

The Future of the East Broadway Business District: *Our Vision, Our Brand*

Dear East Somerville Main Streets Friend,

In the spring of 2011, East Somerville Main Streets undertook the large task of realigning the East Broadway Business District's reputation with the reality of the district. The intention was to move the reputation away from inaccurate and outdated perceptions, to one that reflects the strong positive attributes of the area—creating a foundation for future development led by community assets and vision.

ESMS conducted an intensive community branding process, reaching out to more than fifty community leaders to create a product that reflects the true character of the East Broadway Business District and East Somerville. Our new brandmark (or logo), along with its underlying vision, will help us understand and project the essence of our community, moving East Somerville forward.

During the entire process there has been a great deal of excitement. We've heard a lot of new ideas, the enthusiasm is high and participation continues to grow. *We are now very excited to share with you.* Below is the core vision and the guiding elements of our brand. We now begin the work of partnering with community leaders to bring this to life. I urge you to think of ways we can work together to create a proud, one-of-a-kind destination that provides experiences that build awareness, delight residents and keep visitors coming back time and again.

Thank you for your support of a new stronger future for East Somerville.

EAST BRADWAY
Think Outside the Square.

Carrie Dancy
Executive Director, East Somerville Main Streets

East Broadway Brand Elements

Vision: Where our brand will take us



Vision Statement

The East Broadway Business District is the heart of East Somerville. We are committed to building a safe, sustainable and prosperous multi-cultural community by focusing on the traditions, heritage and aspirations of our residents, our business-owners and our customers. By providing high quality, affordable products, services and customer experiences, we will create a vibrant, walkable, one-of-a-kind center for commerce and leisure activities for residents and a much sought after destination for visitors, investors and entrepreneurs.

(Photo Christian Waeber)

Brand Attributes

Attributes identify the intrinsic qualities of the East Broadway Business District and help shape the characteristics of your brand. The list of attributes below comes from within the heart of the community. It describes in your own words who you believe you are and how you want to be perceived. These attributes should be considered in everything you do from building products and services to aligning and communicating your messages.

Our Brand Attributes:

- Safe
- Independent
- Diverse
- Traditional
- One-of-a-kind
- Honest
- Authentic
- Affordable
- Evolving
- Real People
- Vibrant
- Walkable

Positioning Statement: *Think Outside the Square.*

Positioning evolves from the vision and attributes of the community. Positioning forms the platform on which you will strategize your planning, create awareness, extend relationships and ultimately build your brand.

The East Broadway Business District is different! Unlike other neighborhood serving business districts in Somerville, it's not a crossroads or a cozy Square. It's a corridor. A single main street that provides much of the community's local shopping needs situated between two major traffic routes. Like the Squares, the East Broadway Business District has seen both good times and bad. Now, poised for revival, the district is building on its heritage and traditions to re-create a one-of-a-kind neighborhood that not only serves the needs of the community but also attracts visitors seeking unique cultural, dining, shopping, living and leisure experiences. (Photo below by Christian Waeber)

