



Kevin Jenison, Communications Manager Pro Tem | Email: kjenison@muscatineia.gov
City of Muscatine | 215 Sycamore St. | Muscatine, IA 52761 | Phone: 563-264-1550

FOR IMMEDIATE RELEASE

April 21, 2017

MUSCATINE SEEKS INPUT FROM RESIDENTS ON BRANDING

Research survey available to help communicate what makes Muscatine great

MUSCATINE, Iowa – The City of Muscatine is reaching out to residents of Muscatine in an effort to determine how best to communicate what makes our community special to visitors, residents, and businesses in the year 2017 and beyond. The effort is in conjunction with the Muscatine Branding Steering Committee and North Star Destination Strategies.

“There are so many positive aspects of living and working in Muscatine and we need the opinion of everyone who do lives and works here to further define those things that make Muscatine great. It will go a long way in developing the efforts to promote this community now and into the future,” Gregg Mandsager, City Administrator, said.

The Greater Muscatine Chamber of Commerce and Industry has spearheaded the effort to research a branding strategy for Muscatine and enlisted the help of North Star Destination Strategies to assist in developing a marketing campaign.

“The heart of Muscatine’s distinction will be its competitive differentiator – in other words, what makes the community special so it can stand out in the marketplace,” Don McEachern, North Star CEO, said. “One of the best places to find that figurative nugget of marketing gold is in the heart and minds of the people who call Muscatine home.”

A customized community-wide online survey was carefully crafted by North Star to determine Muscatine’ strengths, weaknesses, opportunities, and challenges. All who live and work in Muscatine are invited and encouraged to participate in this important community wide initiative. That survey can be found online at www.muscatineia.gov/brandingsurvey or by visiting the



Kevin Jenison, Communications Manager Pro Tem | Email: kjenison@muscatineia.gov
City of Muscatine | 215 Sycamore St. | Muscatine, IA 52761 | Phone: 563-264-1550

Muscatine City Hall at 215 Sycamore Street or the Musser Public Library at 304 Iowa Avenue.
Deadline for submission of the survey is Saturday, May 13, 2017.

The surveys can also be picked up at locations listed below and returned to the Greater Muscatine Chamber of Commerce & Industry, 102 Walnut Street, Muscatine, IA, 52761: Greater Muscatine Chamber of Commerce & Industry, 102 Walnut St., Muscatine Community College, 152 Colorado St., Muscatine Community School District Administration Building, 2900 Mulberry Ave., Muscatine Power & Water, 3205 Cedar St., and UnityPoint Health – Trinity Muscatine, 1518 Mulberry Ave.

The Muscatine Branding Steering Committee is made up of members from the City of Muscatine, Greater Muscatine Chamber of Commerce and Industry, Muscatine Community College, Muscatine Community School District, Muscatine Power & Water, and UnityPoint Health – Trinity Muscatine.

Completed surveys should be sent to Greater Muscatine Chamber of Commerce & Industry, 102 Walnut Street, Muscatine, IA 52761 or email to chamber@muscatine.com.