



2014 BRAND RECAP

The Town had a busy year introducing the Carrboro brand!

### **LOGO/ANCILLARY MARKS**

A style guide for the Carrboro brand outlining usage was approved by the Board of Aldermen and several ancillary marks have been designed by The Splinter Group, the Carrboro-based marketing and design group that developed our brand identity and has been retained to help increase our visibility. The ancillary marks include Recreation & Parks, Local Matters/Carrboro Business Alliance, Creative Carrboro and For the Love of Carrboro.

### **CARRBORO WEBSITE**

The Town launched the new Carrboro website, including custom layouts for several sections within. This is arguably the most visible platform for the brand. In addition to design, a local photographer was contracted to take hundreds of images of this community, local business owners, Town departments (Police, Fire, and Finance), local events and more. These images have and will continue to work their way into future marketing and advertising for the Town of Carrboro.

### **SIGNAGE**

In January 2014, new banners hung throughout town introducing the new brand. The banners message included the Carrboro tagline, "Feel Free", and highlighted many of the signature events unique to the Town. The banners will be updated in 2015 to highlight other significant accomplishments of the community, i.e. Most Bicycle Friendly in the State, Tree City, Bee City.

In FY 14-15, the Town appropriated funds to design new landmark/permanent signage. Local artisan welder, Leo Gaev has been contracted to design the signature pieces that will be located at Town Hall and at the gateway between Carrboro and Chapel Hill at Main and Franklin Street. These sculpted pieces will add to the community's public art collection.

The most visible form of brand signage is actually moving.... The Town of Carrboro bus is now on the streets daily and will remain in usage for the next year.

### **TOURISM**

The Carrboro Tourism Development Authority has reinforced the brand through ad placement and collateral materials, most notably a full page ad in the Orange County Visitor's Guide and a double spread in the Chapel Hill-Carrboro Relocation guide. In addition, the CTDA has launched two versions of the Town Map for distribution at the new hotel, CHOCVB, Chamber of Commerce and local businesses throughout Carrboro.

The CTDA is planning on efforts to encourage merchandising of the Carrboro brand through local retailers, i.e. "I'm openly Carrboro" T-Shirts and other promotional pieces. They are also working to increase the inventory of promotional items that can be used during town sponsored events or events to attract tourism business to Carrboro.

Finally, the CTDA has funded 14 different events/projects that require the Carrboro logo to be used in all marketing and advertising material.

### **“IT’S CARRBORO 2014” VIDEO**

In fall of 2014, the Town worked with, Splinter, local filmmaker Richard Jameyfield and musicians Billy Sugarfix and Brian Risk to update the popular “It’s Carrboro” song and video. This new video is located on the Town’s website and has nearly 9,000 views on Youtube featuring many things that make Carrboro great!

### **CARRBORO BUSINESS ALLIANCE/LOCAL FIRST**

The Carrboro Business Alliance, a group of local business owners committed to promoting Carrboro and supporting local, was born summer 2014 out of a Local First initiative. Splinter along with other volunteer business owners were instrumental in organizing and guiding the Carrboro Business Alliance. Membership is now over 100 local businesses and the current CBA leadership plans to organize an election for a board of governance and future growth. The CBA organized a kick off social in October 2014 at the newly opened B-Side Lounge which was well attended. A second networking opportunity is scheduled for February 5, 2015 at the Southern Rail/Station. In March, there is a second screening opportunity of Real Value feature length film at The Looking Glass Café.

Clay Schossow, Chairman of the CBA and managing partner of New Media Campaigns worked with Splinter to launch the localcarrboro.com website. The site is currently being used primarily to communicate the CBA mission and engage membership. The long range plan is to turn it into a consumer site promoting events in Carrboro.

### **CARRBORO CHEER**

The Carrboro Business Alliance promoted Carrboro Cheer, a month-long series of events to stimulate holiday shopping and dining and support local business in Carrboro. The campaign included:

- Light Up Carrboro (Luminaries along downtown streets, Tree lighting at Townsend, Bertram & Co)
- Frozen at 300 East Main (Themed event and movie screening, tie ins at Farmers’ Market and other local businesses)
- Small Business Saturday (AMEX popular local business stimulus, messaging to earn statement credits in Carrboro)
- Carrboro Tree Lighting & Holiday Parade
- Carrboro Cares (participating businesses donate a percentage of sales to local charities)

Carrboro Cheer was promoted with advertising on WCHL and in Chapel Hill Magazine, banner ads on chapelboro.com and chapelhillmagazine.com, with banners/posters/printing/flyering and via social media, local PR/press, and grassroots marketing.

### **SOCIAL MEDIA**

For the Love of Carrboro Facebook page and Twitter account are used to promote local Carrboro businesses, recognize important Carrboro centric issues and people, and generally promote the Carrboro brand. For example, when a local Carrboro business, Bella’s, family experienced a fire in their family home, this was

shared on social media and that one post was seen by over 14,000 people. The Facebook page has 1345 followers and Twitter has 584 followers.

### **FUTURE EFFORTS**

The Town will continue to work with the CBA on events that drive business to Carrboro, using the logo and tagline “Carrboro, Local Matters.” to reinforce the local message. Currently, as part of For the Love of Carrboro, on February 14th the Town is collaborating with the CBA to promote a Make Out on Main, a flash mob-style kissing event to celebrate marriage equality. In addition, the Town is currently working with the Carrboro Business Alliance on spring and summer events.

The CTDA will continue to promote Carrboro through increased awareness and visibility of the town brand in local merchandising, promotional collateral items for use at Town sponsored events, ad placement, and requiring funded events use the town logo in all marketing and advertising material.

Finally, by the end of 2015, Town staff will work with local designers to replace all the town signage at entryways, parks, etc. including in front of Town Hall and at the gateway between Carrboro and Chapel Hill at Main Street and Franklin Street. These two signs in particular will be high quality metal sculptures that will add to Carrboro’s collection of public art and highlight Carrboro’s brand.

This report was developed by The Splinter Group  
and the Carrboro Economic and Community Development Department.











Search...

YOUR GOVERNMENT

OUR COMMUNITY

DOING BUSINESS

FOR VISITORS

HOW DO I...?



NOTIFY ME  
.....  
REPORT A CONCERN  
.....  
VISITOR INFORMATION  
.....  
COMMUNITY ENGAGEMENT

**QUICK LINKS**

- Agendas & Minutes ▶
- Public Parking
- Recreation Registration
- Codes & Ordinances
- FAQs
- Job Opportunities

**LATEST NEWS**

**Carrboro Parking Summit**

Business and property owners are invited to an open discussion about downtown parking on January 31st at the Century Center.[Read More](#)

**For the Love of Carrboro**

Shop, dine & visit Downtown Carrboro in the month of February and you'll enjoy special discounts at many participating local businesses..[Read More](#)

**NC Comedy Arts Festival**

The premiere comedy festival in the U.S. comes to Carrboro, February 6th through 16th!...[Read More](#)

[READ ALL NEWS](#) ▶



- LIVE BOARD MEETINGS** ▶
- TOWN MAP** ▶
- CodeRED SIGN-UP** ▶

**GET IN TOUCH**

Town of Carrboro  
301 W. Main St.  
Carrboro, NC 27510  
Ph: 919-942-8541

**HELPFUL INFORMATION**

- Job Opportunities
- Accessibility
- Site Feedback
- CodeRED Sign-up

**CONNECT WITH US**



Share Site Tools

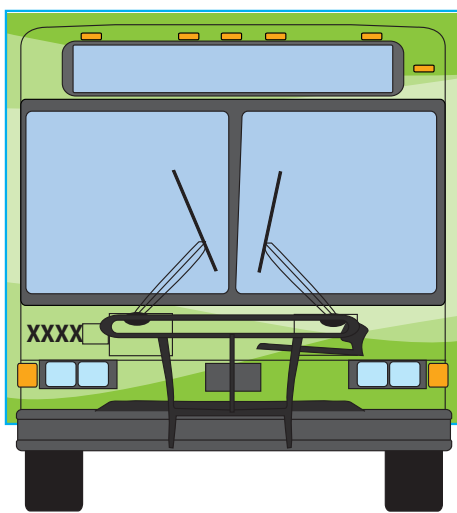




**SIGNAGE** | *Town Banners*



SIGNAGE | Bus Wrap



**SIGNAGE** | *Bus Wrap*

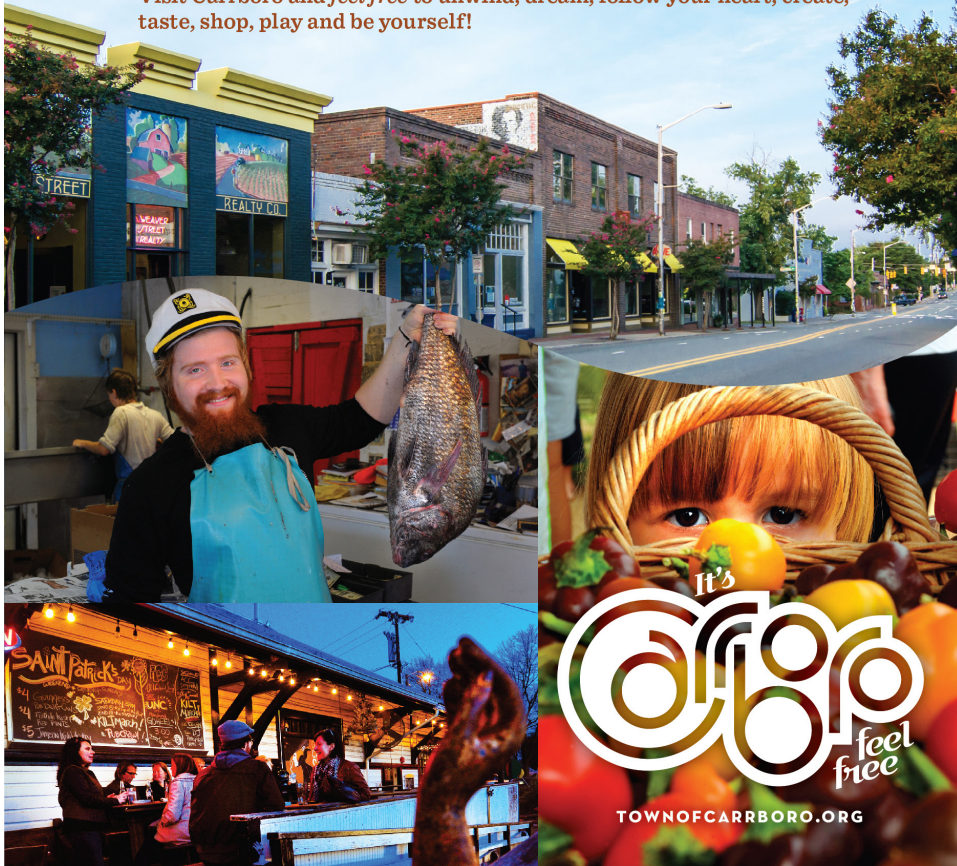




*You couldn't make this place up!*  
CARRBORO ISN'T JUST A TOWN - IT'S A FEELING.

You'll know what we mean when you get here. There's an openness and optimism that encourages creativity and freedom of expression. It's a place where more is possible and the uncommon is common.

Visit Carrboro and *feel free* to unwind, dream, follow your heart, create, taste, shop, play and be yourself!



It's  
**Carrboro**  
feel free

TOWNOFCARRBORO.ORG



It's  
**Carrboro**  
feel free

*You couldn't make  
this place up!*

**VISIT CARRBORO AND FEEL FREE!**

Carrboro exudes an openness and optimism that encourages creativity and free expression. The result is a unique destination where the uncommon is common.

Explore more than 40 restaurants, coffee shops and bars and dozens of unique shops all within a few blocks of a new downtown hotel. Catch live performances at the ArtsCenter, Cat's Cradle and Weaver Street Market lawn, shop our nationally-known Farmers' Market and be inspired by our 2nd Friday Artwalks and annual Film, Music and Poetry Festivals.

**TOWNOFCARRBORO.ORG**

## RESTAURANTS, COFFEE SHOPS & GROCERY

- 1 ACME FOOD & BEVERAGE CO.  
110 E. Main St.
- 2 AKAI HANI JAPANESE RESTAURANT  
206 W. Main St.
- 3 AMANTE GOURMET PIZZA  
300 East Main St.
- 4 ARMADILLO GRILL  
120 E. Main St.
- 5 CALA VELA  
EMPANADA & TEQUILLA BAR  
300 E. Main St. #180
- 6 CARRBORO BEVERAGE COMPANY  
102A E. Main St.
- 7 CARRBURRITOS  
711 W. Rosemary St.
- 8 COUNTRY JUNCTION RESTAURANT  
404 W. Weaver St.
- 9 CLIFF'S MEAT MARKET  
100 W Main St.
- 10 DON JOSE TIENDA MEXICANA  
102 S. Merritt Mill Road
- 11 EAST MAIN MEATBALL SHOPPE  
300 E. Main St. #190
- 12 ELMO'S DINER  
200 N. Greensboro St.
- 13 GLASSHALFULL  
106 S. Greensboro St.
- 14 GOURMET KINGDOM CHINESE  
301 E. Main St.
- 15 HARRIS TEETER  
310 N Greensboro St.
- 16 HICKORY TAVERN  
110 E Main St. #370
- 17 JADE PALACE  
102 E. Main St.
- 18 JESSEE'S COFFEE  
401 E. Main St.
- 19 LOOKING GLASS CAFÉ  
601 W. Main St.
- 20 MARKET STREET COFFEE & ICE CREAM  
100 E Weaver St
- 21 MILLTOWN  
307 E. Main St.
- 22 NEAL'S DELI  
100 E. Main St.
- 23 OPEN EYE CAFÉ  
101 S. Greensboro St.
- 24 PROVENCE REGIONAL CUISINE  
203 W. Weaver St.
- 25 SOUTHERN RAIL RESTAURANT  
201C E. Main St.
- 26 SPOTTED DOG RESTAURANT  
111 E. Main St.
- 27 TIGER ROOM  
210 East Main St.
- 28 TOM ROBINSON'S SEAFOOD INC.  
207 Roberson St.
- 29 TRES AMIGOS RESTAURANTE Y CANTINA  
109 W. Main St.
- 30 TYLER'S RESTAURANT & TAP ROOM  
102 E. Main St.
- 31 YENABLE ROTISSERIE GRILL  
Carr Mill Mall
- 32 WEAVER STREET MARKET  
101 E. Main St.
- 33 WINGS OVER CHAPEL HILL  
313 E. Main St.

## ARTS & ENTERTAINMENT

- 1 A REMIX GALLERY  
105 E. Main St.
- 2 THE ARTSCENTER  
300G East Main St.
- 3 CAT'S CRADLE  
300 E. Main St.
- 4 THE CLAY CENTRE GALLERY  
402 Lloyd St.
- 5 GLAZED EXPECTATIONS  
205 W. Main St. #104
- 6 NC CRAFTS GALLERY  
212 W. Main St.
- 7 WOMANRAFT GIFTS  
370 E. Main St. #170

## HOTELS & LODGING

- 1 HAMPTON INN & SUITES  
370 E Main St.



## LEGEND

- Place of Interest
- Public Place
- Public Parking
- Bike Path
- Town Border
- Railroad Tracks
- Main Road
- Secondary Road

## SHOPPING

- 1 ALL DAY RECORDS  
112-A E. Main St.
- 2 BACK ALLEY BIKES  
10 Boyd St.
- 3 BALLOONS & TUNES  
208 W Main St.
- 4 CAMERON'S  
370 E. Main Street #130
- 5 CARR MILL MALL SHOPS & RESTAURANTS  
200 N. Greensboro St.
- 6 THE CLEAN MACHINE  
104 W. Main St.
- 7 CLUB NOVA THRIFT SHOP  
103 W. Main St.
- 8 FIFTH SEASON GARDENING  
106 S. Greensboro St.
- 9 FITCH LUMBER & HARDWARE  
309 N Greensboro St.
- 10 FLEET FEET SPORTS  
300 E. Main St.
- 11 FRAMERS CORNER  
210 W Main St.
- 12 MODERN FOSSIL  
103 W. Weaver St.
- 13 MUSIC LOFT  
116 W. Main St.
- 14 ODDITIES & SUCH  
501 W Main St.
- 15 PTA THRIFT SHOP  
103 Jones Ferry Rd.
- 16 SCAVENGER ANTIQUES  
102 W. Main St.
- 17 SOUTHEASTERN CAMERA  
205 W Main St.
- 18 SOUTHERN STATES  
300 N. Greensboro St.
- 19 SURPLUS SID'S MILITARY SURPLUS  
309 E. Main St.
- 20 THIS & THAT GIFT GALLERY  
118-C East Main St.
- 21 TOWNSEND BERTRAM & CO. ADVENTURE OUTFITTERS  
200 N. Greensboro St.
- 22 VESPERTINE  
118-B East Main St.
- 23 VINYL PERK  
709 West Rosemary St.

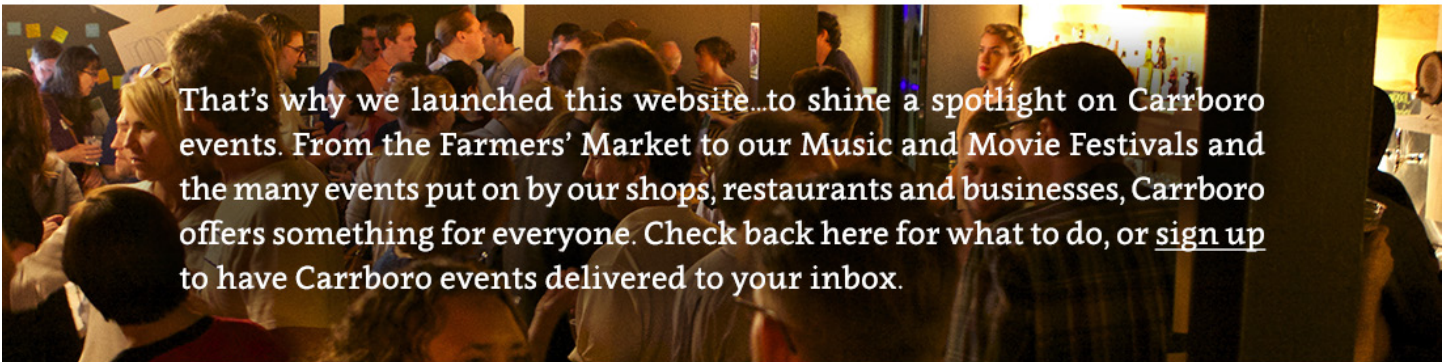
## NIGHTLIFE

- ★ BOWBARR  
705 W. Rosemary St.
- ★ ORANGE COUNTY SOCIAL CLUB  
108 E. Main St.
- ★ SPEAKEASY  
100 E. Main St.
- ★ THE STATION  
201C East Main St.
- ★ PECCADILLO  
100A Brewer Ln.
- ★ 2ND WIND BAR  
118 W. Main St.
- ★ STEEL STRING BREWERY  
106A S. Greensboro St.





## THERE'S *always* SOMETHING TO DO IN CARRBORO!



That's why we launched this website...to shine a spotlight on Carrboro events. From the Farmers' Market to our Music and Movie Festivals and the many events put on by our shops, restaurants and businesses, Carrboro offers something for everyone. Check back here for what to do, or [sign up](#) to have Carrboro events delivered to your inbox.

### UPCOMING EVENTS



#### LIGHT UP CARRBORO!

November 14, 2014

Lorem ipsum dolor sit amet, eu vulputate sodales et, vel non vestibulum. Egestas mollis vitae eget grvida, pede ornare nisl elit, dapibus tempor id ac.

EVENT DETAILS

FULL CALENDAR

*Localcarrboro.com is brought to you by the Carrboro Business Alliance, a group of local businesses working together to make a difference in our town.*

[Read more about our mission](#) →



# Carrboro Cheer



## Celebrate the Holidays, Carrboro Style



### FRI, DEC 12

Join us at 6pm for our annual Town Hall Tree Lighting with carolers, then stroll, shop and enjoy the 2nd Friday Artwalk.

### SAT, DEC 13

Start your day in Carrboro at the Holiday Parade with convenient parking, food, drink and good cheer. Be sure to shop and dine at participating Carrboro businesses as 5% of sales will be donated to local charities. Carrboro Cares!

Shop & Dine local this and every season. For more information, visit [localcarrboro.com](http://localcarrboro.com)

**Carrboro Cheer**

**SATURDAY, NOV 22**  
2 - 6PM

**"FROZEN" AT 300 EAST MAIN**

- Watch the Movie
- Photos with Characters
- Hands-On Crafts

More info at [localcarrboro.com](http://localcarrboro.com)



A Month-Long Celebration

# Carrboro Cheer



<b>FRI, NOV 14</b> 6 - 9PM <b>LIGHT UP CARRBORO</b> • Luminaries • Townsend Bertram & Co. Tree Lighting • 2 <sup>ND</sup> Friday Artwalk	<b>SAT, NOV 22</b> 2 - 6PM <b>"FROZEN" AT 300 EAST MAIN</b> • Watch the Movie • Photos with Characters • Hands-On Crafts	<b>SAT, NOV 29</b> ALL DAY <b>SMALL BUSINESS SATURDAY</b> Shop Locally & Get AMEX Statement Credits	<b>FRI, DEC 12</b> 6 - 9PM <b>TOWN HALL TREE LIGHTING</b> • Carolers • 2 <sup>ND</sup> Friday Artwalk	<b>SAT, DEC 13</b> ALL DAY <b>HOLIDAY PARADE CARRBORO CARES</b> 5% of sales at participating businesses will be donated to local charities!
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Shopping, Dining & Good Cheer Nightly! For more information, visit [localcarrboro.com](http://localcarrboro.com)



FEBRUARY IS **FOR THE LOVE OF CARRBORO** MONTH. CELEBRATE ALL THINGS CARRBORO WITH EVENTS AND SPECIAL DISCOUNTS FROM LOCAL MERCHANTS AND RESTAURANTS. FOR DETAILS, VISIT [WWW.FORTHELOVEOFCARRBORO.COM](http://WWW.FORTHELOVEOFCARRBORO.COM)

»»»»    ««««  
*Dance off some work-week stress!*

**LUNCHTIME DANCE PARTY**  
**FRIDAY, FEBRUARY 21 • 12PM - 1PM**  
**CARRBORO CENTURY CENTER**

INSPIRATION FROM CARRBORO MODERN DANCE. LUNCH PROVIDED BY/TO SUPPORT NOURISH.ORG. BROADCASTED LIVE BY WCOM 103.5 FM.

»    «



NO MATTER WHO YOU LOVE, COME  
**MAKE OUT *on* MAIN ST**

VALENTINE'S DAY • SATURDAY, FEBRUARY 14TH

≡ *a celebration of* ≡

# MARRIAGE EQUALITY

Meet in front of Cameron's (300 E Main) at

2:00

Flash mob-style kissing starts at 2:14 on the dot!

LOCAL MATTERS



LOCALCARRBORO.COM



FRONT



BACK