town planning ○
economic development ●
community branding ●
historic preservation ○

St. Albans, Vermont

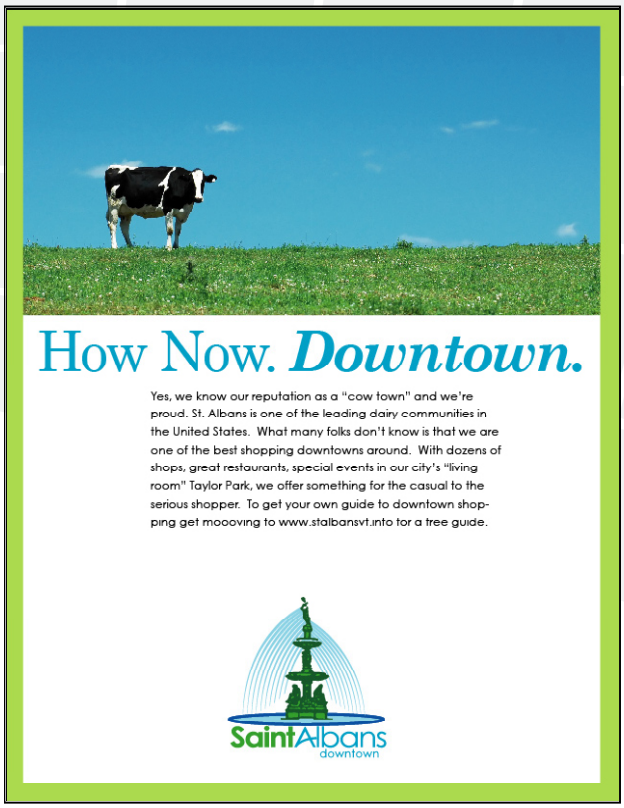
Saint Albans committed itself to the revitalization of its downtown core as an effort to remain a vibrant economic hub for the citizens of the City, the surrounding communities, and Franklin County. In the summer of 2005, Saint Albans for the Future (SAFF) hired Arnett Muldrow & Associates to perform a market study and create marketing plan to meet the challenges that the changing retail climate in the community as well as the greater Burlington presented. With extensive public input the team identified the key challenges and opportunities within the downtown commercial market, were able to better understand the scope of existing marketing capabilities, and began to develop a brand identity for downtown Saint Albans.

The retail market analysis component assisted economic development agencies in recruiting underrepresented retail sectors and enhancing the retail mix in downtown to better meet the needs of the community. The marketing plan, beginning with a community imaging and branding process, presented marketing concepts that were supported by specific market opportunities, and helped to define its role in the regional market.

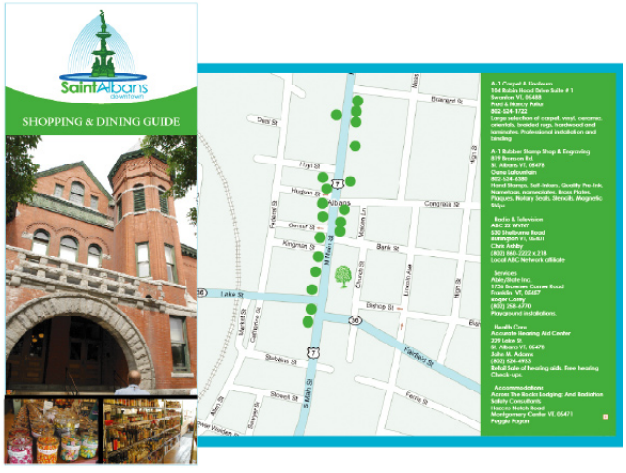
With the services of Arnett Muldrow & Associates, the community of St. Albans is now primed to overcome the challenges it faces in the future by exploiting its vast inventory of opportunities and strengths that it embraces.

CLIENT REFERENCE:
St. Albans for the Future

LOCATION:
St. Albans, VT



Examples of marketing ads geared toward the primary and secondary trade areas for Downtown Saint Albans



Examples of brochure design