



**DOMOTO**

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# Adams County District Plan Brand Development

RESEARCH & ANALYSIS

# RESEARCH & ANALYSIS

## **Methodology Overview**

# OVERVIEW OF PROJECT PHASES

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- **Research**
- **Analysis**
- Strategy
- Design
- Implementation

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# RESEARCH & ANALYSIS OBJECTIVES

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- **Discover important insights**
- **Understand the culture**
- **Promote inclusion & sense of ownership of the brand**
- **Understand the competitive space**
- **Reveal common themes**
- **Determine key takeaways informing brand strategy development**

# STAKEHOLDER ENGAGEMENT

## **Interview Overview**

# WHO WE INTERVIEWED

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## WHO WE INTERVIEWED

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**23**

**Interviews**

**20+**

**Hrs. of Insights**

# Why is the District Plan Important?





# SUMMARY

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- **Farmland a significant part of area identity**
- **Once the farmland is gone, it's gone forever**
- **The District Plan is key to a local food system**
- **Protection of farmland a differentiator between Brighton and other nearby cities**
- **The District Plan is a mechanism to maintain the small-town feel and culture**
- **The farmland is a mechanism for education about food, farming, nature, water, etc.**

**“Once you put in all the concrete and pipe lines, you can’t go back.”**

**“Farmland preservation  
above all.”**

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**“We’ve gotten so used to food being flown all over the world. I think it’s important to keep food locally.”**

# Historical Aspects

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# SUMMARY

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- **Immigrants played a significant role in shaping the farming heritage, including Japanese-Americans, German-Americans, and Hispanic-American populations.**
- **Railroad, sugar beets, Kuner's headquarters, sweetcorn important to Brighton's history.**
- **Played (and continues to play) an important role in generating food for the growing Denver metropolis.**
- **Historical roots at risk of being lost.**

**“The history goes back to 1864 when the irrigation ditch was created. The history has always been farming. This is farmland folks, don’t blow it... You don’t know what you’ve got till it’s gone.”**

# The Natural Landscape

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# SUMMARY

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- **Proximity to the South Platte River has created a unique soil structure perfect for farming.**
- **The ditch system is unique in its delivery of water, a most valuable resource to the District Plan Area.**
- **The fruits, vegetables, flowers, etc. are the most dynamic aspect to the landscape.**
- **The farmland acts as an open oasis amongst a sea of encroaching development.**
- **The District Plan Area has emerged as a “pollinator highway” crucial to maintaining a healthy food system.**

**“Just seeing things growing is huge. The birds, the chickens, roosters crowing. The fragrance of a chili, cilantro. Chilis roasting. The value of the honey bees.”**

**“Conservation and farming go hand in hand. [An organization] works with local farmers to help preserve habitat for birds.”**

# The Built Environment

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# SUMMARY

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- **Historical farmhouses/buildings are the most iconic and important structures in the District Plan Area. However, some of these structures are not in condition to be visited or are inaccessible to the public.**
- **Downtown Brighton could be a valuable asset to the District Plan Area enabling visitors to enjoy a day-long experience with development of art, restaurants, etc.**
- **Transit infrastructure/pedestrian and bicycle paths need improvement if visitors are to move from attraction to attraction easily and safely.**

# Economic Aspects

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# SUMMARY

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- **Agriculture comprises a smaller part of the local economy than in the past but remains a contributor.**
- **Few new farmers expected to move to the area unless there is an economic benefit to doing so.**
- **Options exist for farmers desiring to sell their land as a means of retirement aside from the District Plan.**
- **Several of the more recognizable names in farming have ceased operations or discontinued growing a staple for the region. How to grow awareness of products grown in the District Plan Area without these participants remains a challenge.**

**“There are some existing and thriving farms but we need to see that economy grow. It’s getting harder to farm. There’s no new farmers moving to this area until we find a way to foster more programs and opportunity.”**



# The People

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# SUMMARY

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- **Generational farming at risk of ceasing to exist as younger family members seek a future elsewhere in different industries.**
- **Great diversity of opinions and stances related to topics ranging from oil to agriculture.**
- **New residents may see Brighton and the District Plan Area as an escape from the traffic, congestion, etc. of Denver.**
- **The Hispanic community remains engaged in farming and carrying on the farming traditions, but may not be addressed and marketed to as aggressively as other populations.**

**“We’re kind of a mix. We go to an event and see people in dresses and dress coats, and others in sweatpants.”**

**The Culture**

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# SUMMARY

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- **Farming was the culture, and some tied their identity to businesses like the canning facility, which is no longer in operation.**
- **The relaxed, approachable, friendly, rural feel is an important part of the culture.**
- **In many ways the opposite of a Boulder.**
- **Some desire change and development, others desire things to stay the same or yearn for the way things used to be.**
- **Interests are very eclectic and may range from quilting, to birding, to cycling, to art, etc.**

**“[The lifestyle] is very eclectic.  
The eclectic style might be  
what the brand needs to be  
about. Eclectic nature as the  
beauty of Brighton.”**

# What are the People Most Proud Of?

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- **Farmland continuing to be used for that specific purpose.**
- **People take pride in the small-town feel.**
- **Pride around what people have built over years of hard work.**
- **Pride in being a working-class community.**



# What Sets Apart the Produce Grown Here Versus Anywhere Else?

# SUMMARY

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- **The soil in the District Plan Area is perfectly suited to growing produce and other agricultural products.**
- **The valley climate of warmer days and cooler nights enhances the flavor (and sugar levels) of the produce.**
- **The District Plan Area is very close to Denver. It is the epitome of freshness.**
- **Opportunities exist for people to experience going to a farm and picking their own produce.**

**“Soil is the soul of Adam’s  
County. We’re a farm  
community for Denver.”**

# Most Recognizable Characteristic or Landmark

# SUMMARY

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- **The vibrant array of colors as you enter Brighton/District Plan area from I-76**
- **The barns, such as the one at Berry Patch Farms**
- **The unique irrigation system of ditches**
- **The agricultural fields are iconic**
- **Historical buildings in downtown Brighton, Main Street**
- **The Bromley Koizuma-Hishinuma Farm**
- **Barr Lake**
- **Adams County Regional Park**

# Desired Aspirations & Goals for the District Plan

# SUMMARY

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- **To preserve the farm land and the water that goes with it.**
- **Desire to see more small farms move into the District Plan Area.**
- **Better accessibility to attractions via public transportation, walking and bicycling.**
- **Develop a network or map of attractions that offer a full-day array of experiences.**
- **A place that shapes the future of agriculture and food production.**
- **A place for reigniting education around agriculture for your people, veterans, etc.**

**“To push the quality that grows here in the South Platte River Valley.”**



**“Today, there’s no farm to fork restaurant in Brighton. Would like to get more of that. Any of the farms could be providers [of local produce.]”**

# Key Challenges

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# SUMMARY

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- **Perception that more lucrative offers exist for farmers interested in exiting the farming business, whether it be by oil/gas, developers, gravel extraction, etc.**
- **Ability to create a robust ecosystem of attractions while recognizing that doing so may also create an environment of increased tourism and competition.**
- **Challenges of seasonality in the District Plan Area and ability to maintain year-long appeal.**
- **From a branding standpoint, challenges with focusing in on subject matter too specific, yet risks associated with creating a brand that is too vague.**
- **Sensitivities exist amongst various stakeholder groups.**

**“Need to find people who can move in without treading hard on their neighbor. It requires someone who is clever, a risk taker, and has a desire to fit into the community without creating too many waves.”**

# Visitor/Tourist Profile



# SUMMARY

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- **Visitors are diverse and could range from Millennials to older generations depending on interests.**
- **Often seen as parents looking to provide their children with a unique, authentic experience.**
- **Rely heavily on web-based information sources and social media, particularly Facebook.**
- **Desire a way to escape the city/urban atmosphere while pursuing an interest in getting closer to the food they eat.**
- **May initially be attracted by other activities such as bicycling, birding, fishing, etc.**
- **May not realize how close the District Plan Area is to Denver.**

**“[Visitors] want to experience farm life. Families who want to teach their children where produce comes from. Their parents did the same thing for them.”**

**“Everything is about experience now. There is a cultural shift. There’s a segment after the produce, but also a larger population that is after the experience.”**

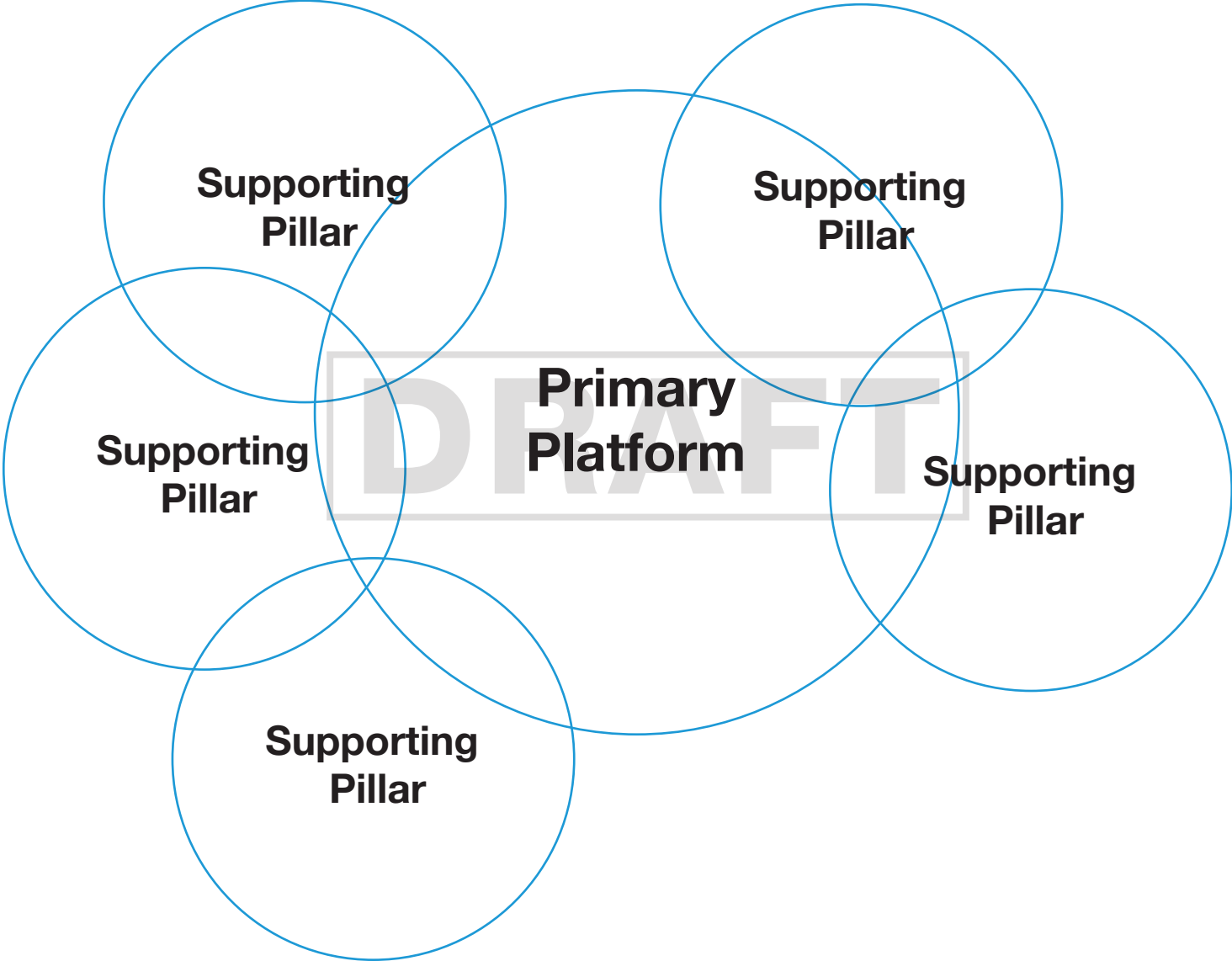


# Value Pillars

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# PURPOSE OF BRAND VALUE PILLARS

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## BRAND VALUE PILLAR: **LEGACY**

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- **Future**
- **Generational**
- **Heritage**
- **History**
- **Heirloom**
- **Identity**
- **Storytelling**
- **Tradition**

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# BRAND VALUE PILLAR: **CULTIVATION**

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- **Education**
- **Expansion**
- **Growth**
- **Investment**
- **Nurturing**
- **Optimism**
- **Vision**

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## BRAND VALUE PILLAR: **HARD WORK**

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- **Commitment**
- **Dedication**
- **Devotion**
- **Diligence**
- **Effort**
- **Fortitude**
- **Integrity**
- **Persistence**
- **Resiliency**
- **Steadfastness**
- **Sweat-equity**

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## BRAND VALUE PILLAR: STEWARDSHIP

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- **Conservation**
  - **Management**
  - **Perpetuity**
  - **Preservation**
  - **Protecting**
  - **Responsible**
  - **Safekeeping**
  - **Sustainability**
- **Watchful**

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## BRAND VALUE PILLAR: **ABUNDANCE**

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- **Bountiful**
- **Diversity**
- **Flourishing**
- **Harvest**
- **Plentiful**
- **Production**
- **Variety**
- **Vigor**

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# BRAND VALUE PILLAR: **PRIDE**

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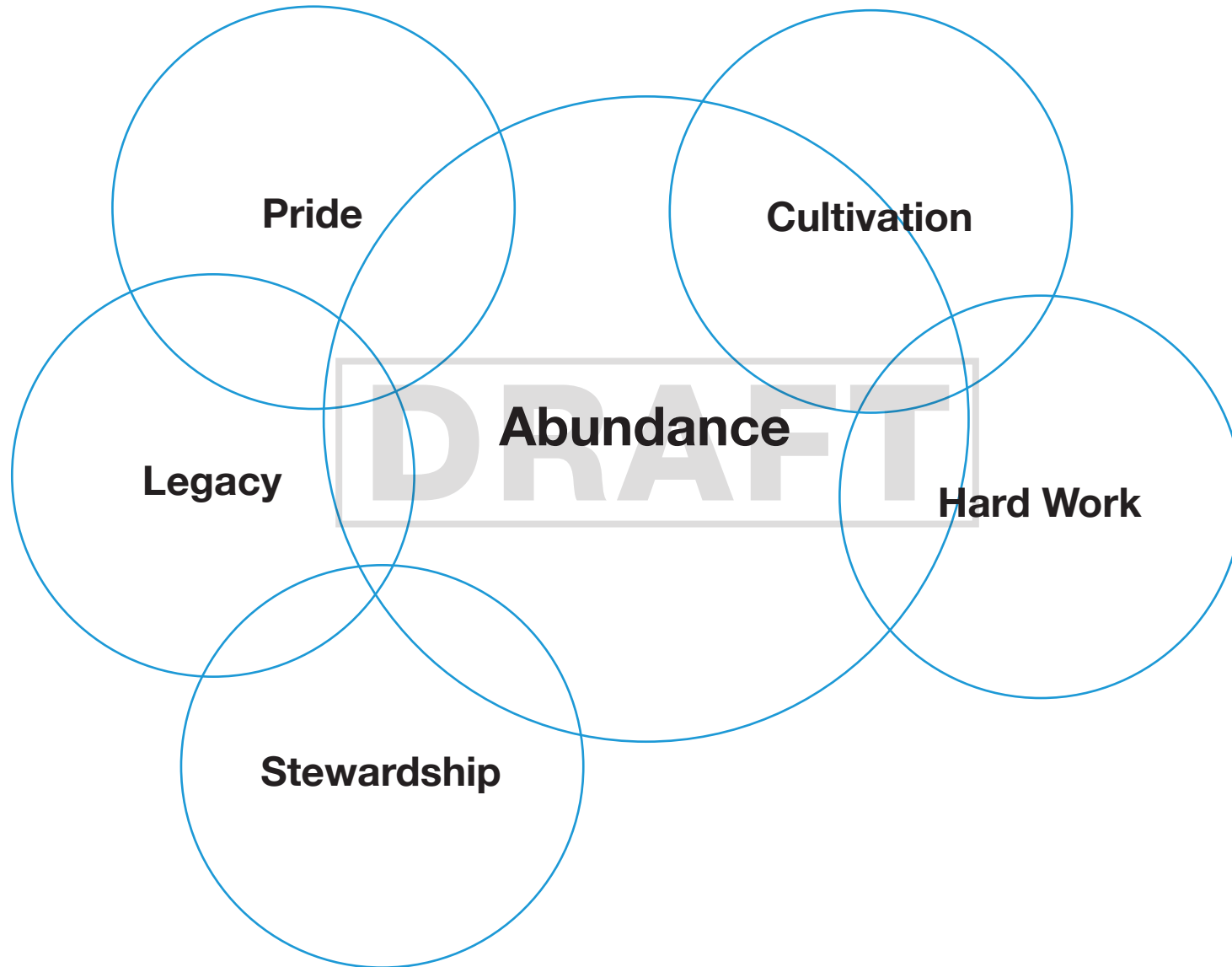
- **Local**
- **Quality**
- **Satisfaction**
- **Fulfillment**
- **Achievement**
- **Honor**

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# PURPOSE OF BRAND VALUE PILLARS

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# Key Words/Descriptors



## KEY WORDS: **EMOTIONAL/DESCRIPTIVE**

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- **Abundance**
- **Alive/Living**
- **Belt**
- **Birdsong**
- **Bountiful**
- **Crop**
- **Farming**
- **Harvest**
- **Heritage**
- **Local**
- **Nourishment**
- **Plentiful**
- **Vibrant**
- **Wholesome**

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## KEY WORDS: **FUNCTIONAL/PLACE**

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- **Acres**
- **Bowl**
- **Community**
- **Conservatory**
- **Corridor**
- **District**
- **Farmstead**
- **Fields**
- **Homestead**
- **Land**
- **Preserve/Preservatory**
- **Rows**
- **Sanctuary**
- **Soil**
- **Valley**
- **Viewscape**

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# Initial Keyword Exercise for Discussion and Feedback Only

# Valley of Plenty

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# Farmstead Conservatory

# The Harvest Bowl

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# Abundance District

# Birdsong Valley

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# Farmland Preservatory

# Living Mosaic

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# Key Takeaways

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## **TAKEAWAY #1:**

**District Plan Area brand communication needs to be cognizant of risks associated with over-promising availability of agritourism experiences and accessibility.**

## **TAKEAWAY #2:**

**Attractions nearby, but not in the District Plan Area will play a crucial role in driving tourism (and interest), especially in early stages of brand launch and attraction development.**

## **TAKEAWAY #3:**

**The District Plan Brand can play a significant role in promoting education around agriculture, horticulture, wildlife, food systems etc. The area could serve as a living exhibit informing visitors along their path while communicating what is at stake and why the land is worth saving.**



## **TAKEAWAY #4:**

**The ecosystem of brands in Brighton and Adams County is crowded. The District Plan Area brand must establish its own territory and that territory must be respected in order to avoid confusion.**

NEXT STEPS:

**Finalize Strategy + Naming**  
**Design Concepting**