



Appendix Branding Themes

Please review these possible themes that could become the core of Newton’s future branding. Please pick your top three favorites, and rank them 1 to 3, with 1 being your favorite. If you have another idea, please add it below and include it in your rankings.

Votes

- 27 More than a town, a genuine “community” — A town with lots of events, places and things that bring people closer together. **(Ave. Rank: 1.79)**
- 25 Progressive, innovative town that thinks and acts big for its size. **(Ave. Rank: 1.9)**
- 20 A community of “Wellness” — A town with great emphasis on physical activity, healthy eating, locally grown food, being “green,” etc. **(Ave. Rank: 2.0)**
- 16 Good place to raise kids and spend your golden years. Great schools and health care, low crime, easy to get around town. (Ave. Rank: 1.93)
- 12 A pro-business, hard-working town — A town with a rich entrepreneurial spirit, that is home to many home-grown businesses, features a strong labor pool of hardworking laborers, easy transportation access, and a new industrial park. (Ave. Rank: 1.66)
- 12 A community that cares — Lots of churches and nonprofits, extensive Mennonite tradition of helping others. (Ave. Rank: 2.45)
- 11 Luxuries of a small town lifestyle with big-city amenities nearby. (Ave. Rank: 2.18)
- 8 Vital downtown shopping district with locally owned stores. A quaint, unique shopping excursion/getaway. (Ave. Rank: 2.375)
- 5 A strong arts community — A town that values art and incorporates it into everyday life. (Ave. Rank: 2.2)
- 3 Small college-town atmosphere and benefits. (Ave. Rank: 3)

Others Ideas

- A historic railroad town that continues to be a cool historic spot to live and visit.
- Merging of Newton-North Newton
- A community where everyone has a place!
- Ski Newton
- Connection to the Land: Ag roots, eating local
- Living together with security, love and gratitude
- Progressive history – old enough to have roots, progressive enough to grow.
- Be you...with us!
- Individual attention. Community spirit.
- Hispanic Cultural Center / Diversity
- Education for Individuals
- Friendly/Hospitable
- Celebrate Diversity
- Bridge or engine taking strengths into the future
- Progressive, innovative town = farmer's market, great recreation center, wireless internet downtown, flexible hours at businesses, locations to breastfeed, bike paths, evening coffee shop and bookstore, progressive third places
- Caring, innovative community
- Newton: Business savvy, caring, compassionate community
- Two cities. One community. Business progressive, culturally enriching, recreationally thriving.
- An innovative community that cares and thrives
- Taste of Newton – Savor the variety of our community
- A 21st century community