

Elinor Carbone
Mayor

Rista Malanca, AICP
Director of Community and Economic Development

Several years ago the City initiated a branding and imaging study. Through this study, **It's Happening Here!**, became the City's tag line. Thanks to funding from the Building Healthier Communities, the City has launched a marketing campaign to support our local businesses and grow our brand recognition **It's Happening Here!**

WHAT THE CITY IS DOING

1. New Branding and updates to itshappeninghere.com

- a. New **Shop Local** page
- b. New creative content pages - more to come

2. Improved Communications

- a. New and Improved Monthly Newsletter - **It's Happening Here!**
- b. **New YouTube Channel - It's Happening Here**
- c. New content for Social Media

3. New Marketing Material in Circulation

- a. Postcards and Posters promoting itshappeninghere.com
- b. Three months of radio ads through WZBG
- c. Developed a **Come Work with Us** Brochure
- d. Developed a **Country Living, City Convenience** Brochure
- e. Professionally developed Promotional Videos

FREE RESOURCES FOR OUR BUSINESSES

- **Advertise your Business on itshappeninghere.com**
 - Submit a place on the **Places** page
 - Submit an event on the **Events** page
 - Any place or event that is submitted on itshappeninghere.com is automatically included in www.discoverlitchfieldhills.com
 - List your business on our **Shop Local** directory
- **Display It's Happening Here Posters**
- **Handout It's Happening Here Postcards**
- **Join our Emailing List**

Feel free to use any of the promotional videos or content on itshappeninghere.com and **SHARE the videos on your social media pages!**



**You can find all our links in the QR Code here*

Click here to see a full list of our external links



If you have a Story you would like us to include in the newsletter, reach out to communications@torringtonct.org. All of these stories are also included in the "Stories" page of itshappeninghere.com

Advertising on itshappeninghere.com is **FREE to businesses!**