

Telling the Story of Hickory

From our Past
To our Future

Our Brand



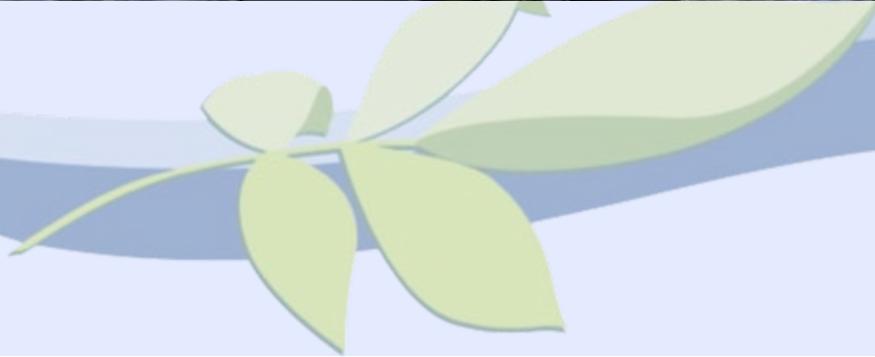
In 2010, the City, with the help of the Business Development Committee, a group of volunteer business leaders, determined that Branding the City was a priority.

“We know how wonderful Hickory is, but how do we market ourselves?”

North Star Destination Strategies was selected from 18 submittals

- North Star specializes in branding/marketing for communities





HICKORY
North Carolina

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- Your brand is what people say when you are not around.
- Branding is what you do about it; it is the practice of managing your reputation.
- Branding should contribute to policy making, economic and social development – not just to promotion, but to strategy.



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An Authentic Description and Promise of the Community Attracts:

- Businesses / entrepreneurs
- Visitors
- Live anywhere professionals
- Families
- Active adults
- "Generation Y"



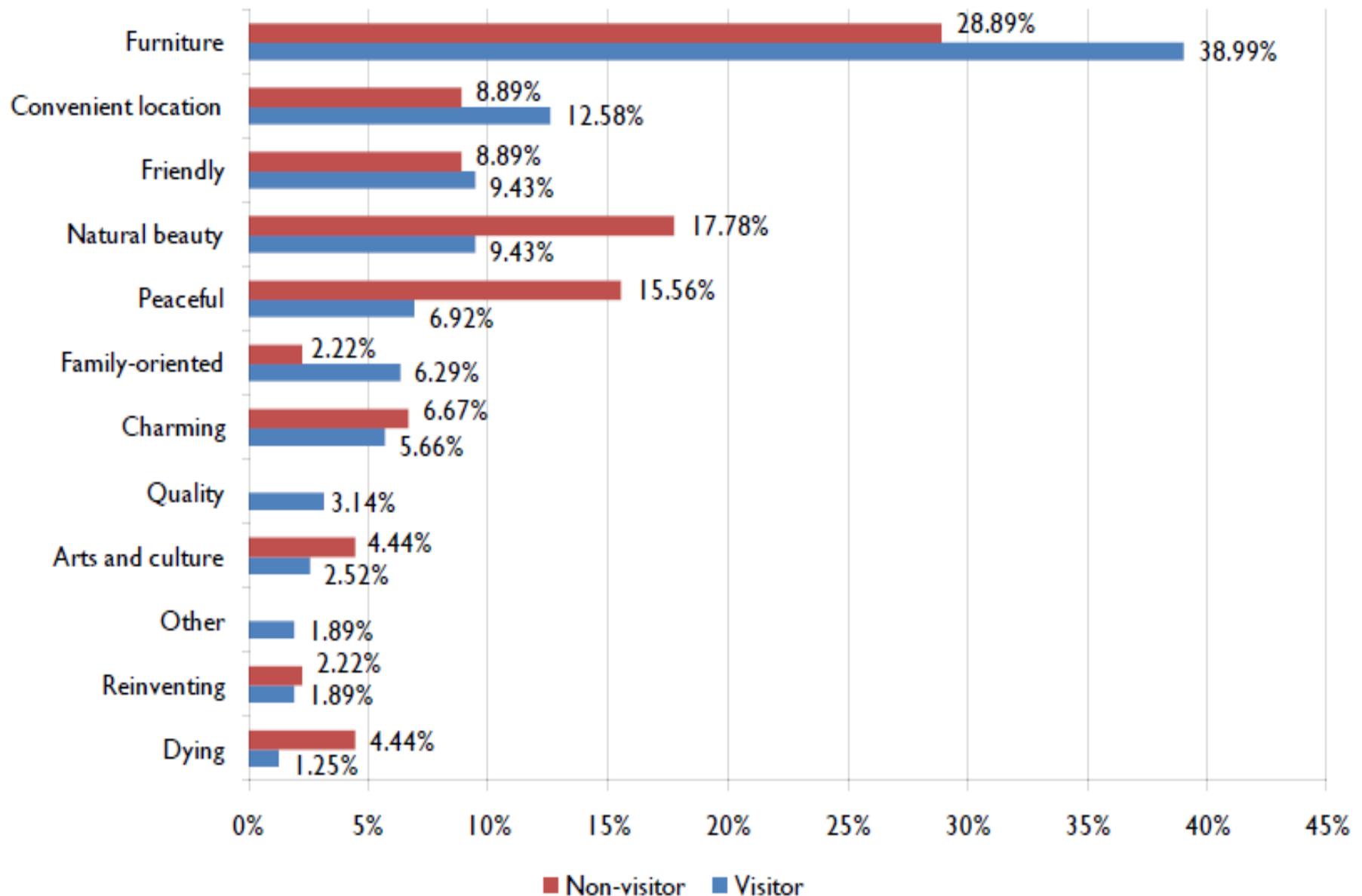
How?

North Star began by looking into current attitudes toward Hickory:

- Data
- People



Which phrase or adjective best describes Hickory, NC?



Other: Race town, outlet furniture

What did we learn?

"I was always familiar with it as the **furniture capital**. That's what always comes to mind."

"The main reason to go there is the **furniture shopping**."

"**Searching** for a new identity."

"Industry is in **decline**."

"Greatest strength is our **location**."

"They are **doing what is right**, just need to keep it up."



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What did we learn?

“My one word would be **‘resilient.’**”

“Hickory is self-contained. It is a **strong** center for commerce and activity.”

“Hickory is like a mature hickory tree which represents **strength, furniture heritage, and natural resources.**”

“**Positive attitude** of the people.”

“We left and came back because we know we can expect the **best service** in Hickory.”



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What did we learn?

“Hickory is like a handmade community, it is **quality and built with pride.**”

“They will always be a leader for their region. They have the **location and quality assets.**”

“There is something both **solid and creative** about Hickory. It is **not a mass-produced community...** they have assets we wish we had...”

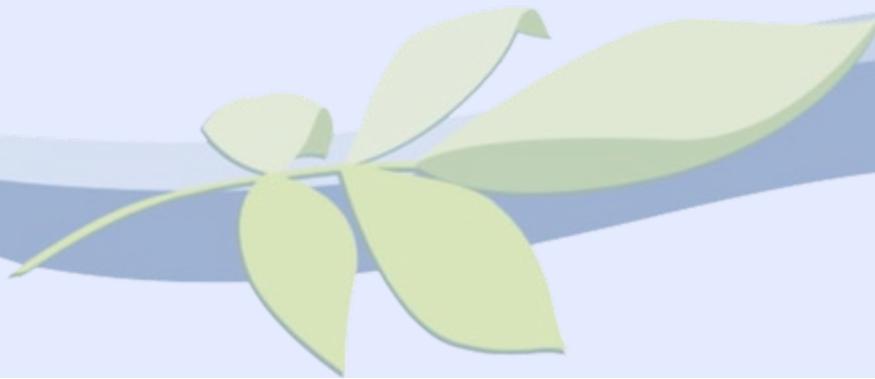
“To me, **quality craftsmanship** is something made in Hickory, NC.”



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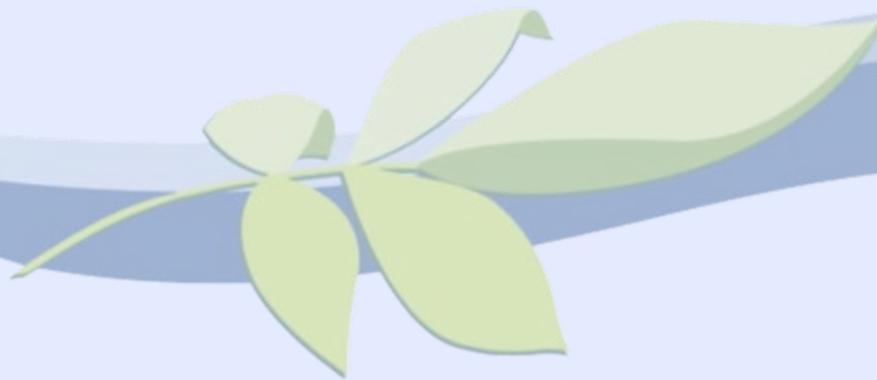
Hickory is...

For doers and makers seeking a well-rounded community, Hickory is a bridge between Asheville and Charlotte at the foot of the Blue Ridge Mountains along I-40 where a collective spirit of craftsmanship strengthens any endeavor with detail, artistry and quality.



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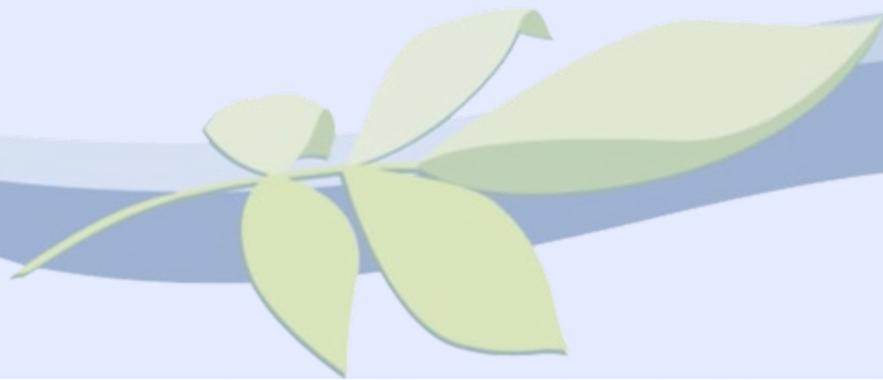
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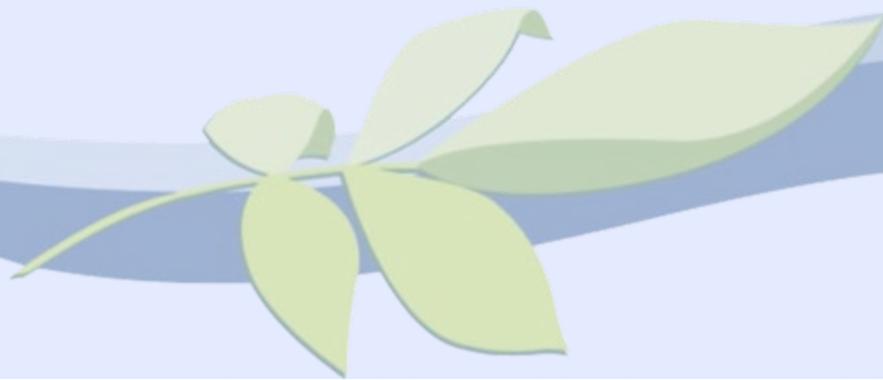


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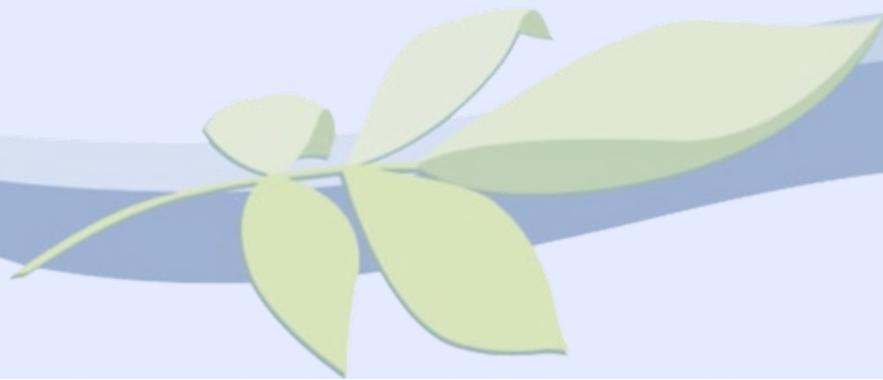
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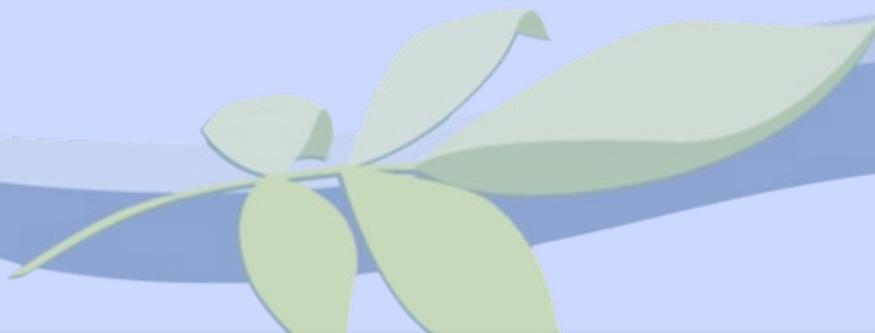


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That's our story

Where, how and who tells it?



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Google

great places to live in the us

Search About 259,000,000 results (0.41 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Hickory, NC

Change location

Any time

Past hour

Past 24 hours

Past week

Past month

Past year

Custom range...

More search tools

Ad - Why this ad?

Best Places to Live in US | ItsaTrip.org
www.itsatrip.org
Among Top 50 Places to Live & Play, Choose Albuquerque, New Mexico!

Best Places to Live 2012 - from MONEY Magazine
money.cnn.com/magazines/moneymag/bplive/
MONEY Magazine's annual ranking of the **best places to live** in America. See the **top 100 towns**, plus an online-only database with stats for more than 1800 U.S. ...
Full List - Hickory, North Carolina

Best Places to Live 2012 - Top 100: Town details: Hickory, North Carolina
money.cnn.com/magazines/moneymag/bplive/.../PL0846355.html
MONEY Magazine's annual ranking of the **best places to live** in America. See the **top 100 towns**, plus an online-only database with stats for more than 1800 U.S. ...

Best Cities to Live In - Top Places to Raise a Family - Parenting.com
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The **top-ranked American cities to live** and raise a family based on **great schools**, affordable homes, low crime ... Plus, learn more about the **top 10 Best Cities!** ...

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The **top places to live**, based on the quality of schools, affordable homes, low crime rates, jobs, ... Plus, see the complete list of **Best Cities!** ... Capital Reigon USA ...

FindYourSpot.com
www.findyourspot.com/
Where do you want to live? I like the big ... Middle-of-the-road, **best-of-both worlds**, medium-sized towns for me. ... The **Best Place to Live** - and Other Fairy Tales ...

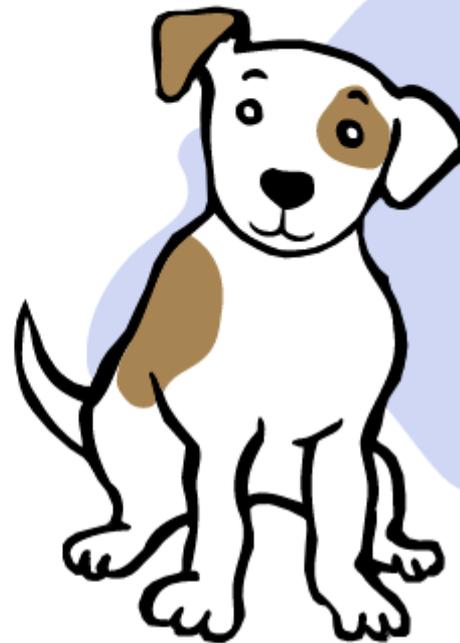
Find Your Spot

Take our fun [online quiz](#) We'll instantly provide you with a tailored list of the best cities and small towns that fit YOU. Compare the perfect hometowns and undiscovered havens that match your interests. Dig deeper with colorful reports, job listings, and more. It's fun & easy!

Where do you want to live?

- I like the big city and all of its amenities.
- Middle-of-the-road, best-of-both worlds, medium-sized towns for me.
- I like a nice small town full of good character and good people.

[Go](#) **Find My Spot!**



Take
Our
Quiz

How
It
Works

Our
Company

Sign In

[Start Quiz](#)

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[Why Find Your Spot Works](#)

[The Best Place to Live - and Other Fairy Tales](#)

Blue Ridge Mountain Home **Hickory & Morganton** North Carolina

Nestled along miles of scenic lakeshore in the Catawba River Valley and against the backdrop of the Blue Ridge Mountains are the lovely communities of Hickory and Morganton, North Carolina. Although the landscape is stunning, more than natural endowments make these cities shine. According to *Money* magazine, the overall quality of life here makes it one of the best places to live on the East Coast. Citing the area's strong economy, excellent schools, low crime rate, and general livability, *Reader's Digest* named it the second best place in America to raise a family. This area is known as the furniture center of the country, and indeed more than 60% of the nation's furniture is produced within 200 miles of Hickory and Morganton.

The pinewoods and picturesque Catawba River provide plenty of natural beauty as well as a variety of opportunities for enjoying the outdoors. Hiking in the Pisgah National Forest among the Blue Ridge foothills is a popular after-work alternative to happy hour. Bring along a fishing rod or a camera—there are many chances to use each in these lush surroundings. Several challenging golf courses are also in the area, so golf enthusiasts can play a fast nine before or after work or a more leisurely round on weekends.

Although furniture is big business in Hickory and Morganton, it is only part of a thriving, diverse economy. The area is growing, and the cost of living is quite affordable. The metro area of small towns scattered among the pinewoods contains hundreds of thousands of residents and a broad range of cultural attractions, from bluegrass and rockabilly music to museums with 19th-century masterpieces. Explore downtown

Hickory, with the quaint little antique and clothing shops that surround park-like Union Square. In Morganton, enjoy some of the best bass fishing in the state along the Catawba River. When locals desire a more metropolitan ambience, there are the mid-size cities of Charlotte, about 50 miles south, and Winston-Salem, 90 miles to the east.



Find Your Perfect Spot at

www.findyourspot.com



Money magazine named Hickory-Morganton as one of the nation's best places to live based on its overall quality of life. *Reader's Digest* ranked the towns second among the country's best places to raise a family.



HICKORY



North Carolina

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Visit www.startsomethinghere.com



High Scoring Students and Schools

The school systems in this area are rated well and have an extremely high percentage of highly-qualified teachers. Test scores remain healthy, and our teachers don't "Just teach to the test".

[More information »](#)



We Value Technology

In Catawba County, technology is



Libraries

The Catawba County Library System



College Programs

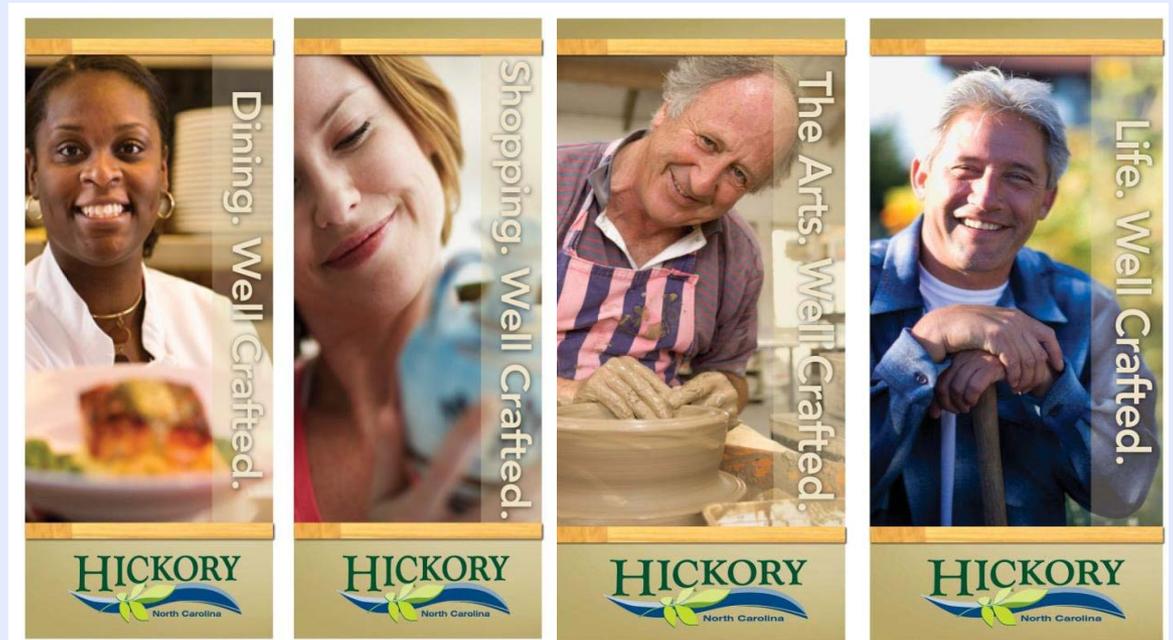
With five higher education institutions,



Creative Learning

The Catawba Valley has always

Public infrastructure will be "branded"



Other community partners are jumping on the BRAND wagon



Well Crafted Festivals and Events

- Oktoberfest increasing its local flavor and improving quality
- New events on the horizon include Furniture Crafting event and more
- The image and tag line being used by partners in their events



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All of us are Hickory, we need you!

-What are you passionate about?

-What do you love about living in Hickory?

-How are you crafting your life here?

-Write about it on the numerous blogs at

www.startsomethinghere.com



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Home » News » Comments from the Community

Comments from the Community

Like Be the first of your friends to like this.

We want to hear the thoughts and comments of our community. Please take a moment to answer one of the following questions:

- What do you love about our region?
- Have you "Started Something Here"?
- Share your story in another way.

Send

← German company announces first US manufacturing location in Hickory

Leave a Reply

Your email address will not be published. Required fields are marked *

Name *

Email *

Website

Comment

Search

Download the Official Visitor's Guide. Please take our Survey. Read Hickory Highlights.

Spotlight



TheMesh.tv-Read Story

News

- Parking time limits extended to three hours in downtown Hickory
- Hickory announces the Zahra Baker All Children's Playground Community Build
- Up Close and Faraway

Local Music

- The Belfast Boys
- Strictly Clean and Decent

Upcoming Events

- March 2, 2012 – By a Flared Nostril 8:00 pm, Live
- March 3, 2012 – By a Flared Nostril 2:00 pm, Live
- March 4, 2012 – By a Flared Nostril 8:00 pm, Live



Home » News » Edison and Beyond for Local Entrepreneur David Washco

Edison and Beyond for Local Entrepreneur David Washco

Hickory Business Corner—February 2012

Like 2 people like this. Be the first of your friends.

By Jeff Neville, Member of Hickory's Business Development Committee

Maybe you have a new business idea that you'd like to explore. Where do you start? Hickory resident David Washco would tell you to start with the Edison Competition. The Edison Competition is a contest sponsored by the Catawba County Chamber of Commerce in which judges evaluate business plans and presentations to identify the best local business ideas. Washco was the Competition's first winner last year for his business idea GoPriceDrive.com, a website based car buying solution that matches "ready to purchase" car buyers with auto-retailers in a secure and confidential manner, shifting the feelings of power and control to the car buyer.



For Washco the \$5000 first prize that he received this past September was nice, but the experience he received was the real value. "There are two ways to climb a tree, limb by limb or by sitting on an acorn," said Washco. "The Edison Project allowed me to climb the tree by helping me map out a plan that I've been able to follow."

Starting a business is something David knows about. He formed Washco Consulting in 2008 after a successful sales career to help companies adopt and learn best practices. "It wasn't the best time to start a company," remembers Washco, but he secured several key customers and has seen his business grow. Shortly afterward David's wife Amy started Pink Penguin Solutions, a marketing and advertising firm that often collaborates with Washco Consulting. "We make a great husband-wife team," says David.

Amy and David have made their home in Hickory since 2004 and now have two daughters. Why Hickory? "It's been great for us," says Washco. "Hickory has a strong cultural understanding of family time and work time, and it has so many advantages for us."

Spotlight



[O My Soap-Read Story](#)

News

- [Edison and Beyond for Local Entrepreneur David Washco](#)
- [Economic Outlook and Legislative Issues Conference](#)
- [Klingspor's Woodworking Shop's Woodcrafter's Meeting](#)
- [Picadilli Emporium Opens in Downtown Newton](#)

RSS

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The MESH-Business and Leadership

The MESH is a media online network, designed to produce and deliver unique content to computers, mobile phones, iPods, iPads, and any other device connected to the Internet.

Do you have ideas for our future?

- What new things can we start in Hickory?
- Ideas, suggestions, things to improve?
- Visit www.hickoryspeaks.com to post your own ideas and comment on others





HickorySpeaks.com

A Place for Residents of Hickory, NC, to Provide Ideas For Improving the Local Business Environment



Ideas for Branding Hickory

New and returning users may [sign in](#)

Welcome! Based on the information that was shared during the City Council Branding workshop, the City of Hickory will be rolling out its new "brand" in the coming weeks. On this site you will see all of the ideas that were generated during the workshop... but we would like for you to vote for the ideas that you think have the most merit, share more ideas you may have come up with since the workshop, and add comments to ideas to give better descriptions or ask questions. The Business Development Committee will be reviewing this forum and focusing on those ideas that receive the most ideas and comments from the group.

Try it out... vote on other ideas or create one of your own. If you create an idea, please choose the "category" it best belongs to (or leave blank if you're not sure). Eventually, we will be opening this forum up to others in the community, but wanted to create a solid base of ideas to start. Enter your own idea, or choose from any of the ones others have contributed and vote for the ones you think would make the most difference in branding the City of Hickory. Thank you!

PLEASE NOTE: There are multiple pages of ideas; make sure you click to the following pages to see all ideas!

I suggest we...

Hot

Top ideas

New

Category



My feedback



8

votes

Vote

Assign one person to oversee and develop marketing plan – Brand Manager

Brand Manager has to have authority, coordinate with partners, and implement standards for brand usage.

0 comments · Organization

7

votes

Vote

Create events that invite families to Hickory

0 comments · Special Events

Ideas for Branding Hickory

[Post a new idea...](#)

All ideas

My feedback

Business 10

Community 18

Infrastructure 19

Organization 5

Special Events 7

Visitors 11

Search



Give feedback

Ideas for Branding Hickory 70

Ideas for Business Development 21



City of Hickory

Can we partner with your organization?

-Companies, clubs, organizations

-Brand presentations

-What other connections?

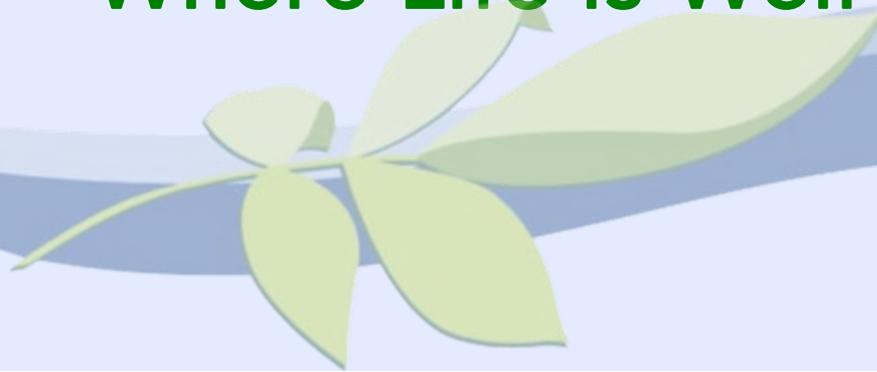
-Contact Mandy Pitts, Brand Manager, at
261-2290



Hickory, North Carolina



Where Life is Well Crafted



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