

# BERTHOUD, COLORADO BRAND ASSESSMENT:

## Project Overview

Berthoud initiated a branding assessment to clarify its identity, align growth with community values, and improve regional perception. The effort seeks to create a stronger sense of place, guide development, and boost civic pride and business attraction.

## Research Scope

- Familiarization Tour
- 1,224+ participants - 15 one-on-one interviews with community stakeholders, 5 focus groups (52 participants), 823 community surveys, 334 outsider perception surveys, and a digital audit.
- Input was gathered from both residents and outsiders to understand perception gaps.

## Key Community Themes

- **Small-Town Charm & Community Spirit**  
Berthoud is widely cherished for its friendly, close-knit atmosphere and strong volunteerism.
- **Agricultural Heritage & Scenic Beauty**  
Locals value the rural identity, open space, and mountain views. Visual cues like grain elevators and tree-lined streets reinforce this character.
- **Growth vs. Identity Tension**  
The town is growing quickly, which brings concerns about losing small-town charm and inconsistencies in planning and development.
- **Parks, Trails, and Events**  
Berthoud is praised for its outdoor amenities and community traditions like Berthoud Day and Oktoberfest.

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## Community Survey Main Observations

- 1. Cherished Small-Town Identity**  
Residents strongly value Berthoud's quaint charm, scenic views, walkable downtown, and close-knit feel. These features are core to the town's identity and widely seen as worth preserving amid change.
- 2. Pride in Parks and Community Events**  
Community events, well-kept parks, and recreational facilities are seen as major strengths that bring people together and reinforce Berthoud's character.
- 3. Rapid Growth Causing Strain**  
The pace and scale of development are a major concern. Many worry about losing the small-town feel, the impact on infrastructure, and a lack of balance between housing growth and everyday amenities.
- 4. Mixed Perceptions of Town Government**  
While many appreciate the town's accessibility and efforts to engage the public, others voice frustration about planning decisions, transparency, and a perceived lack of responsiveness—especially around growth.
- 5. "Garden Spot" Evokes Green Spaces**  
Residents tend to associate the "Garden Spot" reference with literal gardens—flowers, trees, and (public) green spaces—rather than its historical reference to agriculture.

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## Attitude, Awareness & Perception Survey Main Observations

1. **Scenic, Friendly Small-Town Identity Resonates**  
Berthoud is widely recognized for its picturesque mountain views, welcoming atmosphere, and quiet, rural character—leaving a strong, positive impression.
2. **Agricultural Heritage Is a Strength—but the Tagline Misleads**  
The town’s farming roots and historical depth are valued and distinctive. However, the “Garden Spot” tagline is often interpreted literally (gardens, flowers), creating a mismatch between intent and perception.
3. **Balanced Growth Enhances Appeal**  
Outsiders appreciate Berthoud’s ability to grow while preserving its history, character, and small-town charm—resulting in an environment that feels intentional, not overdeveloped.
4. **Brand Imagery Is Strong and Consistent**  
Visual associations—mountains, farmland, tree-lined streets, and historic architecture—consistently reflect what participants expect from and value about Berthoud.



# BERTHOUD, COLORADO BRAND ASSESSMENT:

## Brand Personality

Berthoud is described as:

- Safe, authentic, and visually appealing
- Friendly, community-oriented, and quaint
- Balanced between historic identity and thoughtful modern growth

## Notable Strengths

- Strong civic pride and high quality of life.
- Well-regarded parks, trails, recreation, and community events.
- Clean, walkable, and historic downtown with scenic views.
- Strategic location with easy access to Denver, Fort Collins, and the Rockies.

## Challenges

- Perceived overdevelopment and infrastructure lag.
- Limited dining, entertainment, and teen/senior services.
- Uneven communication from town government and planning inconsistency.
- The “Garden Spot of Colorado” tagline is not well understood and lacks current relevance.

## Top Brand Descriptors

- Small town feel
- Friendly and welcoming
- Scenic and well-located
- Rural and agricultural roots
- Historic charm
- Family-focused
- Safe and clean

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## Brand Truths

- Downtown Berthoud is a vital part of the towns identity and heritage.
- Ag heritage can still be seen today and the appreciation of land can be felt in the community's commitment to preserving open spaces, and their love of Berthoud's exceptional front range views.
- Juxtaposed to its bustling neighbors, the community adores their small town charm, and growth is a threat to preserving it.
- Garden Spot of Colorado is well known, but not well defined or widely accepted.

