



Media Release
For immediate release

Harrisburg Town Council Adopts Economic Development Strategic Plan
Town Logo Latest Step in Plan Implementation

HARRISBURG, N.C., June 26, 2014 – Harrisburg Town Council has adopted the Harrisburg Economic Development Strategic Plan and approved a new logo design that will represent Harrisburg in future community engagement and economic development efforts.

Following a six-month brand research initiative incorporating input from Harrisburg residents, schools, community and faith organizations, local business owners, regional developers and local and state government, Town Council has selected a logo that is reflective of brand research findings.

The abstract graphic design represents the four compass points, indicating Harrisburg's proximity to Charlotte and accessibility to points throughout the region. Its shape draws on the numerous waterways that define the Town's topography. Colors are derived from the natural environment to emphasize the Town's commitment to open space, recreation opportunities and quality of life. The design was created by KM Design of Charlotte.

"Our new logo will create an identity for Harrisburg that will strengthen our outreach to residents and businesses," comments Mayor Steve Sciascia. "The logo is just one tangible piece of Town Council's broader vision to guide strategic growth by capitalizing on our assets."

The economic development strategic plan, completed in 2013 to create a foundation for sustainable economic growth that is aligned with the Town's vision and core values, recommended the brand identity study as one component of a multi-faceted approach to guide development in the fast-growing town. Harrisburg's population has increased by 150% in the last decade.

Other initiatives included in the strategic plan are product development, retail recruitment, increased internal and external marketing, Town Center development, and small business recruitment and retention. The Economic Development Strategic Plan [is available online](#). The final branding research report will be presented at the July 14 Town Council meeting.

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