

# D. CITY + NEIGHBORHOOD PROMOTION

## KEY TAKEAWAYS

- Rochester has a great story and the entire community must work together to make sure it is heard.
- Promotional efforts, like Celebrate City Living and Downtown Definitely, highlight the benefits of living and investing in the City and help to foster interest and excitement.
- By marketing and branding their neighborhoods, community organizations can help foster community pride and bring in new residents and businesses.
- More needs to be done to celebrate and promote school programming and successes in the RCSD.

