

POSITIONING STATEMENT: 16-IND-0002

city of  
independence

P O S I T I O N I N G   S T A T E M E N T : A positioning statement is a combination of words or a phrase that embodies who you are and what you stand for. Strong positioning for the City of Independence will connect with people on an emotional level to secure mindshare, while capturing the brand essence of “spirit” as outlined in the blueprint.

May one of the following be a fitting positioning statement for the City of Independence.

Independence

## *Celebrate Our Spirit.*

Spirit is the essence of Independence, and this statement serves a dual purpose as both an invitation and a reminder of that fact. It welcomes those outside the community to join us in celebrating that spirit. To the residents, it's a reminder that we should revel and take pride in what makes us who we are.

Independence

## *Alive With Pride.*

A strong sense of national and civic pride is alive and well in Independence. It's the pride of a nation and community that has persevered for over 150 years, through good times and struggle. It's a pride that was hard-earned and is well-deserved; a pride that is expressed in the humble and welcoming nature of everyone you meet.

Independence

*Join the Celebration.*

We celebrate our country's spirit of independence not just once a year, but every day, in everything we do. This is a call to all, to join us in celebrating what that makes our country and city great.

Independence

*Together Burning Bright.*

This statement evokes strong feelings of the unity, energy, and spirit that make Independence great. It speaks as a reminder that amazing things can be achieved when passionate people work together towards a common goal.

Independence

*The Heart of America.*

This statement is a constant reminder that a quest for independence is what our country was founded on, and it's the principle that would also become our namesake. That spirited determination to create something new still thrives in the heart of Independence.