESTRY WHO REPORT | LIFEMODE GROUPS

The charts below highlight some of the key findings about the Lake Bluff Resident and Regional Profiles as they relate to LifeMode Groups. Remember, members in a LifeMode Group share an experience such as being born in the same time period, facing the same lifestage, having a certain level of affluence, etc.

The number in front of each LifeMode corresponds with the LifeMode Group designation outlined on the community Tapestry Poster. Please refer to the Community Tapestry Poster that North Star provided for more in-depth information on each LifeMode Group.

Below you can see how Dandridge residents are divided into the 12 LifeMode Groups.

<table>
<thead>
<tr>
<th>LifeMode Groups</th>
<th>Lake Bluff Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>L01. High Society</td>
<td>75.7%</td>
</tr>
<tr>
<td>L02. Upscale Avenues</td>
<td>24.3%</td>
</tr>
<tr>
<td>L03. Metropolis</td>
<td></td>
</tr>
<tr>
<td>L04. Solo Acts</td>
<td></td>
</tr>
<tr>
<td>L05. Senior Styles</td>
<td></td>
</tr>
<tr>
<td>L06. Scholars &amp; Patriots</td>
<td></td>
</tr>
<tr>
<td>L07. High Hopes</td>
<td></td>
</tr>
<tr>
<td>L08. Global Roots</td>
<td></td>
</tr>
<tr>
<td>L09. Family Portrait</td>
<td></td>
</tr>
<tr>
<td>L10. Traditional Living</td>
<td></td>
</tr>
<tr>
<td>L11. Factories &amp; Farms</td>
<td></td>
</tr>
<tr>
<td>L12. American Quilt</td>
<td></td>
</tr>
</tbody>
</table>

Observation: Lake Bluff’s Resident Profile represents only two LifeMode groups, the Upscale Avenues and, most prominently, the High Society group.

Top Resident LifeMode Groups: The U.S. average sits at 100.

L1. High Society (75.7%) – Indexed 554 against the U.S. average
- The markets in High Society are affluent and well educated.
- The median household income for this group, $94,000, is almost twice that of the national median.
- Most households are married-couple families residing in affluent neighborhoods where the median home value approaches $290,000.
- Residents of High Society are affluent and active—financially, civically, and physically. They participate in a wide variety of public activities and sports and travel extensively.
- Try the Internet or radio instead of television to reach these markets.
**L2. Upscale Avenues (24.3%) – Indexed 186 against the U.S. average**
- Many are well educated with above average earnings and are successful from years of hard work.
- Median household income is $65,000+ and median net worth is $153,000+.
- Prosperous domesticity also characterizes the lifestyle in Upscale Avenues.
- They invest in their homes; the owners work on landscaping and home remodeling projects, and the renters buy new furnishings and appliances.
- They play golf, lift weights, go bicycling, and take domestic vacations. Although they are partial to new cars, they also save and invest their earnings.

The following chart examines the LifeMode breakout of your Regional Profile.

![LifeMode Groups | Regional Profile](image)

*Observation:* The Regional Profile represents a slightly broader spectrum, including five LifeMode Groups rather than two.

**Top Visitor LifeMode Groups:** The U.S. average sits at 100.

**L1. High Society (82.1%) – Indexed 586 against the U.S. average**
- See page 40 for full description.

**L2. Upscale Avenues (14.3%) – Indexed 104 against the U.S. average**
- See above for full description.
L5. Senior Styles (2.5%) – Indexed 24 against the U.S. average

- More than 14.4 million households comprise Tapestry’s largest summary group
- Incomes in this group cover a wide range, but the median is $40,000
- Younger, more affluent seniors, freed of child rearing responsibilities, are traveling and relocating to warmer climates
- Less affluent, settled seniors are looking forward to retirement and remaining in their homes.
- Residents in some of the older, less privileged segments live alone and collect Social Security and other benefits. Their choice of housing depends on their income. This group may reside in single-family homes, retirement homes, or highrises.
- Golf is their favorite sport; they play and watch golf on TV. They read the newspaper daily and prefer to watch news shows on television.
- Although their use of the Internet is nearly average, they are more likely to shop through QVC than online.

L3. Metropolis (0.8%) – Indexed 14 against the U.S. average

- Those living in larger cities tend to own fewer vehicles and rely more on public transportation; however, workers in most of the Metropolis Segments commute to service-related jobs.
- The median household income of the group is $37,000.
- Their lifestyle is also uniquely urban and media oriented.
- They like music, especially urban and contemporary formats, which they listen to during their commutes. They watch a variety of TV programs, from news to syndicated sitcoms, and would rather see movies than read books.
- The Metropolis group reflects the segments’ diversity in housing, age, and income. For example, ages among the segments range from Generation Xers to retirees; households include married couples with children and single parents with children.
- Employment status also varies from well-educated professionals to unemployed.

L8. Global Roots (0.3%) – Indexed 3 against the U.S. average

- Ethnic diversity is the common thread among the eight segments in Global Roots;
- Las Casas and NeWest Residents represent a strong Hispanic influence in addition to a broad mix of cultural and racial diversity found in Urban Melting Pot and International Marketplace.
- Residents are young, earn modest incomes, and tend to rent in multiunit buildings.
- Their youth reflects recent immigration trends; half of all households have immigrated to the United States within the past ten years.
- Married couples, usually with children; single parents; and people who live alone are typical
- Spending is high for baby products, children’s clothing and toys.
- Residents are less likely than other groups to have home PCs but just as likely to use cell phones.
COMMUNITY TAPESTRY WHO REPORT | COMMUNITY TAPESTRY SEGMENTS

Community Tapestry Segments are the most distinct level of segmentation within the Tapestry System, dividing members of a population into 65 clusters based on sociographic and demographic composition. Tapestry Segments take into consideration things like income, occupation, educational attainment, ethnic origin, household composition, marital/living arrangements, patterns of migration, mobility, communication and lifestyle and media patterns.

The chart below illustrates delivery within all the Segments for Lake Bluff residents. The Tapestry Segments are organized by level of affluence – Segment 1 is the most affluent Segment and 65 is the least affluent Segment.

Observation: Lake Bluff residents fall into four Tapestry Segments, all in the top affluence levels.

Top Resident Segment Descriptions: The U.S. average sits at 100

03 Connoisseurs (42.6%) – Indexed 3,345 against the U.S. average

- Well-educated, married, wealthy, and self-employed at twice the national average.
- Median HHI $115,000+ and median age is 47.2 although many couples still have children living at home.
- Connoisseurs hire contractors for home improvement and gardening services to take care of the lawn, but they love to grind their own coffee beans.
- Go to museums and theaters. Also go out for dinner several times a week, but will occasionally cook at home for fun.
- Well read and active in the community.
- Enjoy foreign and domestic travel, exercise and shopping at Nordstrom, Lord & Taylor, and Macy’s.
01 Top Rung (33.1%) – Indexed 3,293 against the U.S. average
  • Uniformly mature, married, well-educated, and wealthy.
  • Median age is 44.6 and median HHI is $168,876.
  • Mostly married couples, this segment exhibits little diversity and can be found in many major U.S. cities, more concentrated on the east and west coasts.
  • Top Rung residents enjoy travel, and spend extravagantly at stores like Nordstrom, Bloomingdale’s, Ann Taylor, and Macy’s.
  • Technologically savvy, they spend plenty of time online and are very health-conscious.
  • Also enjoy reading, gardening, working out, and staying civically involved.

09 Urban Chic (14.2%) – Indexed 1,091 against the U.S. average
  • Professional married couples living an urbane, exclusive lifestyle.
  • Median age is 42.7 and median HHI is $82,000+.
  • Focus more on their lifestyle than ambience; travel extensively and embrace city life by visiting museums, attending dance performances, and participating in civic activities.
  • Busy and tech savvy; use PCs extensively and area top segment to own an Apple computer.
  • Read multiple newspapers and magazines and is top segment for radio listening.

13 In Style (10.2%) – Indexed 477 against the U.S. average
  • Professional couples who live in the suburbs but favor the lifestyle of city dwellers.
  • Household distributions by type are similar to those of the U.S, although residents in this segment are more educated than the U.S. average.
  • Median age is 40.5 and median HHI is $65,000+.
  • Computer savvy; residents go online daily to research real estate, do banking, and track investments.
  • Physical fitness is an integral part of their lifestyle with many eating healthy, taking vitamins, and exercising.
  • They enjoy traveling domestically to hike, golf, and go backpacking; and they enjoy going to rock concerts and live theater shows.
Observation: The Regional Profile represents a slightly wider range of Segments than the Lake Bluff Profile, and also exhibits high affluence levels.

Top Consumer Tapestry Segments: The U.S. average sits at 100.

01 Top Rung (33.1%) – Indexed 3,293 against the U.S. average
- Uniformly mature, married, well-educated, and wealthy.
- Median age is 44.6 and median HHI is $168,876.
- Mostly married couples, this segment exhibits little diversity and can be found in many major U.S. cities, more concentrated on the east and west coasts.
- Top Rung residents enjoy travel, and spend extravagantly at stores like Nordstrom, Bloomingdale’s, Ann Taylor, and Macy’s.
- Technologically savvy, they spend plenty of time online and are very health-conscious.
- Also enjoy reading, gardening, working out, and staying civically involved.

03 Connoisseurs (42.6%) – Indexed 3,345 against the U.S. average
- Well-educated, married, wealthy, and self-employed at twice the national average.
- Median HHI $115,000+ and median age is 47.2 although many couples still have children living at home.
- Connoisseurs hire contractors for home improvement and gardening services to take care of the lawn, but they love to grind their own coffee beans.
- Go to museums and theaters. Also go out for dinner several times a week, but will occasionally cook at home for fun.
- Well read and active in the community.
- Enjoy foreign and domestic travel, exercise and shopping at Nordstrom, Lord & Taylor, and Macy’s.
09 Urban Chic (14.2%) – Indexed 1,091 against the U.S. average
• Professional married couples living an urbane, exclusive lifestyle.
• Median age is 42.7 and median HHI is $82,000+.
• Focus more on their lifestyle than ambience; travel extensively and embrace city life by visiting museums, attending dance performances, and participating in civic activities.
• Busy and tech savvy; use PCs extensively and area top segment to own an Apple computer.
• Read multiple newspapers and magazines and is top segment for radio listening

05 Wealthy Seaboard (11.9%) – Indexed 802 against the U.S. average
• Primarily living along the California and New England Coasts, these residents are married with no children.
• Median HHI is $98,000+ and the typical resident is forty-something.
• Diet more than exercise, but do enjoy going to the beach, sailing, and skiing.
• Typical resident uses brokerage firm, holds a home equity line of credit, and donates to charities or nonprofits.
• Travel frequently and shop at upscale retailers and use the Internet for convenience over entertainment.
• Television viewing is more limited, but cable movie channels are favorites as well as one or two drama series a week. This is also the top segment for watching home shopping channels

02 Suburban Splendor (9.0%) – Indexed 448 against the U.S. average
• Maturing families, married with or without adolescent children and living in growing neighborhoods.
• Median age is 43.1 and median HHI is $115,396.
• This high income is no surprise with higher labor force participation rates among both men and women.
• This segment exhibits little diversity with a predominantly white population.
• Homes feature the latest amenities and home design elements such as spas and hardwood flooring.
• Free time is devoted to family, travel, and self-improvement pursuits such as physical fitness, reading, and visits to museums.
• Travel extensively domestically and internationally.
• Shop at high-end retailers such as Nordstrom, Lord & Taylor, etc.
• Technologically savvy and use the internet to check stocks and make purchases.
SEGMENT COMPARISON

<table>
<thead>
<tr>
<th></th>
<th>Lake Bluff Residents</th>
<th>Regional Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>03 Connoisseurs</td>
<td>01 Top Rung</td>
</tr>
<tr>
<td></td>
<td>42.6%</td>
<td>45.6%</td>
</tr>
<tr>
<td>2</td>
<td>01 Top Rung</td>
<td>03 Connoisseurs</td>
</tr>
<tr>
<td></td>
<td>33.1%</td>
<td>15.7%</td>
</tr>
<tr>
<td>3</td>
<td>09 Urban Chic</td>
<td>09 Urban Chic</td>
</tr>
<tr>
<td></td>
<td>14.2%</td>
<td>11.9%</td>
</tr>
<tr>
<td>4</td>
<td>13 In Style</td>
<td>05 Wealthy Seaboard Suburbs</td>
</tr>
<tr>
<td></td>
<td>10.2%</td>
<td>11.9%</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>02 Suburban Splendor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9.0%</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>30 Retirement Communities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.5%</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>10 Pleasant-Ville</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.5%</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>18 Cozy and Comfortable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.8%</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>20 City Lights</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.8%</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>35 International Marketplace</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.3%</td>
</tr>
</tbody>
</table>

Observations:
Three of Lake Bluff’s four segments are also represented in the Regional Profile’s top three segments, indicating distinct similarities in lifestyles and preferences between the two Profiles. The Top Rung and Connoisseurs segments make up the majority of both profiles.
The Lake Bluff Resident and Consumer What Reports can be found in their entirety on the BrandPrint CD. The information below (and on the following pages) can be used as a guide to help you more fully understand the What Reports. When used correctly, this report will help you gain a much deeper understanding of the resident and consumer population and serve as a valuable tool for economic development.

We encourage you to familiarize yourself with the What Reports and challenge economic development entities to focus recruitment efforts on businesses frequented by populations with the same demographic composition as Lake Bluff.

As explained previously, the Tapestry What Report provides a detailed analysis of the audience under study for 37 separate Lifestyle and Media groups (see list below) in over 2,200 categories. Lifestyle and media groups are very broad (“Shopping”) while sub-categories are much more specific (“shopped at The Gap in the past 3 months”).

Complete list of all Tapestry Lifestyle and Media groups:

- Apparel
- Appliances
- Attitudes
- Automobiles
- Automotive/Aftermarket
- Baby Products
- Beverage Alcohol
- Books
- Cameras
- Civic Activities
- Convenience Stores
- Electronics
- Financials
- Furniture
- Garden Lawn
- Grocery
- Health
- Home Improvement
- Insurance
- Internet
- Leisure
- Mail/Phone/Yellow Pages
- Watch
- Read
- Listen
- Personal Care
- Pets
- Restaurant
- Shopping
- Smoking
- Sports
- Telephone
- Tools
- Toys/Games
- Travel
- Video/DVDs
- Miscellaneous
COMMUNITY TAPESTRY WHAT REPORT | READING THE WHAT REPORT CHARTS:

All categories are indexed against the national average of people who exhibit that certain lifestyle trait. An index of 100 is average, thus anything above a 100 index is above average and anything below a 100 index is below average. The sample below is pulled from the Lake Bluff Resident What Report and can help you understand this indexing system.

As an example, your residents index 896 in shopping at Whole Foods within the last six months. This means your residents are 8.96 times more likely to shop at Whole Foods than the U.S. average.

Economic development entities in your community can use this information as a sales tool to recruit potential businesses with cold hard numbers. Let’s return to the Whole Foods example: If Lake Bluff currently has a Whole Foods operating within its town limits, you are satisfying your residents’ desire to shop at this grocery store. However, if for some reason Lake Bluff is without a Whole Foods, you can use this information to entice Whole Foods to open a location within the town limits. Businesses will be more likely to partner with Lake Bluff if they are given data to support such a decision.

<table>
<thead>
<tr>
<th>Grocery</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopped at grocery store/6 mo: Whole Foods Market</td>
<td>896</td>
</tr>
<tr>
<td>Shopped at grocery store/6 mo: A &amp; P</td>
<td>590</td>
</tr>
<tr>
<td>Used whole coffee beans last 6 mo: Starbucks</td>
<td>408</td>
</tr>
<tr>
<td>Shopped at grocery store/6 mo: Aldi</td>
<td>11</td>
</tr>
<tr>
<td>Shopped at grocery store/6 mo: Publix Wendy</td>
<td>11</td>
</tr>
</tbody>
</table>
COMMUNITY TAPESTRY WHAT REPORT | RESIDENT WHAT REPORT:

Below you will find a summary of the What Report for Lake Bluff residents. The following page contains selected charts that highlight some of your residents’ key preferences. For all of the results from the Tapestry What Reports, refer to the Final BrandPrint CD.

Summary of Resident What Report:

**Level of affluence and sophistication influence preferences and habits:**

- **Grocery:** Residents are almost nine times more likely to shop at Whole Foods Market than the national average, and almost six times more likely to shop at A&P. They are also likely to use whole coffee beans from Starbucks.
- **Internet:** Lake Bluff residents are highly likely to order flowers and airline tickets online, as well as track or trade their investments and spend over $500 on Internet orders.
- **Leisure:** Residents are likely to attend a classical musical or opera performance, visit museums, and be members of charitable organizations. They are also more likely to attend live theater than the national average.
- **Listen:** Lake Bluff residents are highly likely to listen to the news on the radio, as well as classical music and public broadcasting. They are not likely to listen to country music.
- **Read:** Residents are most likely to read airline and travel magazines, and two or more daily newspapers. They are also likely to read business and finance magazines.
- **Watch:** Lake Bluff residents are highly likely to watch the Golf Channel, BBC America, and The Office. They are highly unlikely to watch Judge Mathis and The Jerry Springer Show.
### Example charts from the Resident What Report:

#### Grocery

<table>
<thead>
<tr>
<th>Activity</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopped at grocery store/6 mo: Whole Foods Market</td>
<td>896</td>
</tr>
<tr>
<td>Shopped at grocery store/6 mo: A &amp; P</td>
<td>590</td>
</tr>
<tr>
<td>Used whole coffee beans last 6 mo: Starbucks</td>
<td>408</td>
</tr>
<tr>
<td>Shopped at grocery store/6 mo: Aldi</td>
<td>11</td>
</tr>
<tr>
<td>Shopped at grocery store/6 mo: Piggly Wiggly</td>
<td>11</td>
</tr>
</tbody>
</table>

#### Internet

<table>
<thead>
<tr>
<th>Activity</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordered on Internet/12 mo: flowers</td>
<td>515</td>
</tr>
<tr>
<td>Ordered on Internet/12 mo: airline ticket</td>
<td>492</td>
</tr>
<tr>
<td>Internet last 30 days: traded/tracked investments</td>
<td>478</td>
</tr>
<tr>
<td>Spent on Internet orders last 12 months: $500+</td>
<td>445</td>
</tr>
<tr>
<td>Use Internet less than once a week</td>
<td>22</td>
</tr>
</tbody>
</table>

#### Leisure

<table>
<thead>
<tr>
<th>Activity</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended classical music/opera performance/12 mo</td>
<td>533</td>
</tr>
<tr>
<td>Went to museum in last 12 months</td>
<td>432</td>
</tr>
<tr>
<td>Member of charitable organization</td>
<td>415</td>
</tr>
<tr>
<td>Went to live theater in last 12 months</td>
<td>395</td>
</tr>
<tr>
<td>Played lottery: 8+ times in last 30 days</td>
<td>43</td>
</tr>
</tbody>
</table>

#### Listen

<table>
<thead>
<tr>
<th>Activity</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio format listen to: all news</td>
<td>1124</td>
</tr>
<tr>
<td>Radio format listen to: classical</td>
<td>728</td>
</tr>
<tr>
<td>Radio format listen to: public</td>
<td>645</td>
</tr>
<tr>
<td>Radio format listen to: country</td>
<td>21</td>
</tr>
<tr>
<td>Radio format listen to: Hispanic</td>
<td>21</td>
</tr>
</tbody>
</table>

#### Read

<table>
<thead>
<tr>
<th>Activity</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read airline magazines</td>
<td>562</td>
</tr>
<tr>
<td>Read travel magazines</td>
<td>533</td>
</tr>
<tr>
<td>Read two or more daily newspapers</td>
<td>488</td>
</tr>
<tr>
<td>Read business/finance magazines</td>
<td>381</td>
</tr>
<tr>
<td>Read fishing/hunting magazines</td>
<td>26</td>
</tr>
<tr>
<td>Watch</td>
<td>Index</td>
</tr>
<tr>
<td>--------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Watched last week: Golf Channel</td>
<td>308</td>
</tr>
<tr>
<td>Watched last week: BBC America</td>
<td>294</td>
</tr>
<tr>
<td>Watch TV aired once/wk: The Office</td>
<td>290</td>
</tr>
<tr>
<td>Watch Syndicated TV (M-F): Judge Mathis</td>
<td>12</td>
</tr>
<tr>
<td>Watch Syndicated TV (M-F): The Jerry Springer Show</td>
<td>12</td>
</tr>
</tbody>
</table>
COMMUNITY TAPESTRY WHAT REPORT | REGIONAL PROFILE WHAT REPORT:

Below you will find a summary of the What Report for the Regional Profile. The following page contains selected charts that highlight some of the region’s key preferences. For all of the results from the Tapestry What Reports, refer to the Final BrandPrint CD.

Summary of Regional Profile What Report:

High range incomes influence preferences:

- **Grocery:** Residents of the Regional Profile are also very likely to shop at Whole Foods Market and A&P. They are also very likely to shop at Stop ‘N Shop, and buy whole coffee beans from Starbucks.
- **Internet:** Likely to order flowers, airline tickets, and trade and track investments online.
- **Leisure:** Residents of the Regional Profile are likely to attend classical music and opera performances, visit museums, and be members of charitable organizations and business clubs. They are not likely to be members of veterans clubs.
- **Listen:** Very likely to listen to radio news, classic music, and public broadcasting. They are not likely to listen to urban and country music.
- **Read:** Likely to read two or more daily newspapers, travel magazines, and airline magazines. Residents of the Regional Profile are not likely to read baby magazines or fishing and hunting magazines.
- **Watch:** Likely to watch BBC America, The Office, and The Golf Channel. Not likely to watch The Jerry Springer Show or Cops.
Example charts from the Regional Profile What Report:

<table>
<thead>
<tr>
<th>Grocery</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopped at grocery store/6 mo: Whole Foods Market</td>
<td>1106</td>
</tr>
<tr>
<td>Shopped at grocery store/6 mo: A &amp; P</td>
<td>905</td>
</tr>
<tr>
<td>Shopped at grocery store/6 mo: Stop`N Shop</td>
<td>772</td>
</tr>
<tr>
<td>Used whole coffee beans last 6 mo: Starbucks</td>
<td>392</td>
</tr>
<tr>
<td>Shopped at grocery store/6 mo: Piggly Wiggly</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Internet</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordered on Internet/12 mo: flowers</td>
<td>712</td>
</tr>
<tr>
<td>Internet last 30 days: traded/tracked investments</td>
<td>580</td>
</tr>
<tr>
<td>Ordered on Internet/12 mo: airline ticket</td>
<td>546</td>
</tr>
<tr>
<td>Spent on Internet orders last 12 months: $500+</td>
<td>526</td>
</tr>
<tr>
<td>Use Internet less than once a week</td>
<td>29</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Leisure</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended classical music/opera performance/12 mo</td>
<td>553</td>
</tr>
<tr>
<td>Went to museum in last 12 months</td>
<td>476</td>
</tr>
<tr>
<td>Member of charitable organization</td>
<td>453</td>
</tr>
<tr>
<td>Member of business club</td>
<td>452</td>
</tr>
<tr>
<td>Member of veterans club</td>
<td>49</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Listen</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio format listen to: all news</td>
<td>1627</td>
</tr>
<tr>
<td>Radio format listen to: classical</td>
<td>824</td>
</tr>
<tr>
<td>Radio format listen to: public</td>
<td>769</td>
</tr>
<tr>
<td>Radio format listen to: urban</td>
<td>31</td>
</tr>
<tr>
<td>Radio format listen to: country</td>
<td>17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Read</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read two or more daily newspapers</td>
<td>655</td>
</tr>
<tr>
<td>Read travel magazines</td>
<td>645</td>
</tr>
<tr>
<td>Read airline magazines</td>
<td>559</td>
</tr>
<tr>
<td>Read baby magazines</td>
<td>34</td>
</tr>
<tr>
<td>Read fishing/hunting magazines</td>
<td>25</td>
</tr>
<tr>
<td>Watch</td>
<td>Index</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Watched last week: BBC America</td>
<td>364</td>
</tr>
<tr>
<td>Watch TV aired once/wk: The Office</td>
<td>333</td>
</tr>
<tr>
<td>Watched last week: Golf Channel</td>
<td>327</td>
</tr>
<tr>
<td>Watch Syndicated TV (M-F): The Jerry Springer Show</td>
<td>15</td>
</tr>
<tr>
<td>Watch Syndicated TV (M-F): Cops</td>
<td>14</td>
</tr>
</tbody>
</table>
ESRI ECONOMIC OPPORTUNITY ANALYSIS

Purpose

The Economic Opportunity Analysis is conducted for North Star by the Environmental Systems Research Institute, Inc. (ESRI) – a national leader in business information systems and analysis. The information associated with this analysis, including data on Lake Bluff and select competitive markets, enable data driven decision making and provide supporting evidence for attracting investment into the community. The analysis consists of four main reports and several sub-reports as described below.

Methodology & Results

The complete results from the Economic Opportunity Analysis can be found on the BrandPrint CD and should be passed on to economic development entities in the area. All files on the CD include reports for Lake Bluff and selected competitors including:

- Lake Forest, IL
- Libertyville, IL
- Glencoe, IL
- Highland Park, IL
- Wilmette, IL

NOTE: The complete results from the Economic Opportunity Analysis can be found on the BrandPrint CD and should be passed on to economic development entities in the area.

A brief explanation of each report included in the analysis is provided below.
The Market Profile Report offers **ECONOMIC BACKGROUND INFORMATION** on Lake Bluff, providing an overview of key demographic attributes and consumer spending patterns. This set of data should be used in the evaluation process for site selection, market analysis and general trend evaluation. A Graphic Market Profile – with graphic representations of the demographic data – is also included.

- **Lists Lake Bluff’s economic statistics, demographic statistics and background**
  - Population by individuals, households, families
  - Housing by type, size, year moved in, housing units, home value
  - Age, Income, Ethnicity
  - Employment information by industry and occupation including commute info
- **Lists changes over time (2000, 2010, 2015 projected)**
  - Households by income
  - Population by age, sex, race, employment status
- **Lists consumer spending data**
  - Total, average and spending potential index (SPI) for 14 categories

**BUSINESS SUMMARY**

The Business Summary offers information on **SUPPLY** in Lake Bluff, providing a breakdown of the total number of businesses and employees per industry within 30 different sectors of the marketplace. It also provides a comparison of daytime versus residential population for the given area.

- **Lists numbers of businesses and employees in Lake Bluff**
  - By industry sector
- **Uses Bureau of Labor Statistics “Infogroup Business Database”**
  - Includes business white and yellow pages, annual reports, SEC information, government data, business magazines, newsletters, newspapers
  - Infogroup does annual telephone verifications with each business

**RETAIL GOODS AND SERVICES EXPENDITURES**

The Retail Goods and Services Expenditures Report offers information on **DEMAND** in Lake Bluff. Focusing on consumer spending patterns of Lake Bluff’s residents, it looks at the spending potential index, average amount spent, and total amount spent in 12 categories and 74 sub-categories. It details total and average amount per household spent on retail goods and services such as food, apparel, travel and insurance. A spending potential index (SPI) is used to compare the amount spent in the area under study to the U.S. average.

- **Lists Demographic Summary of Lake Bluff Residents**
  - Population, families, age, income, ethnicity
  - Top Tapestry Segments
- **Lists Consumer expenditures**
  - By average amount spent per household annually
  - By Spending Potential Index (SPI), which compares average expenditures for a product locally to the average amount spent nationally
- **Combines Consumer Expenditure Surveys (CEX) with Bureau of Labor Statistics data**
RETAIL MARKETPLACE PROFILE

The Retail MarketPlace Profile offers information on **SURPLUS AND LEAKAGE**, or comparisons between existing supply and demand in Lake Bluff. It provides an industry summary, leakage/surplus factor for each industry group and sub-sector, and total supply and demand for each industry sub-sector.

- **Compares demand (retail potential by household) with supply (retail sales to consumers)**
  - Leakage (right, positive) means retail opportunity is leaking outside Lake Bluff, or Lake Bluff residents are buying what they need outside of the community (+100 = total leakage)
  - Surplus (left, negative) means Lake Bluff has a surplus of supply which draws customers in from outside the community (-100 = total surplus)

- **Businesses are classified by primary type of economic activity and organized by North American Industry Classification System (NAICS) codes**
  - NAICS, created by the U.S. Census Bureau

**Summary of Surplus and Leakage Chart**

TOP BUSINESS PROSPECTS

Purpose

The Top Business Prospects aims to uncover businesses and organizations that are most similar to the various industries present in Lake Bluff. This list of entities can be used to assist economic development professionals and city leadership in the area to actively recruit similar companies to Lake Bluff.

Methodology & Results

Using data gathered by the Environmental Systems Research Institute, Inc. (ESRI), North Star gathered a list of top five North American Industry Classification System (NAICS) codes that are most present in Lake Bluff’s economic landscape. Using proprietary methods, North Star combines Lake Bluff’s top NAICS codes and the Village’s workforce characteristics (using Resident Tapestry data, explored earlier in this report) to define a list of top prospects that best match Lake Bluff’s top industries and workforce strengths. North Star examines other national cities with similar Tapestry profiles to identify businesses that could potentially succeed in Lake Bluff. Particular attention is paid to high growth and high wage industries (NAICS codes).

Additionally, a target radius around Lake Bluff is identified to keep the prospect list as targeted as possible.

The complete results from the Top Business Prospects list can be found on the BrandPrint CD and should be passed on to economic development entities in the area.

NOTE: The Top Business Prospects list is meant to serve as a targeted example of the types of businesses and organizations that best fit Lake Bluff’s economic strengths. This list can most effectively be used by identifying the types of companies included and targeting similar organizations through EDC efforts. No contact information is given for each organization.

LAKE BLUFF’S TOP SIX NAICS CODES:
The following NAICS codes were identified by North Star and used to define the output given in the prospect list.
23 – Construction
44 – Retail Trade
45 – Sporting Goods, Hobby, Musical Instrument, and Book Stores
54 – Professional, Scientific, and Technical Services
35 – Administrative and Support Services
81 – Other Services (except Public Administration)
LAKE BLUFF'S TARGET RADIUS:
A target radius is used to define the geographic area in which businesses are being assessed to determine whether they meet the parameters of the study. A radius of 100 miles was used for this study. A PDF of the radius is shown below:
ONLINE BRAND MONITORING STUDY

Purpose

Over the years, brands (of products, of companies, of communities) have transformed from something that identified products to something people identified with. Recently, the evolution of technology, especially internet search engines, blogs, and social media has enabled widespread conversations to take place about brands in online consumer communities. Understanding how these online conversations contribute to reputation is just as important as understanding in-person conversations taking place between consumers.

The purpose of the Online Brand Monitoring Study is to gain understanding of the online reputation (“conversations,” or content generated and consumed by people) centered around Lake Bluff on social media platforms. The Online Brand Monitoring Study reveals where online conversations are taking place, the authors of such content, top keywords used online, and whether overall sentiments are positive, negative, or neutral.

In the online space, consumer behavior is content, either created or consumed. Therefore understanding online content (i.e. conversations) about a brand allows us to understand consumer behavior around that brand, at least the consumer behavior that is occurring online. And because technology’s evolution has led to new channels, networks, platforms, and applications, it has also created an equal amount of new opportunities for understanding and engaging with consumers.

Methodology & Results

Leveraging proprietary methods that combine the analytical power of several online measurements and monitoring tools, the Online Brand Monitoring Study examines social media content from a specific date and time (May 7, 2013). By examining social media, online news sources, blogs and various other online “places,” the Online Brand Monitoring Study identifies user groups, online influencers and the content being generated around Lake Bluff.

Online behavior is organized into five discrete types: Search, Visit, Mention, Join, and Engage. These behaviors are monitored on the following platforms:

- Blogs (Livejournal, Typepad, etc)
- Microblogs (Twitter, Plurk, Identi.ca, etc)
- Video/Photo Sharing (YouTube, Flickr, etc.)
- Social Network (Ning, Facebook, LinkedIn)
Keywords Searched:
- Lake Michigan + Lake Bluff
- Downtown + Lake Bluff
- 4th of July + Lake Bluff
- North Shore + Lake Bluff
- Schools + Lake Bluff
- Parks and Recreation + Lake Bluff
- Architecture + Lake Bluff
- Stonebridge + Lake Bluff
- History + Lake Bluff
- Camp Meeting Association + Lake Bluff
- Chautauqua + Lake Bluff

LAKE BLUFF SNAPSHOT | Lake Bluff's Online Brand Profile

Observations
- YouTube is by far the top source of social media discussion.
- At a 24% passion level, there’s a fair chance those talking about Lake Bluff through social media will continue to do so. There is definitely room for improvement.
- There is only a 19% chance that Lake Bluff is being discussed on social media. Leveraging the top sources, such as YouTube and Twitter, would serve to aid Lake Bluff’s strength and reach to improve the community’s online presence. Consider building relationships and partnering with top authors, as they are already working as spokesmen for the Lake Bluff community.
LAKE BLUFF SNAPSHOT | Featured Keywords

Lake Michigan + Lake Bluff

<table>
<thead>
<tr>
<th>Strength</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2%</td>
<td>29:1</td>
</tr>
</tbody>
</table>

Passion | Reach
23% | 27%

Top Sources:
• YouTube
• Picasaweb
• Facebook

Quotes:
• "Had such an awesome day yesterday, it almost felt like I was on vacation." – Facebook

Downtown + Lake Bluff

<table>
<thead>
<tr>
<th>Strength</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>8:1</td>
</tr>
</tbody>
</table>

Passion | Reach
16% | 38%

Top Sources:
• YouTube
• Picasaweb
• Google_video
**4th of July + Lake Bluff**

<table>
<thead>
<tr>
<th>Strength</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
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</tr>
<tr>
<td>Passion</td>
<td>Reach</td>
</tr>
<tr>
<td>45%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Top Sources:
- YouTube
- Picasaweb

---

**North Shore + Lake Bluff**

<table>
<thead>
<tr>
<th>Strength</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>13:0</td>
</tr>
<tr>
<td>Passion</td>
<td>Reach</td>
</tr>
<tr>
<td>26%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Top Sources:
- YouTube
- Facebook
- Picasaweb
- Yahoo News
**Schools + Lake Bluff**

<table>
<thead>
<tr>
<th>Strength</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>1:0</td>
</tr>
<tr>
<td>Passion</td>
<td>Reach</td>
</tr>
<tr>
<td>64%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Top Sources:
- YouTube
- Picasaweb

---

**Parks and Recreation + Lake Bluff**

<table>
<thead>
<tr>
<th>Strength</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>3:0</td>
</tr>
<tr>
<td>Passion</td>
<td>Reach</td>
</tr>
<tr>
<td>31%</td>
<td>62%</td>
</tr>
</tbody>
</table>

Top Sources:
- YouTube
### Architecture + Lake Bluff

<table>
<thead>
<tr>
<th>Strength</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>3:0</td>
</tr>
<tr>
<td>Passion</td>
<td>Reach</td>
</tr>
<tr>
<td>24%</td>
<td>41%</td>
</tr>
</tbody>
</table>

**Top Sources:**
- YouTube
- Picasaweb

**Quotes:**
- “Barns and stables of Lake Bluff’s Crab Tree Farm as seen from the air.” – Picasaweb

### Stonebridge + Lake Bluff

<table>
<thead>
<tr>
<th>Strength</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>0:0</td>
</tr>
<tr>
<td>Passion</td>
<td>Reach</td>
</tr>
<tr>
<td>0%</td>
<td>36%</td>
</tr>
</tbody>
</table>

**Top Sources:**
- YouTube
History + Lake Bluff

<table>
<thead>
<tr>
<th>Strength</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>1:0</td>
</tr>
<tr>
<td>Passion</td>
<td>Reach</td>
</tr>
<tr>
<td>61%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Top Sources:
- YouTube
- Picasaweb
- Yahoo News

Camp Meeting Association + Lake Bluff

<table>
<thead>
<tr>
<th>Strength</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>11:0</td>
</tr>
<tr>
<td>Passion</td>
<td>Reach</td>
</tr>
<tr>
<td>26%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Top Sources:
- YouTube
## Chautauqua + Lake Bluff

<table>
<thead>
<tr>
<th>Strength</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>1:0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Passion</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Top Sources:**
- YouTube
CONSUMER AWARENESS AND PERCEPTION STUDY (CAP STUDY)

Purpose

The purpose of this study is to gain insight into consumer awareness, visitation, and perceptions of Lake Bluff. Specifically, the survey measures:

- Overall top-of-mind perceptions of Lake Bluff and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends and family)
- Strengths and weaknesses of Lake Bluff identified within destination attributes
- Consumer suggestions on what is missing from Lake Bluff
- Measurements of Lake Bluff delivery of hospitality
- Measurements of Lake Bluff quality of life indicators

Methodology & Results

An internet survey was conducted among residents within Chicago MSA (excluding all Indiana and Wisconsin residents).

A total of 200 surveys were collected, allowing for a margin of error of +/- 6.93 at the 95% confidence level.

Note: To view all open-ended responses, please see Appendix C on the Final BrandPrint CD.
FAMILIARITY WITH LAKE BLUFF:

How familiar are you with Lake Bluff, IL?

- Lack of familiarity was the terminating factor for the survey
- 200 responses were collected for the CAP Study
- The termination rate was 52%, which is average
- Of those not terminated, 83% were Somewhat Familiar and 17% were Very Familiar (after termination for lack of familiarity)
- 214 respondents were not at all familiar with Lake Bluff, and therefore were terminated from the survey

<table>
<thead>
<tr>
<th>Somewhat familiar</th>
<th>Very familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>83%</td>
<td>17%</td>
</tr>
</tbody>
</table>

When you first think of Lake Bluff, what comes to mind?

- North of Chicago/suburb of Chicago/northern Illinois
- Lake town/water
- A privileged, nice, peaceful town
FAMILIARITY WITH NORTH SHORE COMMUNITIES

How familiar are you with the following communities?

When you think of the following communities, what comes to mind?

- **Lake Forest, IL**: Expensive/wealthy, suburb of Chicago/northern Illinois, Chicago Bears, Lake Forest College
- **Libertyville, IL**: Chicago suburb, family, good schools, businesses, shopping, nothing
- **Vernon Hills, IL**: Hawthorne Mall/shopping (majority), suburban, middle to upper-class
- **Glencoe, IL**: Wealthy/expensive, Botanical Gardens, northern suburb/north shore/Lake Michigan
- **Highland Park, IL**: Expensive/wealthy suburb, Ravinia, nothing
- **Highwood, IL**: Nothing, assets: Fort Sheridan, Highwood Museum, restaurants, bars
**DESCRIBING LAKE BLUFF**

*Lake Bluff Descriptor:* The phrase that best describes Lake Bluff is “lakefront community.”

**Visitor vs. Non-Visitor Descriptor:** Both visitors and non-visitors described Lake Bluff as a “lakefront community.”

![Diagram showing the percentage of visitors and non-visitors describing Lake Bluff](image-url)

**What phrase or adjective best describes Lake Bluff, IL?**

- Lakefront community: 43% (Visitors), 41% (Non-visitors)
- Friendly and welcoming: 32% (Visitors), 30% (Non-visitors)
- A preferred North Shore community: 40% (Visitors), 30% (Non-visitors)
- Affluent: 30% (Visitors), 30% (Non-visitors)
- Historic: 28% (Visitors), 24% (Non-visitors)
- Small: 18% (Visitors), 17% (Non-visitors)
- Down to earth, laid back: 16% (Visitors), 15% (Non-visitors)
- Well-kept secret: 11% (Visitors), 10% (Non-visitors)
- Unknown: 4% (Visitors), 3% (Non-visitors)
- Other: 4% (Visitors), 3% (Non-visitors)
**Description Ratings:** The highest description rating is quiet and peaceful, followed closely by resident pride and a great location on the North Shore.

**Visitor vs. Non-Visitor Descriptor:** Visitors ranked Lake Bluff higher in all categories except for “resort-like feeling.”
**VISITATION QUESTIONS**

**Reason for Not Visiting:** Based on the research, people are not visiting because they are not sure what to do in the area.

**Have you visited or been to Lake Bluff?**

- Yes: 69%
- No: 31%

**Why have you NOT visited Lake Bluff?**

- Unaware of things to do there: 46%
- Too far away: 28%
- Don’t have time: 15%
- Plan to visit in the future: 15%
- Can’t afford it: 10%
- Not interested in what it has to offer: 8%
- Prefer to visit other downtown areas: 7%
- Prefer to visit large cities: 7%
- Other: 3%
- Prefer to visit other lakeside communities: 2%

Note: There were 61 respondents to this question.
Other: No reason
**Prompting Visitors:** Having a family member or friend recommend the area would most prompt respondents to visit Lake Bluff.

**What would make you more likely to visit Lake Bluff? (Choose all that apply)**

- If a friend or family member recommended it: 38%
- Better promotion of available offerings: 34%
- Additional festivals and events: 30%
- Discounts on shopping: 23%
- Discounts or package deals: 21%
- Unique shopping: 18%
- Other: 11%
- More dining: 10%
- More nightlife / music: 8%
- Large format / variety of shopping options: 7%
- Other: If I had the money, for a specific reason, nothing

**VISITATION QUESTIONS**

*The following questions were posed only to respondents who indicated that they have visited Lake Bluff, IL.*

**Frequency of Visits:** 44% of respondents have visited Lake Bluff one time in the past three years.

**How many times have you visited Lake Bluff in the past three years?**

- One time: 44%
- 2-3 times: 39%
- 4-5 times: 6%
- 6 or more times: 11%
**Primary Purpose of Visits:** Many respondents came to Lake Bluff to visit family or friends; many also passed through Lake Bluff, either on the way to Chicago or elsewhere.

**Activities During Visit:** The highest ranked activity on visits to Lake Bluff is eating at a restaurant, followed by shopping.

**While you were visiting Lake Bluff, what else did you do on your most recent trip? (Choose all that apply)**

- **Eat at a restaurant:** 40%
- **Shopping:** 26%
- **Visit downtown Lake Bluff:** 19%
- **Passing through (other than to Chicago):** 19%
- **Passing through to get to Chicago:** 17%
- **Visit parks and recreation assets:** 13%
- **Accessed beach in Lake Bluff:** 12%
- **Conducted business:** 10%
- **Attended a festival or event:** 9%
- **Travel through on the transit line:** 6%
- **Shop at Pasquesi Home and Gardens:** 4%
- **Visit the Lake Bluff History Museum:** 4%
- **Attended youth sporting event:** 4%
- **Attend the 4th of July Celebration Parade:** 2%
- **Attend a school program or event:** 2%
- **Other:** 0%

Other: Visit friends, got fuel
**PERCEPTIONS**

What was your perception of Lake Bluff before you visited?
- Very nice, quaint town
  - “I have always thought of it as wholesome and family-oriented.”
- Expensive/wealthy
- Suburb on the North Shore
  - “I thought of it as a rather wealthy and privileged North Shore suburb.”

Did your perception change once you visited the Village?
- Yes: 40%
- No: 60%

What changed your perception?
- The aesthetics/charm of the Village
- The surroundings/ambiance
- Down-to-earth, friendly people
- It was better than expected

Conducting Business in Lake Bluff: The highest ranked attribute for business in Lake Bluff is its educated workforce; the lowest is a great place for young professionals.

Based on your experience conducting business in Lake Bluff, how would you rate the following business attributes on a scale of 1 to 10?

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educated workforce</td>
<td>8.11</td>
</tr>
<tr>
<td>Attentive service from Village leadership</td>
<td>7.37</td>
</tr>
<tr>
<td>Permitting process</td>
<td>6.84</td>
</tr>
<tr>
<td>Availability of workforce</td>
<td>6.84</td>
</tr>
<tr>
<td>Affordability of doing business</td>
<td>6.74</td>
</tr>
<tr>
<td>Business-friendly culture</td>
<td>6.74</td>
</tr>
<tr>
<td>Collaboration amongst business leaders</td>
<td>6.58</td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>6.21</td>
</tr>
<tr>
<td>Great place for young professionals</td>
<td>5.84</td>
</tr>
</tbody>
</table>
**Lake Bluff Attributes:** Many attributes ranked very closely together at the top of the chart, including safety, natural beauty, and the appearance of the community.

**Based on your past experiences, how would you rate the following attributes regarding Lake Bluff on a scale of 1 to 10?**

*Where 1 is “poor” and 10 is “excellent”.*

- Safety: 8.43
- Natural beauty: 8.36
- Appearance of the community: 8.3
- A great location on the North Shore: 8.23
- Beach / lakeside experience: 8.17
- School system: 8.15
- Village’s appeal to families: 8.07
- Parks and recreation opportunities: 8.04
- Restaurant offerings: 7.95
- Downtown experience: 7.93
- Small: 7.93
- Friendly, welcoming community: 7.83
- Shopping options: 7.78
- Special events and festivals: 7.74
- Down to earth, laid back community: 7.73
- Arts and cultural offerings: 7.6
- Overall value: 7.58
- Village’s appeal to young professionals: 7.56
- Resort-like feeling: 7.42
- Affordability: 6.43
**Community Preferences:** Respondents ranked Lake Bluff as the most desirable place to live compared to other competitive areas.

Of the communities listed below, in which community would you most prefer to live?

- **Lake Bluff, IL:** 33%
- **Lake Forest, IL:** 29%
- **Highland Park, IL:** 14%
- **Vernon Hills, IL:** 14%
- **Glencoe, IL:** 10%
- **Highwood, IL:** 0%

**Benefits of Small Size:** Respondents said Lake Bluff's small size sets it apart from other communities and provides a strong, close-knit sense of community.

Lake Bluff is a small community at the north end of the North Shore area. In your opinion, in which of the following ways does Lake Bluff’s small size positively impact the community?

- Its small size sets it apart from other North Shore communities: 19%
- Strong, close-knit sense of community: 16%
- Down to earth, laid back community: 15%
- Safety: 14%
- Resort-like feeling: 11%
- Well-kept secret: 9%
- Walkability: 9%
- Vibrant downtown: 4%
- Great festivals and events: 3%
- Volunteerism: 0%
ALL RESPONDENTS

In your opinion, what is the single greatest aspect of Lake Bluff that differentiates Lake Bluff from other North Shore communities?

- Its quiet, small town, undiscovered feel
  - “I would say the fact that it is somewhat unknown/secluded.”
  - “Not as well known; a very small, quiet, tight community.”
  - “Proximity to other suburbs and what is offered there. Not necessarily on the well-beaten track.”
  - “Well-kept secret.”
- Nothing
- Friendly/family-oriented
  - “Very strong family-oriented community in a rather safe area.”
  - “The aesthetics of the town and setting.”
  - “It is a really beautiful suburb, lots of trees and it feels like a park.”
  - “The historic downtown setting.”

Experience Rating: The down to earth, laid-back community ranked most important to the Lake Bluff experience, followed very closely by its small size.

How important are the following to the Lake Bluff experience?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Down to earth, laid back community</td>
<td>3.54</td>
</tr>
<tr>
<td>Small size</td>
<td>3.55</td>
</tr>
<tr>
<td>Strong sense of place</td>
<td>3.86</td>
</tr>
<tr>
<td>Downtown Lake Bluff</td>
<td>4.12</td>
</tr>
<tr>
<td>Preferred community in the North Shore</td>
<td>4.31</td>
</tr>
<tr>
<td>Resort feeling to the community</td>
<td>4.35</td>
</tr>
<tr>
<td>Festivals and events</td>
<td>4.45</td>
</tr>
<tr>
<td>Other</td>
<td>7.84</td>
</tr>
</tbody>
</table>

Other: Access to Lake Michigan, hospitality, restaurants, walkability

In your opinion, how can Lake Bluff improve its reputation and increase awareness in the greater Chicago area?

- Advertising, promotional offerings
- Unsure
- Promote and have more festivals and events
- More retail/shopping
**Trip Planning Sources:** Personal or past experience is most influential on respondents when planning a leisure trip, as are friends/family, and the Internet/online presence and impression.

Which of the following sources of information is most influential when you are planning a leisure trip or vacation? Where 1 is "most important and 8 is "least important".

<table>
<thead>
<tr>
<th>Source</th>
<th>Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal or Previous Experience</td>
<td>3.46</td>
</tr>
<tr>
<td>Friends / Family</td>
<td>3.63</td>
</tr>
<tr>
<td>Internet / On-line</td>
<td>3.76</td>
</tr>
<tr>
<td>Visitor Guides</td>
<td>4.68</td>
</tr>
<tr>
<td>Locals / Residents</td>
<td>4.7</td>
</tr>
<tr>
<td>Brochures</td>
<td>4.87</td>
</tr>
<tr>
<td>Visitors Bureaus</td>
<td>5.38</td>
</tr>
<tr>
<td>Welcome Centers</td>
<td>5.54</td>
</tr>
</tbody>
</table>

**DEMOGRAPHICS**

Which of the following levels matches your total household income?

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than $49,999</td>
<td>30%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>25%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>23%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>13%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>5%</td>
</tr>
<tr>
<td>$200,000 - $249,999</td>
<td>2%</td>
</tr>
<tr>
<td>more than $250,000</td>
<td>1%</td>
</tr>
<tr>
<td>I prefer not to answer</td>
<td>3%</td>
</tr>
</tbody>
</table>
What is your gender?

- Male: 51%
- Female: 49%
- I prefer not to answer: 51%

Which of the following includes your age?

- Under 18: 0%
- 18-24: 10%
- 25-34: 21%
- 35-44: 20%
- 45-54: 22%
- 55-64: 22%
- 65-74: 6%
- 75 or over: 1%
PERCEPTION STUDY

Purpose

The purpose of the Perception Study is to gain an in-depth understanding of the brand perceptions of Lake Bluff among stakeholders outside of the town including regional and state-level tourism professionals. What do these constituents of Lake Bluff have to say about the area as a place to live, visit and conduct business?

Methodology & Results

North Star conducted perception interviews via telephone and email with economic development professionals, tourism professionals, competitor communities, real estate developers, and more provided to North Star by the Lake Bluff brand driver. Questions were phrased to gather qualitative information. A summary is outlined below.

What adjective or phrase do you use to describe Lake Bluff?

- Quaint
- Beach community
- Old-fashioned
- Small town
- Pretty downtown area
- Nice
- Pleasant
- Compact
- Doesn’t stand out
- Sits in the shadow of Lake Forest
- 30 miles north of Chicago
- On the lake

What are Lake Bluff’s biggest assets?

- Small town feel
- Walkability
- Everyone knows their neighbor
- Good schools
- 4th of July Parade (brings people to Lake Bluff)
- The Twilight Criterium (bike race)
- Down to earth community
- Laid back culture (main reason people move to Lake Bluff over Lake Forest)
- Bike paths
- Great location on the North Shore
- Interesting, pretty downtown
- Great beach area
- Good parks services and facilities
- Special events
- Safety
• Well-educated
• Family centric

What are Lake Bluff’s biggest growth challenges?
• High tax rates (majority response)
• Limited space, geography
• Lack of diverse housing
• Unappealing entry to the Village
• Continuing to fund preferred level of service
• Lake Bluff struggles with what it wants to be

What are Lake Bluff’s biggest opportunities for growth?
• Well-run community
• Aesthetically pleasing
• Leverage referrals for EDC efforts
• Target and other retailers (eases tax burden)
• Rebranding efforts
• Promoting the downtown area
• Marking and promoting restaurants and events
• Leverage the fact that Lake Bluff is a Village (fits culture)
• Promote the strong sense of community
• Work closely with Lake Forest

In your opinion, what makes Lake Bluff unique?
• Small town feel (majority response)
• Access to the North Shore
• Quiet
• Off the beaten path
• Nice housing stock
• Charm
• Don’t flaunt wealth
• Humility
• Great location

Lake Bluff is a small community on the North Shore. What is the benefit of Lake Bluff’s small size?
• Knowing your neighbors
• Ability to resolve problems quickly
• Interconnectedness of the residents
• Only community on the North Shore that does “small town feel” well
• Accessible
• School system is great
• Confidence that the Village is well-run
• Lake Bluff is a four-way stop community (you have to stop and acknowledge others)
COMPETITIVE ANALYSIS

Purpose

To better understand what Lake Bluff’s competition is currently offering in terms of delivering the community experience as well as the brands, messaging, and visual identities used.

Methodology & Results

North Star reviewed each of the following cities’ communication materials to compile a short synopsis of their community attributes. The materials reviewed primarily include the cities’ websites, but other sites were reviewed for further context like CVB and Chamber of Commerce websites.

Communities Studied:
• Lake Forest, IL
• Libertyville, IL
• Glencoe, IL
• Highland Park, IL
• Wilmette, IL
COMPETITIVE ANALYSIS

Lake Forest, IL
Positioning Lines:
• No apparent positioning line
Marketing Messaging:
• The City of Lake Forest's site was recently updated, making it very straight-forward and easy to navigate. Information about the community is easily located through various links on the homepage.
• Lake Forest and Lake Bluff are housed under one Chamber of Commerce site – the Lake Forest/Lake Bluff Chamber of Commerce.
• The City of Lake Forest's link for visitors positions the area as scenic and open, emphasizing the presence of history and its vibrant business districts. There are a variety of pages within the site that detail the city’s various assets such as art, history, and education.

Libertyville, IL
Positioning Lines:
• “Spirit of Independence”
Marketing Messaging:
• Overall, Libertyville’s site does little to draw potential residents, businesses, and visitors. There is very little introductory information about the City itself. Navigation is unorganized and overwhelming with little reward. A few links led to error messages, while others could not be selected.
• For visitors, the City of Libertyville positions itself as historical with a full downtown experience with plenty of events and offers many links.
• Visually, Libertyville’s website is busy. It features a large stock image in the background, while the navigation panel displays bold reds and blues and an excess of tabs and links.
Glencoe, IL
Positioning Lines:
• No apparent positioning line
Marketing Messaging:
• Glencoe’s homepage has a fairly clean and planned feel. Glencoe positions itself as a quaint community, far from the congestion of the city with parks, good schools, convenient beach facilities, and an attractive business district. The Village features a calendar and recent news on the homepage.
• Glencoe’s focus is more on residents and businesses than on visitors – as there are no resources for visitors on the site. As far as business services go, Glencoe is polished. They offer links to “Available Commercial Space,” “Business Guide and Resources,” “Business Assistance,” “Demographic Reports,” and more.
• Glencoe uses a purple and gold color palette and strives for an organized, simple feel.

Highland Park, IL
Positioning Lines:
• No apparent positioning line
Marketing Messaging:
• Highland Park’s homepage features a large image background of an ocean or lake shoreline. Its setup is fairly clean, with main tabs lining the top and the calendar and recent news displayed under a photo slideshow. They also have a “How Do I?” tab, along with a “Contact Us” link at the top of the homepage, suggesting willingness of the City to lend a hand.
• Highland Park makes finding business easy with a thorough and straight-forward dropdown menu of resources.
• The website lacks an introduction and description of the City, and does not have much in the way of visitor resources. For those looking to live in Highland Park, an Information Packet can only be obtained at City Hall or by calling.
• Visually, the site is simple and uses deep, muted hues of blue and green.
Wilmette, IL
Positioning Lines:
• No apparent positioning line
Marketing Messaging:
• The Village of Wilmette’s homepage has a tab for every site visitor – “About Wilmette,” “Residents,” “Business,” “Government,” “Online Tools,” and “Enjoy Wilmette.” It also displays featured news and events.
• Residents have access to information about public services as well as a handbook, but lack a link for new residents. Businesses have every resource at their fingertips, from a Community Profile to Starting a Business. For visitors, Wilmette is the most useful of the competitor sites, with links to shopping and dining options, lodging, and other assets.
• Wilmette gives site visitors little reason not to visit – they even have information on how to get to the Village and how to get around once visitors arrive.
• Visually, Wilmette uses a gold and black color palette with little focus on photography.

COMPETITIVE ANALYSIS | OBSERVATIONS:
• Visually, all communities vary greatly in layout and color palette. Color palettes range from gold and black to a vibrant blue and red. While some layouts are more up-to-date and user-friendly (Highland Park, Wilmette, Lake Forest, and Glencoe), others are dated and prove difficult to navigate (Libertyville). Logos display a scattering of features, from trees to towers and a lakefront image.
• The only community with an evident positioning line is Libertyville. There is room for Lake Bluff to set itself apart here with a coherent, strong brand.
• Although Wilmette had the strongest list of resources for each type of site visitor, none of the sites served as a complete resource hub (Wilmette lacked resources for new residents). There is room here as well for Lake Bluff to excel in making business, living, and visiting accessible, easy, and simplified.
WHERE THE BRAND SHOULD BE

The Insights portion of this process comprises the emotional and subjective sparks – gleaned from our intellectual and objective research – that point like a compass to the strategic position that best supports Lake Bluff’s goals.

Lake Bluff’s primary goals:

- Gain a better understanding of what Lake Bluff should best be marketing to visitors
- Gain priority – create a cohesive and memorable brand that will stand the test of time
- Create a brand that the various other entities in the community can follow and support

With these objectives in mind, we need to focus the branding strategy in the markets that will be most receptive to the brand communication. Furthermore, the brand strategy must differentiate Lake Bluff from surrounding markets using a position that is relevant to its core customer base. This differentiation must remain in keeping with the personality perceived by stakeholders, visitors and perspective businesses alike.

Using the research gathered as fodder for thought, our insights come from asking a number of provocative questions: What emotional attachments can the brand hold for the consumer? How does the brand fit into his or her lifestyle? How can the brand best be used to redefine perceptions? How can the brand stand out in the marketplace? These insights will become the framework of our creativity on behalf of the brand.
INSIGHTS ABOUT LAKE BLUFF

"Class is an aura of confidence that is being sure without being cocky. Class has nothing to do with money. It’s the sure-footedness that comes with having proved you can meet life." – Ann Landers

The North Shore is a place of plenty. It is the crown of the Chicago area, not only because it is on the north side of Chicago, but because everything is at your fingertips. The perception from Chicagoans is that the North Shore is a series of wealthy communities known for abundance and access to Lake Michigan.

For example, on the North Shore, you can…

- Purchase a 4-bedroom home = $1.6 million
- Buy a luxury car at Knauz Autos = $70,000
- Buy a luxury boat for fun on the lake = $50,000

The North Shore is for the upwardly mobile, for the investment bankers, architects, doctors, lawyers and other individuals who are proud of what they have accomplished and live the lifestyle they have worked so hard for.

But, when you have everything at your fingertips, when you can go out and get whatever your heart desires, what do you envy? What do you long for? How do you add meaning to your life?

It’s sort of like buying a gift for that friend who has everything? It’s the age old problem of trying to think outside the box, year after year, to purchase a gift that has some significance for the special someone in your life. You really have one of two options:

You can buy a gift that is more exotic, more expensive like buying a luxury car at Knauz Autos for $90,000

OR

You can find a gift that is more meaningful like a hand-painted piece of pottery or a quiet weekend in the mountains

On the North Shore, you can…

- Purchase a 4-bedroom home = $1.6 million
- Buy a luxury car at Knauz Autos = $70,000
- Buy a luxury boat for fun on the lake = $50,000

We can put a value on each of these items and that value mostly depreciates over time as those material items get older, more used, and less new.
But what is the reward you give yourself by living in Lake Bluff? What’s the reward that sustains a lifetime of living in this quaint community?

This sense of belonging that you get from living in Lake Bluff can’t be quantified. It is certainly valuable, but no one truly understands the vast importance of it until you get here. That sense of belonging is sort of like the unearthed jewel that has been buried deep in a pyramid in Egypt. Or the family heirloom that was discovered as you dust off your old boxes in the attic. The value is certainly high, but no one would dare quantify it.

"Nothing ever becomes real ‘till it is experienced." – John Keats

We’ve established that the sense of belonging in Lake Bluff is a powerful aspect of the community. We’ve also looked at the elements of the community that contributes to that sense of belonging. But what is at the core of each of these elements?

**Research points us to the answer.**

- Fun and laughter
- Festivals and events
- Downtown Lake Bluff
- Safety and security
- Charming, quaint atmosphere
- Beach, lake lifestyle
- Everyone knows everyone
- Unpretentious attitude, humility

Each of these elements is special because of one aspect of the community.
Virtually, everyone we talked to throughout our research mentioned Lake Bluff’s small size as a defining feature of the community. Here are some quotes from the research:

“A rare gem of a small town, with friendly neighbors, a quaint business district, terrific schools, and beautiful parks and beaches.”

“Friendliest and most charming little community. It’s the jewel on the North Shore. It is the best kept secret around. It is a wonderful place to raise children, because it is so small.”

“When Lake Bluff puts something on, everyone comes out for it. The people are very loyal to Lake Bluff! Small feeds into loyalty! People in Lake Bluff stick together.”

“Lake Bluff is definitely a village. That is to its benefit. People really like the size of Lake Bluff, and the size of the neighborhoods. People move there because of the sense of community in Lake Bluff. Being called a Village perfectly suits the community.”

The small size of the community greatly affects the sense of belonging in Lake Bluff. Without Lake Bluff’s small size, none of the elements that we’ve discussed would have such a profound, positive impact on the community. The small size of Lake Bluff allows everyone in the community to know everyone.

Familiar faces can be seen walking dogs in the downtown area or exercising on one of the many trails and paths throughout the neighborhoods. In Lake Bluff it’s easy to get to know the Joneses. Most communities across the nation have the Joneses. That family who has it all. Who is the envy of the neighborhood. They’re the ones who just got back from a two week trip to Paris, returning with fashionable additions to their wardrobe.

But in Lake Bluff the “Joneses” are another type of family altogether.

In Lake Bluff the Joneses aren’t concerned with wealth. They are the well-connected, down-to-earth family on the corner. They hand out the champagne for the parents at Halloween or invite their friends over often for a small block party. The Joneses care less about the jacket on their back and more about asking about your kids and how they are doing in school. In Lake Bluff, the Joneses are defined by their level of caring and less about their level of income. Lake Bluff is full of the Joneses. Here are some quotes from the research:

"I love Lake Bluff because instead of people being really flashy and showing off, you could be talking to someone worth $80 million and never even know it."

"I think, as a town, we organize for more things than any other town in my life. In the summer everyone is out walking their dogs. Walking with their children, too. It’s a place that even if you don’t know them, everyone looks familiar. You’ve run into them before. You are never far from home here. The opportunity to benefit from all of this and to be part of it is great."
"Lake Bluff has not tried to push to become something that it is not. It focuses on the locals and keep the community woven together."

So we go back to our original question: When you have everything, what do you envy? What do you search for? How do you find significance?

Lake Bluff provides happiness, joy, and contentment.

The old saying goes that money can’t buy happiness. However, Lake Bluff and the feeling that you belong to the community provides happiness, joy and contentment. That sense of belonging is the significance that so many search for, and few find.

The greatest difference between Lake Bluff and other communities on the North Shore is that when given the option, Bluffers choose experiences over extravagance.

"The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience." – Eleanor Roosevelt
STRATEGIC BRAND PLATFORM:

North Star funnels these strategic insights for the brand into a single sentence, the brand platform. The brand platform is used as a filter for the formation of creative concepts and implementation initiatives. All communications, actions and product development should connect to the essence of this relevant and defining statement.

<table>
<thead>
<tr>
<th>Target Audience:</th>
<th>For people who prize experiences over extravagance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frame-of-Reference:</td>
<td>Lake Bluff, IL, is one of the smallest Villages on the North Shore nestled along Lake Michigan, just minutes from Chicago</td>
</tr>
<tr>
<td>Point-of-Difference:</td>
<td>where its small size, unpretentious charm, and easygoing spirit set it apart even in prestigious company</td>
</tr>
<tr>
<td>Benefit:</td>
<td>so you spend life laughing with the Joneses, not keeping up with them</td>
</tr>
</tbody>
</table>

RATIONALE:

For people who prize experiences over extravagance

- Lake Bluff, as explored in the Insights, is less concerned with wealth and more concerned with connecting with one another and providing a sense of belonging and experience.
- Throughout the Platform, we’ve contrasted Lake Bluff with the overall status of the North Shore, being a place of affluence, stature and prestige.
- This Target Audience aims to attract people from the North Shore who share similar values of family, fun and laughter.
- “Experiences” alludes to having a memorable time in Lake Bluff. The experiences in the community are prized and cherished.
- This Target Audience also connects with the downtown merchants, given that they intend to provide a great experience one with a high level of customer service and engagement.
- This also connects to current and future economic development efforts. A prospect will likely have a hands-on experience in Lake Bluff.
Lake Bluff, IL, is one of the smallest Villages on the North Shore nestled along Lake Michigan, just minutes from Chicago

- Lake Bluff was repeatedly described as a small community. We also heard the name “Village” is representative of the feeling and spirit of the community. The word “Village” implies a strong sense of community and togetherness.
- This Frame of Reference ties Lake Bluff to the North Shore, which is a strong identifier for those in Chicago.
- One of the greatest assets of Lake Bluff is your access to Lake Michigan.
- Finally, your proximity to Chicago is beneficial for EDC and resident recruitment. This aides in your ability to talk about ease of access to the City as well as your access to transit.

where it's small size, unpretentious charm, and easygoing spirit set it apart even in prestigious company

- The Insights explored the benefits of Lake Bluff's small size. This is at the core of Lake Bluff’s culture, thus we’ve included it here.
- Also, because of the Village’s small size, it fosters a sense of humility, laid-back feeling and charm.
- These three aspects of the community, together, make Lake Bluff distinct and accurately depict the atmosphere and culture in the community.
- Again, we have contrasted Lake Bluff with the sophisticated culture in the North Shore.
- Many interviews discussed the importance of Lake Bluff's unpretentiousness and the down-to-earth attitude of the residents.
- These ideas can be a strong foundation as we move into the creative phase of our work. These three ideas, together, can emotionally connect with people of all types.

so you spend life laughing with the Joneses, not keeping up with them.

- Laughter was a theme revealed in our qualitative research. Laughter is certainly part of the laid-back atmosphere in Lake Bluff.
- This Benefit statement is meant to symbolize the lighthearted nature of Lake Bluff.
- The Insights revealed residents aren’t concerned with keeping up with the Joneses, they are more concerned with having fun with them. Again, it’s not about wealth, it’s about experiences.
- Lake Bluff is a community where you raise your family and settle down, thus we’ve used the phrase “spend life” here to portray a lifetime of experiences can be had in Lake Bluff.
WHAT WILL GET US THERE?

In this section, we discuss which elements of communication need to be created or altered – and in what ways – to influence the responses and behavior of Lake Bluff’s various target audiences toward its brand. Elements were created with the research and resultant strategy in mind, including preferences and interests among consumer profiles identified in the Tapestry segmentation research conducted for the area. A number of brand-shaping issues often must be confronted: overall positioning, packaging, budget allocation, stakeholder participation, sponsorship association, cooperative efforts, and, of course, advertising and promotions.

Several major initiatives occur at this point:

- A logo and strapline are created
- A brand narrative is crafted
- Creative expressions of the brand are developed

These elements serve as the backbone for North Star’s creative recommendations for Lake Bluff’s brand. Every idea in the Brand Identity Guide – from logos to vocabulary to ads – represents North Star’s best suggestions for how to put your brand to work creatively. Ideas expressed in this Imagination section have influenced the tactic-driven brand recommendations that follow.

**Note:** All final logos are included in the attached Final Logo CD in both JPEG and Vector/EPS format. We encourage you to make more copies of this CD to give to branding partners, Village departments, organizations, vendors or other outlets requesting a copy of the logo. All files for the creative deliverables contained in this section are also included on your Final BrandPrint CDs.
CREATIVE EXPRESSIONS OF THE BRAND

You are about to see several creative expressions that will help bring Lake Bluff’s brand to life. This Brand Identity Guide should serve as a blueprint for the creative rendering of your new brand – with the exception of the logo, files do not represent finished work. Many communities choose to work with local talent for the actual refinement and production of creative communication pieces. This allows for true customization and brings local perspectives to the work.

A Creative Committee, identified by brand drivers in Lake Bluff, was charged with evaluating creative concepts along with strapline and logo development. The Committee has selected a concept that leverages the positive reputation of the North Shore, being one of affluence and sophistication, with the laid-back, down-to-earth atmosphere of Lake Bluff. Playing off the quality of life on the North Shore and the unique style and culture that one experiences in Lake Bluff, this concept allows the Village an opportunity to set itself apart in the crowded marketplace of the North Shore region.

Logo
The most frequently-used creative element representing your brand the first 24 months after launch will be your logo. While we caution against the idea that a logo is your brand, we understand it is a high-profile, easily understandable, and embraceable manifestation of your identity.
Support for the logo design:

- A distinct illustration style was chosen for the Lake Bluff logo to reflect the unique culture in the Village. Michael Schwab's illustrations have often been described as classic, contemporary, memorable and transcendent. Characterized by large, flat areas of color and the use of bold, graphic images, Schwab's style was adopted to emphasize the positive, playful and youthful tones of the Lake Bluff logo.

- A running dog and boy were illustrated in a black silhouette to emphasize the emotional character of the logo. Inspired by the many stories of dogs and their loving owners, this illustration captures the heart and spirit of the community.

- To incorporate a bit of Lake Bluff iconography, the gazebo from the Village Green was set in the background of the mark. The gazebo is a symbol of the many events, festivals, and other get-togethers that the Village is known for.

- The bright blues and greens used in the logo reiterates the light-heartedness of the mark.
Strapline
After reviewing many straplines, the Creative Committee selected **North Shore Life. Lake Bluff Style.** The strapline is on strategy and uses the word *lifestyle* as inspiration. The North Shore, and specifically Lake Bluff, has a distinct character and feel. The North Shore’s reputation in the Chicago area is quite positive. Residents in greater Chicago understand the affluent quality of life on the North Shore, but North Star’s research showed that Lake Bluff offers a distinct culture all its own. That culture is characterized by small town charm, an easygoing spirit and down-to-earth residents…in other words, *style.* Furthermore, research showed not many people are aware that Lake Bluff exists on the North Shore (often Lake Bluff is confused with Lake Forest), but there is tremendous recognition and awareness of the North Shore by Chicagoans (and even some recognition by individuals well outside of the Chicago area) and this strapline leverages that awareness and ties Lake Bluff to this sophisticated area. The strapline is shown underneath the logo because this allows the user to remove the strapline from the logo if needed without altering the mark.

North Star ran a search for Lake Bluff’s strapline on the United States Patent and Trademark Office’s Trademark Electronic Search System (TESS). No uses of this line were revealed in the search. After a thorough Google search, no results were found for “North Shore Life. Lake Bluff Style.” This makes Lake Bluff’s strapline truly unique for the Village. Searches are only accurate for that moment in time of the search. North Star recommends Lake Bluff pursue trademark protection of the strapline. North Star’s trademark search is documented in **Appendix D** on the Final BrandPrint CD.

All creative files are included in the attached Final BrandPrint CDs. As you introduce the brand, be sure to show the logo and line in the context of an execution rather than by itself. You want to avoid making this branding effort about a logo and line. North Star has produced a Logo Rationale Diagram to demonstrate the careful thinking and layered decisions by the Creative Committee that resulted in the strong, bold logo and line that is on strategy and showcases Lake Bluff’s aesthetic and vibrancy. The diagram can be found in **Appendix E** on the Final BrandPrint CD. Also, the Lake Bluff Graphic Standards Guide is located on the Final BrandPrint CD as **Appendix I.** In addition, North Star has included two copies of the Lake Bluff Final Logo CD for distribution to vendors or anyone requesting a copy of your logo(s).
Color Palette
The color palette is bright and vibrant like the Village of Lake Bluff. Blues and greens are the dominant colors used and reflect the water of Lake Michigan and the greens of the parks, trails, and other open space found in Lake Bluff. The distinct illustration style chosen for the logo calls for a black silhouette of the dog and boy, thus a black is used in this color palette. Both light and dark colors were chosen to provide contrast in the logo, another key characteristic of Schwab’s illustration style.

Primary Color Palette

COATED COLORS

![Coated Colors](image1)

UNCOATED COLORS

![Uncoated Colors](image2)
**Brand Narrative**

The following Brand Narrative takes the foundation of the brand platform and breathes life into it through an artistic interpretation of language. Its purpose is to help residents and consumers connect and embrace the emotional story of the brand to their own lives. It represents inspiring language meant to describe Lake Bluff’s assets as they relate to your new brand and garner excitement among brand drivers, brand partners and community stakeholders.

The Brand Narrative is critical to successful integration of the brand for a number of reasons:

- It can literally and figuratively serve as a guide for users working to integrate brand tone and language into their own marketing and communications.
- It helps maintain consistency of tone and message amongst all users, thus preserving the integrity of the brand.
- It provides language users can replicate verbatim in their own communications when applicable.

Because of the inherent value in brand narratives, we recommend wide distribution of the copy, typically in tandem with the logo. Many of our clients use the strategic brand platform and the brand narrative together as a touch point for each new project or policy they initiate. In other words, “Does this idea support and further what makes us special?”

*On the northern-most point of Chicago’s prestigious North Shore is a jewel of a village where the soundtrack of life is laughter. It rings out from the children who pedal furiously across the Green on bikes. Like church bells, it peals from the restaurants and specialty stores and bars that dot the downtown. It is an undercurrent in the shouted greetings of friends and neighbors on the streets or in their backyards.*

*It is North Shore living in Lake Bluff style.*

*Although the address is pretty prestigious, Lake Bluff is far from an exclusive club. It’s a place where you can be casually comfortable in your own skin, and where newcomers to this tiny town of 6,000 are welcome to have as much of a voice in shaping the village as those who have lived here forever. Who you are as a part of the community is the measure of your worth here, not what you do, which means that at any given moment, you could just as well be talking to a leader of an industry as an industrious skilled artisan. And it’s our heartfelt belief that whether you’ve come for a day of fun or a lifetime of living, Lake Bluff is stronger for having you here.*

*We don’t take ourselves too seriously. Perhaps because we realize that despite the sterling credentials and successful careers of the people who live in Lake Bluff, it is experience that gives life its meaning, not extravagance or prestige. Our idea of standing on ceremony is saluting the flags in our famous 4th of July parade. Business meetings are conducted over Lake Bluff Lagers and our only pretense is pretending to be someone – or something – else at the annual Halloween block party. We love our dogs more than our possessions and value friends and family more than . . . well . . . more than anything.*
Even businesses are a little more relaxed in Lake Bluff. Unique shops and restaurants are the cornerstone of our quaint downtown and merchants there know your name as well as your favorite ice cream flavor. Office parks and shovel ready development offer options for all types of business. And to help ensure success, we provide the support for businesses to flourish in style from our highly educated work force to incentives to help you get started. And all of Lake Bluff’s business benefits are just minutes from the resources of the mighty commercial shoulders of Chicago, yet a world away from its stresses.

We’re grateful to be living on Chicago’s North Shore. Beautiful views of Lake Michigan. Educated residents in every town. Charm, influence and affluence everywhere. But for those of us who’ve make Lake Bluff home, there is nowhere else on the Shore we’d rather be and nowhere else on earth we’d ever live. Some places just fit like a glove.

North Shore Life. Lake Bluff Style.

Descriptive Vocabulary
The brand vocabulary provides a common language that reinforces brand attributes and brand positioning for use in communications materials, press releases, interviews, presentations and general conversation among regional officials, brand partners, area businesses and internal/external audiences.

Creatively, these words set the balanced tone of the brand:

<table>
<thead>
<tr>
<th>Business casual</th>
<th>Happy-go-luck</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carefree</td>
<td>Informal</td>
</tr>
<tr>
<td>Caring</td>
<td>Jewel</td>
</tr>
<tr>
<td>Casual</td>
<td>Laid-back</td>
</tr>
<tr>
<td>Charm</td>
<td>Laughter</td>
</tr>
<tr>
<td>Comfort(s)</td>
<td>Life</td>
</tr>
<tr>
<td>Down-to-earth</td>
<td>Lifestyle</td>
</tr>
<tr>
<td>Easygoing</td>
<td>Low pressure</td>
</tr>
<tr>
<td>Experience(s)</td>
<td>Relaxed</td>
</tr>
<tr>
<td>Family</td>
<td>Small town</td>
</tr>
<tr>
<td>Family-fun</td>
<td>Style</td>
</tr>
<tr>
<td>Friendly</td>
<td>Unpretentious</td>
</tr>
<tr>
<td>Happiest</td>
<td>Warm</td>
</tr>
<tr>
<td>Happy</td>
<td></td>
</tr>
</tbody>
</table>
ALL THE COMFORTS OF THE NORTH SHORE WITH SMALL TOWN CHARM.

That’s LAKE BLUFF STYLE.

MINUTES FROM CHICAGO. BUT MILES AWAY.
BUSINESS SUCCESS
WITHOUT THE STRESS.

That’s
LAKE BLUFF STYLE.

LOVE WHAT YOU DO HERE.


www.LakeBluff.org

Come in WE'RE OPEN

NORTH SHORE LIFE
LAKE BLUFF STYLE
Located on Chicago’s North Shore, this jewel of a village offers all the prestige of North Shore life with a style that is uniquely, well, Lake Bluff. Our most irresistible attraction is the almost 6,000 community members who call Lake Bluff home – and warmly invite you to do the same. Here we believe that experiences, not extravagances, define the quality of Village life. And while real success is common, our most treasured assets are laughter, family fun and a relaxed community atmosphere.

**DO IT LAKE BLUFF STYLE**

“EVERY NEW DAY OFFERS A CHANCE TO FALL IN LOVE WITH LAKE BLUFF ALL OVER AGAIN.”

-Bob Jones

**NEWS AND EVENTS**

Monday, Jan 13th - Village Board Meeting

Monday, Jan 27th - Village Board Meeting

Tuesday, Feb 4th - Architectural Board of Review Meeting

Monday, Feb 10th - Village Board Meeting

Wednesday, Feb 12th - Historic Preservation Commission Meeting
Headlines should be set in Whitney Bold

Headlines should be set in Whitney Bold
Headlines should be set

- Text should be set in Whitney Medium
  Text should be set in Whitney Medium
  Text should be set in Whitney
  Medium Text should be set in Whitney
  Medium Text should be set in Whitney
When it comes to doing business, Lake Bluff Style is...
Economic Development Recruitment Package (Typographic Logo)

**NOTE:** A typographic logo was designed to be used in specific applications where a smaller or less intricate logo is desired. The typographic logo can be found on this iteration of the Recruitment Package. Please refer to the Graphic Standards CD for files related to this logo.
Resident Recruitment Package
Pole Banner
Entryway Sign #1
Entryway Sign #2

VILLAGE OF
Lake Bluff

North Shore Life | Lake Bluff Style
Entryway Sign #3
Village Flag (Parade)
Village Flag (Village Hall)
Downtown Window Clings (Dining)
Downtown Window Cling (Business)
Downtown Window Cling (Shopping)
Car Decal (Full Logo)
Event Cup
Belt
Beach Fire Pit
Dog Collar
Ball Cap
T-shirt
Brand Action Ideas
Putting your brand to work from launch to longevity

So you’ve got a distinct and relevant brand, now what? Strategic implementation is the most critical, and sometimes the most challenging aspect of branding. Community brands are not just about straplines and logos. They are about emotion and experience. True branding requires strategies and tactics aimed at getting your brand off the page, onto the street and into people’s hearts, minds and souls. Specifically, your brand is about demonstrating how Lake Bluff is a small jewel of a village whose easygoing, unpretentious style sets it apart from the other communities on the affluent North Shore.

Your brand is most vulnerable during the 24-month period following launch, simply because both support and awareness are low while skepticism is high. (As you know, that is the nature of many public initiatives.) The main goal of this time period is to convert the “players” and the community of Lake Bluff into brand ambassadors through education and information sharing. The involved nature of your residents is a tremendous advantage here! While numerous other brand marketing and communication initiatives can take place concurrently, this incubation period is primarily devoted to strategies that reinforce and demonstrate the value of Lake Bluff’s community brand. Our goal – and yours – is to make sure that Lake Bluff’s family-oriented, laid-back, “enjoy life” style becomes the guiding principle for your branding efforts. Not just a logo and line on your letterhead.

Once everyone is on board the brand team, there is no end to the powerful things you can do with your brand. We have seen it happen in other communities across the country, and we are excited about seeing it happen in Lake Bluff.

North Star has identified the following 16 brand action ideas or categories designed to get your brand going. To ensure momentum, these tasks should be accomplished within the first 6 to 36 months after brand development. Many of these tasks address “organization,” and are designed to evoke the cooperation that will propel your brand forward. Others are designed to give your brand the richness, texture and three-dimensionality it needs to be fully integrated.

1) Assign a brand leader
Brands cannot grow and thrive if no one takes responsibility for them. Successful implementation of the Lake Bluff brand will require accountability, passion, understanding and respect for the branding effort. It will also require cooperation and partnership with other organizations, businesses and individuals. The most important contribution the branding partners in Lake Bluff can make to the ongoing success of its brand is appointing/hiring a brand leader to champion the process.
This brand leader can be:

- A brand manager whose sole job is to implement the brand. Hired from inside or out.
- An existing position within the Village of Lake Bluff or another branding partner that would take on brand management tasks as part of his/her position. (However, North Star cautions against assigning this job to an individual who already manages full-time job responsibilities. Establishing a brand—especially during the first two years—can require a great deal of time.)
- The individual currently assigned to manage the brand development process.

North Star has provided you with a job description for Brand Manager (See Appendix F on the Final BrandPrint CD).

If hiring, this will give you a framework within which to make your decision. If appointing or assigning, the job responsibilities will give you a feeling for the tasks this individual should manage. And remember, avoid brand management by committee. The brand will fall through the cracks.

2) Create a brand PowerPoint presentation

The branding process is complex. For most people it takes multiple presentations to understand branding’s process, purpose and plan. You can’t expect the business community, village leadership, village department heads, non-profit organizations, neighborhood associations, retailers, educators, volunteers and residents throughout the Lake Bluff area to grasp the potential the brand holds for them without a carefully considered presentation. But, because the success and sustainability of the brand is tied to their support and participation, it is critical that education take place.

You will use the PowerPoint presentation over and over to recruit help, support and funding. Multiple persons within Village government and the business community should be versed in making the presentation to your varied audiences of partners and community groups (and it furthers buy-in). Hire professionals, use color and graphics, use intriguing and inspirational language (the brand narrative and brand vocabulary should help) and follow the content recommendations in your BrandPrint.
Use the brand presentation to tell your story. This branding initiative was developed with a long-term vision in-mind. Others need to understand that vision. Show a few slides of valuable insights gleaned from the research. Build up what you learned from the process.

- Why was this project started?
- Who else was involved?
- What did you learn from the research?
- Share and explain the strategy – your strategic brand platform.
- Show the creative work. Tell others what it allows you to do. Why were the colors/images/words used?
- Talk about how this approach helps Lake Bluff market its assets under a unified brand strategy.
• How do you plan on using it immediately and long-term?
• Focus on planned initiatives that take the brand beyond just a logo and line.
• Focus on existing partnerships, activities, festivals and events that could integrate brand messaging.
• Finally, provide your audience with a list of ways they can participate in, and benefit from, the new brand. Anytime you bring a group together you must have immediate ways for them to become involved with the brand. And don’t forget to brainstorm with each group on new ideas for brand integration. This will further buy-in from various partner groups.

Meet with representatives from civic groups, healthcare, schools, restaurants, retailers, Knauz Auto Park, service businesses, Downtown Lake Bluff, realtors, galleries and artists, developers (particularly the Stoneridge Development), festival organizers, religious organizations, Lake Bluff Health and Fitness Center, Terlato Wines International, the Lake Bluff History Museum, etc. Also meet with organizations that serve the region like the Lake County Partners or the Lake Forest/Lake Bluff Chamber. The goal is to create a strong support base for the brand amongst community leaders who have a stake in enhancing and advancing the community. (For examples of brand presentations from other North Star communities see the BrandPrint CD.)

Such meetings pay off in unexpected ways. In McKinney, Texas, the Brand Manager met with a local developer to explain the branding initiative and various ways it could come to life in the community. Months later, the developer contacted the Brand Manager, interested in flying a flag and banners with the McKinney brand logo in his upscale retail area as well as throughout the parking area.

North Star client, Lima-Allen County, Ohio, chose to implement their new community-wide brand through economic development channels first. They produced a compelling DVD targeting CEOs and other economic development leaders explaining the branding process, goals, and how the business leaders could participate and benefit. Please follow the link below to the DVD presentation.

3) **Brand your stationery**

It’s obvious, but vitally important. Every letter, every envelope, every business card, every memo and every invoice that is issued by the Village of Lake Bluff should reflect the brand’s graphic identity. Give all involved a designated number of weeks/months to use up existing stocks of stationery. Require reprinting to occur in the spirit of the brand. We’ve included notecards as well, which are an excellent way to make Village communications more intimate and personal.

**Stationery Suite with white, ghosted back.**
Stationery Suite with blue, ghosted back.
4) **Identify easiest consumer touch points and brand them**

Every time you and employees of the Village of Lake Bluff interact with the public, it is an opportunity to build the brand in the minds of residents and visitors (see suggested list of obvious “touch points” below). The Brand Manager should review and augment the following list of touch points during your first brand team meeting.

Divide the list into three categories:
1. Easy, do immediately.
2. Moderate difficulty, implement within the first year.
3. Difficult, revisit later (designate a time).

- Village employees
- Phone greetings
- Services
- Websites
- Voice mails
- E-mails
- Word of mouth
- Letterhead
- Publications
- Packaging
- Signage
- Newsletters
- Products
- Experiences
- Proposals
- Environment
- Public relations, press releases
- Public affairs
- Gifts
- Sponsors

- Marketing and advertising
- Events
- Annual report
- Sales promotions
- Networking
- Direct mail
- Trade shows
- Exhibits
- Magazines
- Presentations
- Speeches
- Maps
- Nametags
- Social media
- Billboards
- Posters
- Buttons/Pins
- Marketing partner resources
- Local, state, national marketing

A few examples on how to integrate the brand graphically and strategically into key touch points:

- **Phone Message** – Change any recorded outgoing message as well as the language that employees use when they answer the phone. “Welcome to Lake Bluff style on Chicago’s North Shore. How can I help you?” One of our clients went so far as to write and record a jingle based on their brand that plays whenever callers to their offices are on hold!
• **Press releases** – All releases should contain a closing statement/paragraph that supports the essence of the brand strategy and the community. This paragraph will serve as an on-going resource to remind media about the brand message and purpose (the brand narrative and descriptive vocabulary can guide this language). One of the keys to successful branding (or any kind of persuasive communications) is to reiterate your essential strategy whenever possible.

• **Email signatures** – Word of mouth motivates many of our decisions as we choose places to visit or live. Arm Lake Bluff’s ambassadors and advocates with custom email signatures utilizing the strapline and logo elements, since the line is perfect way to close personal correspondence. Partner with a local web developer that can prepare a range of branded signature downloads for residents to choose from for their personal email accounts. Use this as a way to build your database of resident emails for future communications efforts. In exchange for the dynamic email signature, users agree to receive regular communications from the Village and other partners. Examples of different email signatures include:

  • I live in Lake Bluff Style
  • I ♥ Lake Bluff Style
  • The silhouette of the dog and boy
  • The logo

• **Packaging** – Look for unique ways to integrate the brand into packaging and commonly used items such as cups and water bottles. Order branded items in bulk and use them at meetings and events to reinforce the idea of the brand.
5) **Bring everyone together around the bulletin board**

The beauty of the visual look selected to represent the Lake Bluff brand is how easily it translates to a canvas that ALL organizations, businesses, schools, non-profits and even individuals can interpret for themselves.

Simply mass produce oversized branded bulletin boards that resemble those in the ads. Place the logo on the frame or the actual board. Make the boards available to every classroom, business, organization, fitness center, museum, library, office and group who wants one. Launch the effort with a heavily promoted contest – timed with the brand launch – which gives participants a defined period of time to create a board that is representative of their group’s interpretation of Lake Bluff style. So Inovasi might have menus, food/customer photographs, napkins scribbled with customer comments, corks, a scrap from an apron or chef’s hat, etc. A fifth grade classroom, on the other hand, would have photos of children at work and play, a unique insect, an essay about black squirrels, handmade jewelry or artwork, poetry, etc.

Participants can create a different bulletin board each quarter (they are easily reusable) and you can even display some of the very best boards downtown or in Village Hall.

Bulletin boards also make great gifts for new residents, new businesses (present following a ribbon cutting), families with new babies and graduating seniors.
6) **Use the brand as a rallying point for the public sector**

Regardless of your day-to-day tasks, the ultimate goal of every organization involved with the Lake Bluff brand is to improve the future of this wonderful place you call home. Maximum efficacy for your brand will occur only if you combine budgets, manpower, passion and purpose across all involved organizations in the public sector. The Brand Manager should always manage the process, calling and leading meetings and assigning (with input) responsibilities.

Initially, we recommend bringing all involved public sector organizations together on a quarterly basis. Include Village Government, the Lake Bluff Fire and Police Dept., utilities, the school district, the parks district, festival organizers, the Development and Downtown Committee, etc. This approach may be met with resistance at first, but some North Star clients say that teamwork across the public sector is one of the most valuable outcomes of the brand over time. A great ice-breaking task for your first meeting is to make a comprehensive list of initiatives, activities and programs currently in place. How can the brand be integrated into these initiatives? In their programming? Their marketing? Their names? Another ice-breaker, give participants a Lake Bluff t-shirt, hat, car decal or bulletin board so they can support the brand in attire as well as attitude.

The public sector programs identified during this first meeting should then be prioritized and a schedule developed for incorporating the brand philosophies and graphics into signage and information/marketing pieces. Start by looking at the printing schedules for brochures and information pieces, as well as sign production schedules.
Types of initiatives that could work to leverage Lake Bluff’s position as a place that truly offers unpretentious, easygoing style within the prestigious North Shore:

- Library
- Beautification efforts
- Festivals
- Senior services
- Recycling
- Safety
- Events
- Fitness and outdoor recreation (Parks District)
- Neighborhood revitalization
- Charitable outreach
- Arts programs
- Downtown revitalization
- Green energy program
- Education

For example, all sustainability efforts including recycling and green energy could be promoted in a program, “Going Green . . . Lake Bluff Style.” Community fitness programs could be “Getting Fit . . . Lake Bluff Style.” With public sector organizations informed and engaged about the brand, it is imperative to engage the private sector. Communities that garner public-private sector support early often have the greatest results. For more on engaging Lake Bluff’s private sector, see page 147.

7) **Brand your digital and social media**

Websites are the single most cost-effective means for spreading the word about Lake Bluff to residents, visitors and the business community. There should be one identified website as the hub for all information regarding Lake Bluff. A central portal is an ideal online organizational tool for a smaller community such as Lake Bluff where all public sector information is primarily contained on a single site (as opposed to offering a separate site for tourism, the downtown, economic development, etc.). Such a portal would link to all community-related sites as well as Village-driven organizations and initiatives. Each organization will keep its own website, but link seamlessly to the portal and vice versa. This allows internet surfers to easily access comprehensive information and takes them through a branded web presence to get there.
A central portal is a win-win-win for all involved. Most importantly, visitors enjoy the ease of finding all the information they need on one site. A portal represents a cohesive, comprehensive way to rein in the many diverse online initiatives of the community partners. Along with branding your portal, remember to brand Facebook, Twitter and YouTube sites. (If you don’t have such sites, create them.) Social media offers an affordable strategy to animate your relationship with residents, visitors and businesses.

A few recommendations:

- Keep it simple and uncluttered.
- Make it easy to navigate.
- Make sure the content available through each of the buttons on the navigation bar is robust and informational. There is nothing more frustrating than clicking on a visitor tab or a business tab, only to find a tiny paragraph or a repeat of facts from the home page. For example, for visitors include festival information including descriptions, press, dates, pictures and even quotes. Talk about outdoor recreation opportunities including golfing, platform tennis, biking and walking; focus on beach activities; feature downtown retailers; showcase parks. Include mini itineraries for visitors riding bikes on the trail system or commuting on the train from work.

For businesses, include statistics on superlatives, information about available space downtown and in the Industrial Park, tax incentives, accessibility and transportation options including the train. Showcase your kicked-back quality of life, availability of qualified work force, exemplary schools, etc. And remember to present information in the voice of the brand. All these assets are examples of your Lake Bluff style.

- Include a branded search engine that lets users peruse a pull down menu of things they can do in Lake Bluff style – Shop, Dine, Celebrate, Learn, Laugh, Exercise, Socialize, etc.
- Use active compelling photography that supports your brand strategy, narrative and vocabulary.
- Start building recognition for your brand’s look by using the shadow box/bulletin board idea. It is a great way to display a variety of photographs.
- Use language that speaks in the voice of your brand.
- Use humor. Remember, the fact that you have fun and can laugh at yourselves is one of Lake Bluff’s key differentiators.
- Focus on promoting your Lake Bluff style.
- Upkeep on a complicated, front-loaded website can be time consuming and expensive. North Star’s design is very simple with a strong branded character making updating less of a chore. If certain resources, like a resident newsletter, are not actually available, then remove reference to them on your website. It can create a bad impression.
- Consider including links to the websites of various services in the village (if they have them) including realtors, the newspaper, retail shops, the History Museum, the Library, the train, restaurants, etc.
• Consider including links to websites about your biggest events including the 4th of July festivities and the Twilight Criterium bike race.
• Consider including a link called “Lake Bluff Experiences.” This should be primarily photography-based with brief descriptions and should include:
  o Beach bonfires
  o Dogs on the beach
  o Events on the Green
  o Halloween
  o 4th of July Parade
  o It’s A Wonderful Life
  o Social get-togethers in people’s homes
  o Other events and celebrations
  o Resident accomplishments (submitted by residents)
• Design a bug that partners, businesses and organizations in the area can place on their own websites identifying them as a “Partner in Lake Bluff Style.” Make sure to provide the bug to all sites to which you link your site. Emphasize the mutual benefit of cross-marketing.

**Digital marketing / Social media**
Make sure to integrate your brand into social media sites like Facebook, Twitter and YouTube. The logo and line are the most obvious ways to do this. In addition, consider content that supports your Lake Bluff style. For example, consolidate all existing YouTube videos under the category of North Shore Life, Lake Bluff Style. (Consider recruiting young volunteers from the high school to help with this. No one understands the possibilities of social media like teens!)

• Sponsor a photography contest via Facebook, Flickr, or Instagram. Ask participants to submit photos of themselves in “Lake Bluff Style.” Feature the best photos on your website, in advertising, in brochures and communications, etc. You might even want to consider displaying some of the very best photos in the shops and stores downtown or in Village Hall. And remember, these photos may also be great additions to the branded bulletin boards, up printed.
• Secure the help of a talented volunteer and start a blog or Twitter account from the perspective of the Lake Bluff dog.

8) **Develop branded merchandise**
Whether it’s a lapel pin, T-shirt, hat, golf balls or a dog collar, branded merchandise is a tangible, memorable way to keep the brand top-of-mind with visitors. Sell merchandise via your website, specialty gift shops, at the Village Hall, at restaurants, etc. A few ideas:

• Hats, toboggans
• T-shirts
• Cups and water bottles
• Shopping bags
• Temporary tattoos
• Coolers
• Portable hammocks
• Belts and ties in the spirit of Vineyard Vines
• Dog collars, leashes and tags
• Bandanas (for around dogs’ necks)
• Frisbees
• Smart phone covers
• Bike license plates
• Stamp and stamp pad (of the Lake Bluff Logo and of the Lake Bluff dog and boy)
• Car window decals
• Story books and picture flip books featuring the running dog and boy
• Old school paper dolls
• Notecards
• Trick or treat bags
• Christmas tree ornaments featuring the dog and boy (a new one each year)
• Wine glasses and beer mugs
• Private label beer and wine, “Lake Bluff Lager”
• Golf balls and platform tennis balls
• Workout bags
• Beach towels
9) Create a partnership with the private sector
The resources and manpower to accomplish the goals of the Lake Bluff brand will be increased exponentially by marshalling the power of your private sector. Establish a Market Lake Bluff Partnership with members from large and small businesses, healthcare, wine distributors, realtors, arts groups, media, civic groups, the Chamber, area developers and even individuals. Allow anyone who is interested and willing to contribute – time and funding – to participate in this collective focused on marketing the community.
Hold regular meetings under the guidance of the Brand Manager. We even give you a charter that seals member commitments in writing (in Appendix G on the Final BrandPrint CD). See members of the Market Gainesville Partnership signing a brand charter in the photo to the right.

A team approach (including the private and public sectors) to managing the brand furthers the buy-in and adoption of the resulting work. It keeps in mind the big picture and it weathers changes in political administrations. Most importantly (and this is key!) this group can solicit funds for brand implementation from its members (typically the larger the organization, the greater the financial support). Ultimately partnerships with private sector companies and organizations will be the primary funding source that drives the brand.

Some ideas for the group to get you started:

- Have each member of the Market Lake Bluff Partnership bring a print-out of their company’s website homepage to the first meeting. Discuss ways to integrate ideas and language that support the brand strategy into these web pages. Use your brand narrative as a guide. How do they demonstrate a focus on a laid-back, unpretentious, fun loving style? How does their product or service emphasize the importance of life’s experiences? Ask each member to craft branded language that works with the spirit of your brand and incorporate it into their website homepage. If a major business partner or organization is not in attendance at the meeting, go through this exercise for them. By presenting a consistent message about Lake Bluff style from all the major players, you can establish a strong brand presence . . . absolutely free!

- In subsequent meetings of the Partnership discuss public sector initiatives and identify opportunities for cooperative efforts with the private sector. Co-branded pole banners, signage, public art, events, merchandise, music, programming, products, etc. are just a small sampling of branded projects you can undertake in partnership with the private sector.

- Adapt the closing paragraph strategy for press releases mentioned earlier in this report for the private sector and your non-profit community organizations. Ask your Brand Manager or a public relations writer (hired freelance by the Brand Manager) to develop a closing paragraph appropriate for each major business or sector (dining, boutique retail, artisans, other manufacturers, outdoor recreation, education, realtors, and so forth). This paragraph can serve as a customizable template for use by Lake Bluff businesses in their own press relations. The Brand Manager should push this tool out into the community through the Market Lake Bluff Partnership, the Lake Bluff Chamber and other brand partners.

- Develop a branding toolkit that business partners can use to put the brand to work in their enterprises. Include research and the explanation of the brand, camera-ready art of the logo, car decals and a premium item such as a T-shirt or lapel pin. Packaging for this toolkit can be inexpensive and straight-forward or customized and expensive.
10) **Show local businesses how to play**

You need a way to reach businesses that choose not to be members of the Market Lake Bluff Partnership. Bottom line: there is a direct relationship between the success of your community brand and the businesses that call Lake Bluff home. Engaging these potential ambassadors with success stories in the spirit of the brand will prove beneficial. Host a meeting with downtown retailers, galleries, realtors, Industrial Park businesses, restaurants, Knauz Auto Park, Terlato Wines, lodging operators, artisans, etc. that introduces the brand and explains the importance and impact the brand can have on business growth in Lake Bluff. Hosting this at a nice restaurant like Inovasi or Lake Bluff Brewing Company will increase attendance (charge per attendee). Some suggestions:

- Do not roll out the brand to businesses until there is visible evidence of it (signage, website, pole banners). The more businesses can see the brand being put to good use, the more likely they are to use it themselves.
- Hang banners at the event locale with the brand color palette, logo and strapline. At every table, include tent cards with the brand narrative on one side and the logo and strapline on the other.
- Customize the brand PowerPoint presentation for the business community audience. REMEMBER, a roll-out is for sharing what you’ve learned about the new brand direction, not about unveiling the new logo.
- Keep it short and simple, about 35-45 minutes with questions afterward.
• Have a local business owner talk about how he or she can envision the brand helping Lake Bluff in general and their business specifically.
• Showcase volunteer opportunities for businesses. Give businesses a way to sign up to help that day.
• Give all attendees a decal for the window of their shop. Let them choose between:
  o Business. Lake Bluff Style.
  o Dining. Lake Bluff Style.
  o Shopping. Lake Bluff Style.
• Discuss how two logos were created, one with the image and one without, to make the graphic identity easier to use and more flexible. Identify how and where the production ready logo will be made available to interested businesses. Most communities place the logo and the graphic standards guide (or in Lake Bluff’s case, the Style Guide) available on the website.
• Following the event, email attendees thanking them for coming and reviewing the goals of the new brand. Attach the PowerPoint presentation for their use.
• Encourage businesses to pay homage to the Lake Bluff brand in marketing, signage, product packaging, etc. North Star client Dublin, Ohio worked with local businesses to create experiences that supported their “Irish is an Attitude” brand. Some of the experiences included: Sipping a high Irish tea; making an Irish scone; learning to dance an Irish jig; and shopping for Belleek china. Some ideas for Lake Bluff:
  o Bars and wine shops.
    - Promote “Sipping: Lake Bluff Style” or “Lager: Lake Bluff Style.”
    - Order branded beer mugs and wine glasses.
    - Work with Terlato to create a private labeled red and white wine called Style Red and Style White, and serve it locally.
    - Private label a locally brewed beer called Lake Bluff Lager.
    - Develop the “10 rules for drinking in style” to post on the walls of bars and restaurants, add a bit of humor here.
  o Restaurants
    - Feature a “Lake Bluff Style” dish each month that is delicious but not pretentious, fresh and fun, easy and energetic.
    - Casual restaurants with outdoor seating should be dog friendly, even going so far as to offer water bowls for dogs.
    - On menus and in communications look for ways to promote the brand. For example, on a chalkboard menu a chef could easily write, “Dine in Style.”
  o Realtors
    - Give realtors a supply of Resident Recruitment folders in which they can place all critical information about Village services, events, schools, housing stock, etc.
    - Print branded business cards for realtors that can be included in Resident Recruitment folders.
    - Work with realtors to create a small, simple website that showcases all of the homes and real estate for sale in Lake Bluff. Structure the site so that the quality of life, charm, small size, safety, etc. are all showcased. It should also highlight prominent architects who have built homes and structures in Lake Bluff.
    - Change the style of real estate open houses. Let potential buyers bring their dogs and children. Have dog sitters or kid watchers on hand.
    - Create a sticker or a branded add-on sign for the top or sides of realtor’s real estate yard signs that reads “This home offers North Shore Life in Lake Bluff style” or “Live in Lake Bluff Style.”
Knauz Auto Park
- Give everyone who buys a new car the dog and boy silhouette sticker.
- Provide “Service: Lake Bluff Style.” While customers are waiting for car repairs, drive them to downtown Lake Bluff for shopping or a meal. Merchants should offer those customers a discount on certain items.

Downtown retailers
- Develop displays of the most unique and interesting items for sale – from clocks to clothes to jewelry to foodstuffs – and display a branded sign that reads “North Shore Life. Lake Bluff Style.” Merchants should be prepared to discuss what this means when customers ask.
- When the weather warms up, hold an outdoor fashion show featuring the styles of regional designers and local shops. Invite designers to be on hand for the show.
- Proudly display branded bulletin boards.
- Place branded dog bowls with water outside shops on the sidewalk.
- Hold quarterly “Small Business Saturdays: Lake Bluff Style” where it is all about celebrating the unique shops and businesses downtown.

Lake Bluff Chamber: Although the Lake Bluff/Lake Forest Chamber serves the business interests of more than one community, look for ways to champion the brand on the Chamber website or in the newsletter. A few ideas for the Chamber:
- Offer to write a branded column(s) in the Chamber newsletters or for the website called “Business. Lake Bluff Style” showcasing a different business each time in order to highlight the ways they are innovating their service or product offering, rewarding employees with programs and incentives for achieving healthy living, and naturally celebrating community service programs and opportunities. The goal is to highlight
the relaxed but successful Lake Bluff style. (Lake Forest should have the opportunity to run a similar column on Lake Forest businesses.)

- On the website, and in the e-newsletter, offer Lake Bluff businesses a free window cling.
- On the website, and in the e-newsletter, announce the bulletin board contest.
- At Chamber meetings, identify ways to integrate the new logo into table toppers, signage, etc. Again it will need to be a co-branding effort with Lake Forest.
- Develop a grant program (for Chamber members and non-members) for small businesses’ marketing needs. Recipients should be required to pursue a certain level of co-branding initiatives that advance the business and the Village’s brand.
- Recognize Entrepreneurs and Members of the Year with branded awards like Business Style Award, Start-Up Style Award, etc.

A guide with more ideas for working with your businesses can be found in Appendix H on the Final BrandPrint CD.

II) Recruit new businesses and residents
Use the brand and brand messaging to reach out to new businesses in a professional, consistent manner. Simple branded recruitment folders give you the capability of customizing internal contents depending on the prospect while conveying the community’s personality in a memorable manner.

For top business prospects North Star recommends developing a series of simple stacked one sheet communication pieces with vital statistics on the benefits of Lake Bluff style when it comes to conducting business. Use brand colors to identify different categories of information. North Star has also developed a simpler, more straight-forward logo for use in economic development recruitment if necessary. For resident recruitment North Star recommends printing branded business cards for realtors to include in folders.

**Simplified logo for Lake Bluff economic development**

![Lake Bluff Logo](image)
ED recruitment folder with simple Lake Bluff business logo

ED recruitment folder with standard Lake Bluff logo
12) Brand cost-effective, relevant signage
Okay, we understand that a total re-haul of all signage in Lake Bluff (entryway, directional, etc.) is not politically or financially feasible. But signage is a critical branding component for communities. Effective signage can positively impact a visitor’s experience and also advance general awareness. Lake Bluff should inventory all of its signage needs to develop a prioritized list and long-term plan for implementation. A few ideas include:

- Beautify your entryways with the brand. Research revealed that entry corridors for Lake Bluff are uninspired and often confusing since travelers can’t tell when they have entered into the small community. Also, research revealed that many visitors cannot distinguish between the Lake Bluff and Lake Forest communities. Entryway signs can help address this challenge. Choose one entryway to focus on first and then improve the others as resources allow. If financially feasible, North Star recommends entryway signage that, like the community and its brand, is…
  - Charming
  - Intimate
  - Timeless
  - Unique
  - Memorable
  - Beautiful, but not pretentious
  - Architecturally significant
  - Welcoming
  - Note: For the sake of readability and simplicity North Star strongly recommends using just the dog and boy graphic element in roadway signage.
Primary entryway signage should be iconic and charming, leaving quite an impression.

Secondary entryway signage should be less iconic, but equally as charming.
• Create a Village flag using the brand and fly it outside Village Hall and other government buildings (library, museums, school, firehouse, parks, etc.) as an easy way to brand important civic buildings.

• Apply the brand to effective wayfinding. A well-managed, organized community focused on its guests and neighbors should provide a well-designed wayfinding system. The priority for wayfinding is ease and function but the brand should be reflected in subtle ways.
• Utilize pole banners to communicate your brand and beautify your village whether downtown or at entryways. Create a general branded pole banner to fly when special events are not happening. During primary special events such as the 4th of July parade, give your brand banner a festive twist!

![Image of a pole banner with flags]

• Engage drivers on Waukegan Road or I-94 to communicate the great community that is just a short drive away. Continue the outdoor boards (as branded, clever wayfinding) on the area highways until visitors enter Lake Bluff. Outdoor boards are also a great way to advertise your special events.

• Provide realtors with a branded add-on sign for the top or sides of their real estate yard signs that reads “This home offers North Shore Life in Lake Bluff style” or “Come live in Lake Bluff Style.”
13) Infiltrate your infrastructure

The infrastructure throughout Lake Bluff represents a unique, three-dimensional medium for displaying your brand. Options include adding some element of the brand to infrastructure that already exist as well as developing new infrastructure in places where demand and opportunity are high. In addition to signage (which we’ve already covered), here are a few ideas:

- Provide free Wi-Fi at different points across town, including downtown. These “Connect: Lake Bluff Style” spots could be at coffee houses, restaurants, public parks, at the train station or on the beach. Mark each spot with branded signage. Work with the Market Lake Bluff Partnership to encourage brand drivers, businesses, non-profits and the Village to share the costs. See examples from North Star client, Denison, TX.

- Incorporate the brand into daily activities for families at playgrounds, greenways and parks. Playgrounds present a great opportunity to functionally extend the brand by creating play systems that reflect the unique, artistic, fun-loving Lake Bluff style. Below is a playground in Columbus, Indiana that reflects the spirit of their strapline, “Unexpected, Unforgettable” and the visual look of their graphic identity.
• Place branded plaques on Lake Bluff Adirondack chairs. The plaques can be the logo alone or, like the decals for shop windows, they can read “Relax. Lake Bluff Style.”
• Partner with a talented landscape pruner to create topiaries in the village square shaped like your dog and boy.

  ![Tophiary Images]

• Contract with a local (or regional) artist to create a sculpture in the form of the dog and boy for placement downtown or near the gazebo.
• Integrate the dog and boy somehow into the murals at the train station. Or place a transit ad outside of train windows at the Lake Bluff station that repeats your dog and boy over and over so that as the train starts up it looks like the dog and boy is running.
• Create branded bike racks in the brand color palette. Racks could be in the shape of dog and boy and could double as public art. Note these examples of one-of-a-kind branded bike racks:

  ![Bike Racks Images]
• Partner with a local metal worker to create functional art for your beaches in the form of branded fire pits. Not only do such fire pits cast the image of your iconic dog and boy up and down the beach, they help contain the mess of beach fires while adding warmth and a sense of place to beach gatherings.

![Branded Fire Pit](image1.jpg)

• Create branded crosswalks downtown and outside the elementary school and the Lake Bluff Health and Fitness Center. Use the dog and boy to lead children safely across the street and to their destinations. See examples below from Walton County and Glendale.

![Branded Crosswalk](image2.jpg)
14) **Build community pride with the brand**

The community-wide survey among Lake Bluff residents identified a large number of enthusiasts for Lake Bluff as a place to live, visit and conduct business. Community pride is something people expect from such a close-knit intimate community. Following are a few ideas for integrating the brand into the community culture.

- Leverage pride connected to your beautiful new elementary school.
  - Partner with Lake Bluff Elementary School to integrate the brand into school parking lots with dual pole banners with the logo and line and mascot banners or display the logo in hallways.
  - Partner the after-school program with the Lake Bluff Health and Fitness Center to start an improv group for kids that leverages the spirit and humor of the community.
  - Give the older elementary classes disposable cameras and ask them to take pictures of Lake Bluff Style. Or ask them to take a picture with their dog that is reminiscent of the logo. Display pictures in the school, in the Fitness center and in Village Hall.
  - Present each class in the school with the signature Lake Bluff branded bulletin board and ask them to create a quarterly display that demonstrates how that class represents Lake Bluff Style.
  - Have a Lake Bluff Elementary Fashion Show where kids get to put together ensembles that represent their personal style.
  - Many Lake Bluff kids ride bikes to school. Install branded bike racks.
  - Give kids brand patches to sew on their backpacks.
  - Hold an essay writing contest on why Lake Bluff is unique or what style means to them. Showcase the winner in the 4th of July parade.
• Celebrate those residents who exhibit the core values of your brand. Similar to awards for Village employees, establish a branded civic award that recognizes an individual that is welcoming, casual, unpretentious, giving, community-driven, humorous, charming, etc. Designate these individuals as your “Style Icons” and recognize them on your website and in the Gazebo News.
• Create a one-of-a-kind community cookbook “Entertaining with Lake Bluff Style” that organizes recipes by holidays and events and includes party and event planning advice from residents. Essays can focus on the perfect 4th of July beach party or how to entertain neighbors on Halloween. The book should also contain anecdotes and funny stories from past events and parties.
• Hold quarterly community-wide walks where everyone meets at the local coffee house and walks the neighborhood with the Village Administrator or Village President. It is a great way to get some exercise, build community and openly share questions and concerns.

15) Feature Downtown Lake Bluff as a centerpiece for the brand
Downtown Lake Bluff is an attractive draw for residents and visitors alike, and presents a perfect opportunity to showcase the brand. Many communities lack a distinct downtown with character due to a lack of appreciation for historic preservation or being a new downtown created by sprawl. A few ideas (some of these ideas have been mentioned elsewhere as well):

• Work with Downtown Lake Bluff to create a downtown-specific brand PowerPoint presentation to share with all commercial tenants and owners Downtown. Have ideas ready for how particular Downtown businesses can get involved and then brainstorm additional thoughts with attendees. Even introduce a quarterly contest for the Downtown merchant with the best brand extension. Make sure each Downtown merchant proudly displays the window decal that best describes their services.
• Work with the Chamber to organize merchants to participate in quarterly small business days that encourage residents to shop local small businesses. Run a local ad featuring examples of “Small Business: Lake Bluff Style.”
• Encourage downtown businesses to integrate the brand into formal marketing and communications as well as into casual communications such as the daily discounts or menus written on a chalk board.
• Make sure all downtown businesses are participating in the “Style Board” contest. Since these businesses represent gathering places for the community, ask if they will display some of the winning boards.
• Host a Mutt Strut 5K through the heart of downtown where participants run with their dogs. Have the end of the race at the Green with goodies provided by Downtown. Downtown merchants should also provide water for weary dogs. Brand the cups that water is distributed in.
• Look for ways to integrate the brand into the Downtown infrastructure. Your Downtown is so charming you don’t want to overdo it, but it is important ensure there is some visual brand representation in the heart of your town. Ideas include displaying the brand flag, flowers in brand colors, branded crosswalks, branded benches and
branded pole banners, topiaries shaped like the dog and boy or public art shaped like the dog and boy. Another fun idea: during the brand’s rollout, stencil dog boy in chalk on the downtown sidewalks.

- Make sure your downtown is represented as a place you can get connected in Lake Bluff Style by posting your branded Wi-Fi zone decal.

16) Reach out to visitors through events, bike riding and the train

The population of the tiny, intimate Village of Lake Bluff doubles and even triples in size during its major events including the 4th of July Parade and the Twilight Criterium bike race. Look for ways to leverage all those visitors to your town as well as ways to ensure that those passing through take another look.

- Events
  - Use outdoor boards in high-end Chicago areas to advertise your major festivals with the goal of getting potential new residents to visit on the 4th of July. The board can read Fireworks: Lake Bluff Style or Celebrate the Fourth in Lake Bluff Style.
  - If you develop new events, use your brand strategy as a benchmark for types of events and activities. A Mutt Strut dog fashion show or a Dog Boy Dash 5K would be fun. A water based event at the “Yacht Club” including long boat races, homemade sailboats for the kids and fires on the beach (in branded fire pits) is another option. Outdoor movie nights, Lake Bluff Lager making, shadow puppetry on the Green, a Lake Bluff architecture tour and talk, and a community-wide cocktail and cookie recipe swap (at the holidays) are other ideas.
  - At major events such as the 4th of July, feature a branded photo booth where attendees can get those old-school mementos of their time at the event or even share some comments about what they liked best.
  - Create a high-end events calendar that realtors and merchants can distribute to potential resident prospects. Also distribute via the Village Hall, the Fitness Center and other highly trafficked areas. This calendar should be branded, and should include beautifully written descriptions of the events every month, photographs from the events and an open invitation to all to attend. Tuck the calendar into Resident Recruitment packages.
  - Look for ways to integrate the brand into existing events including co-branding pole banners and street banners, giving away or selling branded merchandise, using branded cups, developing branded activities and more. At the tree lighting during the It’s A Wonderful Life festival, have children decorate the tree with dog boy ornaments (give them the templates ahead of time so that they can decorate them to hang on the tree).
• **Visitors**
  
  o Reach visitors as they pass through Lake Bluff. For example, every weekend bikers ride past Lake Bluff on the bike trails. Ensure they stop for a while by enticing them off the trail with signage to your downtown and the appeal of a free bike maintenance station (set it up right there in town). They can stop, check the air in their tires or fix a chain and then enjoy a drink or a snack downtown. At the bike station offer free water in branded Lake Bluff cups or water bottles.
  
  o Commuters often stop to buy dinner at Wisma or get a beer at the Lake Bluff Brewing Company before catching the train. Offer them coffee in branded cups or branded hand warmers. These items will pique the interest of other commuters regarding your community. Consider branded transit ads both in the train and at the stop that show the pleasures of “Commuting: Lake Bluff style (even a quick stop in Lake Bluff is pretty special)” including dinner already made, friendly people serving you hot coffee, an ice cream, a quick beer, a bunch of flowers, a bottle of wine, the paper, etc.
  
  o Make sure your high-end events calendar is available to visitors at all restaurants and bars downtown.
  
  o Lake Bluff has no lodging to offer visitors at the moment. To immediately address this issue, see if there are any residents interested in participating in a branded Airbnb program ([https://www.airbnb.com/](https://www.airbnb.com/)).