

FINAL DELIVERABLE

Title Preston Harvest Heights Subdivision
Marketing Plan

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Institute

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Community Partners City of Preston, Jackson County
Economic Alliance

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The City of Preston

HARVEST HEIGHTS MARKETING CONSULTING PROJECT

Sophia Rupert
Sheridan Culp



Abstract

The City of Preston developed a new subdivision and was seeking marketing materials to promote the sale of these lots. Through speaking with our contact in the city hall, we were able to refine their needs to a set list of deliverables. We created a new logo and name for the subdivision through strategic decision-making processes with elected officials. Next, selected colors and fonts to reflect their branding. We also visited their City Hall, toured all facilities, met with the team, and got a feel for the city. This allowed us to further our relationship with the client, gain clarity on deliverables, and plan a marketing event for the subdivision. We ultimately decided that a ribbon cutting event during their Winter Festival would gain the most awareness for the subdivision as it attracts young families and families of those who already live in the town—our primary target customers. We talked through the details and task assignments of this event and how it would be executed. Leading up to the event, we created posters, flyers, informational packets, letter heads, and other marketing materials, refining and making changes as suggested by the client. After further consultation on the phone, the event was deemed to be successful! Throughout this project we noticed a lack of cohesive City of Preston branding, so we made them three different logos for the town and a new letter head that they can use in the future. We have come to the completion of this project and are exciting for the future sales for the Harvest Heights Subdivision using the marketing materials that we have created for them

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New Subdivision Name and Logo



New Subdivision Easel Art



December 4th
3pm
Easton Valley HS



RIBBON CUTTING DETAILS

Join us for the Ribbon Cutting of Harvest Heights, the City of Preston's newest addition! Mayor Sieverding and other guest speakers will share a few words to celebrate this groundbreaking event! We look forward to the growth and development this expansion will provide for the City of Preston.

26 LOTS AVAILABLE!



GET IN TOUCH

1 West Gillet Street
 Preston, IA 52069

563-689-3081

Prestoniowa.com
 email: contact@prestoniowa.org

Ribbon Cutting Flyer



A Facebook post template for a ribbon cutting event. It features a large landscape photo of a construction site with a blue sky. In the top right corner, there is a red banner with the text "PRESTON YOUR PLACE TO GROW". In the bottom left, there is a dark blue banner with the "HARVEST HEIGHTS" logo and the text "RIBBON CUTTING". Below the main photo, there is a white box containing the event details: "December 4th 3pm Easton Valley HS 563-689-3081". To the right of the text are three small square images: a playground, an interior view of a school, and a landscaped area. At the bottom, the text "LOTS FOR SALE!" is written in large, bold, orange letters.

PRESTON
YOUR PLACE TO GROW

HARVEST
HEIGHTS **RIBBON CUTTING**

December 4th
3pm
Easton Valley HS
563-689-3081

LOTS FOR SALE!

Ribbon Cutting Facebook Post

PRESTON

YOUR PLACE TO GROW

One West Gillet Street, PO Box 37
Preston, Iowa 52069
(563) 689-3081 (563) 689-3089 (fax)
www.prestoniowa.org

On behalf of the City of Preston, I would like to invite you to the Ribbon Cutting of our new Subdivision, Harvest Heights! It has been over a decade since new lots have been available in the City of Preston, so we are very excited for this new expansion.

The Ribbon Cutting will take place on Saturday December 4th at 3:00 pm, at Easton Valley Highschool. There will be available parking in the high school lots.

This is a kickoff event where sales of these lots will begin. This event will function as a press release as well as a public informational session, where our mayor will be giving a groundbreaking speech to celebrate the development of the new subdivision.

Please email admin@prestoniowa.org to RSVP to the event or to ask any questions that you may have.

We look forward to seeing you there and celebrating this exciting new addition to our town!

Best,

[insert name]
[insert community title]
[insert email]
[insert phone number]

Email Invite Template



26 LOTS FOR SALE

Few towns the size of Preston have a long list of fitness and lifestyle amenities like Preston. Medical Associates has a doctors office, Hartig Drug is a local pharmacy located in downtown Preston and Cooke's Fitness has exercise machines, classes and more! Busy lifestyles have busy people looking for things like a grocery store, gift shops, post office, local newspaper, veterinary, eating establishments, bike trail and parks. Preston has all of these and more - Preston is a great place to live, work, learn and more!

PERKS OF PRESTON

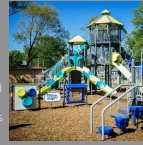
Easton Valley Schools



Preston is the proud home of the Easton Valley Junior and Senior High School with a newly renovated elementary campus complete with infant and up daycare in neighboring Miles, Iowa (just 4 miles away). Easton Valley has a stellar academic program enhanced by a variety of extra curricular opportunities in areas such as athletics, music and performing arts, clubs and an amazing service learning requirement for graduation.

Recreation and Active Lifestyle

Twoood Park features a new playground with generation swings, a 2 level tower, slides and more. You will also find a beautiful Memorial Walk honoring Veterans and community leaders. There are 2 pavilions (available for rent), restrooms and plenty of green space. Westside Park has seen many improvements in the last 5 years - a new basketball court, resurfaced tennis court complete with pickleball lines, a skatepark, ball diamond, restrooms and a lighted 1/3 mile walking path that circles the park. There is also a Serenity Area with path lighting, seating and beautiful landscaping - the perfect place to sit and reflect and relax or use the arch and large barn door as a photo background.



Career and Growth Opportunities



Preston is conveniently located between Dubuque, Davenport and Clinton providing an easy commute to these and other metro areas. Preston does also have numerous employment opportunities right in Preston such as Easton Valley Community School District, Kunau Implement, Plastics Unlimited and more. The Preston Telephone Company is helping the community to meet its growing broadband needs by offering residents Fiber Internet. This service makes Preston a great place to do business, work from home, take online classes and more!



GET IN TOUCH

Please reach out to the City of Preston if interested in a lot!

563-689-3081
 Prestoniowa.com
 contact@prestoniowa.org

PRESTON **PRESTON**
YOUR PLACE TO GROW *YOUR PLACE TO GROW*

PRESTON
YOUR PLACE TO GROW

City of Preston Logo with New Saying

PRESTON
YOUR PLACE TO GROW

City of Preston Letter Head