



# City of Burnsville

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## 'YOU BELONG HERE' CITY LAUNCHES NEW TAGLINE/MESSAGING DURING 2019 BURNSVILLE FIRE MUSTER



You belong here... seems like a simple sentiment, but the reality is that it goes much deeper.

**YOU  
BELONG  
HERE**

The City of Burnsville received feedback from residents, non-residents and community stakeholders to help develop the community's new tagline and messaging campaign, "**City of Burnsville: You Belong Here.**" The City Council reviewed four options at its Aug. 13 Work Session, and Burnsville Mayor Elizabeth Kautz announced the new branding initiative with a proclamation and video during the Sept. 3 City Council meeting.



[Click Here to View the Video](#)

The goal of this campaign is to celebrate what gives Burnsville its personality, and what makes the community special. During the feedback period, the City heard that Burnsville is "diverse," "friendly," "welcoming," and "open to anyone." From this, "**City of Burnsville: You Belong Here**" was developed.

### Public Launch During Burnsville Fire Muster, Sept. 4 – 7

An official public launch of the new brand will take place during the Burnsville Fire Muster Sept. 4 – 7.

"We think the Burnsville Fire Muster is the perfect place to share 'You Belong Here' for the first time," said Burnsville Mayor Elizabeth Kautz. "Thousands of residents and visitors from around the metro area will attend these events, and we want everyone to know we're glad they're here, and that they belong in Burnsville."

Fire Muster attendees are encouraged to post photos on social media using the hashtag **#YouBelonginBville** during the event. Large, 4-foot letters saying 'YOU BELONG HERE' will be in place at the entrance to Civic Center Park. This temporary "Hollywood-esque" sign, along with sidewalk chalk art throughout the festival, will provide the perfect opportunity for photos and selfies.

(more)

## Building a Brand

This messaging campaign and tagline was developed from input from more than 1,400 residents, non-residents and community stakeholders through community surveys, focus groups and interviews.

“Through the public engagement process, people repeatedly said Burnsville feels like an inclusive, welcoming place that celebrates its diversity,” says Andrea Boe of AE2S Communications, the company that assisted the City through the branding process.

In addition to celebrating Burnsville’s personality, the “You Belong Here” theme will be used to support the goals of the City’s Economic Development Strategic Plan, which includes redevelopment of key community areas and attracting new businesses and residents.

*All Burnsville Fire Muster events are free to attend. Highlights in 2019 include a citywide block party, parade, classic car show, Johnny Holm Band and World According to Garth concerts, fire equipment demonstrations, carnival rides, food and more. A complete schedule can be found at [www.burnsvillefiremuster.org](http://www.burnsvillefiremuster.org).*



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