

# WHAT IS OUR LOOMIS CIVIC IDENTITY?

*Is Loomis' heyday in the past, the present, or the future?*

*If your in-laws were visiting, where would you take them in Loomis?*

*What entices people to move to Loomis?*

*What makes Loomis special?*



## IT'S TIME TO UPDATE THE LOOMIS GENERAL PLAN



We are excited to have Michele Reeves of Civilis Consultants return to Loomis. She is a national expert on civic branding and economic development, and she is here to help us build a Civic Identity narrative that will inform our soon-to-be launched General Plan Update.

**Date:** October 7th, 6pm-8pm  
**RSVP:** Robert Tadevich  
[rtadevich@sacog.org](mailto:rtadevich@sacog.org)

### CIVIC IDENTITY WORKSHOP

- **CORE Story Framework:** Michele is going to teach the framework that improvisors use to build compelling stories on the fly. After we learn about the framework, we will immediately apply it to improvise Loomis' story together. (Michele says this will be the most fun you have ever had in a land use workshop about a general plan update!)
- **Takeaways:** You will see Loomis in new ways, answer some strange questions, work those brain cells, and connect with your community. It will also offer practical advice that can be applied to a wide range of activities, from pitch development to business marketing.
- **The Deets:** To get the Zoom link, pre-register with Robert Tadevich of the Sacramento Area Council of Governments, email address shown to the left.

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