



For Immediate Release

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### **La Porte Seeks Input of Residents to Help Guide Branding Process**

La Porte has partnered with North Star Destination Strategies to develop a community “Brand” for marketing the city to visitors, residents and businesses for 2008 and beyond. According to North Star CEO Don McEachern, at the heart of La Porte’s brand will be the city’s competitive differentiator -- in other words, what makes the city special so it can stand out in the marketplace. And one of the best places to find that figurative nugget of marketing gold is in the hearts and minds of the people who call La Porte home.

Toward this end, North Star developed a customized Communitywide Online Survey. The questionnaire has been carefully crafted to determine the city’s strengths, weaknesses, challenges and opportunities. All residents are invited and encouraged to participate in this important community-wide initiative. The survey can be found on the City of La Porte website ([www.LaPorteTx.gov](http://www.LaPorteTx.gov)) on the home page, at the Economic Alliance Houston Port Region website ([www.AlliancePortRegion.com](http://www.AlliancePortRegion.com)), at the La Porte-Bayshore Chamber of Commerce website ([www.LaPorteChamber.org](http://www.LaPorteChamber.org)), at Bay Area Houston Economic Partnership ([www.BayAreaHouston.com](http://www.BayAreaHouston.com)) and at the Bay Area Houston Convention and Visitors Bureau website at ([www.VisitBayAreaHouston.com](http://www.VisitBayAreaHouston.com)), Surveys can be completed online and submitted electronically.

“We have partnered with more than 90 cities in more than 20 states nationwide and I can’t emphasize enough the importance of insights gleaned from community members,” stressed McEachern. “To learn what makes a city special, you have to go to the people who spend more than just their money and time there. You have to go to the people who spend their lives there.”

If you are interested in learning more about La Porte’s branding initiative, contact Gretchen Larson, Economic Development Coordinator for the City or visit and click on the link at the city’s website home page entitled “Community Branding Campaign”. To learn more about North Star Destination Strategies, go to [northstarideas.com](http://northstarideas.com).

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