

# EAST VILLAGE

## BRAND PILLARS

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### **ECLECTIC & ATTRACTIVE NEIGHBORHOOD**

Communication between retailers

Diverse urban area with strong sense of community

An atmosphere that embraces everyone

### **UNIQUE CHARACTER**

Preservation and restoration of a historic district

Growth that honors legacy

Popular destination for tourists and locals

### **COMMITTED TO LOCAL BUSINESS**

Smart, strategic development

Add to the vibrant energy of the area

Cultivation of a self-sustaining, mixed-use district

### **APPRECIATES THE IMPACT OF THE ARTS**

Encourage unique establishments to define a creative hub

Original events and offerings that drive traffic

Collaboration and innovation to enhance  
cultural opportunities