



Brand Review

- **Goal:** Craft updated, innovative and authentic positioning
- **Process**
 - Held workshop with key stakeholders
 - Interviewed nearly 100 people from the business and general community
 - Focused query on name recognition and perception of the place

Key recommendations

- Refinement of message
 - Unique and authentic
 - Art and culture at the heart
 - Exceptional design and architecture
 - Value of the significant civic development
- Change name of project to Symphony Park

Supported by all key stakeholders



Symphony Park will be home to:

Fred W. and Mary B. Smith
THE SMITH CENTER
FOR THE PERFORMING ARTS



SYMPHONY  PARK



SYMPHONY PARK



Newland
COMMUNITIES

AT THE HEART OF GREAT LIVING