

SUNLAND-TUJUNGA

REALIZING OUR FULL POTENTIAL

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AGENDA

1. BACKGROUND
2. GOAL OF TONIGHT'S PRESENTATION
3. WHAT'S OUR CHALLENGE?
4. WHAT ARE WE PROPOSING?
5. OPTIONS
6. Q & A

BACKGROUND

Paolina Milana

- Two decades+ of journalism, PR, marketing experience; Tujunga home-owner for 8 years. Sits on our STNC. Award-winner for national & local marketing campaigns
- Taken companies through public launches as well as rebrandings, a few of which include:



GOAL OF TONIGHT'S PRESENTATION

- EmpowerLA has determined that all Neighborhood Councils submit with their proposed budgets a 2013/2014 Strategic Plan.
- That plan must be submitted by **July 12, 2013**.
Tonight, we need to make a decision on moving forward (or not) with what I am proposing, given it will need to be woven into the STNC Strategic Plan.
- Based on what we decide tonight, I will need to draft the tactical plan/budget associated.

SUNLAND-TUJUNGA



Indisputable:

- Great mountain views
- Access to Angeles Forest
- Diverse community
- Nature surrounds us
- Rich history
- Good people (but little participation)

OUR CHALLENGE

But...our positives seem to be a best-kept secret



OUR CHALLENGE

As a result...our community suffers:

- ✓ Fewer funds allocated to us
- ✓ Unable to attract quality commercial businesses
- ✓ Home owners look elsewhere
- ✓ Lack of pride & participation
- ✓ Not viewed as a “unified force with which to be reckoned”
- ✓ We spend time explaining or “proving” our worth and that takes away from the time we could spend focusing on getting what we need
- ✓ Unused lots and open grounds draw homeless, gang activity, drug use, crime, garbage, decreased safety



OUR CHALLENGE

The more time that passes without us acting, the more we are at risk



PROPOSING A SOLUTION



- Branding Sunland-Tujunga:**
- ✓ Benefit from existing strengths
 - ✓ Build on new possibilities
 - ✓ Promote internally & externally to help secure what we need/deserve



PROPOSING A SOLUTION

Branding: We know it when we see it...



- ✓ Identifiable
- ✓ Credible
- ✓ Differentiates
- ✓ Can be validated
- ✓ Is consistent at core (but doesn't stagnate)
- ✓ Builds loyalty
- ✓ Gives an advantage over competition

PROPOSING A SOLUTION

Branding isn't limited to big companies.
Branding is important for communities as well.

A strong brand can bring a wealth of opportunities for a community, helping it:

- ✓ Define itself
- ✓ Present its value
- ✓ Become a magnet to draw others (people, businesses, economic investment, government funding, etc.)



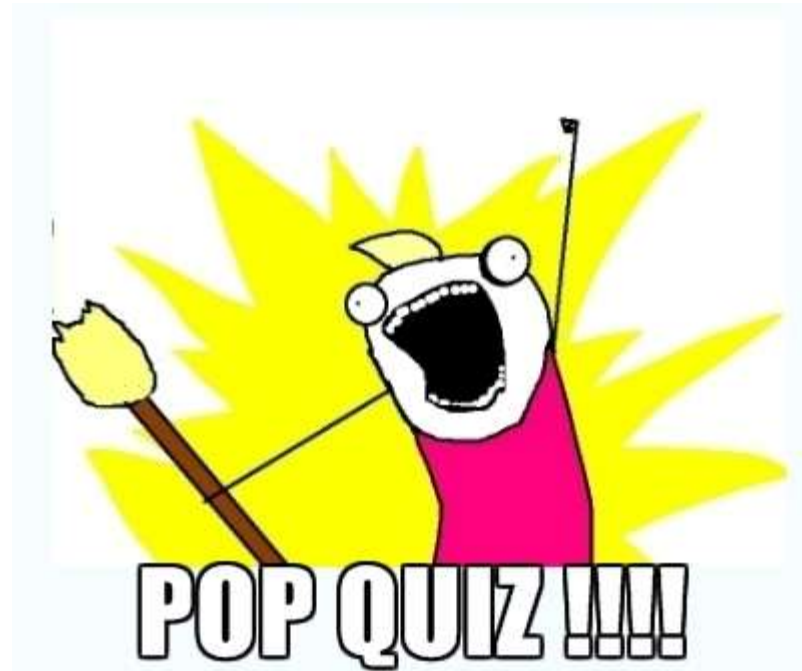
PROPOSING A SOLUTION

Pennsylvania's Punxsutawney (population under 6,000) has made its brand famous with Celebrity Groundhog "Punxsutawney Phil" & inspired the 1993 movie "Groundhog Day" starring Bill Murray.

- ✓ Has infused town with \$\$
- ✓ Tourism
- ✓ Pride



OUR BRAND



What Is Sunland-Tujunga's Brand?

WHERE WE ARE NOW



Keeping
Sunland-Tujunga
Beautiful & Prosperous

POSSIBILITIES FOR WHERE WE COULD GO



9,169 pop.



DEFINING BRAND



- ✓ More than a name
 - ✓ More than a tagline
 - ✓ More than a logo
 - ✓ More than signage
 - ✓ More than colors
 - ✓ More than a website
- ...it speaks to our CORE...

Branding is about getting to the stage where a mere mention of the Sunland-Tujunga name instantly triggers a mental picture of our community, communicates our image, and has the power to influence people's opinions about us and decisions to participate in our programs, our fundraisers, our community, etc., as well as to spend money visiting us, buying a home and/or establishing their businesses here.

DEFINING BRAND

- ✓ A Brand is outward-focused
- ✓ A Brand invites & entices others in
- ✓ A Brand instills community pride
- ✓ A Brand encourages connections &
- ✓ Gives outsiders a reason to experience what we have to offer



- ✓ A Brand is consistent
- ✓ Reflected in all we do...Message, tone, feel...
- ✓ A Brand is NOT stagnant
- ✓ It can grow and morph, just as we do, but the core of our character remains solid

AGAIN: WHERE WE ARE NOW



Keeping
Sunland-Tujunga
Beautiful & Prosperous

POSSIBILITIES FOR WHERE WE COULD GO



9,169 pop.



POSSIBILITIES FOR WHERE WE COULD GO: EXAMPLE OF HOW ALL ELSE SPEAKS TO BRAND



9,169 pop.



IMMEDIATE NEEDS TO FOCUS ON

Branding Assists in...

- ✓ Increasing Participation & Pride:
 - Est. Population of S-T = 65K, including 17K businesses
 - E-newsletter database = only 2,500
 - Physical mailing list = only 1,100
- ✓ Increasing Funding Potential:
 - Overhauling critical streets – Oro Vista = \$7MM (major artery to get to Angeles National Forest); St. Estaban (b/t Commerce & Tujunga Canyon) = become a river/safety issue, requires attention; others....
- ✓ Increases Awareness
- ✓ Attracts Quality Business
- ✓ Invites Tourism Dollars
- ✓ So much more...



Sunland-Tujunga
Community Events Calendar



HOW TO GET THERE



Option One (Recommended)

Embark immediately on the branding of Sunland-Tujunga as

“Gateway to the Angeles National ForestTM”

Option Two

“Gateway to the Angeles National ForestTM” or “Showplace of the Chaparral” or “Gateway to the Rim of the Valley” or “The Rock” or “A Breath of Fresh Air” or...??? Start the branding initiative by sharing these possibilities publicly, soliciting votes & write-ins

Option Three

Engage in a full-out branding initiative

OPTION ONE (RECOMMENDED FOR LAUNCH)

Embark immediately on the branding of Sunland-Tujunga as

“Gateway to the Angeles National Forest™”



“Way back in 1971, a dynamic group formed in Sunland-Tujunga called Gateway 176. The group was seeking an identity for the area, particularly a recreational identity. Their initiative focused on leveraging the millions of visitors to the Angeles Forest.”

PROS

- ✓ Minimizes Cost & Time
- ✓ Capitalize on What Is **Indisputable**
- ✓ Focus Time On Bringing Our Brand to Life
- ✓ Ties into the Past / Builds on Future
- ✓ Instantly Recognizable
- ✓ **Immediately Gives the Rest of The World a Sense of Where We Are Geographically, a Visual of the Beauty That Is Our Backdrop, and Underscores The Importance of Our Position**
- ✓ Gets Us Started NOW with Benefiting from Efforts; Affords Possibility of Refining Brand (with “next phase” options) After We Get Some Initial Traction

CONS

- ✓ Community Participation Begins with HOW to Illustrate versus WHAT
- ✓ Possible Won't Please Everyone

OPTION TWO

“Gateway to the Angeles National ForestTM” - “Showplace of the Chaparral” - “Gateway to the Rim of the Valley” - “The Rock” - “A Breath of Fresh Air” &...???

Start the branding by sharing a few ideas publicly, soliciting votes & write-ins



PROS

- ✓ Solicit Participation of Community
- ✓ Open Up to Ideas from Public, Possible Better Options
- ✓ Clarifies What Resonates

CONS

- ✓ Adds Time & Expenses
- ✓ Opens It Up to a Multitude of Possibilities/Not Able to “Please Everyone”
- ✓ We Waste Time & Invite “Fighting” to Choose “*What It Is*” Rather Than Coming Together to Focus on “*How We Bring It To Life*”

OPTION THREE

Engage in a full-out branding initiative.

PROS

- ✓ Solicit Participation of Community
- ✓ Open Up to Ideas from Public, Possible Better Options
- ✓ Clarifies What Resonates
- ✓ Starts Branding from Square One – Values & Core Messaging, etc.
- ✓ Invites Objective Outside Experts

CONS

- ✓ Adds MAJOR Time & Expense
- ✓ Opens It Up to a Multitude of Possibilities/Not Able to “Please Everyone
- ✓ Sacrifice immediate or near-term benefits for little return
- ✓ May Require RFPs



THERE IS ONE OTHER OPTION... *Do Nothing.*

IF YOU DO
WHAT YOU'VE
ALWAYS DONE
YOU'LL GET
WHAT YOU'VE
ALWAYS GOTTEN

ANTHONY ROBBINS



SUNLAND-TUJUNGA BRANDING & REACHING FULL POTENTIAL



Strongly Recommend Option One (results by start of new year):
Embark immediately on the branding of Sunland-Tujunga as
“Gateway to the Angeles National ForestTM”

Q & A

