

MAKE IT MEADVILLE

A BRAND VISION FOR DOWNTOWN

What is a Brand Vision?

A **brand** is a **promise** you tell others and then deliver on – to visitors, residents, and businesses alike. A **brand vision** is the work that goes into **establishing and reinforcing that promise**, and then **building on it** to protect its future.



Our Brand Promise

Meadville is where **resilience, creativity, and making** come together – a town where people pitch in, ideas spark into reality, and community pride shapes a downtown that's as welcoming as it is enduring. Visitors, residents, and businesses can trust that Meadville is a **place to invest in, belong to, and help build** – together! Meadville is more than just a place, it's an opportunity that's ours for the making.

Our Brand Story

For you who seek meaningful **community connection, authentic experiences**, and a place where you can **contribute**, and **build something lasting**, welcome to Meadville – a resilient maker community with deep roots, creative spirit, and authentic character. Explore our downtown's makers and artisans. Connect through events and civic engagement, and enjoy nearby access to **nature's peace**. **Escape the isolation** and grind of places lacking soul. We want you to **visit, stay, and build** together. Find your home in a **community that values your contribution**, where resilience, creativity, and making define our daily life.

Our Brand's Pillars of Differentiation



Rooted Resilience

A community that works together to grow, adapt, and invest in each other.



Creative Spirit

From live music to public art, you'll feel the artistic energy everywhere.



Makers' Community

Generations of makers, innovators, and doers call Meadville home.

Brand Vision Initiatives

These initiatives translate the **brand promise into action** across three strategic categories

BUSINESS AND REAL ESTATE DEVELOPMENT

- **Housing & Downtown Living Incentives** – Subsidize housing development above storefronts via grants and tax abatements to promote walkable downtown living.
- **Recruiting Diverse Business Mix** - Actively recruit businesses to enhance the product appeal of downtown and offer diverse choices to visitors and residents.
- **Small Business Support Program** - Provide ongoing support, education, mentoring, and succession planning for downtown business owners.
- **Creative, Maker & Tech Accelerator** - Downtown accelerator and mentorship program for makers, artists, food entrepreneurs, and tech innovators.
- **Making Connections + Creative Reuse** - Support mixed-use hubs with coworking, studios, event space, and cafés to activate underutilized spaces and buildings.
- **Start Downtown Micro-Retail Accelerator** - Shared storefronts, pop-up spaces, mentorship, and micro-grants for entrepreneurs aligned with the downtown brand.
- **Meadville After 5** - Evening activations with food trucks, galleries, and entertainment to energize the city's arts district.
- **Support Tech-Makers Innovation Lab** - Establish a tech-focused makerspace for remote tech workers, fostering local innovation and possible new startups.

MARKETING AND COMMUNICATIONS

- **Make Meadville Home Relocation Campaign** - Digital awareness campaign and community onboarding program to attract new residents, expats, students, and remote workers.
- **Downtown Coordination Hub Calendar** - Unified digital tools for coordination among downtown businesses and partners to share events and avoid overlap.
- **Meadville Makers Marketing** - Multimedia content hub highlighting local makers and downtown experiences.
- **Culture Connect Series & Creative Residency** - Diverse artist events and residencies bringing unique perspectives, performances, and storytelling into downtown.
- **Formalize Downtown Brand Vision Coalition** - Coalition of civic and business stakeholders to advance brand vision initiatives and coordinate unified efforts.
- **Brand Protection Advocacy & Policy** - Advocate for policy tools that protect historic character, promote appropriate development, and support small business.

COMMUNITY-BASED PLACEMAKING

- **Storefront Standards** - Storefront recognition program with incentives for meeting downtown design benchmarks.
- **Heritage Storytelling & Wayfinding** - Signage, mobile tours, and art-integrated wayfinding to communicate historic identity.
- **Civic Service & Engagement Programs** - Beautification efforts, and adopt-a-block programs for cleanup.
- **Seasonal Signature Events** - Events celebrating seasonal identity and community spirit.
- **Dining & Entertainment Activation** - Activities, sidewalk cafés, and themed events to grow culinary energy and the restaurant culture.
- **Downtown: A Year-Round Civic Living Room** - Transform central downtown into a flexible, programmed gathering space supporting year-round spontaneous activation.
- **Creek Connection** - Use downtown as a basecamp for outdoor events, programming, and recreation businesses.
- **Historic Conservation Story & Structure** - Use storefronts, buildings, and green spaces to convey Meadville's heritage and origin story through place.
- **Public Mini-Grants** - Matching grants for façade, signage, and beautification guided by Main Street design principles.

TOGETHER we deliver on Meadville's Brand Promise!

MeadvilleCRC.org