



October 3, 2015

FOR IMMEDIATE RELEASE

Contact:

Ben Chandler

Executive Director

Cell: (850) 545-4444

ben.chattahoocheemainstreet@gmail.com

Board Members:

Pamela Medley,
President

Vacant
Vice President

Karen Marsh,
Treasurer

Vacant
Secretary

Terri Liggett

Judith Reeder

Isaac Simmons

Lindsey
Smitherman-Brown

Kathy Wheeler

Chattahoochee Main Street Unveils New Logo and Website

CHATTAHOOCHEE, October 2, 2015 – On August 28, Chattahoochee Main Street revealed its new logo and website to volunteers and members at the annual Volunteer and Member Appreciation Gala. The new primary logo prominently features an image of the JW Callahan steamboat with the Chattahoochee Main Street moniker and the tag line “Florida’s Scenic River City.”

Other variations of the logo were also unveiled that replace the steamboat with images of a large mouth bass, the historic Gibson Theatre, and a torrey leaf. These auxiliary logo designs will be used for specific purposes and promotions as needed. Other iconic designs may be developed and substituted in the future as well.

In conjunction with Chattahoochee Main Street’s long-standing dynamic Facebook page, the new website (www.chattahoocheemainstreet.org) is designed to be a primary platform to communicate the organization’s ongoing efforts and outreach to represent and promote the City of Chattahoochee.

The new website includes a background history of Chattahoochee and the grass-roots efforts that led to the establishment of Chattahoochee Main Street. It provides a link to the National Main Street organization describing the 4-Point Main Street Approach and guiding principles as well as a description of the four cornerstone committees: Organization, Design, Promotions and Economic Restructuring.

A list of past and current projects are described as well as information on past and future events. All CMS report documents are posted including the Draft Strategic Community Vision Plan, all press releases and monthly Executive Director’s reports. The CMS website will provide a place to find complete up-to-date information on the latest work being done by CMS on behalf of the community.

Another valuable resource contained on the website are links to partnering agencies and entities as well as information for joining and contacting Chattahoochee Main Street. Going forward, the website will be updated monthly and enhanced with a calendar feature to easily navigate and learn about upcoming events in the community and region.

P.O. Box 324, Chattahoochee, Florida 32312 | 850.663.2323 | info@chattahoocheemainstreet.org

Benjiman W. Chandler, AICP
Executive Director



To supplement the promotional efforts of Chattahoochee Main Street, an informational/marketing brochure has been developed for regional distribution. The brochure provides a brief history of Chattahoochee and Chattahoochee Main Street.

Chattahoochee Main Street extends deepest appreciation to Dawn McMillan of McMillan Design for the creative design and originality in capturing the essence of Chattahoochee in developing the CMS logo, website and marketing materials. McMillan Design is a graphic design, branding and marketing team specializing in logo development, corporate branding, publication design, advertising and website design. Mrs. McMillan is an award-winning artist credited with designing the branding, logos and marketing materials for several high-profile government agencies and programs, well-known non-profit organizations and many businesses. She is also the Board President of Quincy Main Street.

To stay up-to-date, please visit us often at www.chattahoocheemainstreet.org and join us every 4th Monday at 6:30pm at the RV Park Clubhouse for our monthly meeting. If you have any questions or comments, please contact our office at (850) 663-2323 or email us at our new address info@chattahoocheemainstreet.org.

###