

## **Branding Snapshot for Cleveland County:**

### **Example**

<b>Community:</b>	<b>Cleveland County</b>
<b>Population:</b>	<b>8,449</b>
<b>Claim to fame:</b>	<b>Great deer hunting, birthplace of Johnny Cash and Bear Bryant</b>
<b>Challenge:</b>	<b>Slight population decrease – want to become vibrant and grow</b>
<b>Current brand:</b>	<b>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</b>