

NORTH  STAR

+Sun Prairie, WI

Branding Research Presentation

March 2023

Research Instruments

- Research and Planning Audit
- Communication and Media Audit
- Situation Analysis
- Site Visit:
 - Familiarization Tour
 - Stakeholders/Residents Interviews
 - Focus Groups
 - Undercover Interviews
- Community Survey
- Brand Barometer
- Consumer Awareness & Perception Study (Quantitative):
 - Visitors & Non-visitors to Sun Prairie from Chicago, Madison, and Milwaukee
- Competitive Positioning Review

Internal Qualitative Data

Site Visits

Intercepts

Focus Groups

Stakeholder Interviews

(in person, phone conversations, and via Zoom)

Internal Qualitative Data

THEMES

Best Descriptors

Growing
Progressive
Forward thinking
Vibrant
Small big town
Affordable
Welcoming/friendly
Environmentally conscious/sustainable
Likable
Endearing and a little quirky
Safe
Potential

Greatest Assets

Growth potential
Parks
Schools
Great for families
Proximity to Madison
Generous, supportive community
Ag heritage: Corn Fest
Central location; transportation corridor
Educated workforce
Forward-thinking leaders
Room to grow (compared to Madison)

Prairie Athletic Club (largest in WI)
Patrick Marsh area
Proximity to airport(s)
Jimmy the Groundhog
Insurance companies
Strong planning department
Small town atmosphere: handshake deals
Approachable government
High school athletics (new stadium)

Internal Qualitative Data

THEMES

Challenges

- Managing growth
- Being overshadowed by Madison
- Professional job growth
- Diversification among economic development
- East vs. West divide (Hwy 151)
- Lacking diversity (people and services)
- Limited workforce
- Resistant to change
- Infrastructure keeping up w/ growth
- Resistance to apartments
- Rising cost of living
- Rebuilding after explosion
- Supply chain issues for home building
- Perception of being far away
- Outside perception of crime (Gun Prairie)
- Convincing West SP to come downtown

What We Think Outsiders Say

- "If you're from Madison, you don't think much of Sun Prairie. If you're from the smaller outlying communities, you rely on Sun Prairie for all conveniences."
- "It's changed so much over the years. It isn't the Sun Prairie of old."
- "There's nothing to do there. Might as well go to Madison."
- "I didn't know there was anything beyond the West side of the city."

Internal Qualitative Data

THEMES

Missing

Arts and culture
Entertainment and nightlife
Higher wage jobs
Awareness
Housing Inventory
Childcare (options and affordable)
Vision and follow-through
Signature attraction
Water recreation
Reasons to visit
Public transit
Destination retail downtown

Most Important to Identity

People
Cannery Square
History (agriculture based)
Stable jobs
Schools
Rec center/ice arena
City events (Corn Fest, Groundhog
Day, Farmers Market)
Safe, comfortable place to raise a
family
Natural environment

Opportunities

Growth potential
New families
Warehousing/logistics
Proximity to Madison
Proximity to airport(s)
Downtown vibrancy
Incorporating minority groups
more

Internal Quantitative Data

Brand Barometer

544 Resident Responses

Answering The Question:

*“On a scale of 1-10, how likely are you to recommend **living, visiting or conducting business in** Sun Prairie to a friend or colleague?”*

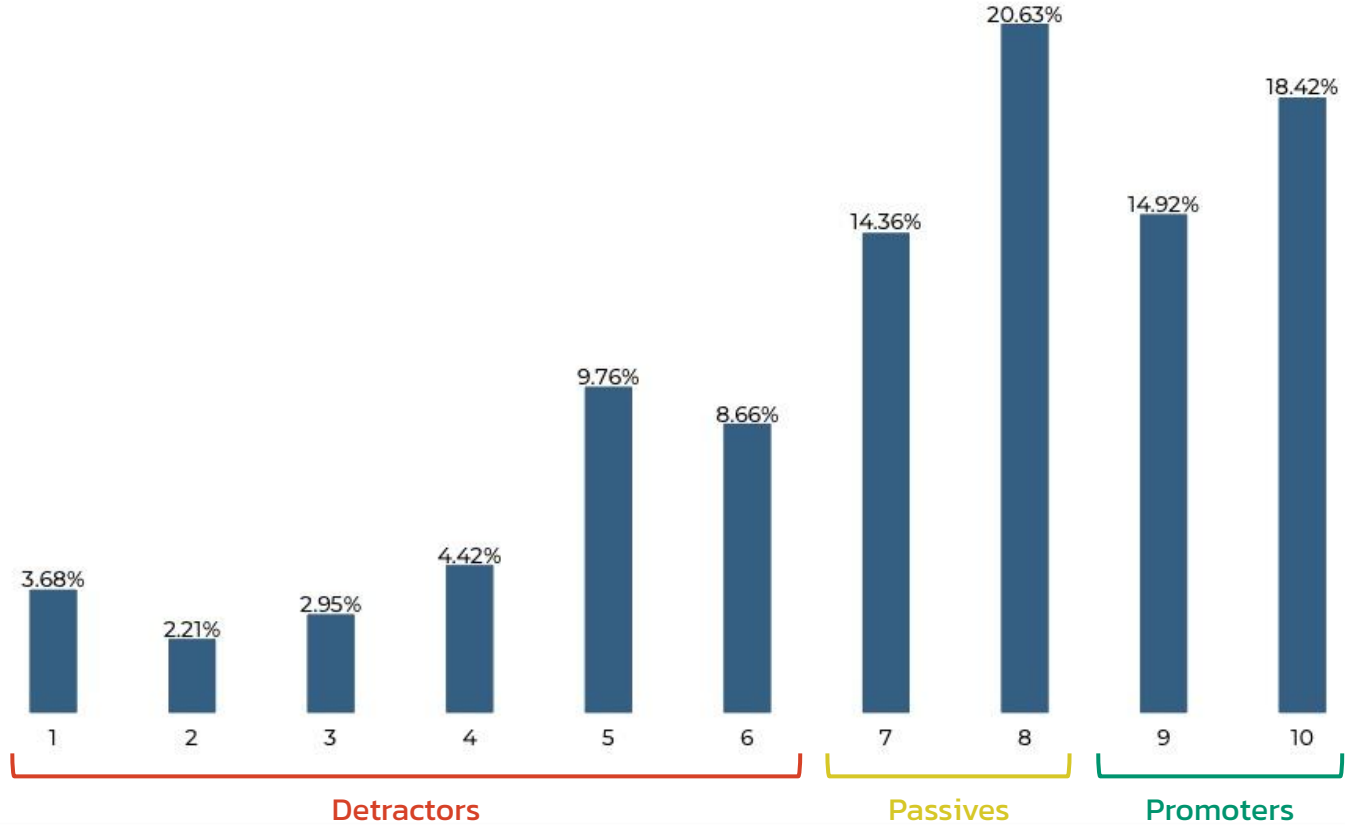
The Math: Promoters (9-10); Passives (7-8); Detractors (1-6)

Promoters - Detractors = Brand Advocacy Score (Net Promoter Score)

Passives are not counted.

Brand Barometer

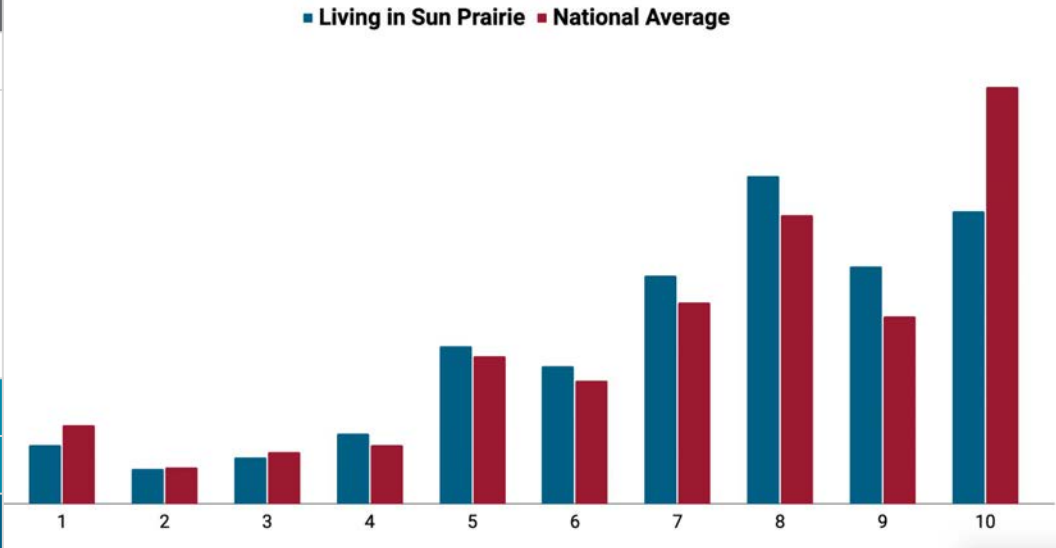
On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Living in Sun Prairie



Brand Barometer

On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend...
Living in Sun Prairie

	Living in Sun Prairie	Sun Prairie Totals	National Average	National Totals
1	3.68%	Detractors 31.81%	4.96%	Detractors 31.28%
2	2.21%		2.33%	
3	2.94%		3.29%	
4	4.41%		3.68%	
5	9.93%		9.29%	
6	8.64%		7.72%	
7	14.34%	Passives	12.64%	Passives
8	20.59%	34.93%	18.11%	30.75%
9	14.89%	Promoters	11.80%	Promoters
10	18.38%	33.27%	26.17%	37.97%



Brand Barometer

On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend...
Living in Sun Prairie

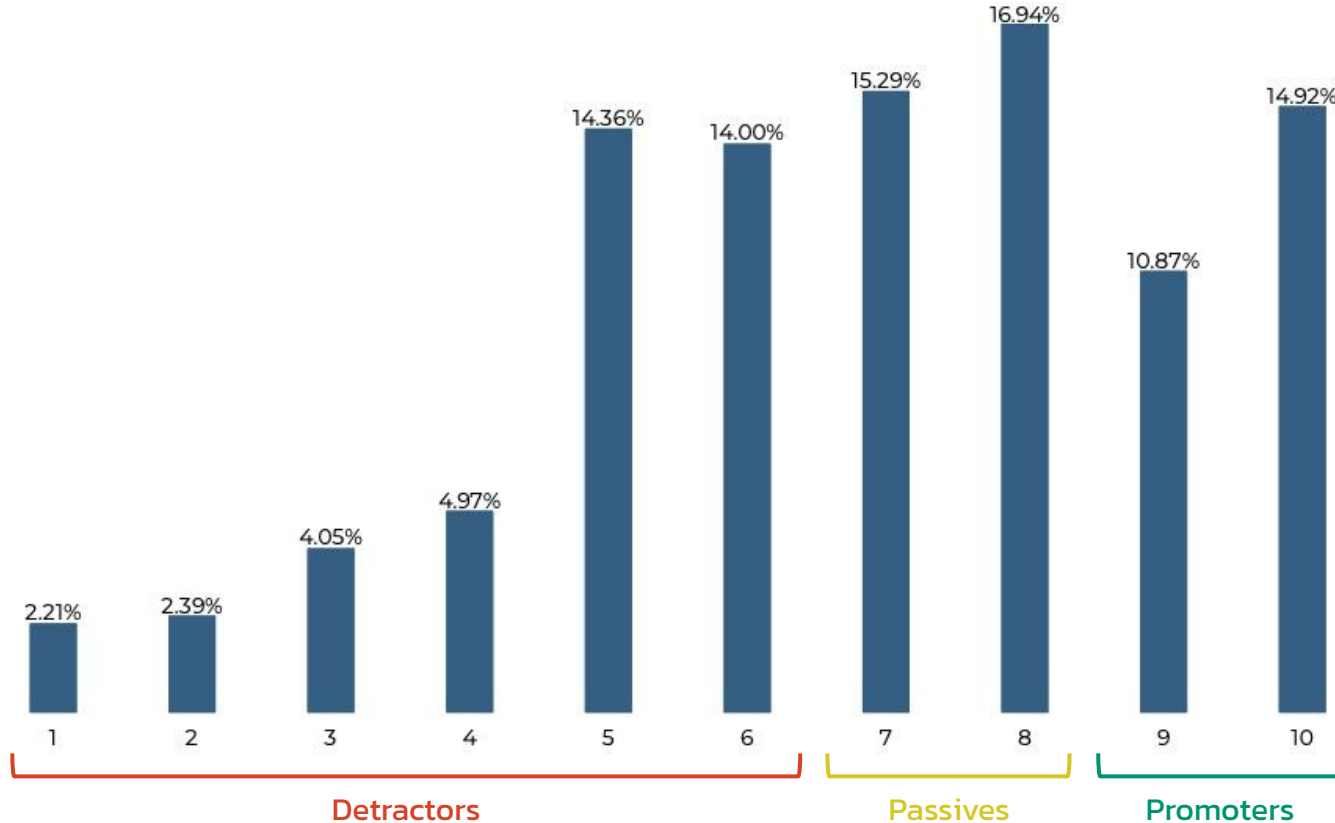
1.46%

Overall Brand Advocacy Score
Living in Sun Prairie

(% of Promoters minus % of Detractors)

Brand Barometer

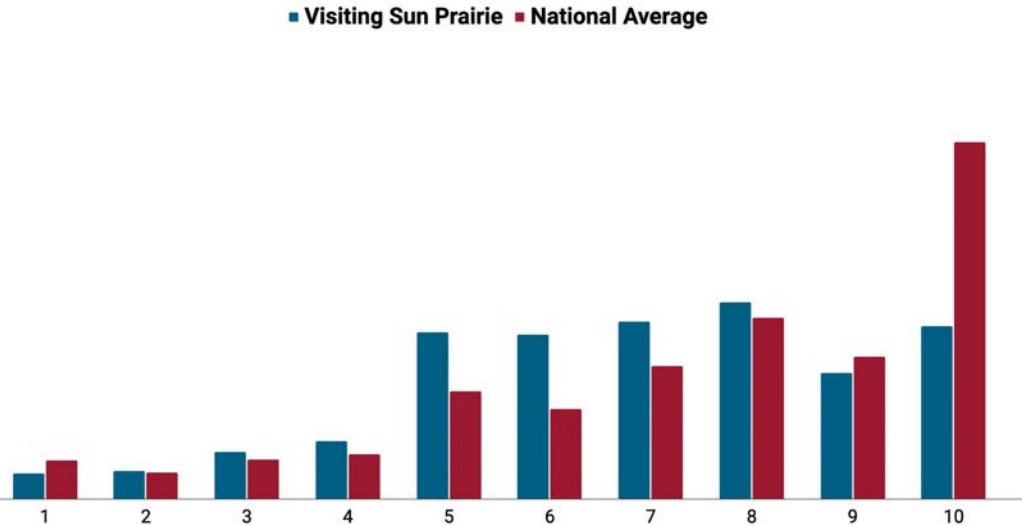
On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Visiting Sun Prairie



Brand Barometer

On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend...
Visiting Sun Prairie

	Visiting Sun Prairie	Sun Prairie Totals	National Average	National Totals
1	2.21%	Detractors 42.09%	3.35%	Detractors 29.96%
2	2.39%		2.25%	
3	4.04%		3.42%	
4	4.96%		3.89%	
5	14.34%		9.27%	
6	14.15%		7.78%	
7	15.26%	Passives	11.46%	Passives
8	16.91%	32.17%	15.59%	27.05%
9	10.85%	Promoters	12.27%	Promoters
10	14.89%	25.74%	30.72%	42.98%



Brand Barometer

On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend...
Visiting Sun Prairie

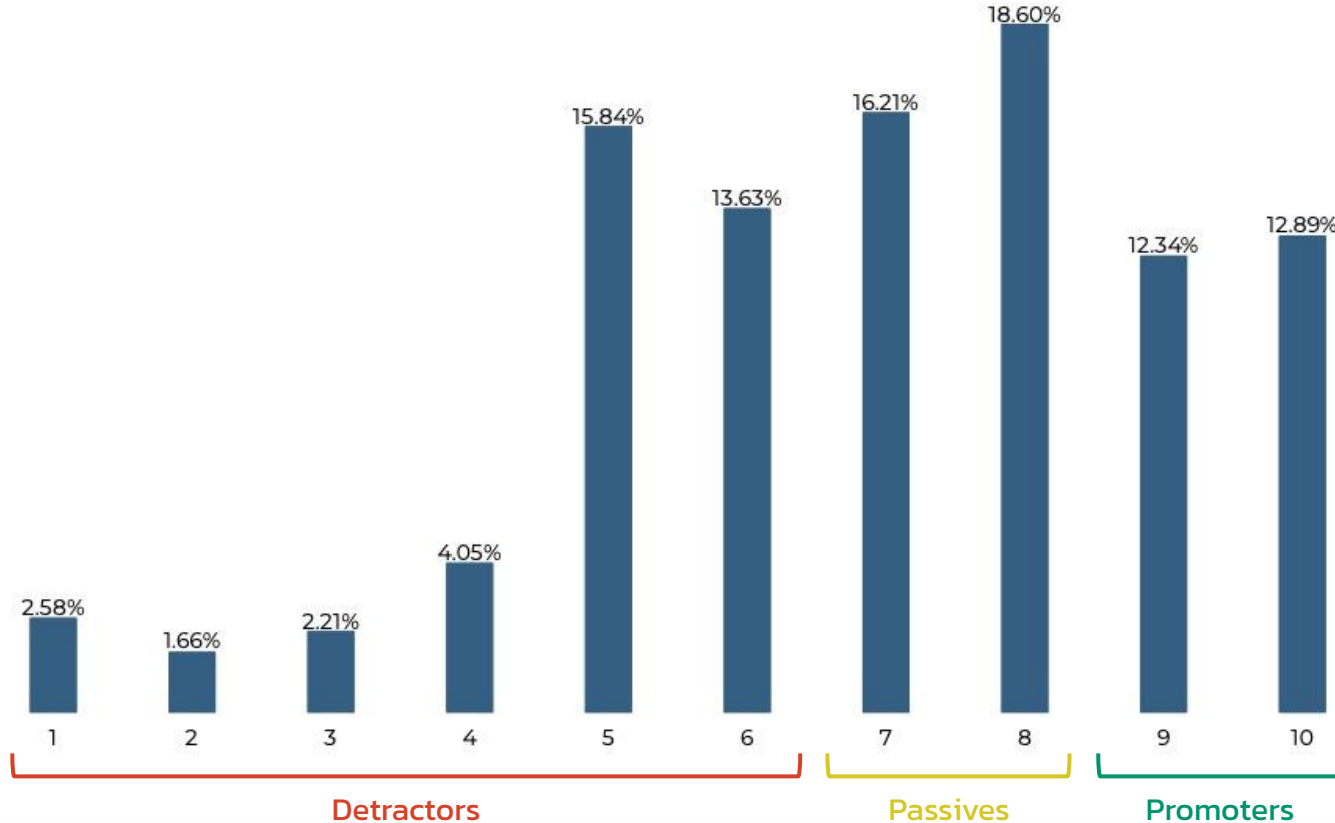
-16.35%

Overall Brand Advocacy Score
Visiting Sun Prairie

(% of Promoters minus % of Detractors)

Brand Barometer

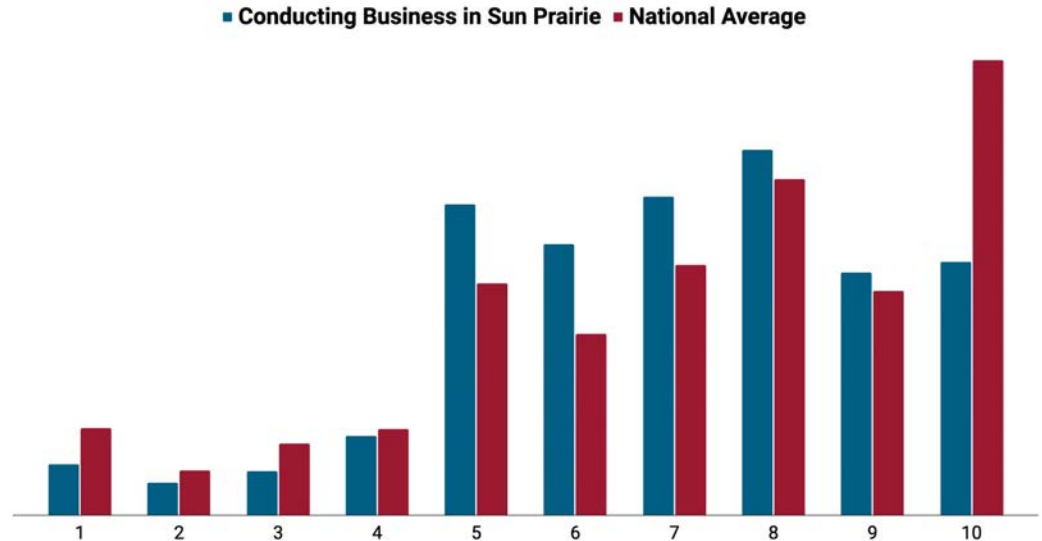
On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend...
Conducting Business in Sun Prairie



Brand Barometer

On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend...
Conducting Business in Sun Prairie

	Biz. in Sun Prairie	Sun Prairie Totals	National Average	National Totals
1	2.57%	40.07%	4.43%	35.68%
2	1.65%		2.25%	
3	2.21%		3.62%	
4	4.04%		4.38%	
5	15.81%		11.78%	
6	13.79%		9.21%	
7	16.18%	Passives	12.72%	Passives
8	18.57%	34.75%	17.08%	29.80%
9	12.32%	Promoters	11.41%	Promoters
10	12.87%	25.19%	23.12%	34.54%



Brand Barometer

On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend...
Conducting Business in Sun Prairie

-14.88%

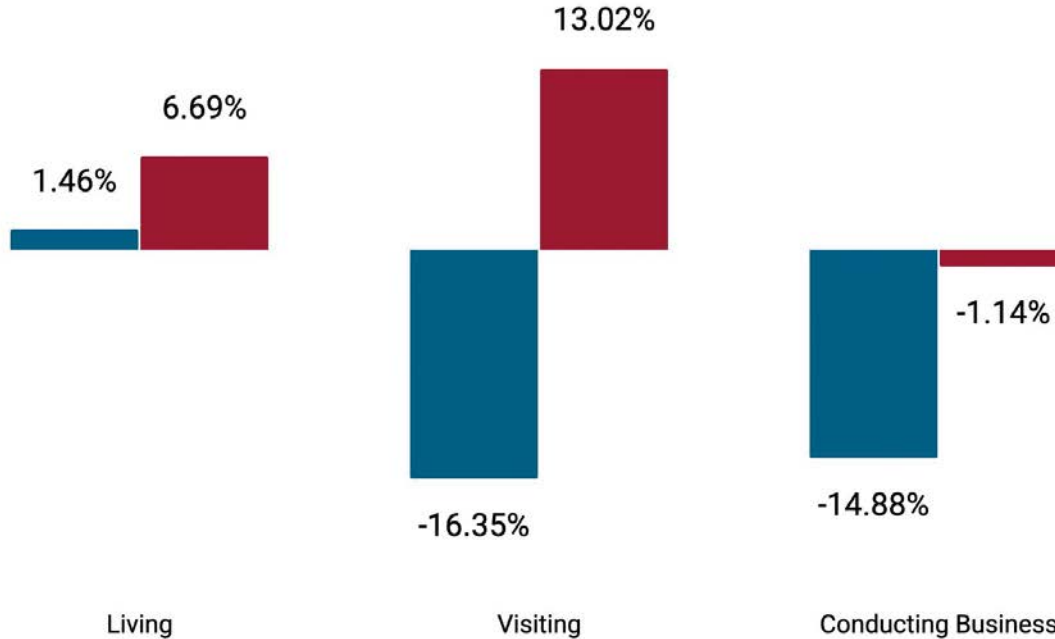
Overall Brand Advocacy Score
Conducting Business in Sun Prairie

(% of Promoters minus % of Detractors)

Brand Barometer

On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend Sun Prairie to a friend or colleague...

■ Sun Prairie ■ National Average



Community Survey

692 Total Responses

Community Survey

SURVEY DISTRIBUTION EFFORTS

Efforts to distribute the survey throughout the community were led by the City of Sun Prairie and included:

- City Administrator included a link to the Brand Survey in his Friday emails to City employees.
- Had QR code on materials at Downtown Sun Prairie Streets of Sun Prairie events.
- Sent the link with information multiple times to a comprehensive list of Community, Business, School, Faith, Organization, and City leaders.
- Encouraged City Council to share the link with their constituents.
- Sun Prairie Chamber of Commerce shared the link with information to its members.
- City's Economic Development Department shared the link with information to Business Park businesses.
- Promoted the brand survey on Facebook pages: City of Sun Prairie and Visit Sun Prairie.
- Was interviewed about the Brand Study by the Sun Prairie Media Center.
- Rose Freidel shared information about the Brand Survey with Rotary.
- Half sheets with QR codes were made available at Farmers Market info table.

Community Survey

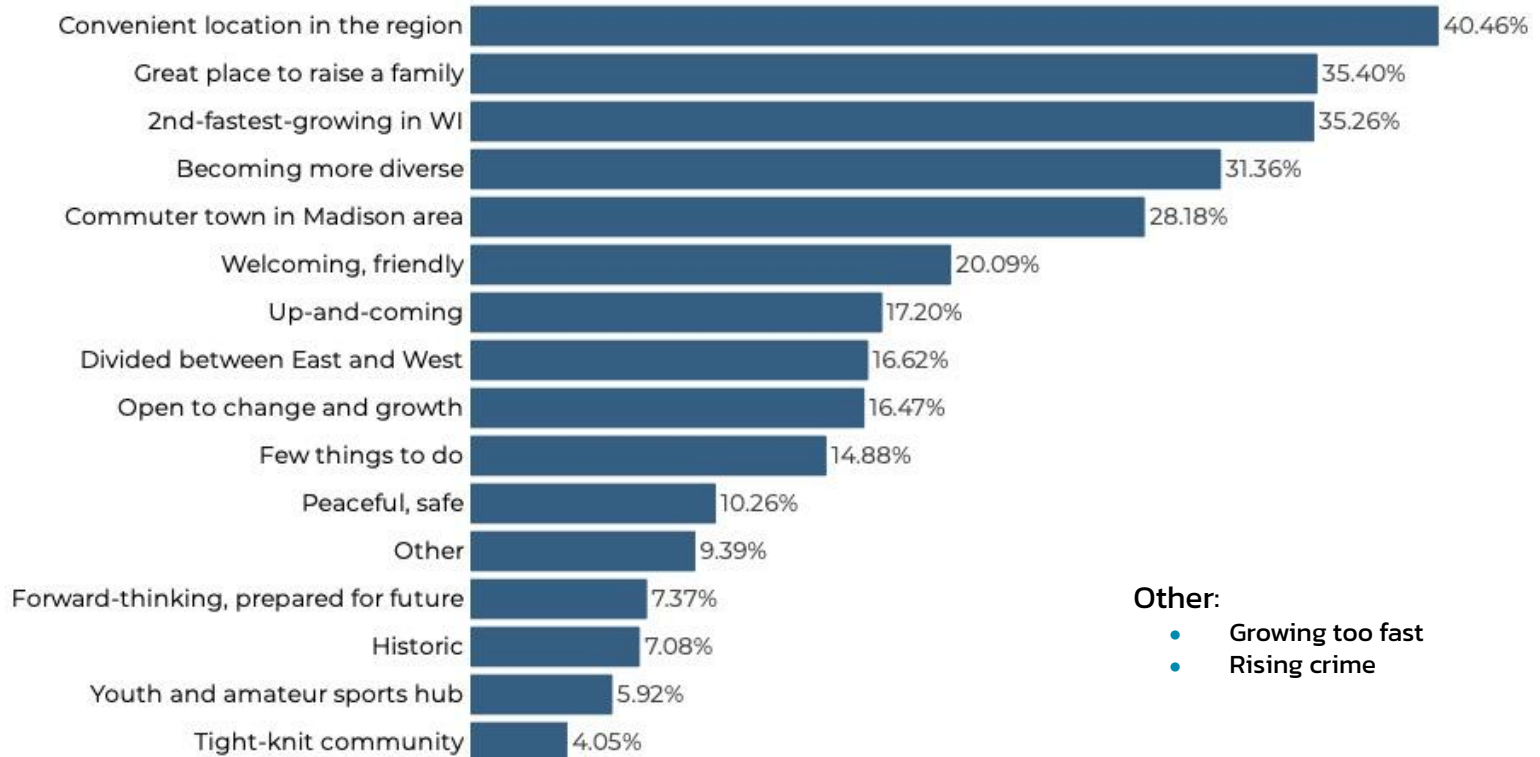
SURVEY DISTRIBUTION EFFORTS

City of Sun Prairie survey distribution efforts continued:

- 1:1 conversations with business leaders, including Clyde Gaines (Capital Land Music Fest), Gustavo Martinez (Guimo's Mexican Restaurant), Mark Rudd (Mr. Rudd's Barber Shop), Jerome Jansen (JJ's Boxing), and Korab Krasniqi (Edward Jones, property owner in Downtown Sun Prairie)
- Provided Guimo's and Fernando Mora (Abarotes El Primo) each with 400 flyers that included the brand survey QR code, and promoted the Multicultural Fair to hand out to customers.
- Provided Salvatore's Pizza with 400 flyers for pizza boxes that included the brand survey QR code and promoted the Multicultural Fair.
- Included a Brand Survey QR code on promotion materials promoting the Multicultural Fair; the QR code also linked to the Multicultural Fair webpage which also included the Brand Survey.
- 7/25: Sunshine Place Sun Prairie handed out 200 flyers with meals.
- 8/11: Distributed flyers to Stuff the Bus caregivers during Westside School and Sheehan Park pick-ups.
- 8/17-8/18: Brand survey was promoted at the Sweet Corn Festival, at the Volunteer Booth, and by Guimo's restaurant.
- 9/1: Mary Ellen Havel Lang promoted the survey at Community Schools meeting.
- 9/23: Multicultural Fair: promoted the survey at the Info Booth with a laptop on site for people to use.

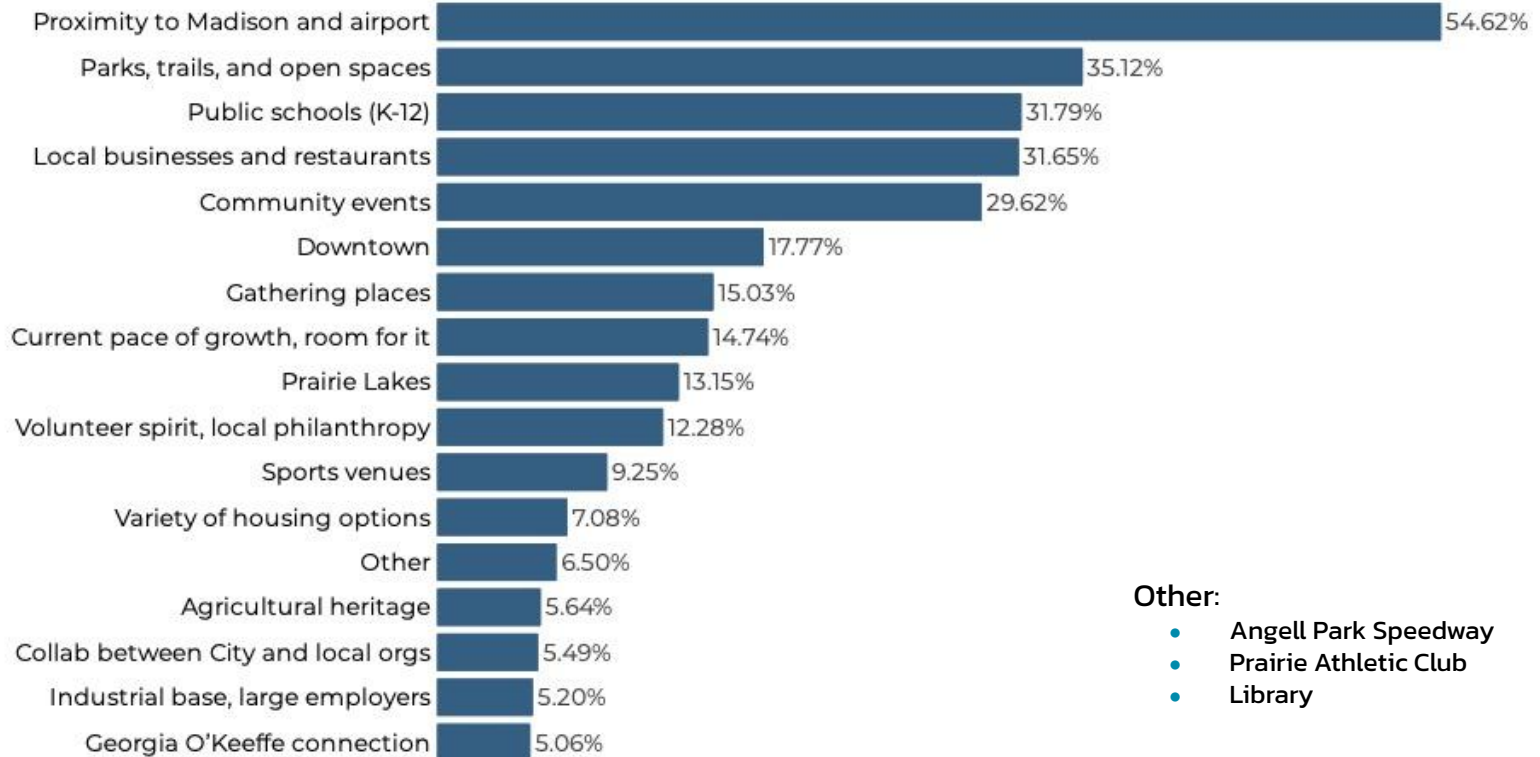
Community Survey

Which of the following are the best descriptors for Sun Prairie?
Choose three answers.



Community Survey

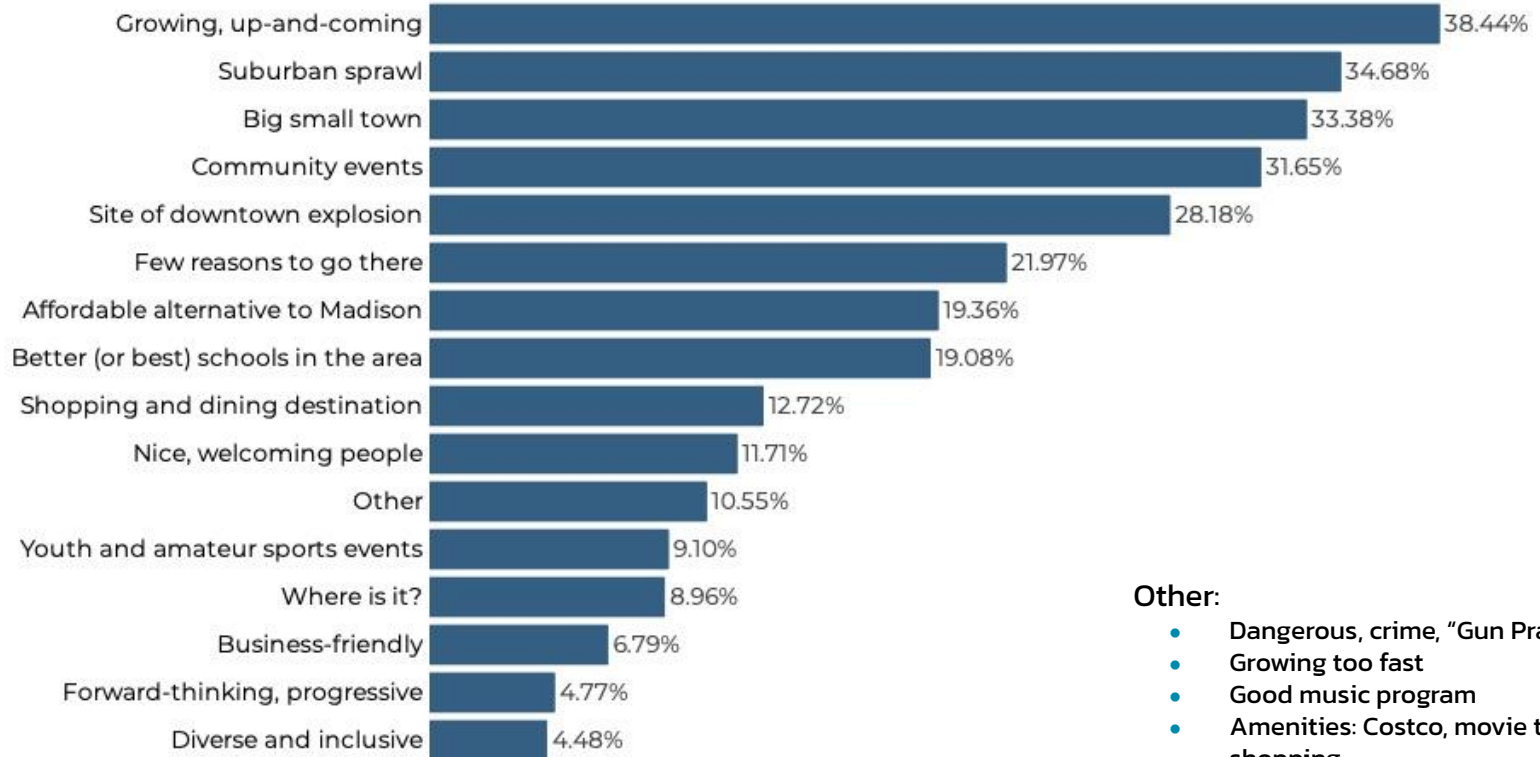
In your opinion, what are Sun Prairie's three greatest assets?
Choose three answers.



Community Survey

How do people throughout Dane County and beyond (non-residents of Sun Prairie) describe Sun Prairie?

Choose three answers.



Other:

- Dangerous, crime, "Gun Prairie"
- Growing too fast
- Good music program
- Amenities: Costco, movie theater, shopping

Community Survey

What do people not know that they should know about Sun Prairie?
What are its hidden gems?

1. *Its Parks**
2. *Farmers Market*
3. *Library*

Top parks mentioned:

Patrick Marsh Wildlife Area, Angell Park, Dream Park,
Sheehan Park, Wetmore Park

Community Survey

What is the first adjective that comes to mind when describing the following communities in Wisconsin?

Cottage Grove

- Small town
- Growing
- Rural
- Quaint

Fitchburg

- Crime, dangerous
- Sprawl
- Expensive
- Growing

Middleton

- Expensive
- Rich, wealthy
- Snobby
- Nice, upscale

Stoughton

- Norwegian
- Historic
- Rural
- Small town

Verona

- Epic
- Growing
- Expensive
- Rich, wealthy

Waunakee

- Rich, wealthy
- Expensive
- Growing
- White

Community Survey

What distinguishes Sun Prairie from other communities in the Madison area?

Active and Inviting Community

- "There is always something to do or celebrate, and they get the word out with community ambassadors. I feel welcomed and part of the community when I try something new."
- "Great coordination between local government and local businesses. Wonderful volunteer spirit, and lots of opportunities to be involved in the community."
- "Tightness of the community when tragedy happens, coming together to help the victims"
- "We value connection over status, and local businesses are wonderful!"
- "Its history as an affordable, welcoming community for all people. We don't just say we're welcoming; our jobs and housing options prove it."

An Eye on the Future

- "We are a forward-thinking city that embraces growth, diversity, and our small town heritage. You can do it all here and easily get to other places."
- "Its diversity and progressive attitudes while trying to be the best place for people to not only live but work here"
- "Growing with thought"

Community Survey

What distinguishes Sun Prairie from other communities in the Madison area?

Growing Pains

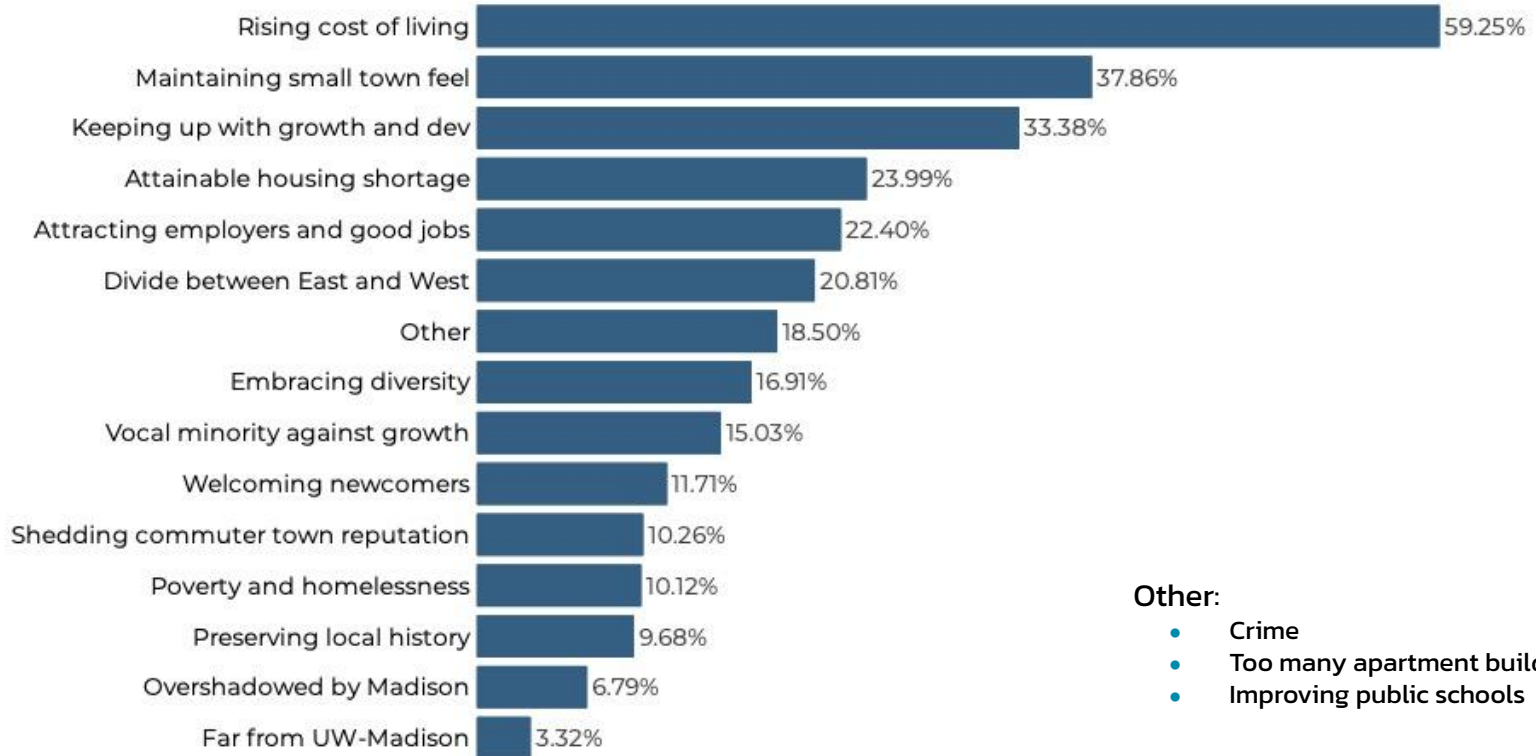
- “You can’t have real growth without being a little uncomfortable sometimes. Do we want to be boring and totally comfortable? Or do we want to grow and thrive?”
- “This community grew too fast, and as a result of it, we have high crime and problems with our school district and areas of the city that are not safe, especially at night.”
- “Used to have a small-town feel, but as the proportion of rentals is outpacing homes, I feel a lack of community and connection.”

Great Location

- “We are a forward-thinking city that embraces growth, diversity, and our small town heritage. You can do it all here and easily get to other places.”
- “Minutes from beautiful country hiking trails and downtown nightlife. Quick interstate access to travel to many parts of Wisconsin and the Midwest.”

Community Survey

In your opinion, what are the greatest challenges currently facing Sun Prairie?
Choose three answers.

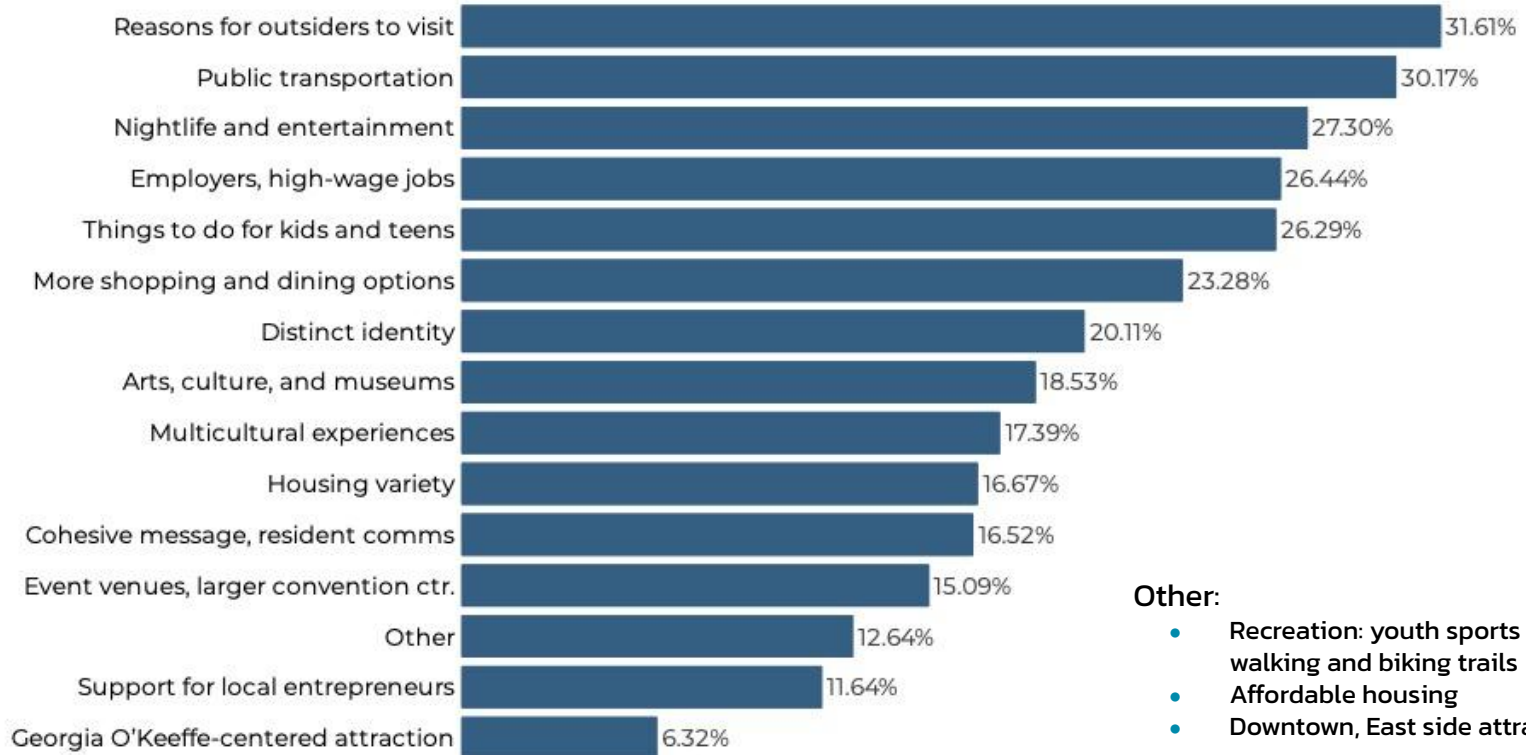


Other:

- Crime
- Too many apartment buildings
- Improving public schools

Community Survey

In your opinion, what is missing in Sun Prairie?
Choose three answers.

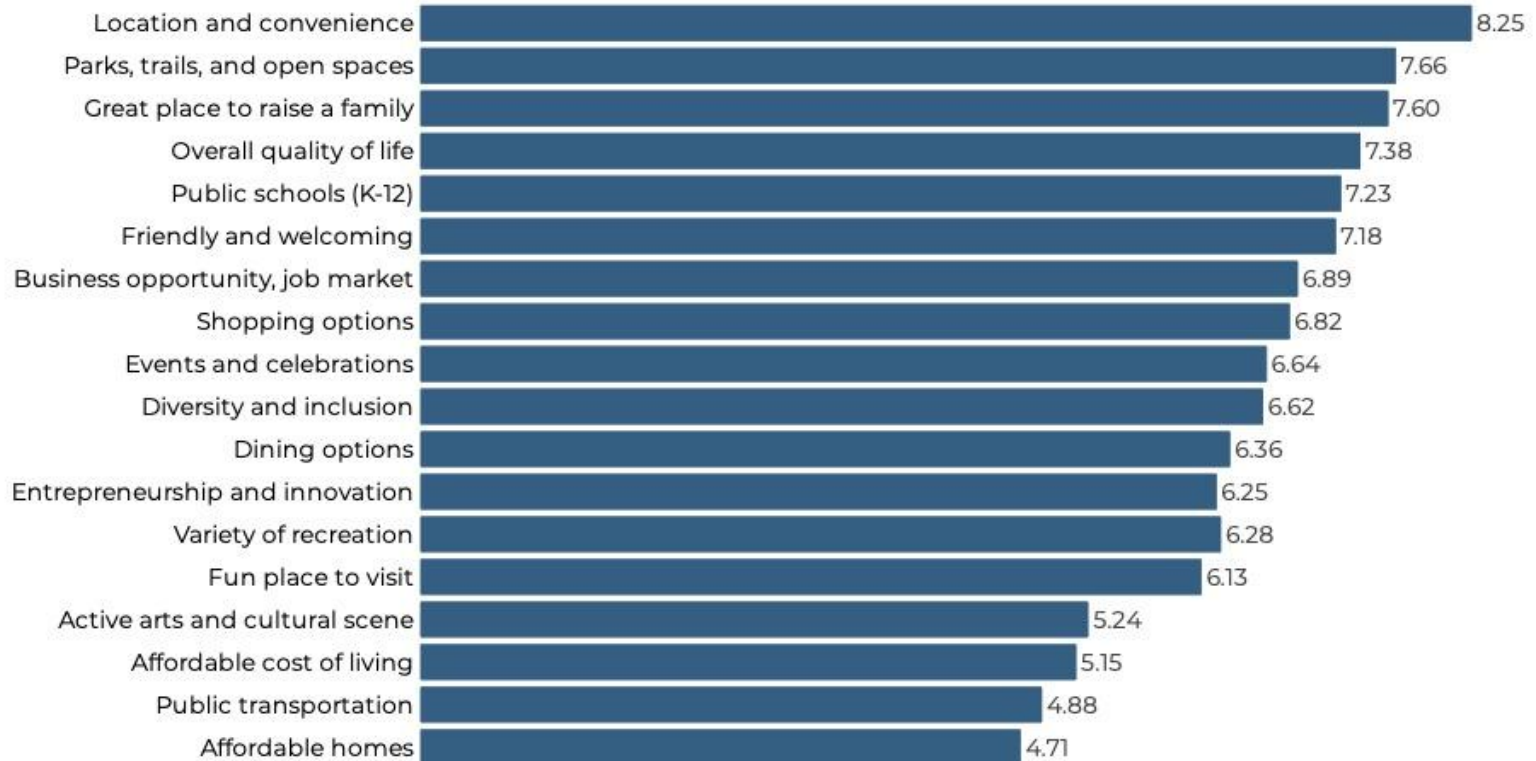


Other:

- Recreation: youth sports facilities, walking and biking trails
- Affordable housing
- Downtown, East side attractions

Community Survey

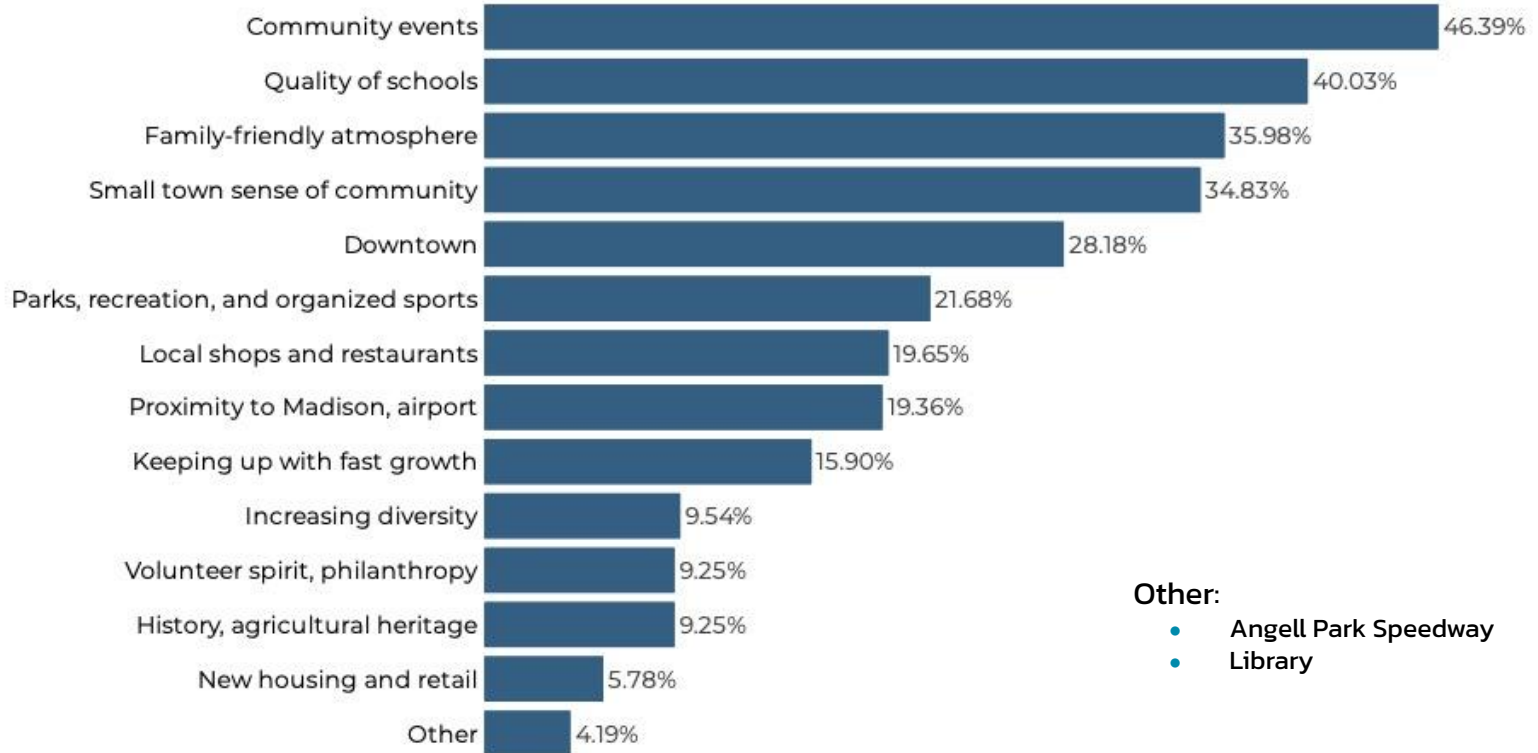
In your opinion, please rate the following Sun Prairie attributes and characteristics on a scale from 1-10, where 1 is "Poor" and 10 is "Excellent."



Community Survey

In your opinion, what three things are most important to Sun Prairie's identity as a community (without these, Sun Prairie is not Sun Prairie)?

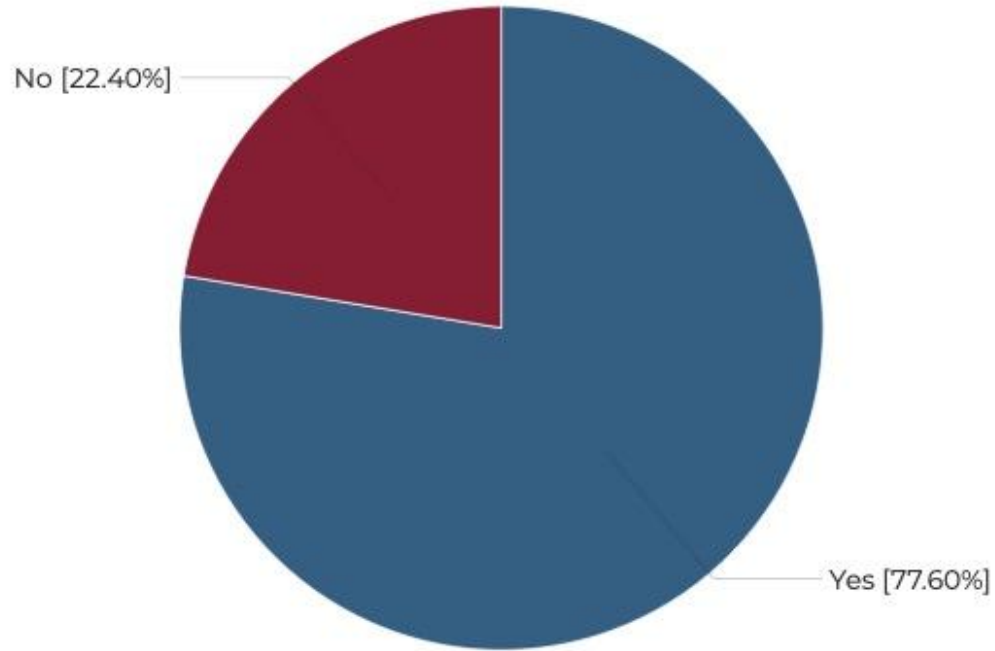
Choose three answers.



Brand Character

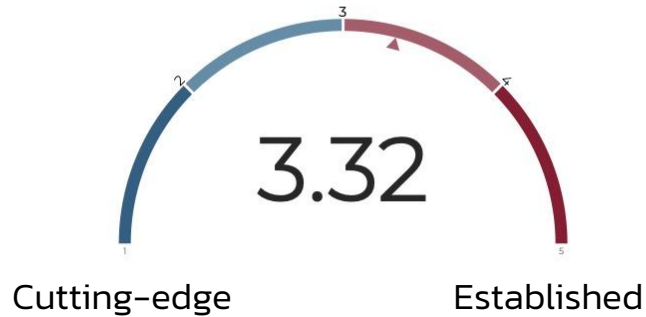
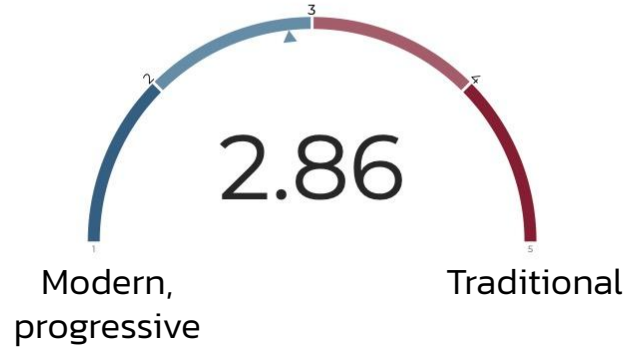
Community Survey

Would you like to answer 6 more questions about visual elements and the brand character of Sun Prairie?



Community Survey

The pairs of phrases below represent opposite characteristics. Please indicate which phrase is a better descriptor for Sun Prairie by marking an option on the spectrum between one characteristic and the other.



Community Survey

Which **vehicle** best represents the personality of Sun Prairie?

50.99%

Minivan

Community Survey

Which of the images below best represents the personality of Sun Prairie?
Vehicles



Minivan
50.99%



Hybrid Sedan
15.93%



Luxury SUV
15.93%



Pickup Truck
9.86%



Classic Car
3.95%



RV
1.52%



Off-road SUV
1.51%



Motorcycle
0.61%

Community Survey

Which **Building/Architectural Style** best represents the personality of Sun Prairie?

81.28%

Suburban Home

Community Survey

Which of the images below best represents the personality of Sun Prairie?
Buildings/Architectural Styles



Suburban Home
81.28%



Urban Living
7.46%



Single-Family Victorian
4.57%



Farmhouse
4.11%



Neo-Gothic Mansion
0.91%



Corporate Offices
0.76%



Rustic Cabin
0.46%



Modern Home
0.46%

Community Survey

Which **Brand Personas/Archetypes** best represents the personality of Sun Prairie?

32.06%
Helper

Community Survey

Which of the images below best represents the personality of Sun Prairie?
Brand Personas/Archetypes



Helper
32.06%



Teacher
22.55%



Best Friend
18.40%



Hero
9.97%



Geek
4.75%



Creative
4.60%



Explorer
3.22%



Expert
3.22%



Entertainer
1.23%

Community Survey

What **Visual Symbol/Landmark** is iconic in Sun Prairie?

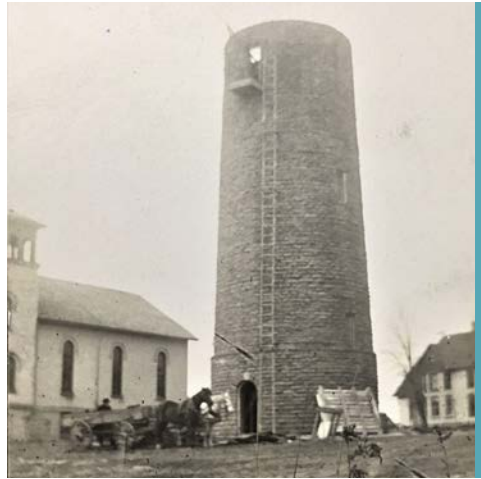
10.94%
Downtown Sun Prairie

Community Survey

What is iconic in Sun Prairie?
Visual Symbols/Landmarks



Downtown Sun Prairie
10.94%



Sun Prairie Water Tower
10.11%

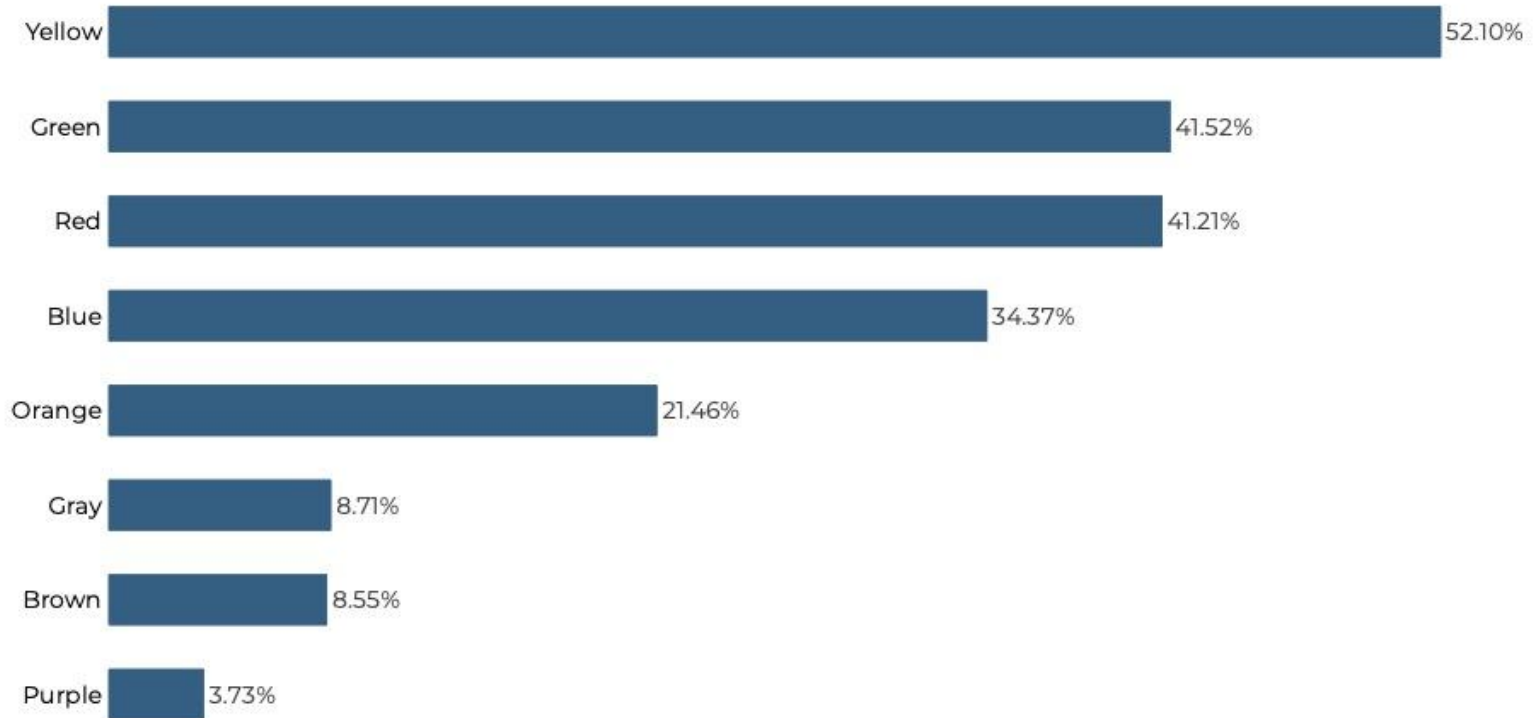


Angell Park*
7.72%

*Includes mentions of both the Park and the Speedway.

Community Survey

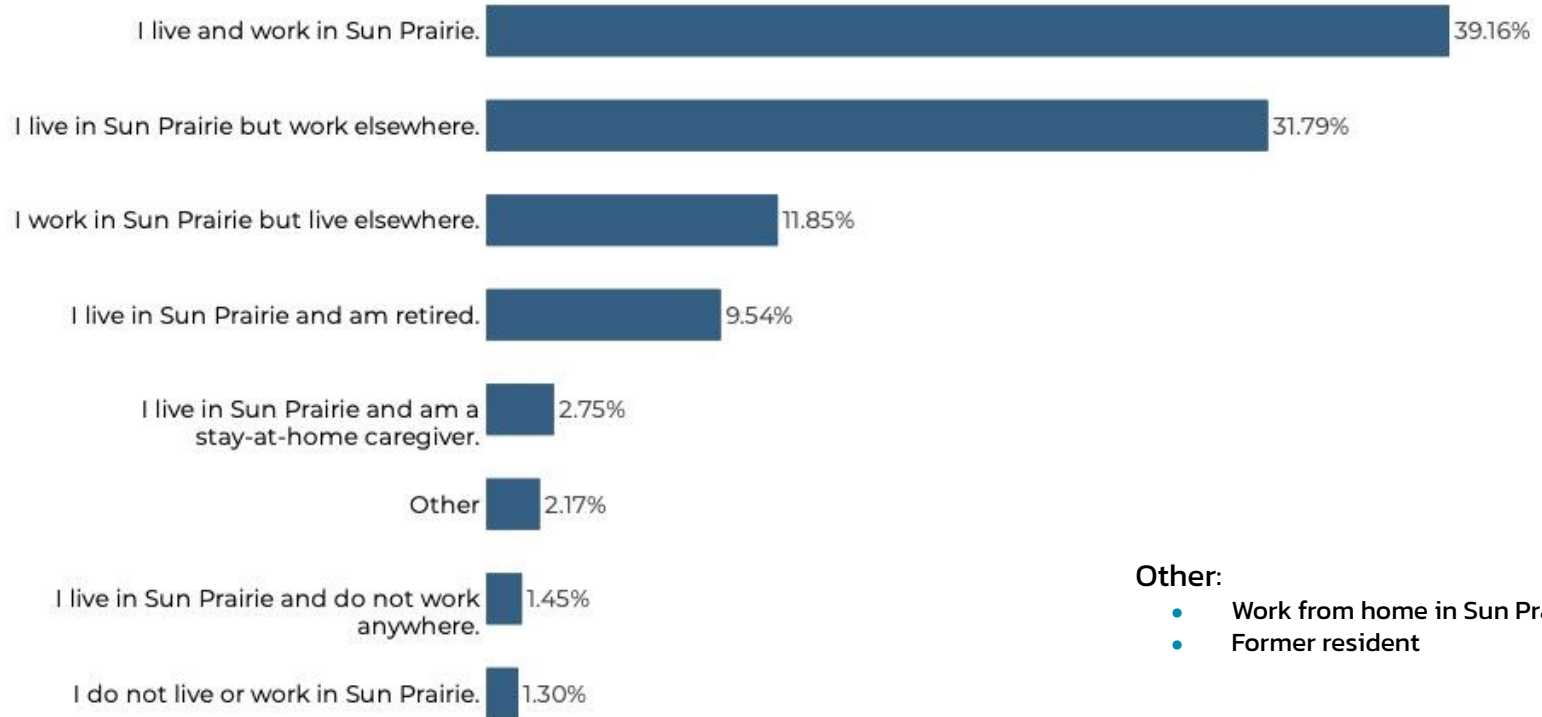
Which colors do you most associate with the personality and physical nature of Sun Prairie?
Choose three answers.



Demographics

Community Survey

Please choose the description that best identifies you.

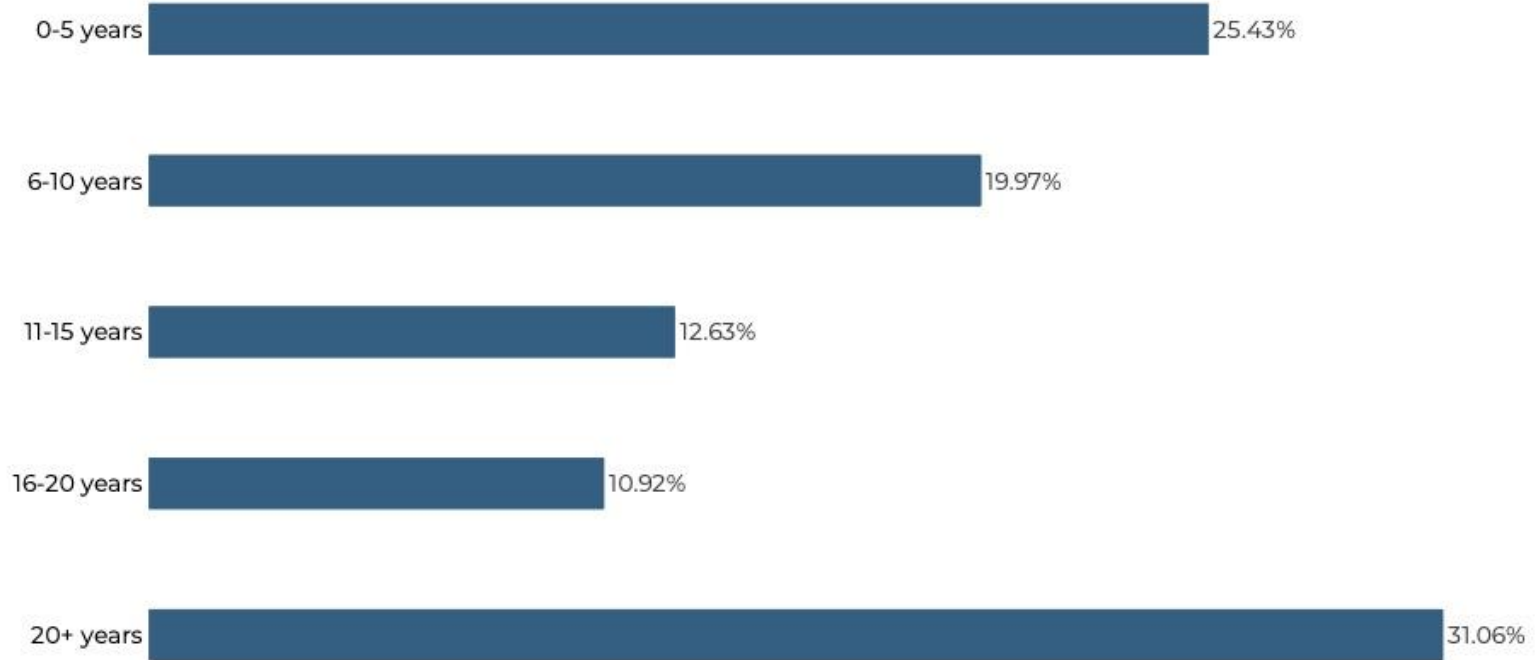


Other:

- Work from home in Sun Prairie
- Former resident

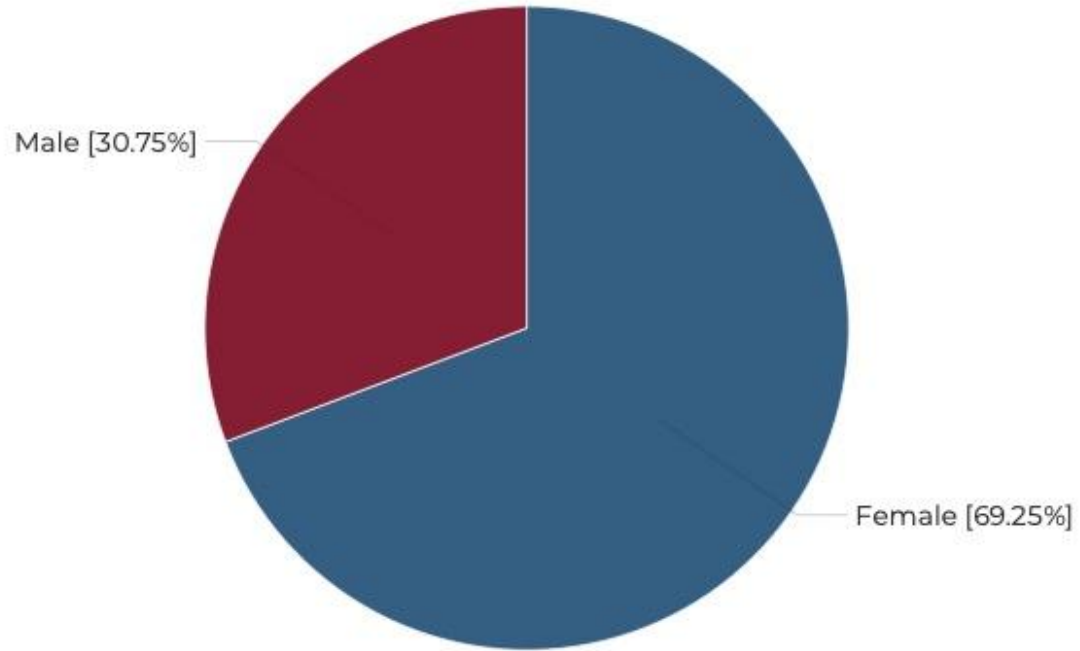
Community Survey

How long have you been a resident of Sun Prairie?



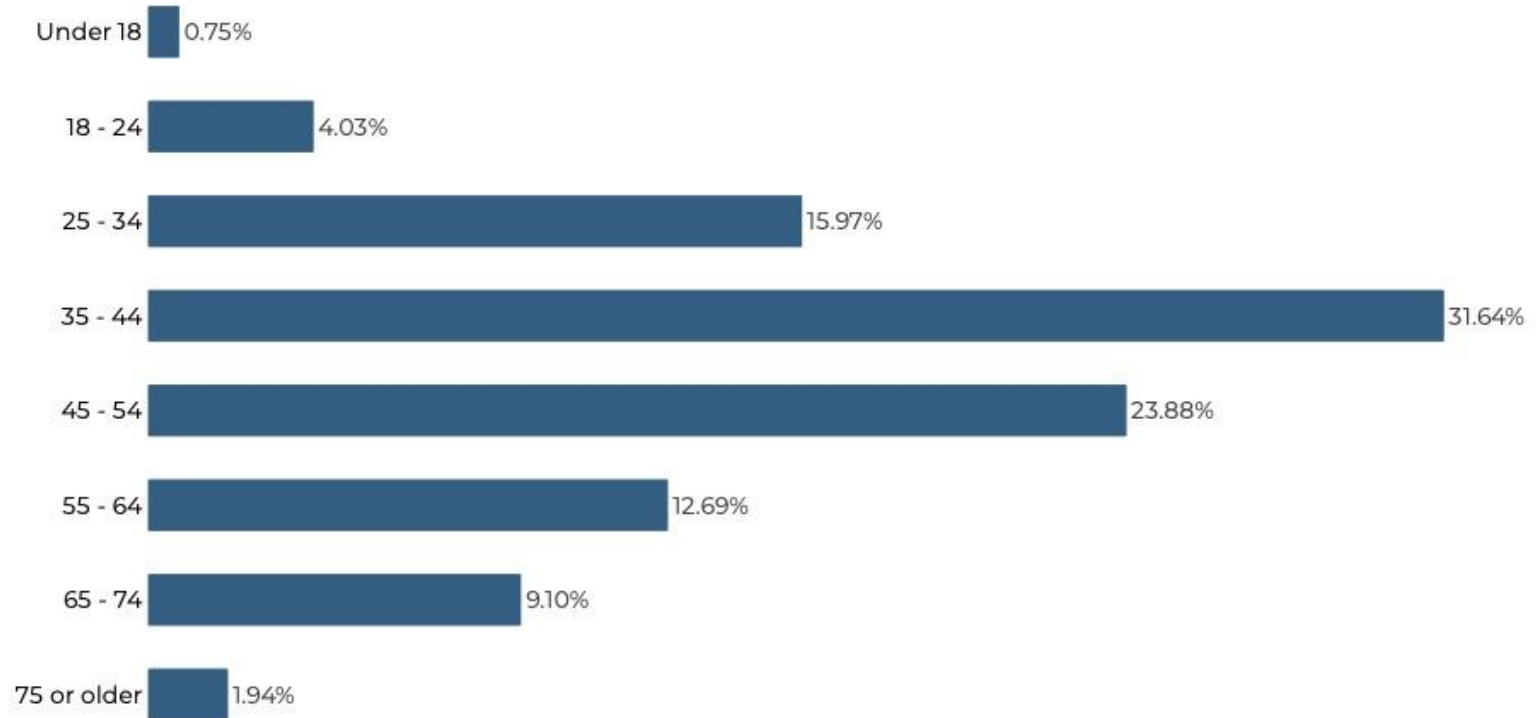
Community Survey

What is your gender?



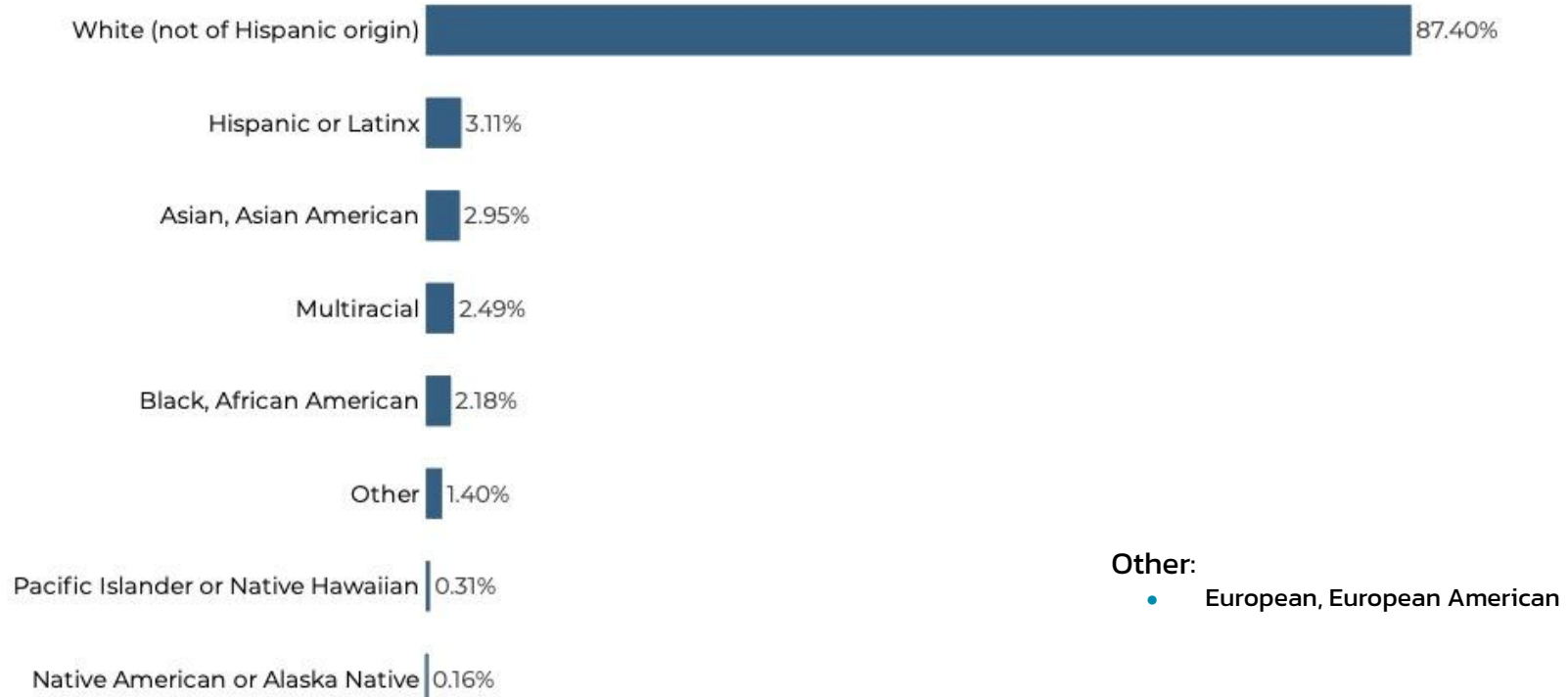
Community Survey

Which of the following includes your age?



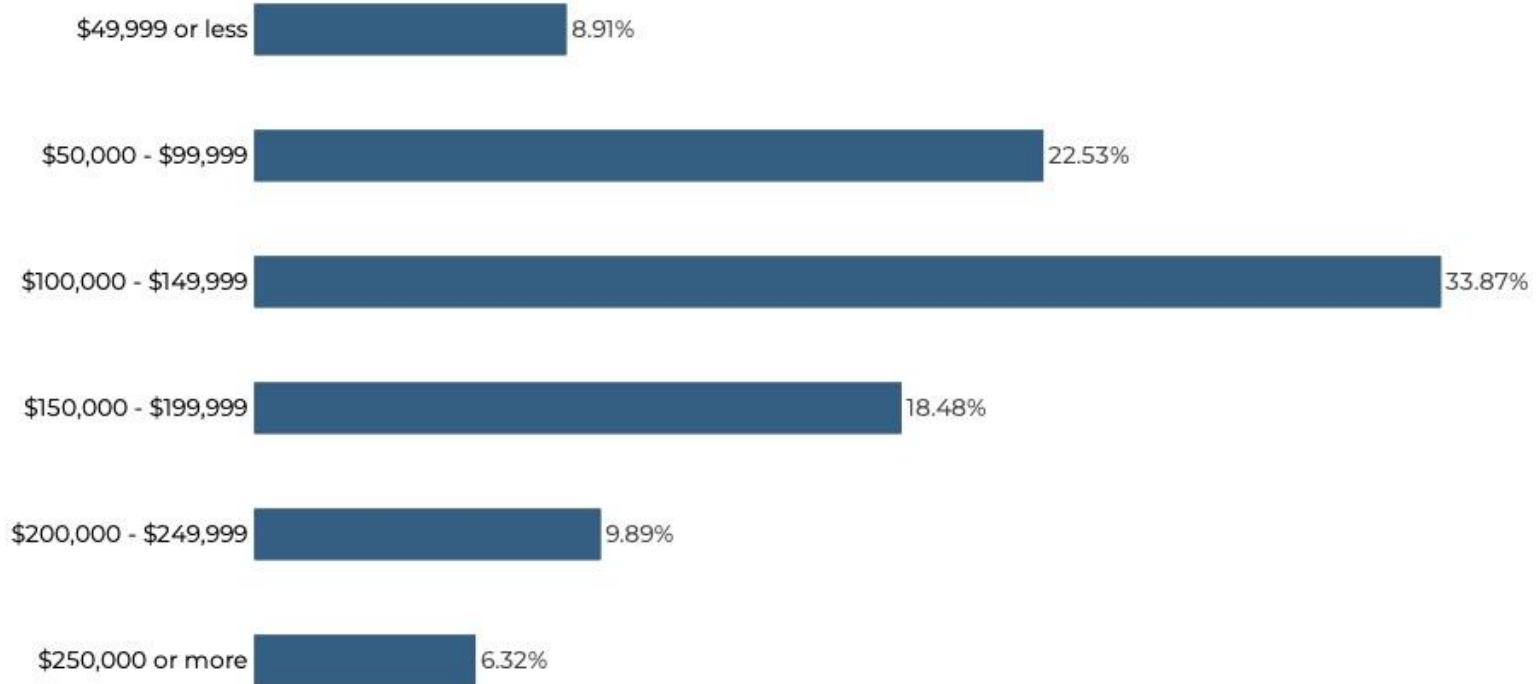
Community Survey

Which of the following best describes you?



Community Survey

Which of the following ranges includes your total household income?



Consumer Awareness & Perception Study

237 External Responses

Consumer Awareness and Perception Study

SURVEY TERMINATION

237 Total Respondents

- 80 from Chicago, IL metropolitan area
- 78 from Madison, WI metropolitan area
- 79 from Milwaukee, WI metropolitan area

Terminations (1,678 Total)

- 8 for being under 18
- 328 for living outside of areas of interest
- 192 for having lived/worked in Sun Prairie or competitor communities
- 532 for being "Not at all familiar" with Sun Prairie
- 243 for attention/speeding checks
- 375 for overfilled demographic quotas

Consumer Awareness and Perception Study

SURVEY ANALYSIS GROUPINGS

Markets

- Chicago, IL metro: Cook, DeKalb, DuPage, Kane, Lake, and McHenry Counties
- Madison, WI metro: Columbia, Dane, Green, Iowa, Rock, and Sauk Counties
 - Excluding the municipalities of Fitchburg, Middleton, Stoughton, Sun Prairie, Verona, and Waunakee
- Milwaukee, WI metro: Milwaukee, Dodge, Jefferson, Kenosha, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties

Age

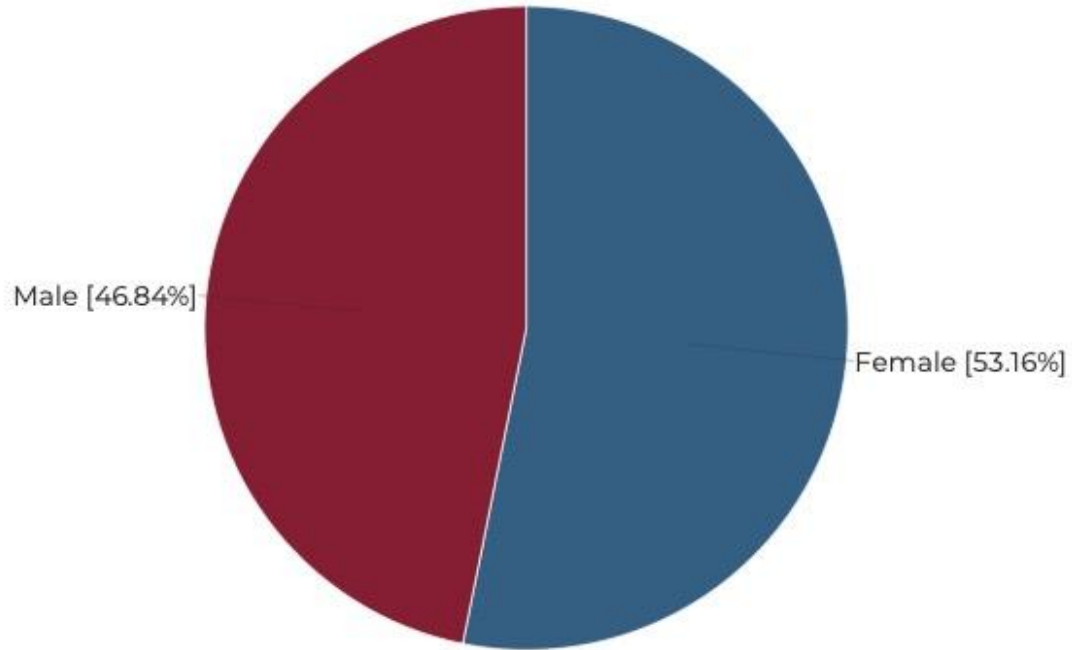
- Gen Z and Young Millennials: *18–34 years old*
- Gen X and Old Millennials: *35–54 years old*
- Boomers +: *55+ years old*

Visitors (166 respondents)

- Visitors indicated that they have visited Sun Prairie in the past 3 years.

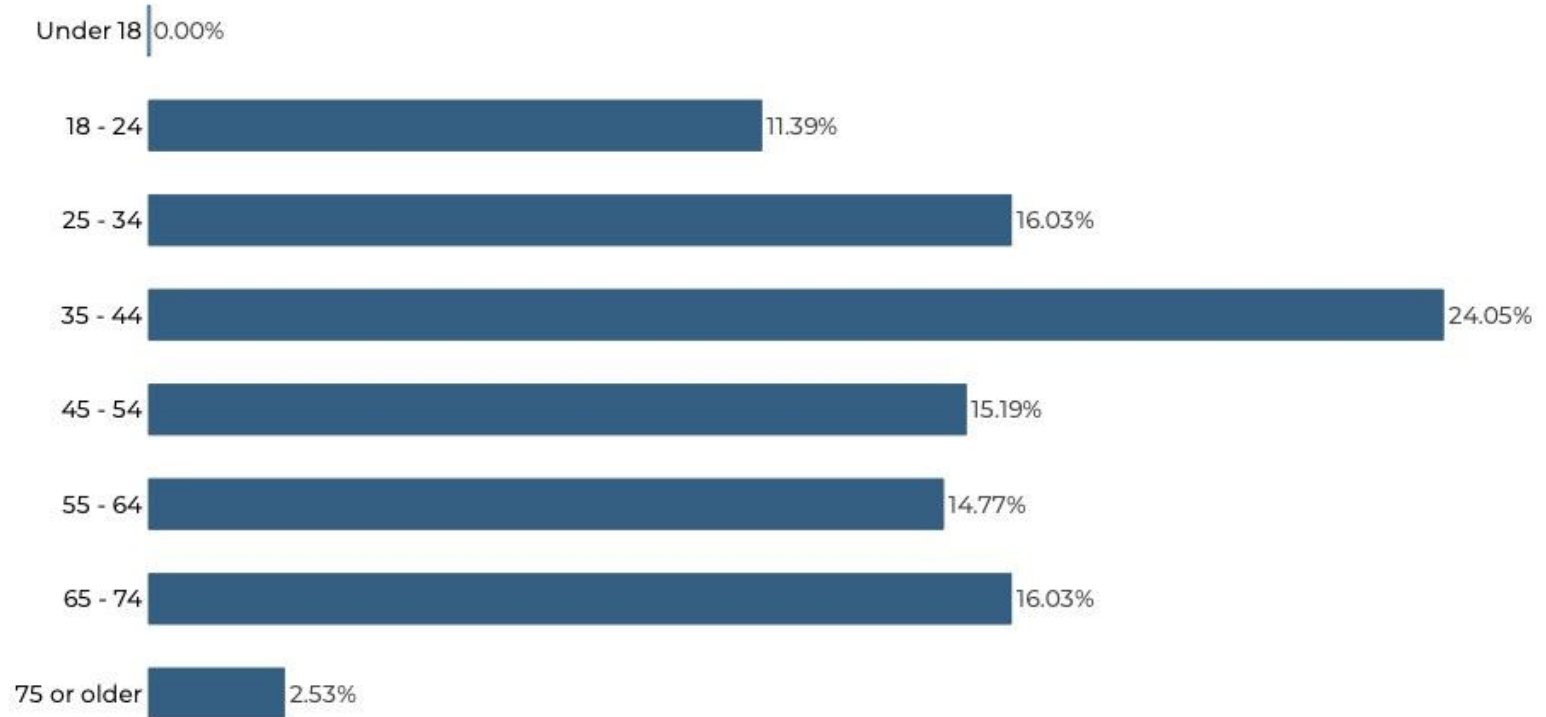
Demographics

What is your gender?



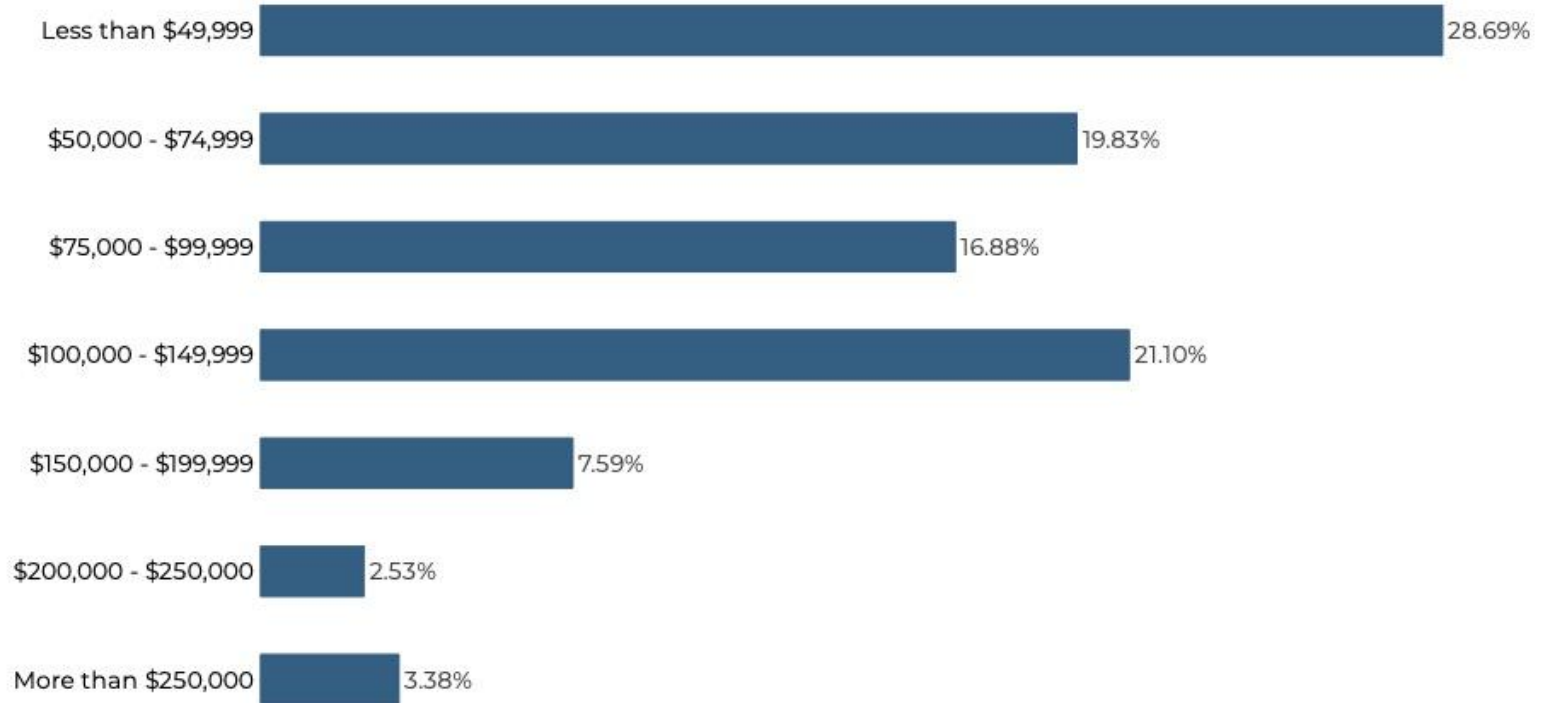
CAP Study

Which of the following includes your age?



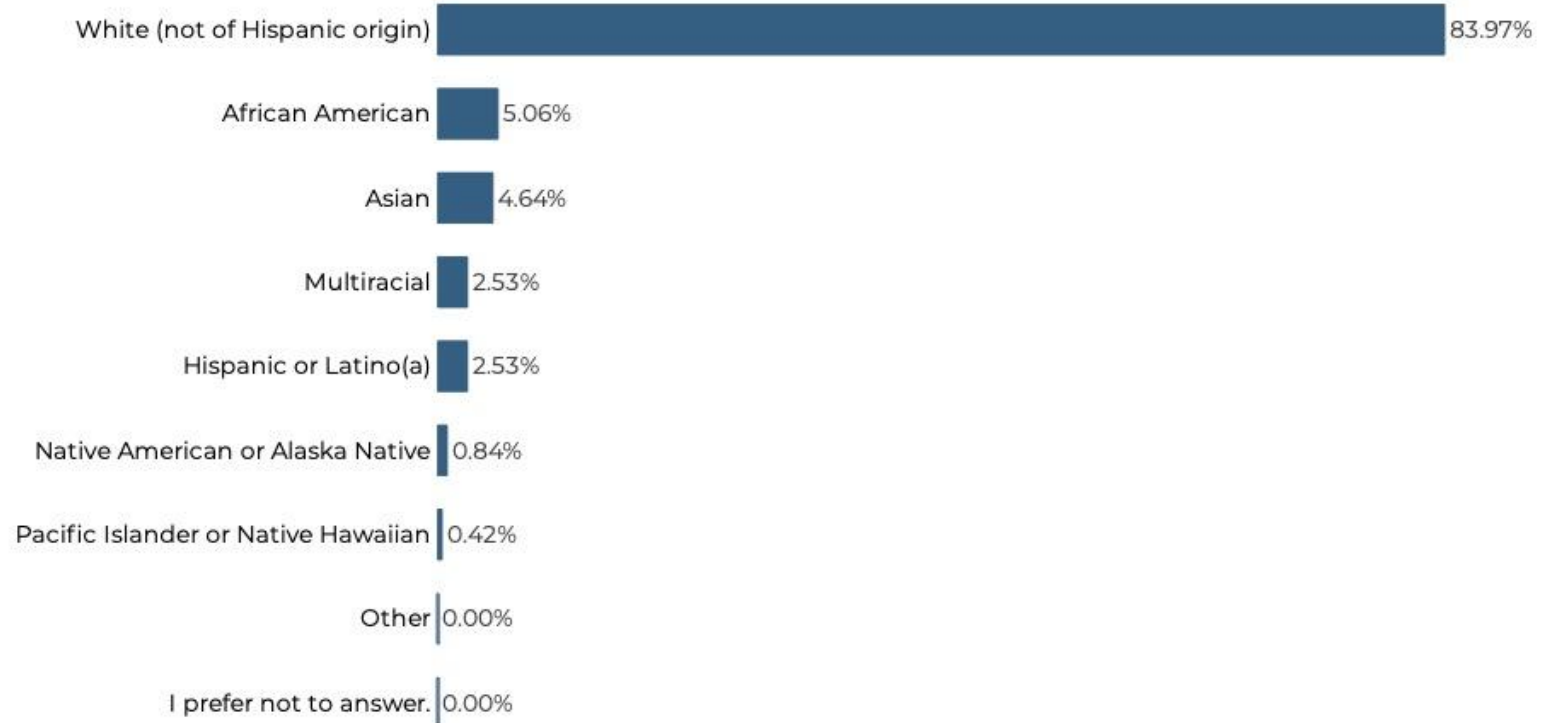
CAP Study

Which of the following ranges includes your total household income?



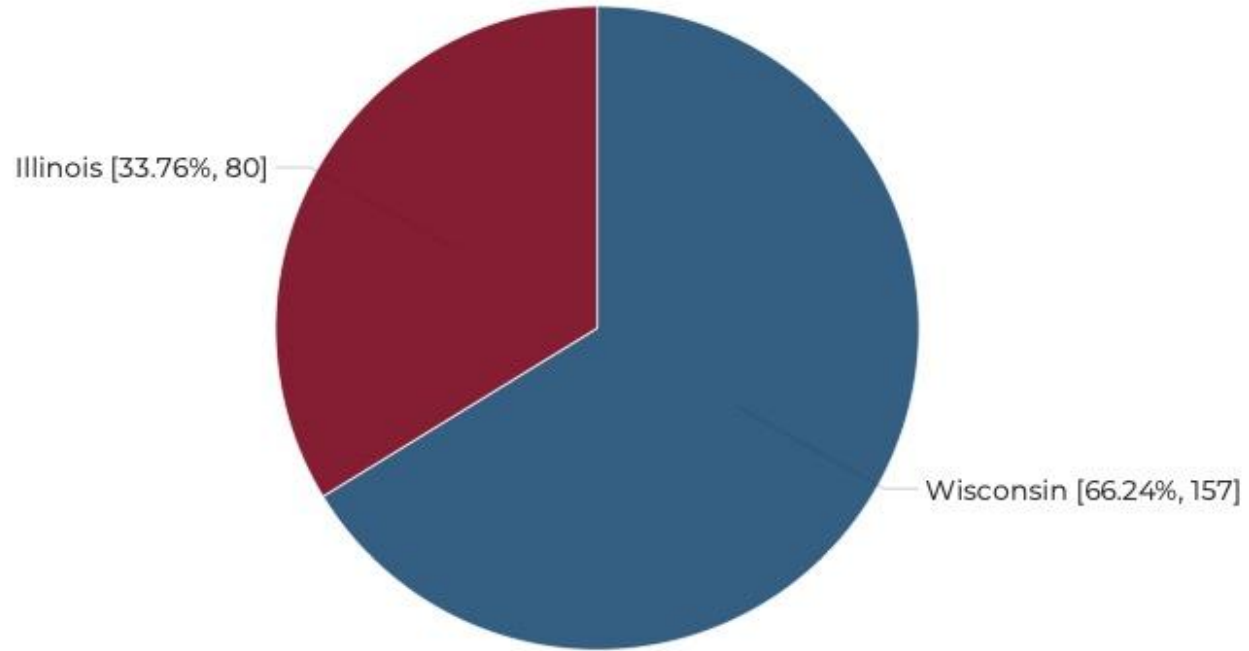
CAP Study

Which of the following best describes you?



CAP Study

In which of the following states do you live?

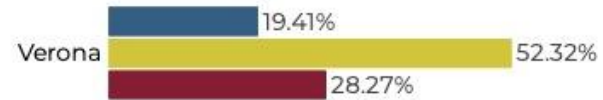
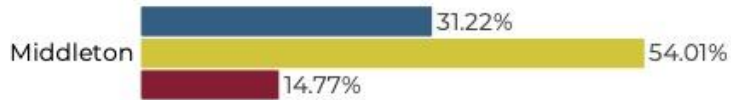
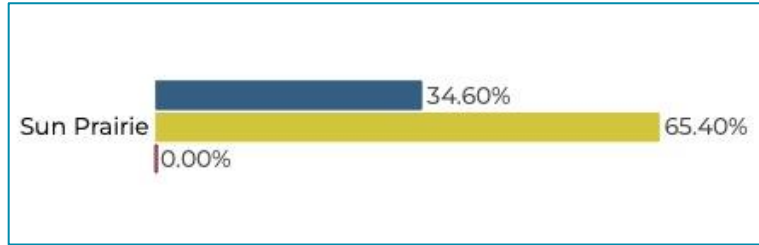
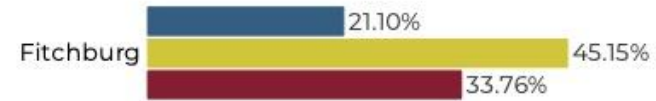


Familiarity

CAP Study

How familiar are you with the following communities in Dane County, WI?

● Very familiar ● Somewhat familiar ● Not at all familiar

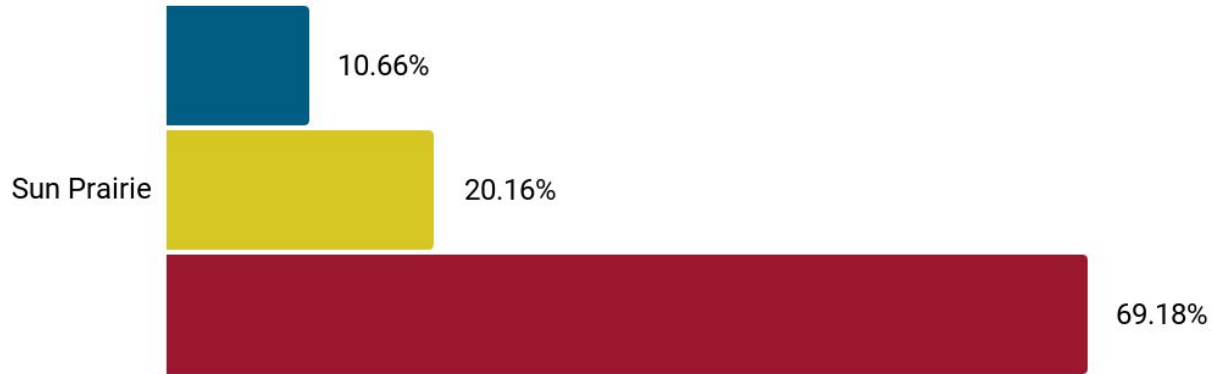


CAP Study

SUN PRAIRIE ONLY, TERMINATIONS INCLUDED

How familiar are you with the following communities in Dane County, WI?

● Very familiar ● Somewhat familiar ● Not at all familiar

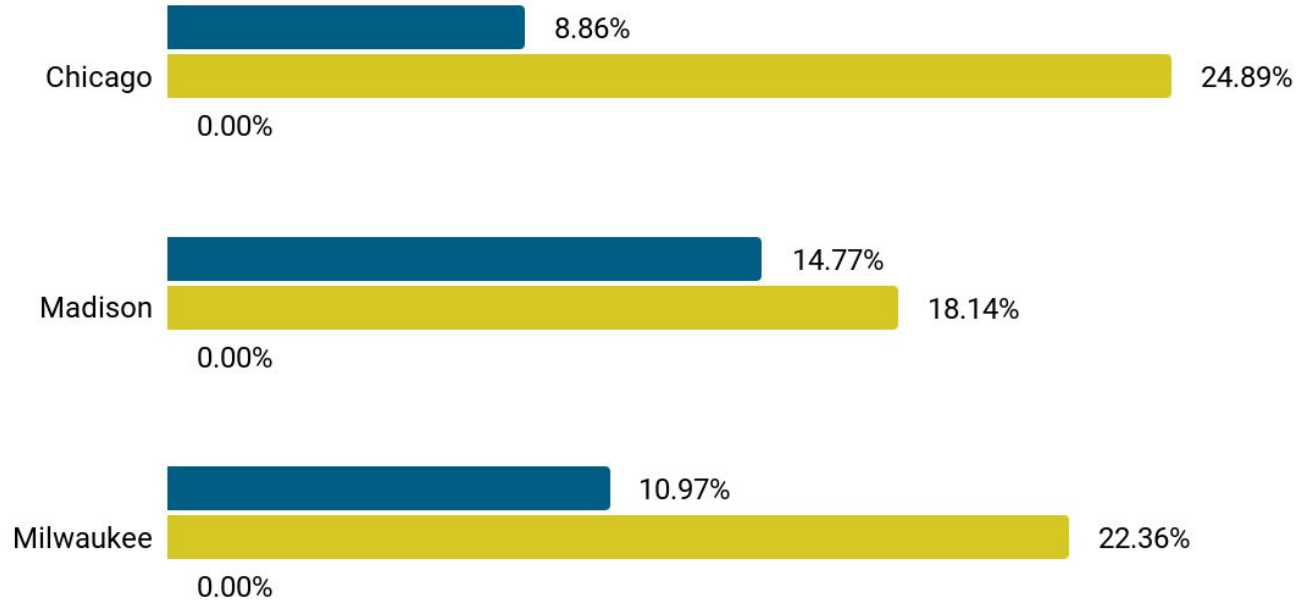


CAP Study

SUN PRAIRIE ONLY, BY MARKET

How familiar are you with the following communities in Dane County, WI?

● Very familiar ● Somewhat familiar ● Not at all familiar



Unaided Perceptions

CAP Study

When you think of the following communities, what is the first thing that comes to mind?

Fitchburg

- Nice
- Suburban

Middleton

- Good Neighbor Festival
- Mustard Museum

Stoughton

- Norwegian heritage
- Farms, rural

Sun Prairie

- Shopping (Costco, Cabela's, etc.)
- Jimmy the Groundhog

Verona

- Epic
- Suburban

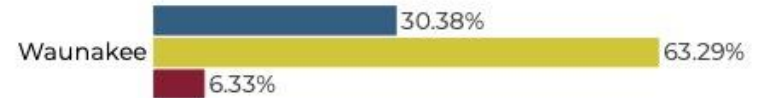
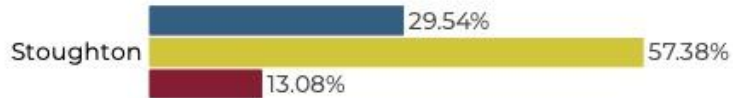
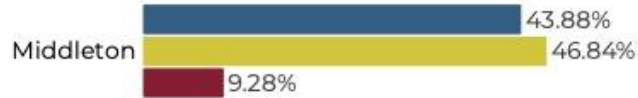
Waunakee

- Small town
- WaunaFest

CAP Study

From your perspective, do you think the following communities are improving, declining, or staying the same?

● Improving ● Staying the same ● Declining

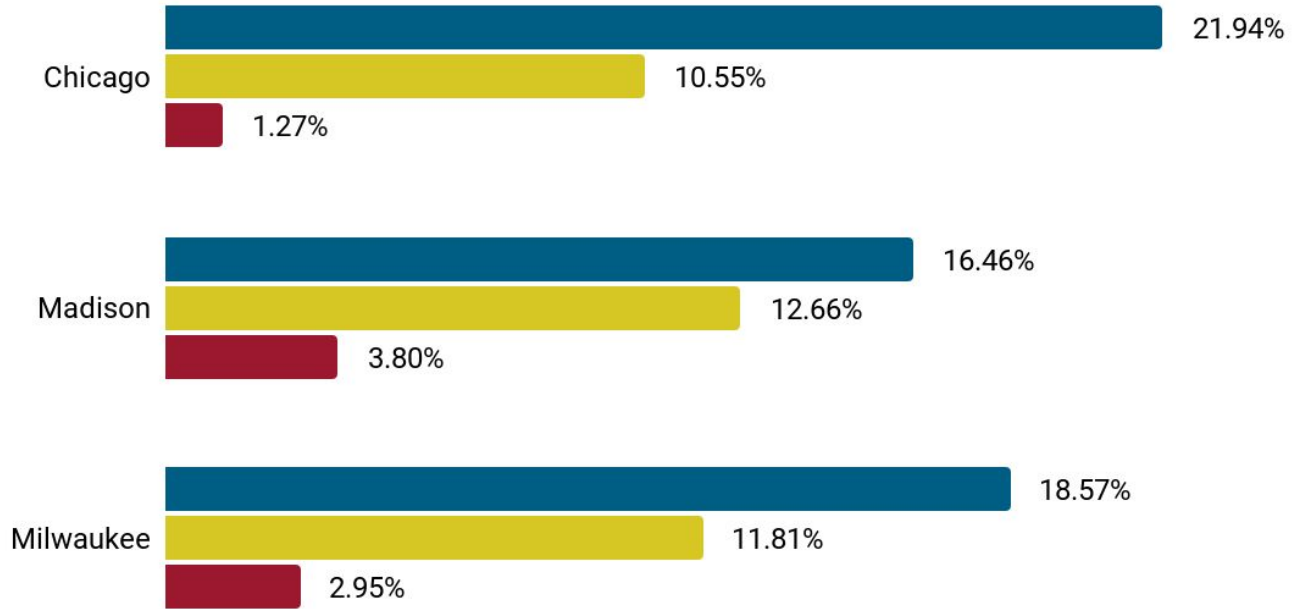


CAP Study

SUN PRAIRIE ONLY, BY MARKET

From your perspective, do you think the following communities are improving, declining, or staying the same?

● Improving ● Staying the same ● Declining

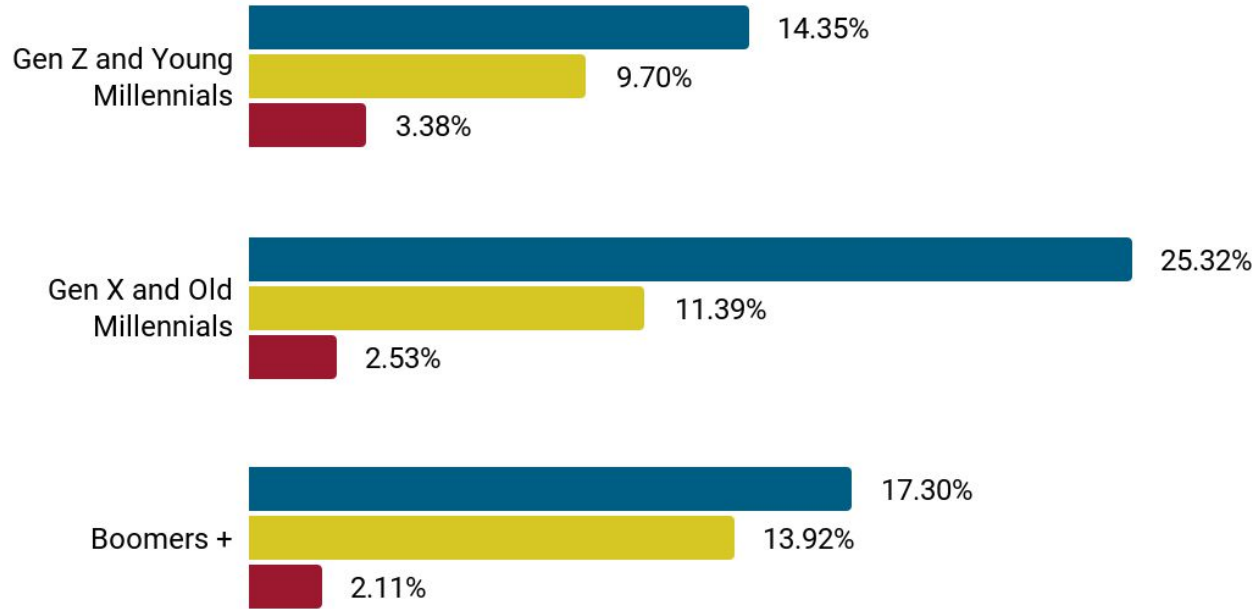


CAP Study

SUN PRAIRIE ONLY, BY AGE

From your perspective, do you think the following communities are improving, declining, or staying the same?

● Improving ● Staying the same ● Declining

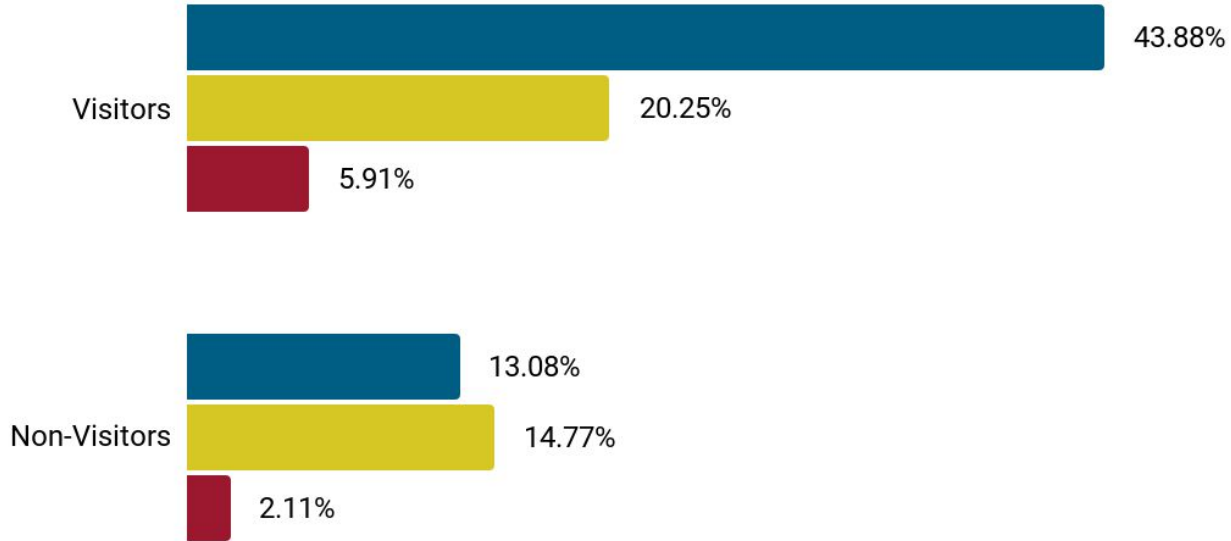


CAP Study

SUN PRAIRIE ONLY, BY VISITATION

From your perspective, do you think the following communities are improving, declining, or staying the same?

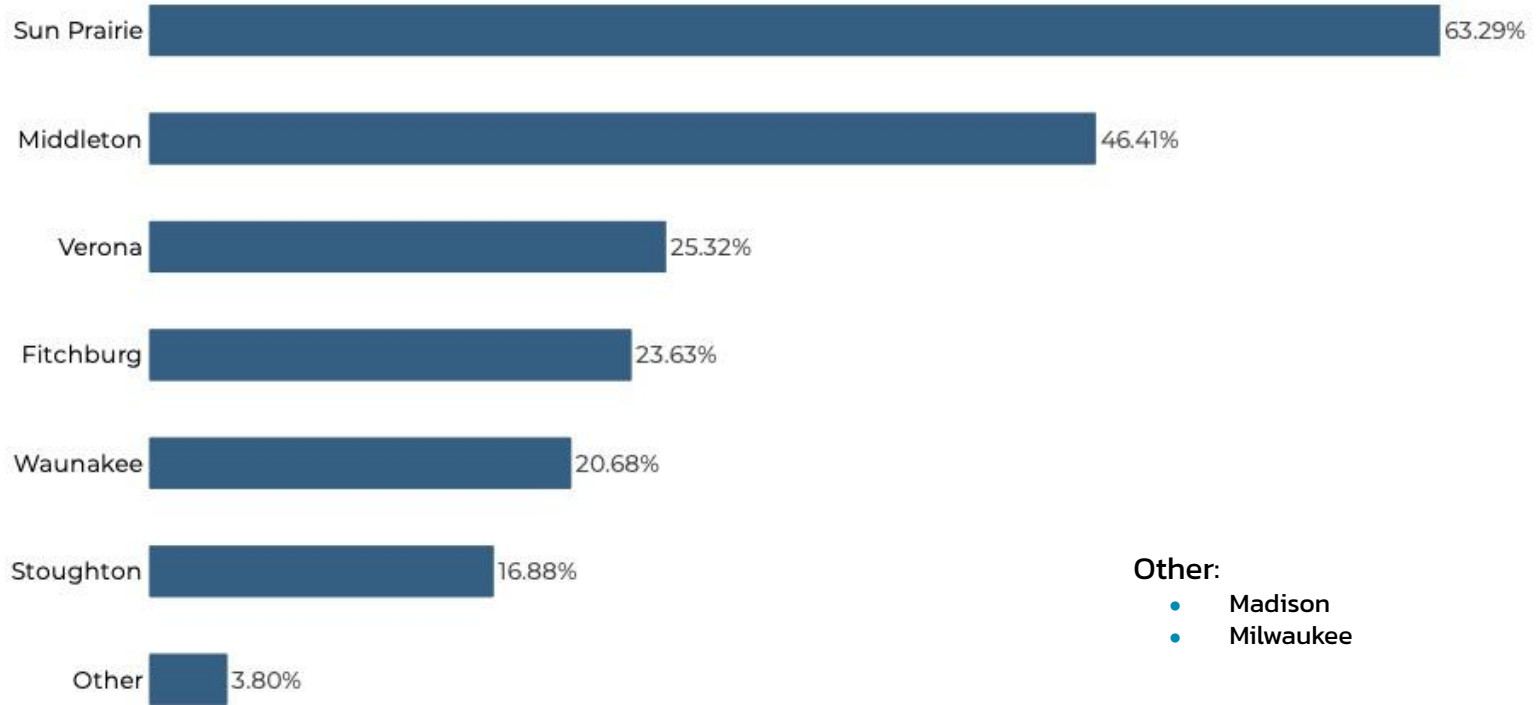
● Improving ● Staying the same ● Declining



CAP Study

Which of the following communities do you most associate with fast population growth and new opportunities?

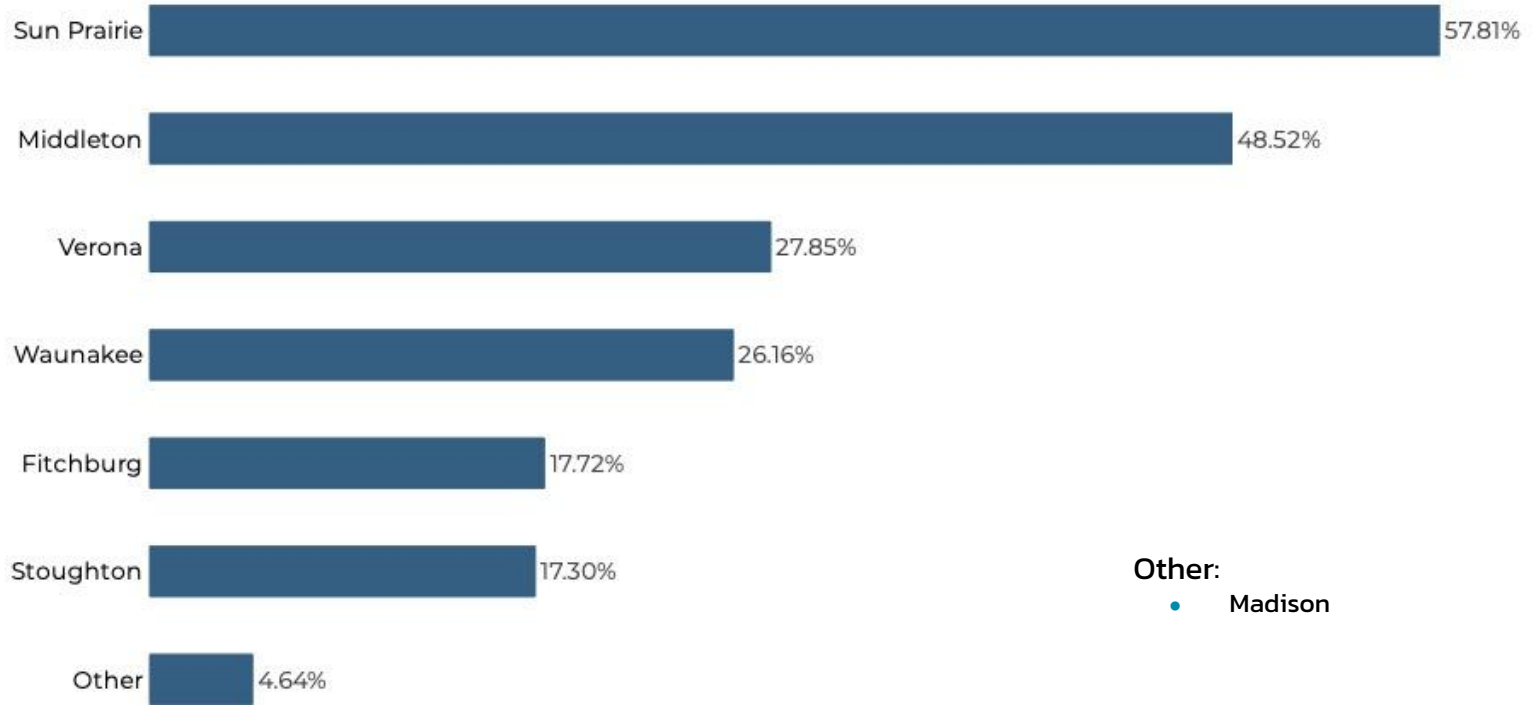
Choose two answers.



CAP Study

Which of the following communities do you most associate with great public schools and extracurricular activities?

Choose two answers.

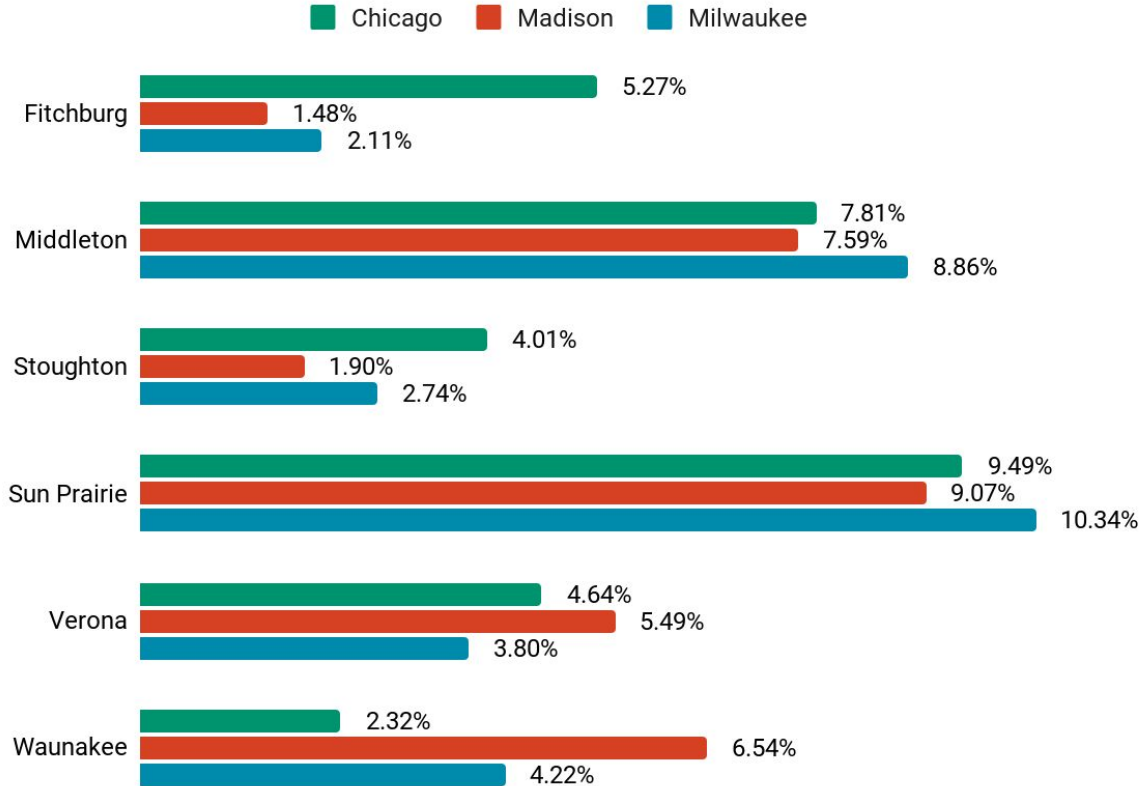


CAP Study

BY MARKET

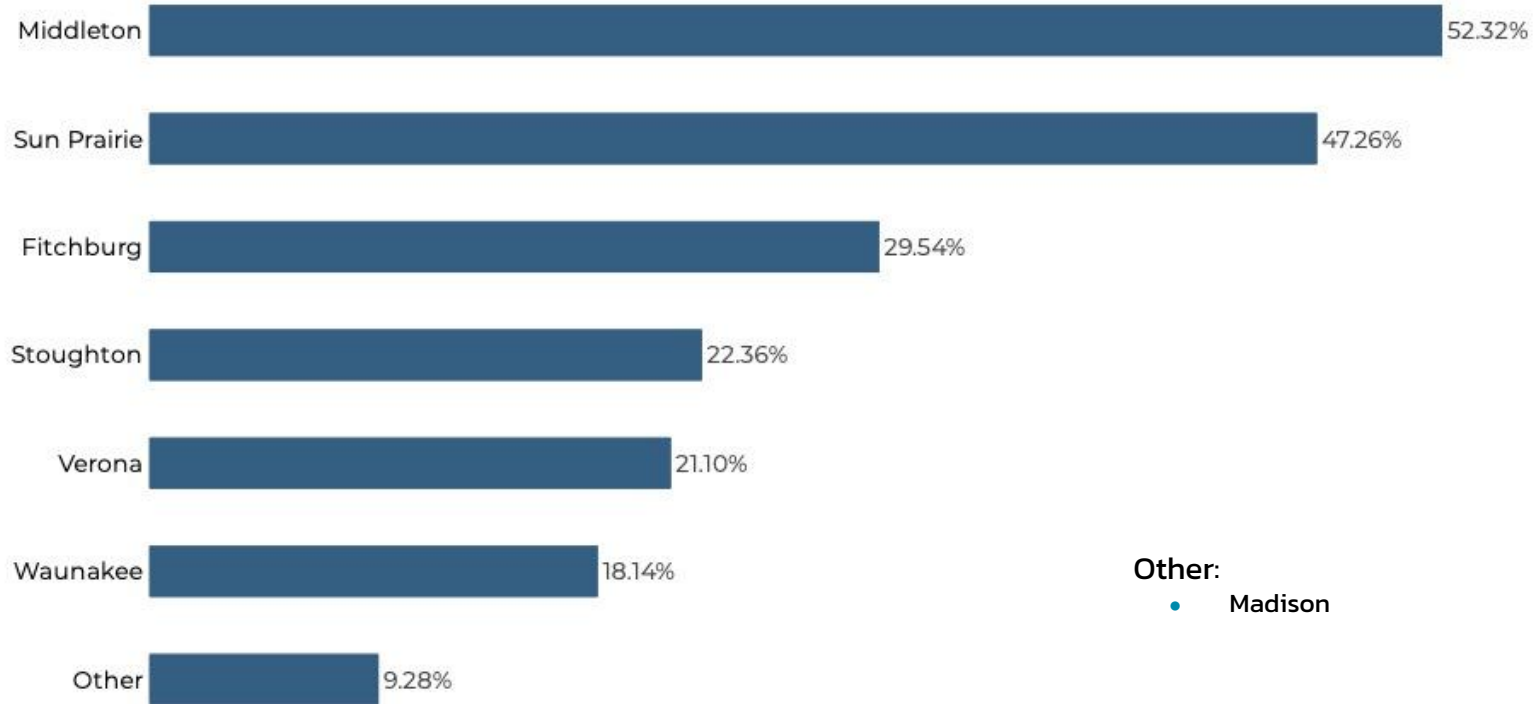
Which of the following communities do you most associate with great public schools and extracurricular activities?

Choose two answers.



CAP Study

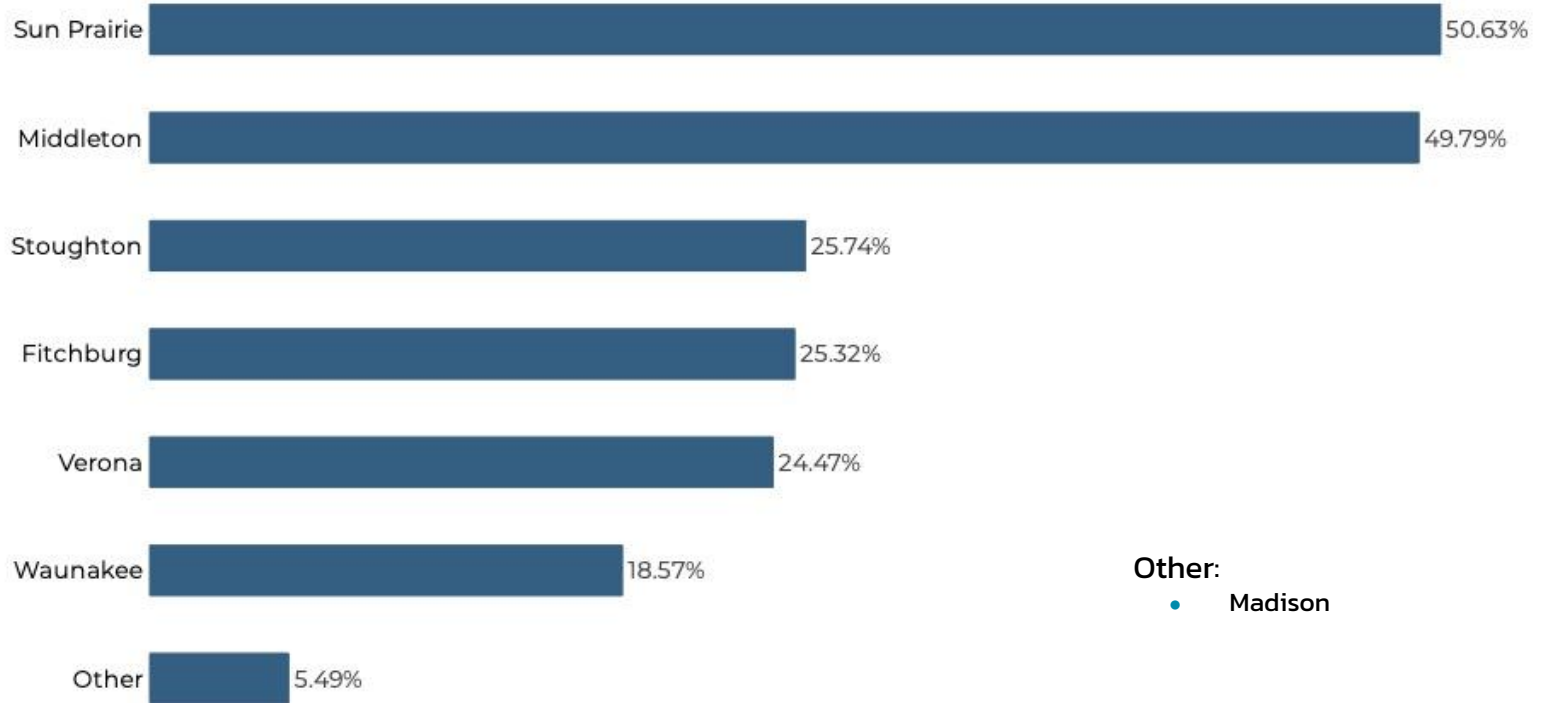
Which of the following communities do you most associate with diversity and multiculturalism?
Choose two answers.



CAP Study

Which of the following communities do you think have the best downtown shops, restaurants, and things to do?

Choose two answers.

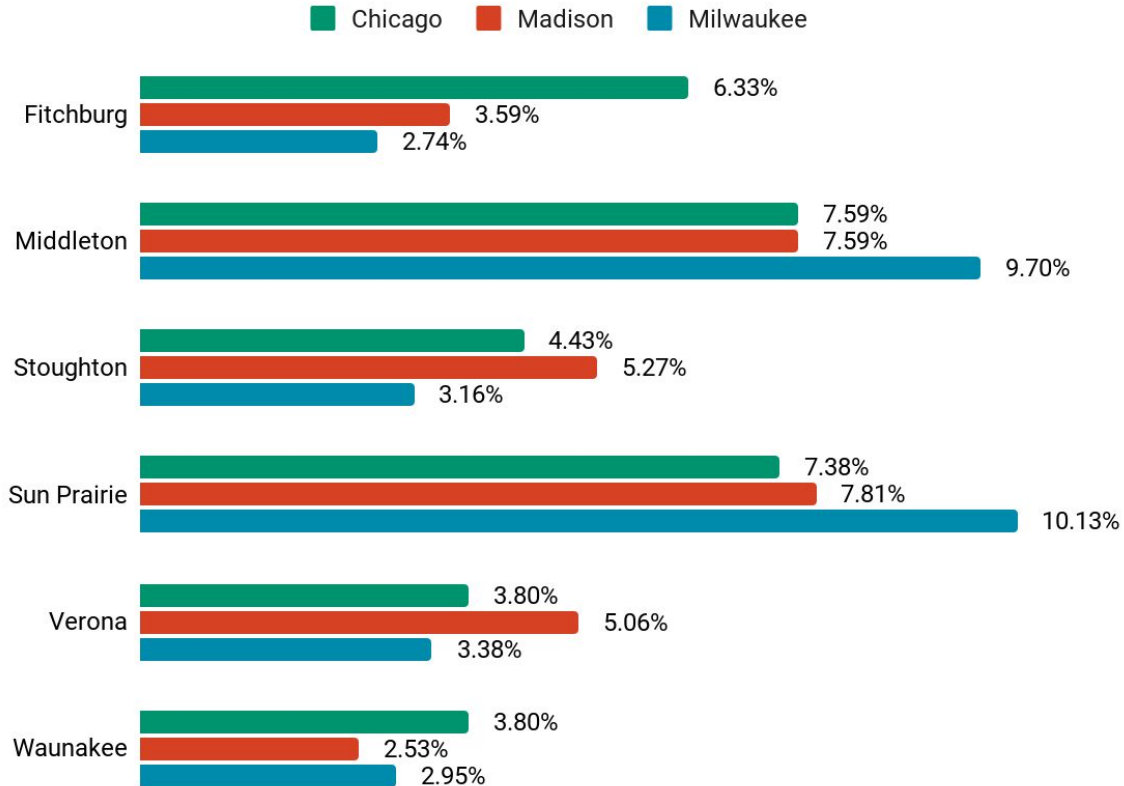


CAP Study

BY MARKET

Which of the following communities do you think have the best downtown shops, restaurants, and things to do?

Choose two answers.

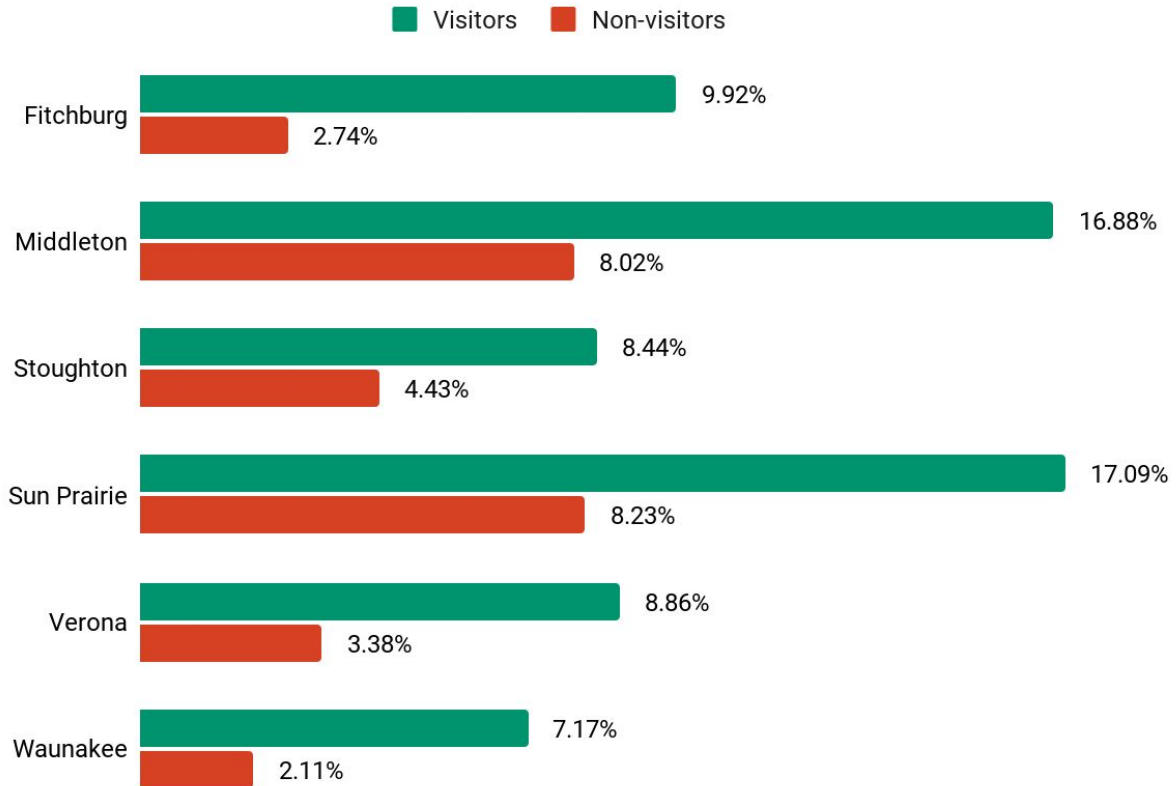


CAP Study

BY VISITATION

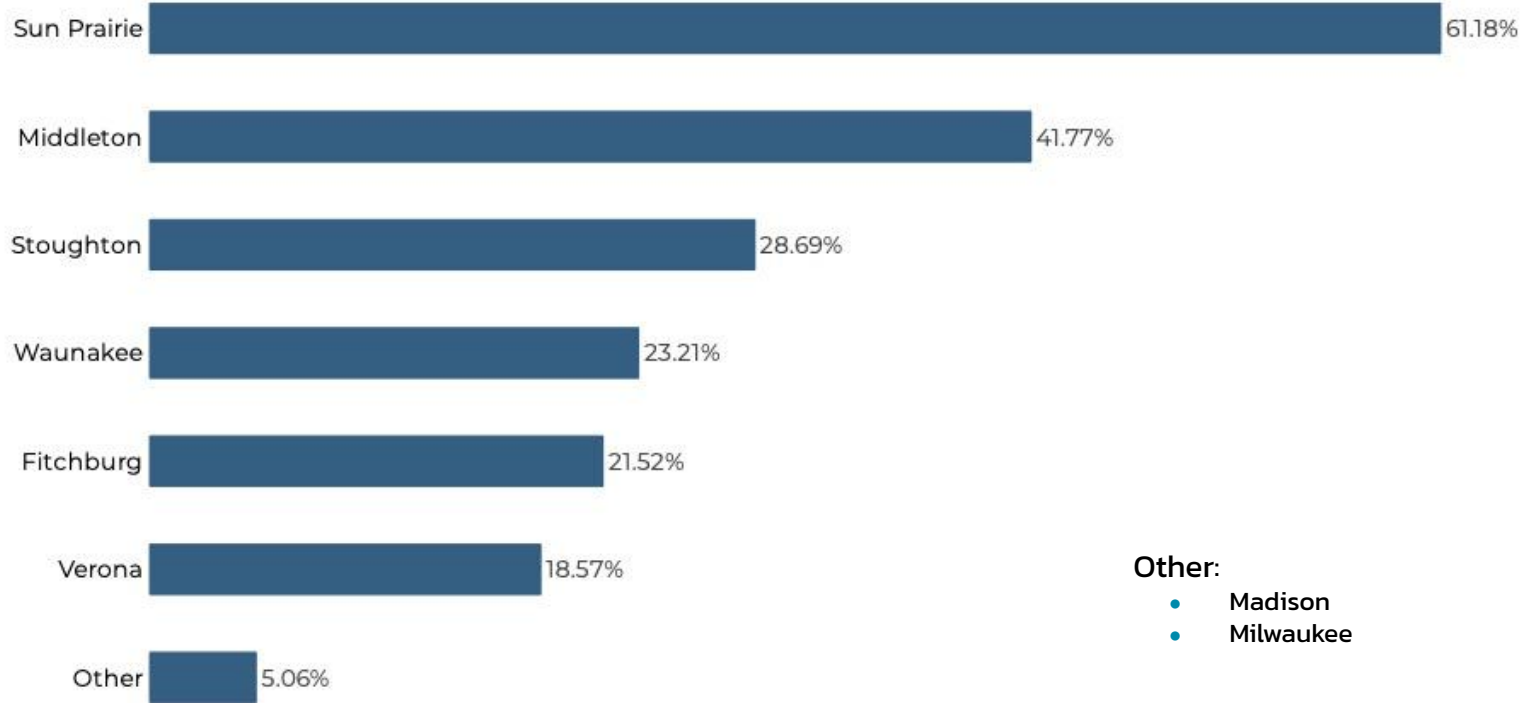
Which of the following communities do you think have the best downtown shops, restaurants, and things to do?

Choose two answers.



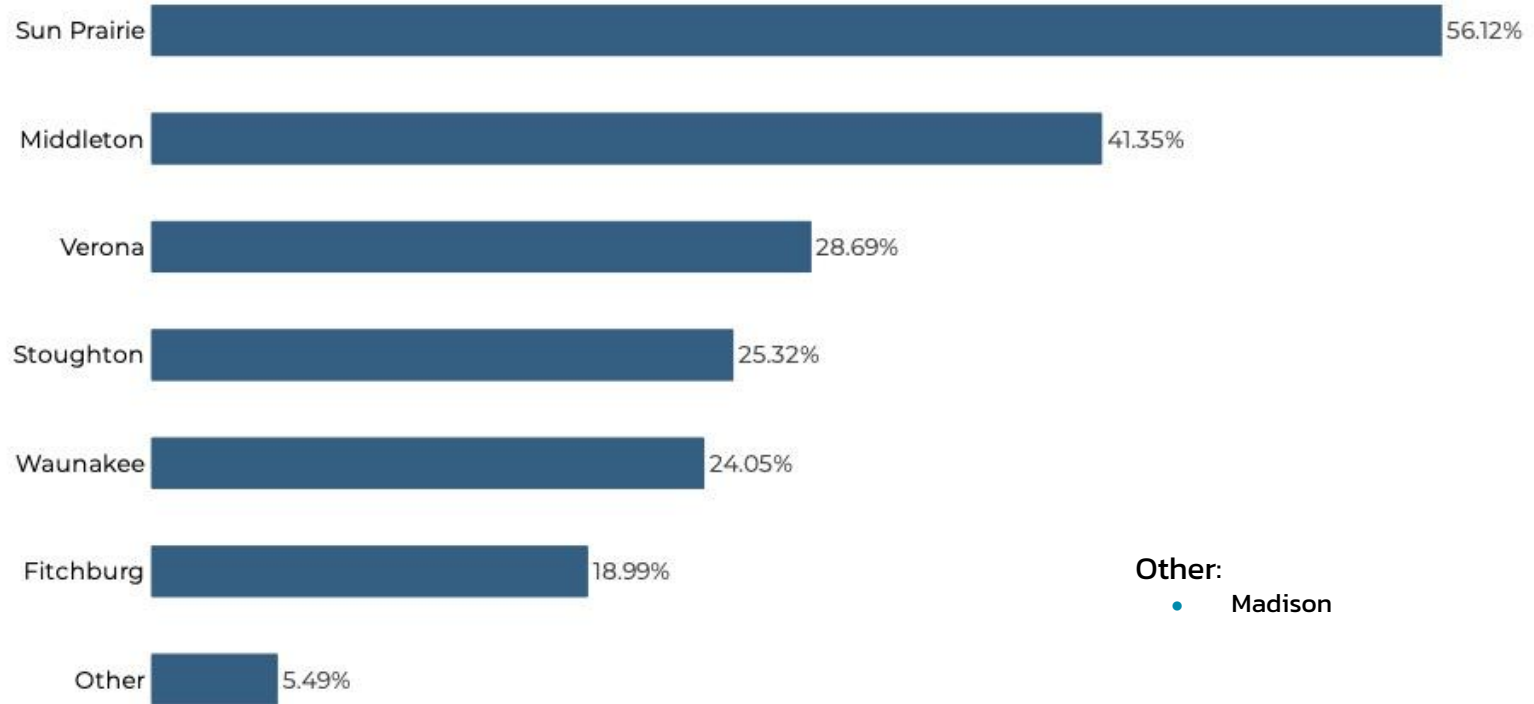
CAP Study

Which of the following communities do you think organize the best local events and festivals?
Choose two answers.



CAP Study

Which of the following communities do you consider the best places to live?
Choose two answers.

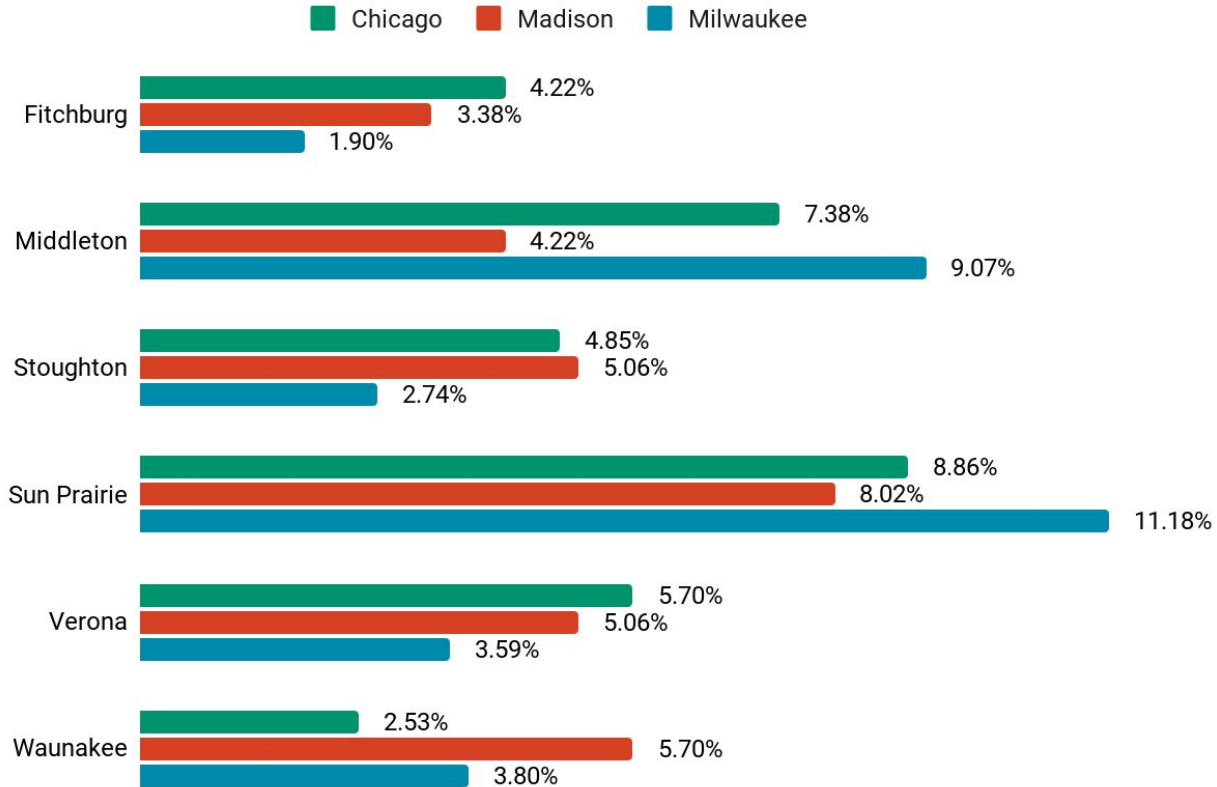


CAP Study

BY MARKET

Which of the following communities do you consider the best places to live?

Choose two answers.

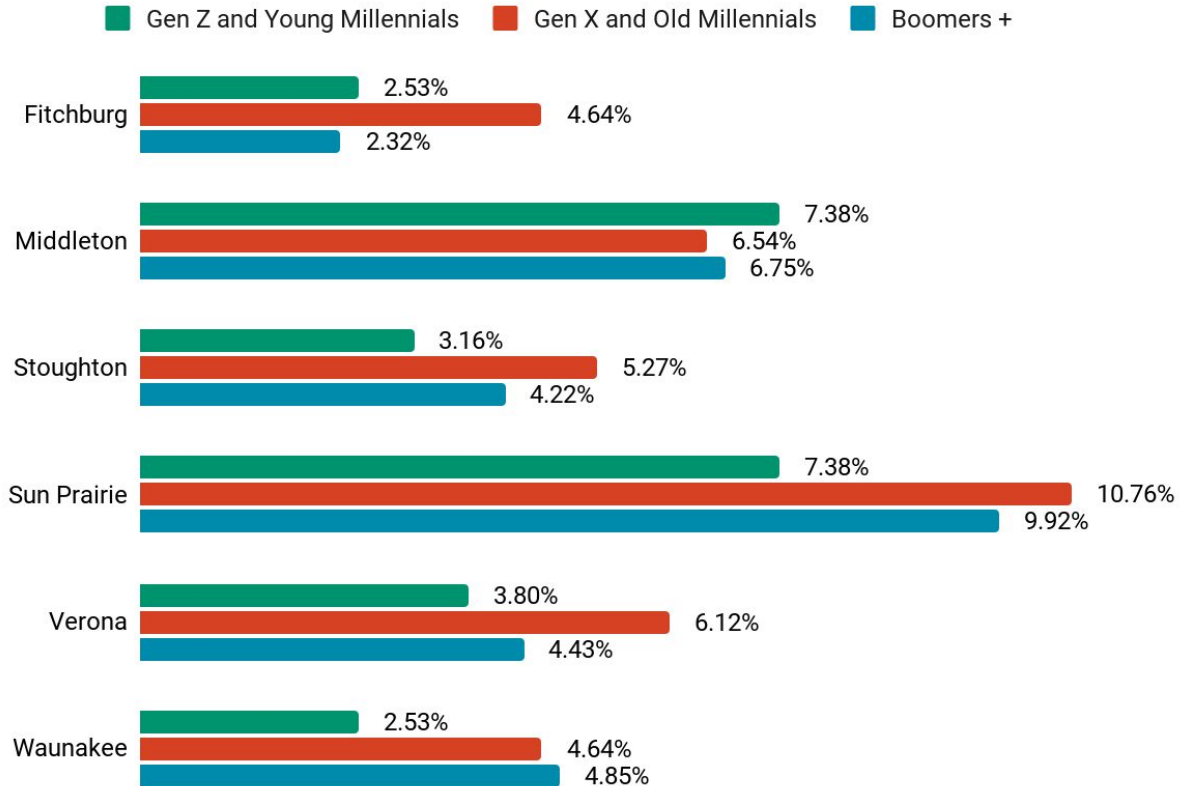


CAP Study

BY AGE

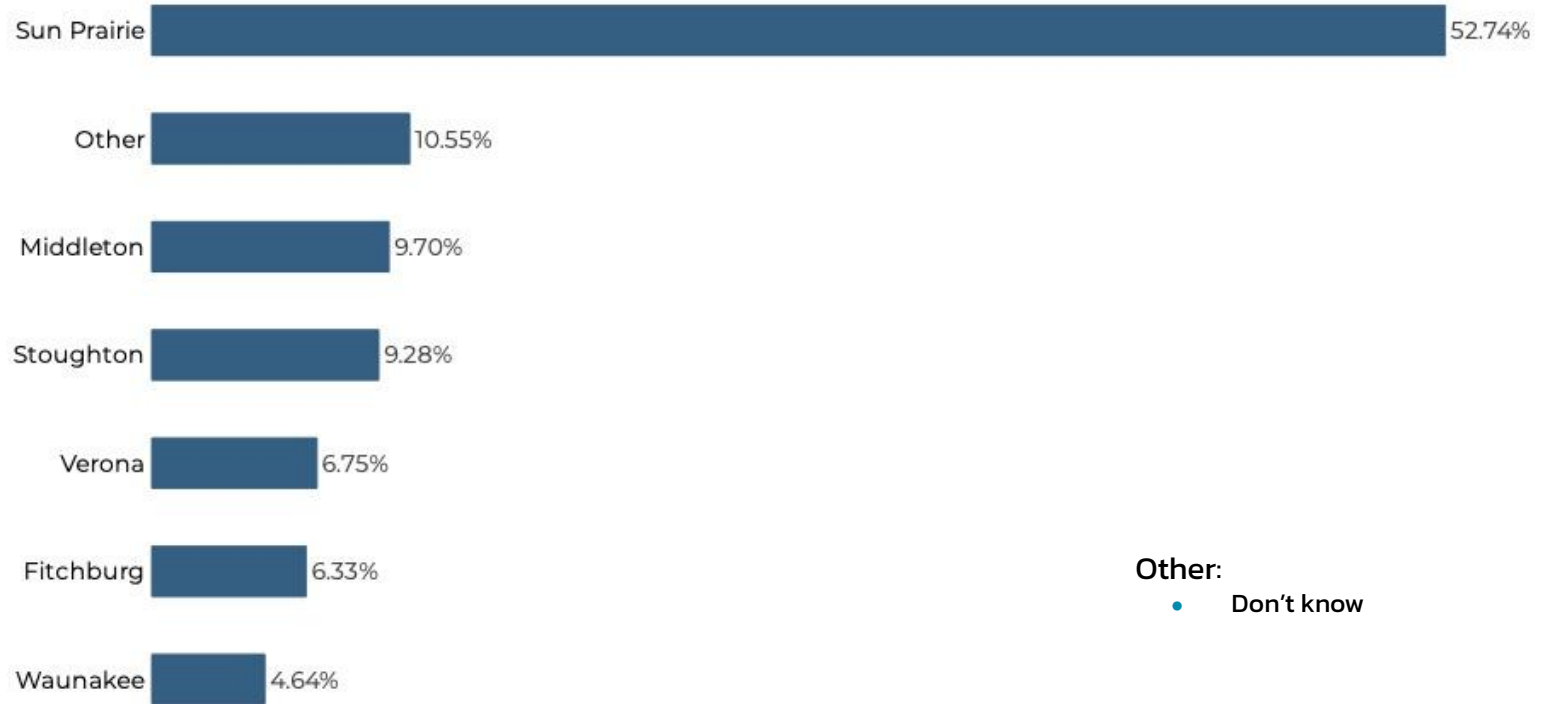
Which of the following communities do you consider the best places to live?

Choose two answers.

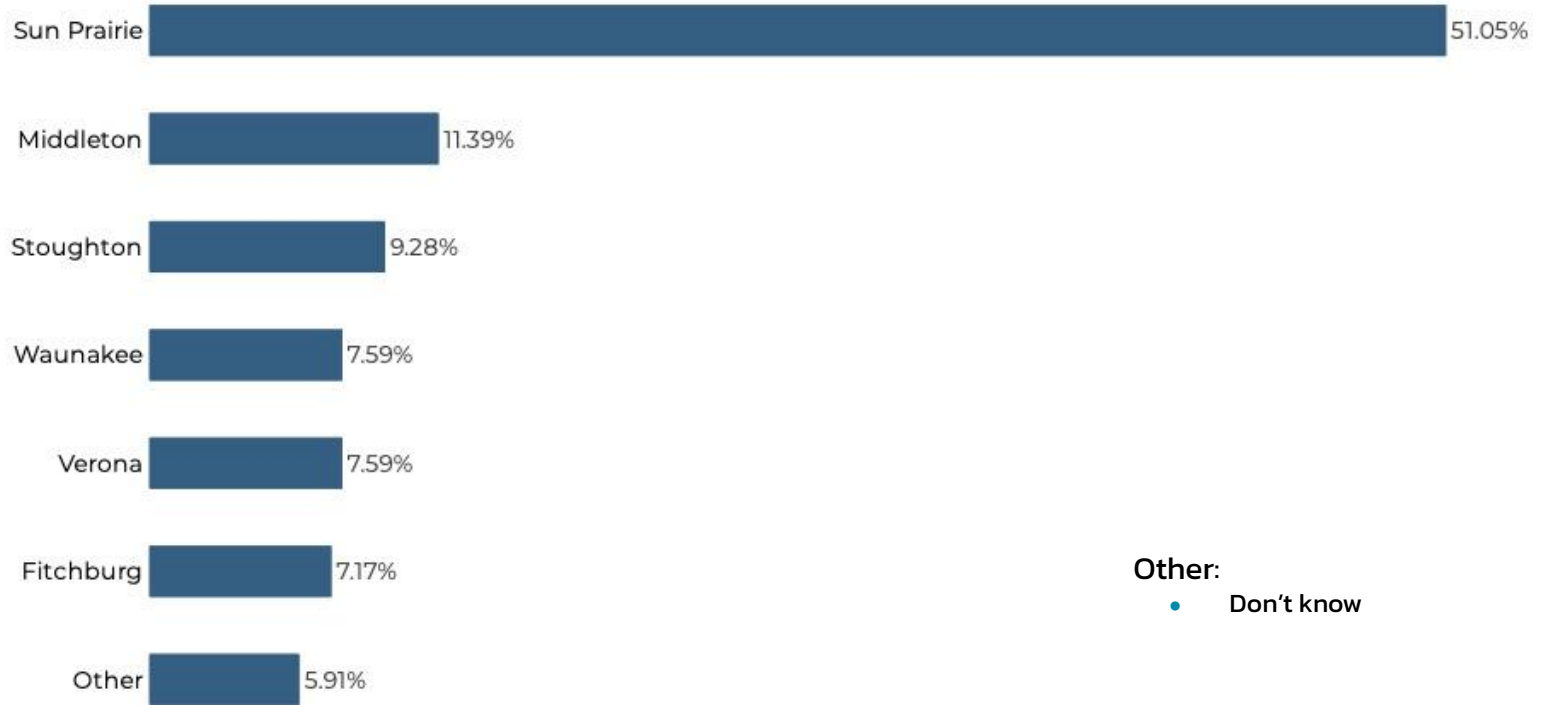


CAP Study

Which of the following communities was the birthplace and childhood home of renowned artist Georgia O'Keeffe?



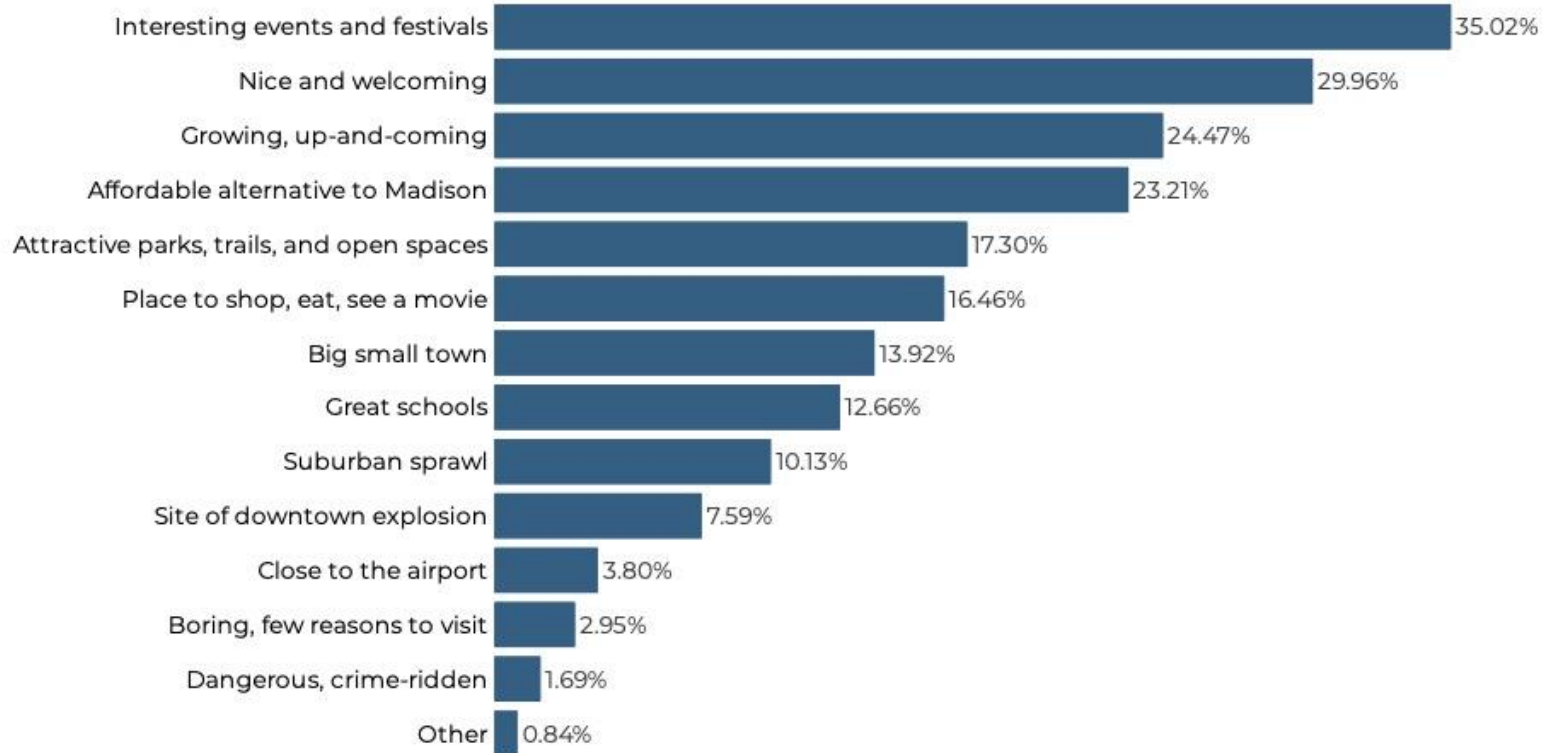
Which of the following communities hosts the oldest sweet corn festival in the State of Wisconsin each year?



Perceptions

CAP Study

Which phrase or adjective best describes the City of Sun Prairie, Wisconsin?
Choose three answers.

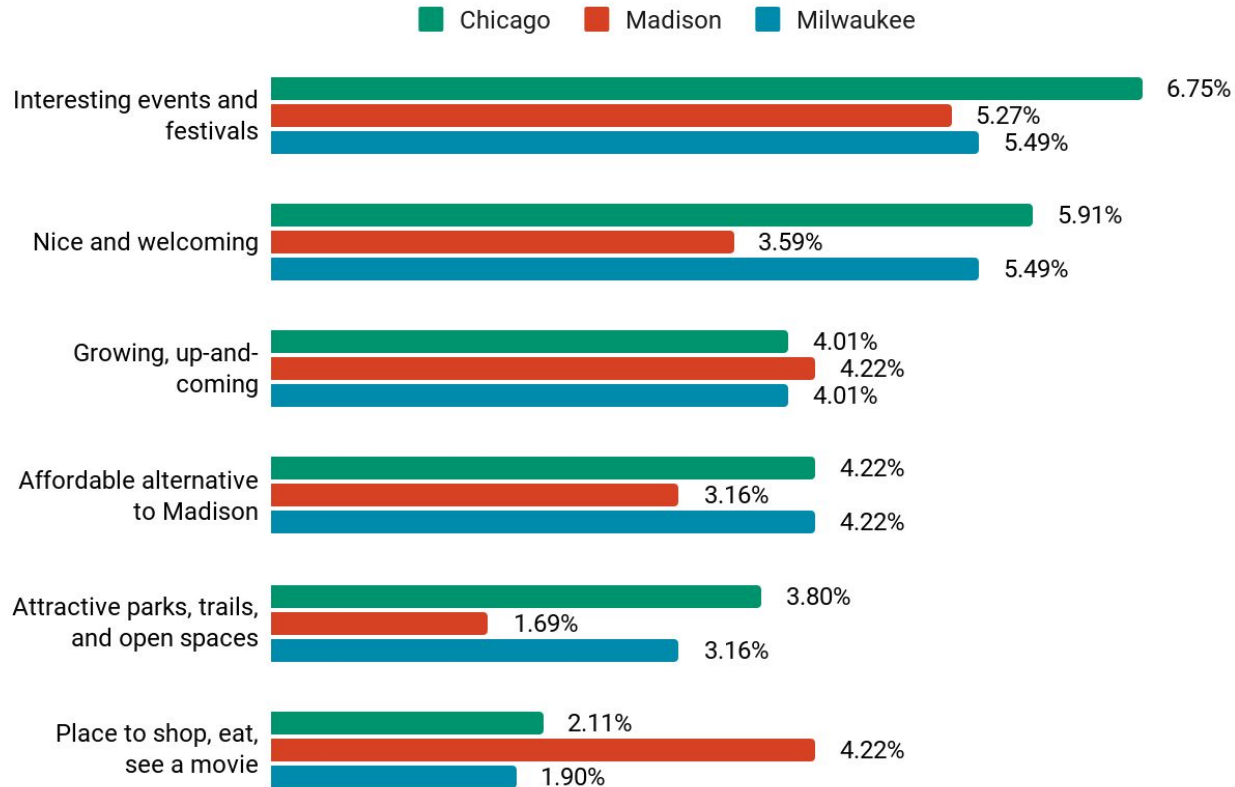


CAP Study

BY MARKET, TOP ANSWERS ONLY

Which phrase or adjective best describes the City of Sun Prairie, Wisconsin?

Choose two answers.

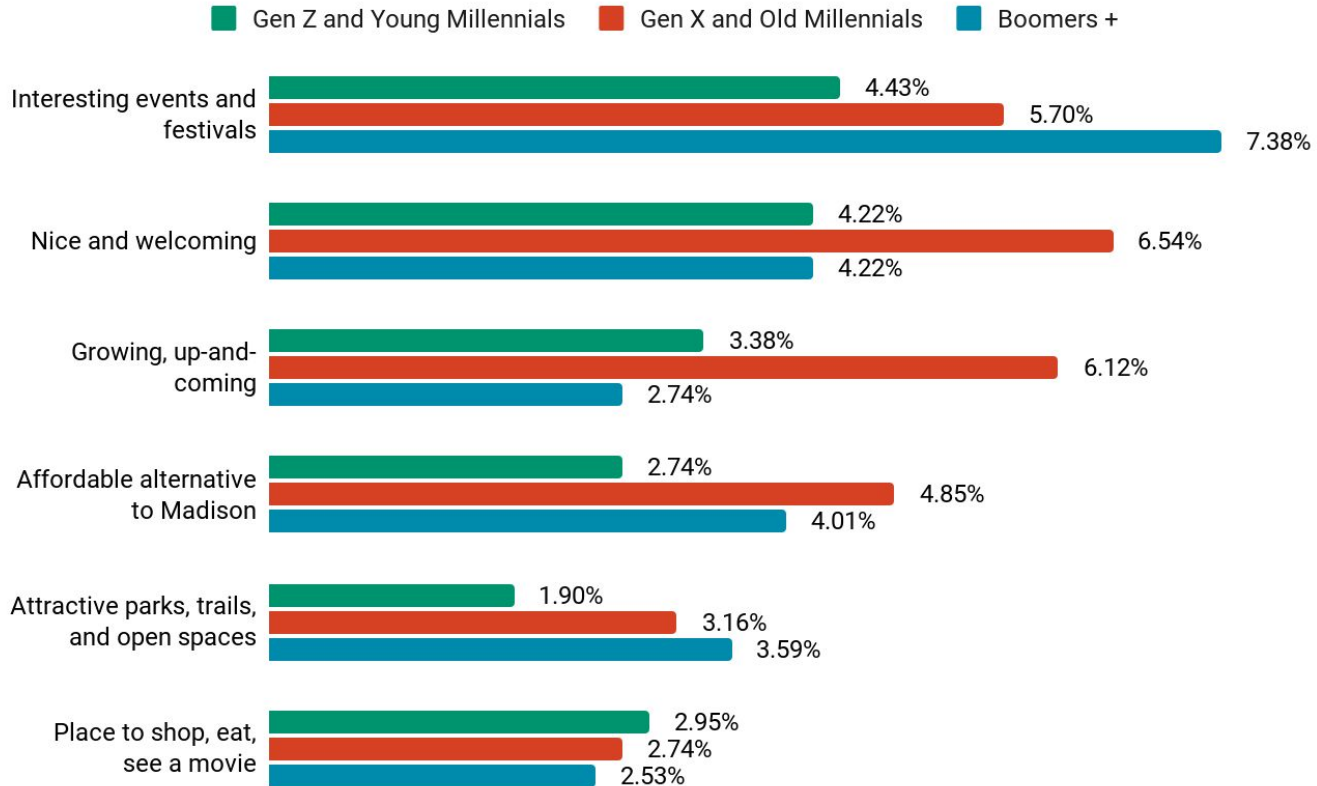


CAP Study

BY AGE, TOP ANSWERS ONLY

Which phrase or adjective best describes the City of Sun Prairie, Wisconsin?

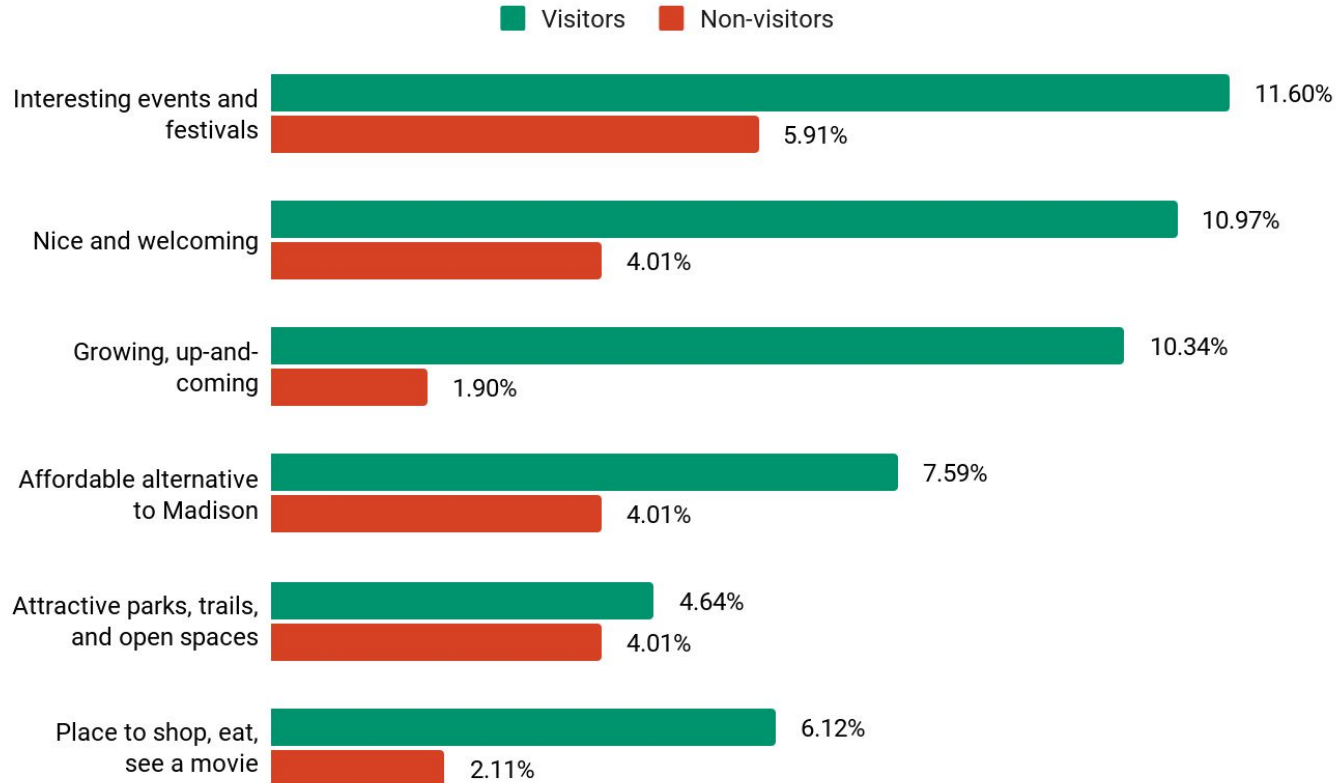
Choose two answers.



BY VISITATION, TOP ANSWERS ONLY

Which phrase or adjective best describes the City of Sun Prairie, Wisconsin?

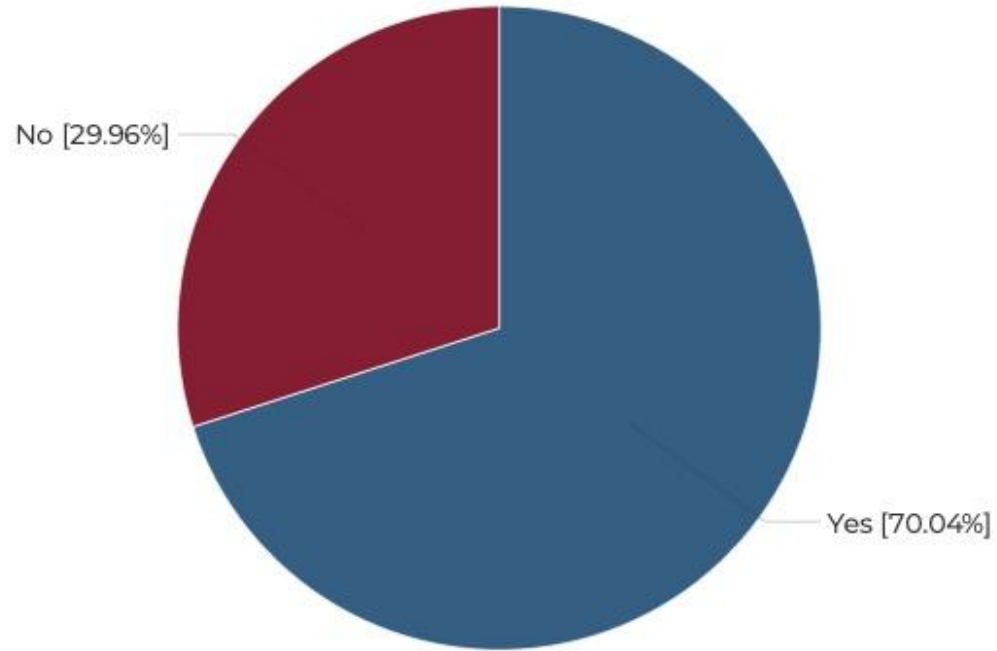
Choose two answers.



Non-Visitors

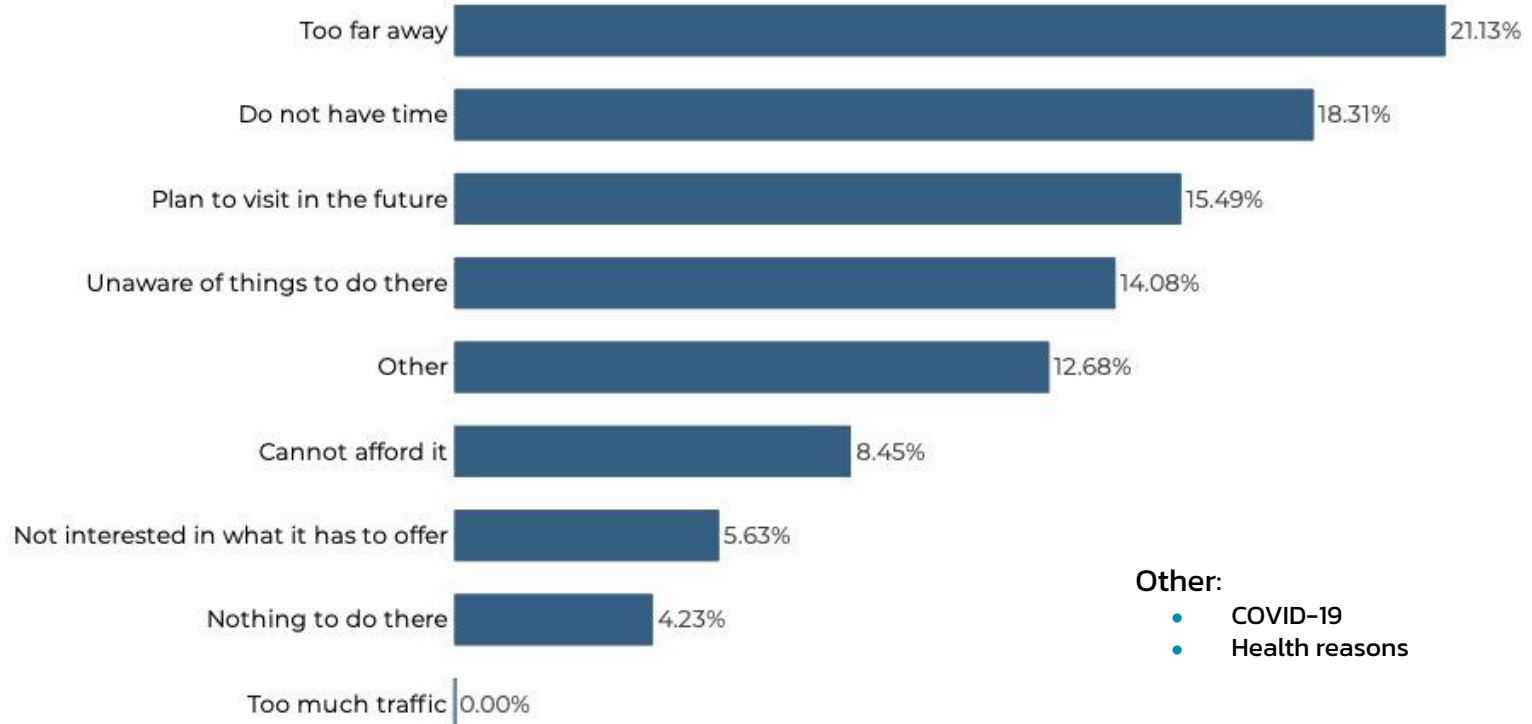
CAP Study

Have you visited Sun Prairie in the past three (3) years?



CAP Study

Why have you not visited Sun Prairie?

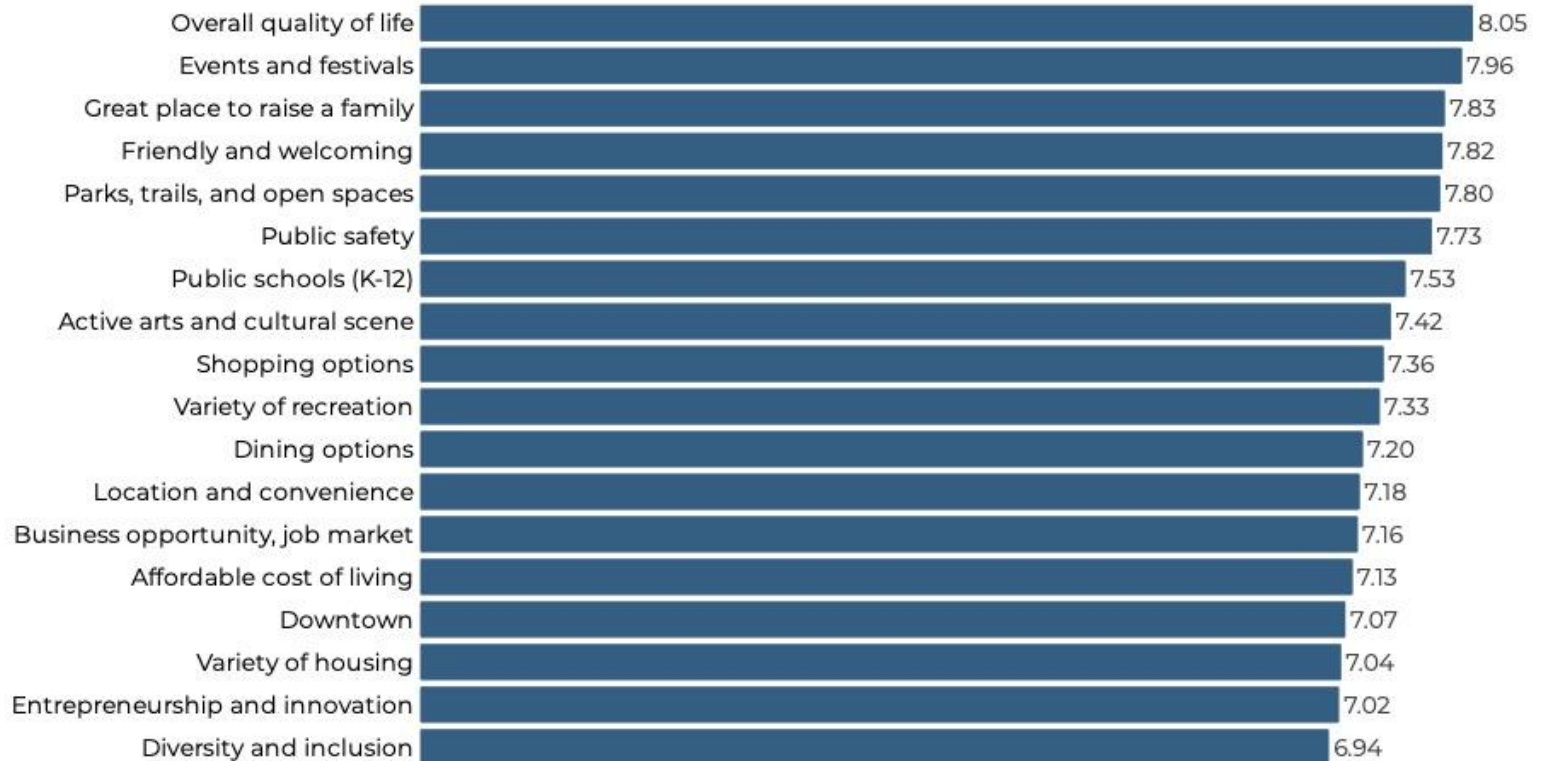


Other:

- COVID-19
- Health reasons

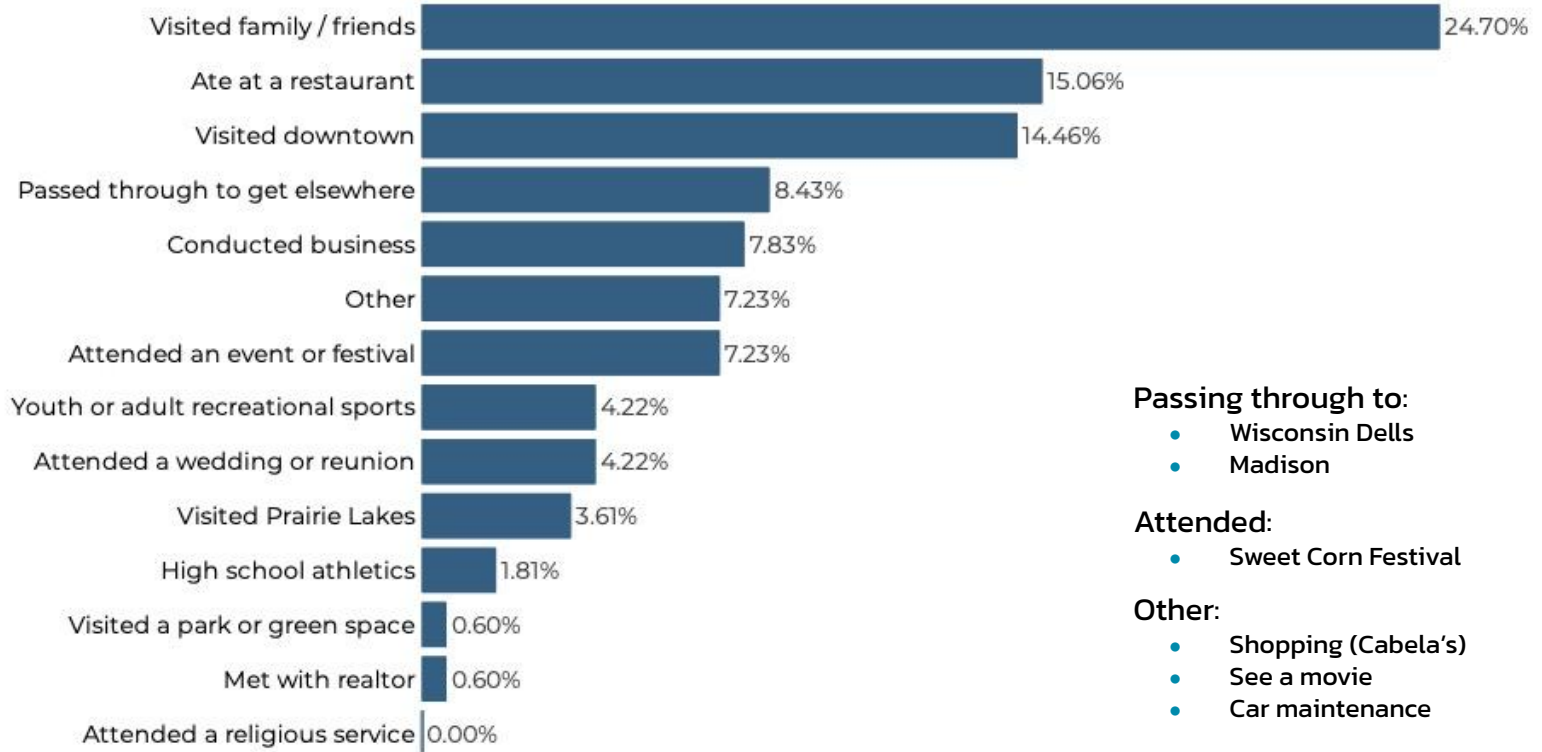
CAP Study

Based on your perception of Sun Prairie, in your opinion, please rate its following attributes on a scale of 1-10, where 1 is "Poor" and 10 is "Excellent."



Visitors

What was the primary purpose or main reason you visited Sun Prairie on your most recent visit?



What aspect of Sun Prairie leaves the most positive impression on visitors and newcomers?

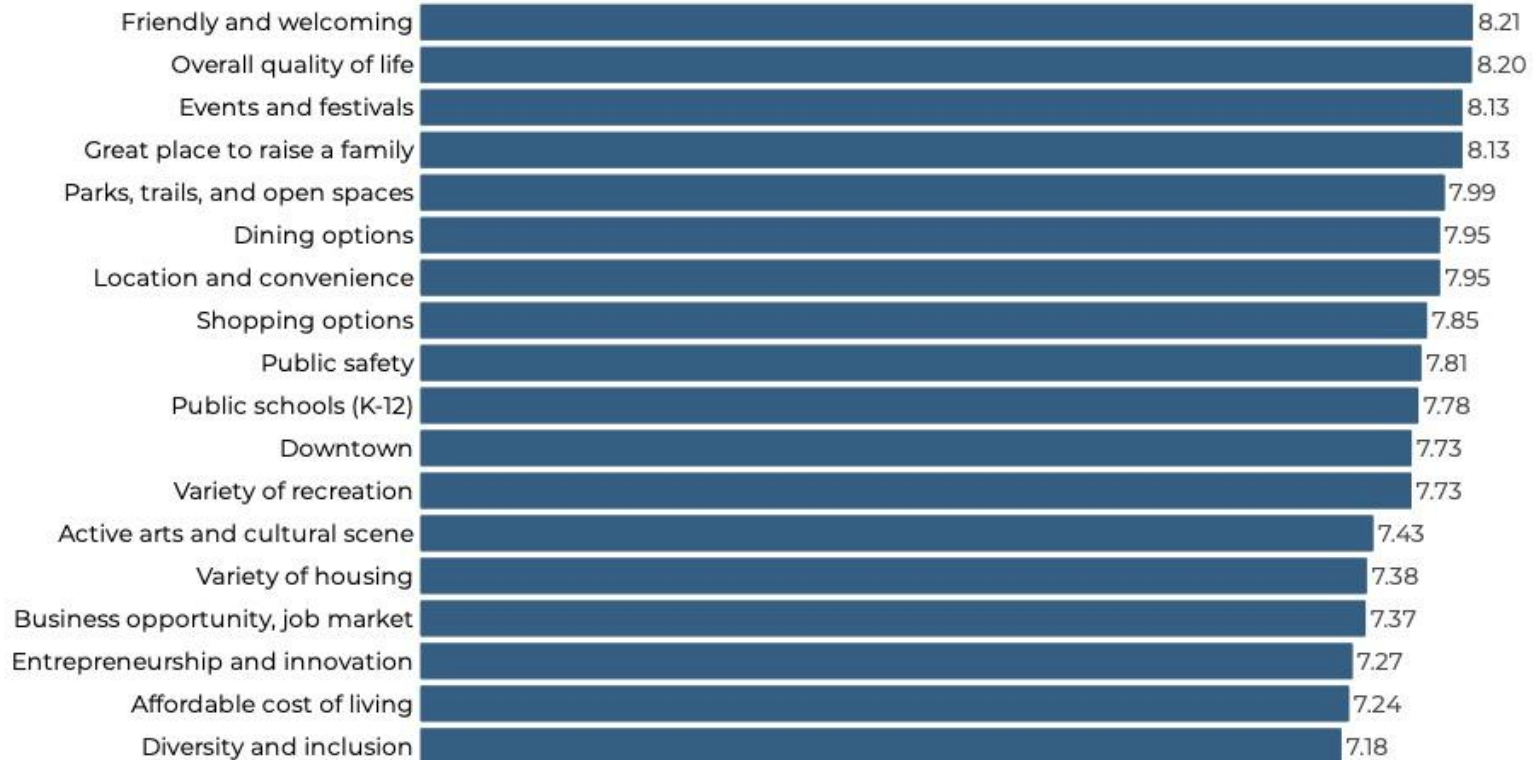
- *“Reasonable home prices, growing job market, moderate political views, and lots of parks for outdoorsy people.”*
- *“Good balance between urban and farmland”*
- *“It is innovative.”*
- *“Friendly and refreshing citizens promoting a warm and welcoming environment.”*
- *“Great festivals and entertainment in this region”*
- *“It’s a pretty fancy suburb with affordable housing!”*
- *“The people are very nice, and the schools are very good.”*
- *“It had a clean and new look to it. There are many great stores to choose from.”*

What aspect of Sun Prairie leaves the most **negative** impression on visitors and newcomers?

- *“It sometimes displays too much of a small town atmosphere.”*
- *“Increased crime and higher property taxes”*
- *“Roads in need of repair”*
- *“Unchecked growth”*
- *“The traffic can be overwhelming.”*
- *“Something is constantly being built.”*
- *“Crowds and people with strong political views”*
- *“Trash and dirt everywhere”*
- *“Too busy and crowded”*

CAP Study

Based on your experience visiting Sun Prairie, in your opinion, please rate its following attributes on a scale of 1-10, where 1 is "Poor" and 10 is "Excellent."



CAP Study

BY VISITATION, TOP ANSWERS

Based on your experience visiting Sun Prairie, in your opinion, please rate its following attributes on a scale of 1-10, where 1 is "Poor" and 10 is "Excellent."



CAP Study

BY VISITATION, TOP ANSWERS

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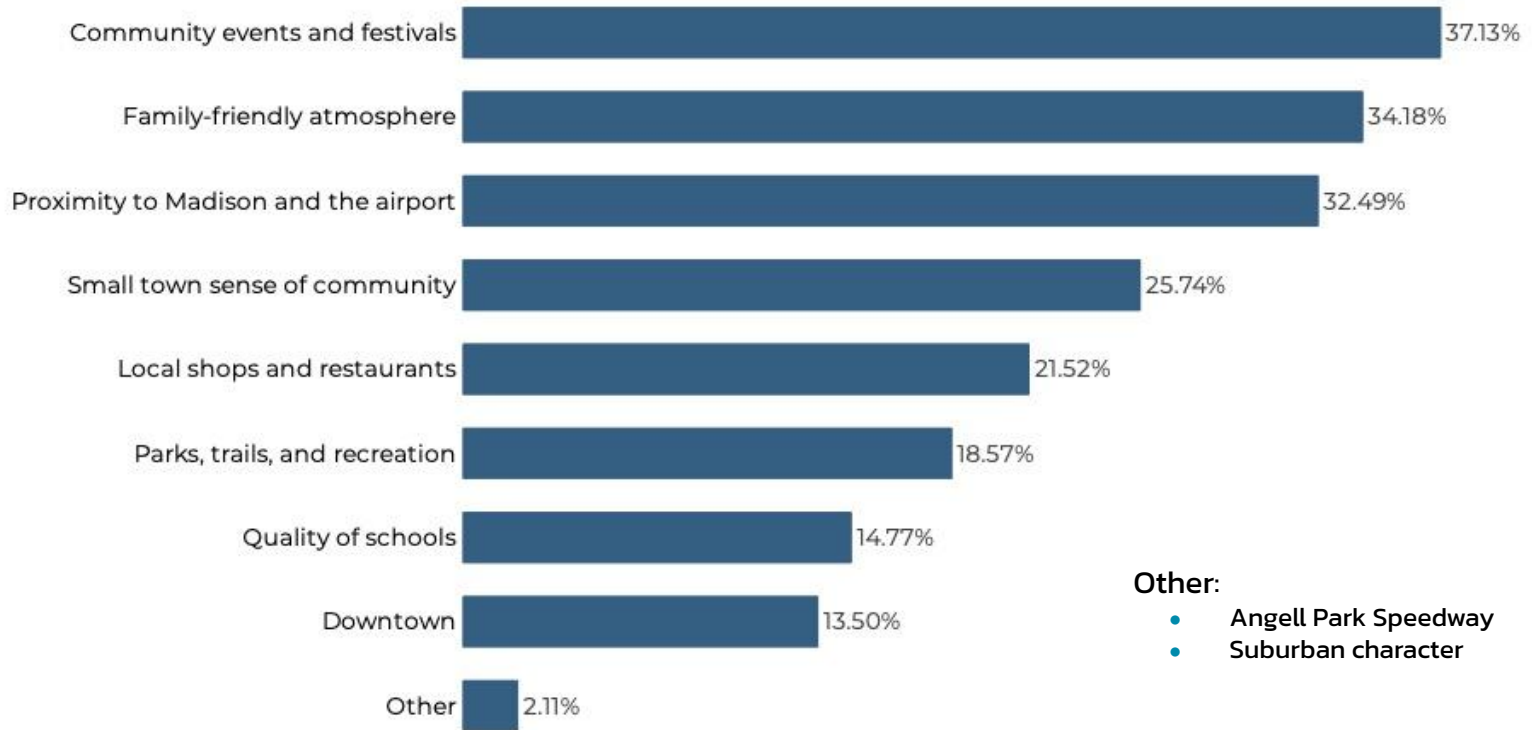


All Respondents

CAP Study

What is most important to Sun Prairie's distinct identity? (Without _____, Sun Prairie would lose its essence.)

Choose two answers.



Competitive Positioning Review

Sun Prairie Logo Overview

CITY + COMMUNITY PARTNER LOGOS



CITY OF
SUN PRAIRIE
Wisconsin



Sun Prairie
CHAMBER OF COMMERCE
Where Business Grows



Competitors

Competitor Logo Overview

REGIONAL COMPETITORS



MIDDLETON | WI

Stoughton *Wisconsin*



The Only
Waunakee
In the World

Insights

Insights

The job of the brand is to tell your most competitive story.

The job of the strategy is to determine what that story should be about.

Insights

WHERE DID THE RESEARCH LEAD US?

“We are one of the cities in the area that is most open to growth.”

“Sun Prairie enjoys all that Madison offers, but at the end of the day, you can come back to a small town.”

“When something happens here, we have a community that really steps up and wants to help.”

“You become a Sun Prairie-an just by raising your family here.”

“Sun Prairie is a lot of people’s first choice. People are here because they want to be.”

Insights

WE HEARD LOTS OF GREAT THINGS

“For a long time, we were just a bedroom community. Then Park 151 and Prairie Lakes put us on the map.”

“Sun Prairie is the sweet spot of knowing where to go and what resources are available.”

“There is a lot of well-educated talent here.”

“Diversity and inclusion is something we want to work on. We fully recognize and put it out there that we aren’t there yet, but we’re working on it.”

“People are a little envious of Sun Prairie because of the growth. There’s no need to leave. Other communities come here.”

Insights

WE HEARD CONCERNS

“It’s getting tougher and tougher to keep the community affordable.”

**“We are becoming two communities. It’s the west side and the rest of the city.
Or the old-timers and the newcomers.”**

“Almost unrecognizable from 10 years ago. We are running a small city with small town mentality and small town resources.”

“We follow what Big Sis does in Madison.”

“People complain about issues but reject the growth that can fund and correct those issues. We resist change.”

Insights

WHAT IS DISTINCT?

“Groundhog Day and Corn Fest are what we’re known for.”

“Sun Prairie feels like its own place. You can tell when you enter it.
You can’t tell in other suburbs.”

“Georgia O’Keeffe was born in Sun Prairie, but you don’t hear as much about it.
Tourists look for quirky facts like that.”

“Madison has a reputation as a difficult place to develop,
so we’ve tried to be better to work with.”

“People like being here. They come and don’t leave.”

Thank you Sun Prairie!