



branding
RESEARCH

BY RELIC



CURRENT CITY BRANDING

CLAIRE READ



- TIMES NEW ROMAN

[HTTPS://WWW.CITYOFSEARCY.ORG/](https://www.cityofsearcy.org/)

#E4E4E4

#416CB3

#C94B4C



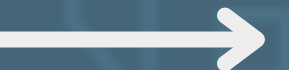
- HALIS ROUNDED SC BLACK

[HTTPS://SEARCY.COM/](https://searcy.com/)

#0AB4AD

#45677C

#C3D749



CURRENT WAYFINDING

CLAIRE READ



CURRENT IMAGE OF SEARCY

JARED SMITH



- NEWS
- TV SHOW
- JOBS
- DOWNTOWN
- Eat
- Shop
- Do
- Stay
- Arts
- Events



The screenshot shows the Searcy Arkansas website's event calendar. At the top, there are navigation links for 'Eat', 'Shop', 'Do', 'Stay', 'Arts', and 'Events'. Below this is a calendar interface for '2023' with tabs for 'MONTHLY', 'WEEKLY', 'DAILY', 'LET', 'GRID', and 'TILE'. The calendar is currently displaying 'JANUARY 2023'. A sidebar on the right features a profile for 'Tish Pace' with a 'RE/MAX Advantage' logo and a 'SUBMIT AN EVENT' button. The main content area lists events for January and February 2023. Each event entry includes a date, a title 'Veterans Coffee Call', a description 'Every Thursday morning, all veterans are invited to the All ...', and a location 'Chit Chat & Chew Cafe, 110 West Race Ave, Searcy, Ark, 72143'. The events listed are for 05 JAN, 12 JAN, 19 JAN, 26 JAN, 02 FEB, 09 FEB, and 16 FEB.

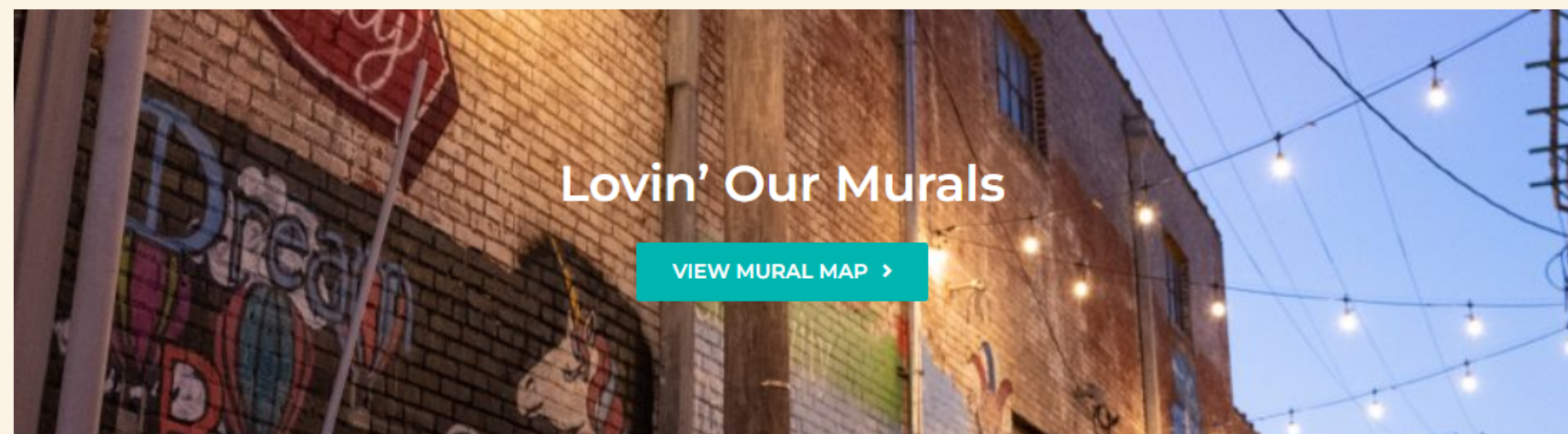
HOW SEARCY IS PROMOTED

The promotional materials for Searcy keenly attempt to put the town's best foot forward. The tone invokes small-town idealism, social warmth, interesting history, and abundant recreational resources, with a strong undercurrent of further ambition. Searcy's lower case television fame is sometimes mentioned first, and always mentioned. Relative economic security is assured.

The quality of the copy varies between benign* exaggeration to professionally framed descriptions of resources, businesses, and the people behind them. The visual presentations (both internal and external) aim at a highly optimistic, contemporary appeal and generally are up to date in execution.

#MYSEARCY

Meet Searcy. We are a genuine and comfy city who has set a national example for our small business revolution and community fusion – proof that together, much can be done.

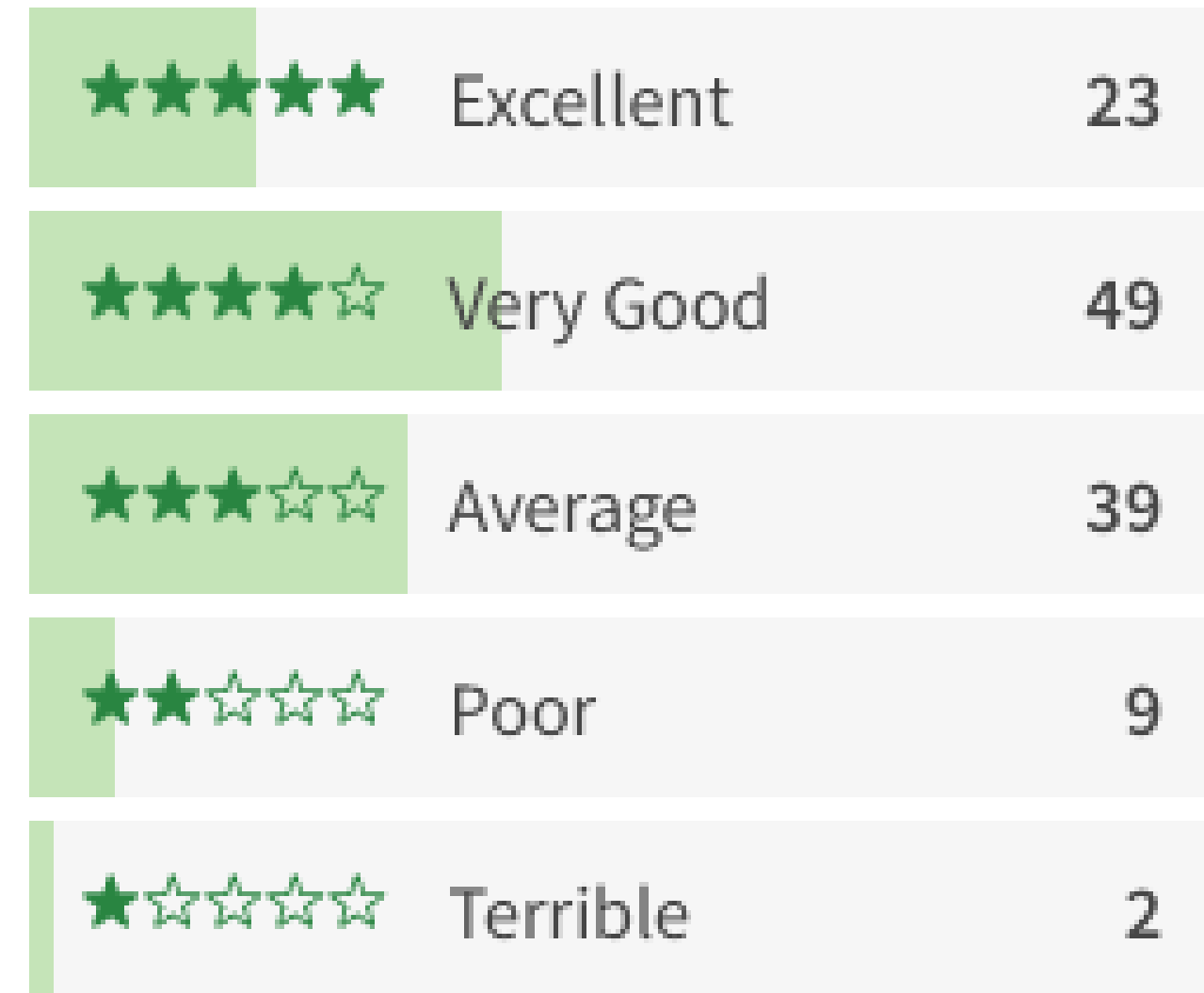


HOW SEARCY IS PERCIEVED

Life here is appreciated but consistently lacking. It should not be understated that people do like aspects of the town. Many people like the size itself, seeing it as more relaxed than a dense city, yet with enough assets to live comfortably. Many people see it as an ideal environment for raising a family.

The opinions are naturally quite broad, but even favorable comments seldom leave out a desire for improvement. Social tensions have a sustained, ever-present quality to them, such as Harding University's imposition on the city culture, and byproducts of class disparity. Many people who have families wish there were more children's activities. Adolescents share common narratives of restless driving, where fun frequently means hanging out at Sonic or Wal-Mart. Adults invoke an absent nightlife - that word specifically, repeatedly.

Searcy Reviews 122




Searcy
growin
impro
public
Curren

Start




I appreciate the education opportunities in Searcy. The schools aren't perfect, but they're still pretty good if you want to find a good town for your kids in Arkansas.

Although changes are being made, currently, Searcy's art and culture is lacking. If you want to make a career out of your art, Searcy is not the place to be.

Current Resident · Jan 4 2020 · [Overall Experience](#)

[Report](#)



Searcy, Arkansas is a town/city with potential. Recently, there have been many unique new stores and dining options added, especially downtown, that have brightened up the area quite a bit. There is virtually no nightlife, and the options for entertaining children are slim, but there are a few. Most of the public schools are hit-or-miss, but the centralized public high school is known to be the worst 4 years of many kids' lives. The job and housing market is definitely not the best. The people, however, are good.

Current Resident · Oct 7 2018 · [Overall Experience](#)

[Report](#)



I think Searcy is somewhere where even if you don't have family you can find one with the local community. There are many opportunities to get involved and meet new people. Such as going to the farmers market in downtown on a Saturday morning, having family owned restaurants with smiles all over, a bunch of churches, and so much more. The thing I would hope to see change within Searcy is just for more things to do such as indoor trampoline park, more shopping places, and such things like that. I am forever thankful for Searcy and the people it has brought me.

Current Resident · Mar 4 2020 · [Overall Experience](#)

[Report](#)

THE PRESENT CONFLICT

People are aware of the efforts the city is making to expand its scope, but to many, some of the most promoted recreational aspects are either uninteresting or simply inadequate.

The long list of complaints is out there for anyone to see them, but altogether, the mediocrity is torn between being a selling point and a point of discontent. No one sees Searcy as an exceptional town of this population size, but it's not bad either.

People are aware of the forces preventing radical change, and do not seem to expect that these will fully give way, as enough people are wary of radical change to maintain the status quo. At the same time, people are also aware that growth is occurring, and opportunities for further meaningful growth occupy public interest.



Seems like any other American town

Niche User · July 3 2014 · [Community](#)

WHAT IS SEARCY KNOWN FOR?

ASHLEY MOONEY



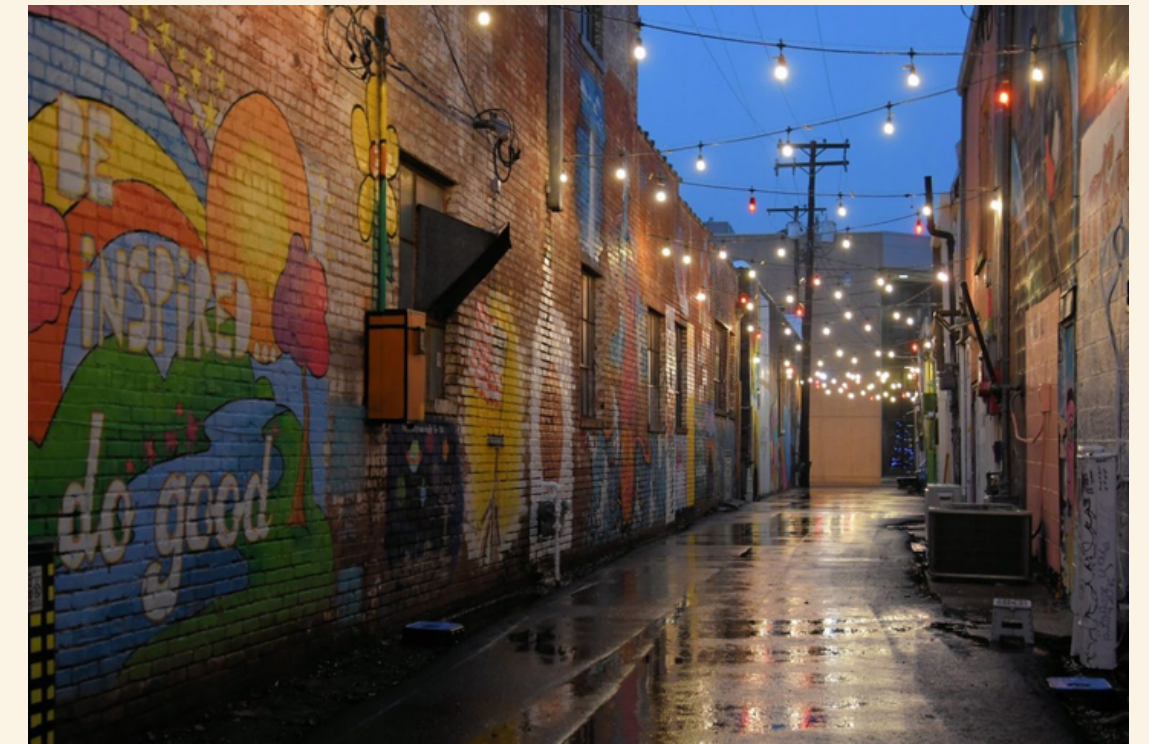
HARDING UNIVERSITY

Searcy is generally known as a college town, owing to the sprawling campus of Harding University that sits across 350 acres and draws students from across the country, as well as internationally. Harding also boasts several other establishments across the town, such as the Harding Place retirement home.



WHITE COUNTY FAIR

The White County Fair, since 1935, has been an annual event that draws Searcy locals as well as Harding students. It includes rides, food, livestock shows, and more.



ART ALLEY

What was once a drab alley way has since become a tourist spot and general attraction for locals, students, and more.

BEST PLACES IN SEARCY

JACEY PFIFFNER



THE RIALTO

The Rialto Theater is a historic movie theater at Race and Spring Streets in central Searcy, Arkansas. Built in the 1920s and renovated in 1940, it is one of the few buildings in all of White County to exhibit Art Deco styling, and the only theater with that styling.



WILD SWEET WILLIAMS

Wild Sweet William's is a walk-in pastry bar, offering hand-made scones, kolaches, focaccia, babka, cookies, and muffins (sold by the piece or by the dozen). All batches are made fresh daily; store closes when sold out.



MIDNIGHT OIL COFFEE HOUSE

Midnight Oil, locally known as MO is a Kibo outpost proudly located in Searcy, AR, serving specialty coffee, lunch and homemade baked goods.

BEST PLACES IN SEARCY

JACEY PFIFFNER



THE GREEK HOUSE

The Greek house is a local cuisine that serves anything from Americanized Greek food to your typical American food. It is a great hub for Searcy Locals and Harding students on Sunday afternoons or dinners through out the week! All the employees are big on southern hospitality and are always so generous with their kindness and fries.



THE BEES KNEES

The Bees Knee is an upscale flea market with unique furniture, accessories, antiques, and gifts. This is a local favorite for thrifting or a day for shopping.



SONIC



BERRY HILL PARK

A 7.2 acre facility with playgrounds, a pavilion, picnic areas, softball field, 5 lighted tennis courts, volleyball court, lighted walking trail, restrooms, a shuffle board court and free wireless internet access.

**SEARCHY IN FIVE WORDS?
LET'S LOOK AT THE LANGUAGE OF
THE CITY'S INTERNET PRESENCE.**

SEARCY.COM FEATURED STORIES



- LOCAL
- ONE
- FIND
- PHOTOS
- OFFERS

SEARCY.COM NEWS

(SEPT. 23, 2021 - NOV. 21, 2022)



- MAJOR
- STUDENTS
- ARKANSAS
- NEW
- COMMUNITY

THREE WORDS FROM RESEARCH:

PUENTE (BRIDGE)

MAJOR

LOCAL

TWO WORDS FROM PEER INPUT:

CASE STUDIES

KARLI FISHER- SUCCESSFUL
CITY RE-BRANDS



AMSTERDAM, NETHERLANDS



NEW YORK CITY, USA



OSLO, NORWAY



Oslo

CASE STUDIES

RINDA DENNIS- WELCOME
CENTERS AND PARK
DESIGNS

WELCOME CENTERS



ROCCO WELCOME CENTER



DAVIS-HARRINGTON WELCOME CENTER

The Davis-Harrington welcome center is located in Springfield Missouri at Missouri State University. This welcome center is based on the long history and brand of the university. It provides a point of origin for campus visits and houses a 100-seat multi-purpose room for special events including news conferences, prominent guests, and networking activities.

PARK DESIGNS



WUXIANG 987 HIGH LINE PARK



BEATRIX PARK PLAYGROUND

COMMUNITY



LOCAL



HOSPITALITY

HISTORY OF SEARCY

SETH STARCK

