Branding Snapshot for Cleveland County:

Example
Community: Cleveland County
Population: 8,449
Claim to fame: Great deer hunting, birthplace of Johnny Cash and Bear Bryant
Challenge: Slight population decrease – want to become vibrant and grow
Current brand: Great place for deer season, also recognized for Rison high school football (8 state championships), and Woodlawn high school baseball (3 state championships), not much going on the rest of the year