



**News Release**

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(Gallatin, TN) North Star Destination Strategies has completed Gallatin's "DNA Profile" and will present it to the City Council Tuesday night, April 19, during the regularly scheduled City Council Meeting which begins at 6:00 p.m.

"North Star has collected information from stakeholders in Gallatin, residents, people who do business here, people from the cities we compete with, in an effort to reveal what these folks truly think about Gallatin," said James Fenton, Executive Director of the Gallatin Economic Development Agency.

"This research provides invaluable insight that will allow us to address existing perceptions and promote what is great about Gallatin," Fenton said.

The City of Gallatin is working with North Star on a branding campaign. North Star has provided research and branding tools to more than 190 communities in 43 states. The City initiated the branding campaign in partnership with the Gallatin Chamber of Commerce.

"Some people think branding is just a logo or a tagline," said Don McEachern, President and CEO of North Star. "Those two things are a by-product of the North Star process. Our primary focus is to first provide an honest definition of the community. It won't work if we try to pin an identity on Gallatin that doesn't fit. We want Gallatin to embrace its own, unique DNA."

North Star conducted one-on-one interviews, even doing "undercover" work to elicit un-filtered feedback. They conducted surveys of people who work or live in Gallatin, as well as people who have only heard about Gallatin and may have visited, but don't live or work here. They interviewed business and community leaders across Middle Tennessee. All total, they collected information from nearly 1,500 people.

"Gallatin surprised North Star in some areas," Fenton said. "They encountered responses and results they have never seen. We're excited for them to share this unique information with the City Council and the public."

North Star will make its presentation during the City Council Meeting on April 19 in City Hall at 132 West Main Street. The meeting is open to the public. After the presentation, North Star will continue its process of building branding tools for Gallatin.

"We will eventually receive a packet of marketing tools that includes a logo and tagline," Fenton said. "But the more important information is this research. It is the foundation of how we build a successful, unique, honest brand for Gallatin."

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