



Rowan County Tourism Development Authority

Miller Davis worked with the Rowan County Tourism Development Authority to brand, develop and execute a yearlong program to increase awareness of two of the county's main strengths – its abundant rural agriculture and vibrant downtown arts scene.

Key Obstacles and Insights: Rowan County is many things to many people, but without cohesion and understanding of these positive elements. A branded marketing effort was needed to bring residents and visitors together and drive appreciation for the many facets of the county that combine to make it a sustainable, desirable destination to live and work. The underlying challenge of this project was its magnitude, with 15 events to be coordinated and executed. The other challenge was unifying the themes of arts and agriculture into one branding strategy.

Solutions: The county's core strengths – a large rural agriculture and agritourism base, and a vibrant, walkable downtown – appeal to opposite types of visitors and residents. The goal was to create a sense of community for all and to introduce each unique area and population of Rowan County to the others. To accomplish this, Miller Davis developed a logo and website and pushed relentlessly to plan and coordinate major events from May through November from one end of the county to the other. The Rowan County Arts & Ag event series, the first of its kind in North Carolina, was a robust program that encompassed the many strengths of the county and drew visitors of all ages and walks of life. We delivered a campaign of consistent digital marketing and social media, multiple logos, numerous print materials ranging from posters to maps and brochures, newspaper and magazine advertising, wearables, promotional flags, branded tents, signage, and more. We also handled a comprehensive public relations campaign.

Results: The Rowan Arts & Ag series, still in progress, has been embraced by people of all ages and walks of life, in Rowan County and beyond. Events have included a chef-prepared farm-to-table dinner at a popular agritourism farm, featuring music by the Salisbury Symphony, and a two-day, self-guided tour of a variety of notable Rowan County farms, with local artists working and selling items on-site. Each event on the schedule has been lauded for both its originality and educational value, and the TDA has reported an increase in interest in the county from both internal and external parties.



"By bridging the gap between numerous organizations and providing their professional guidance, Miller Davis has ensured the success of this year-long, multi-event campaign. We would have faced real challenges without their support and expertise."

– Michelle Patterson, Marketing Director,
Patterson Farm Market & Tours

"You'd have to look wide and far for something like this. It plays to (the county's) strengths."

– Arts & Ag attendee Brad Ellison
of Davidson, NC