

Community Branding Initiative

[Exit this survey](#)**1. Default Section**

***1. Do you think developing a fresh brand identity (logo, tagline) is an important and positive step for our community?**

yes

no

Other (please specify)

2. What makes Bonita Springs different from other SWF communities?(choose one)

- our "small town" charm
- our friendly sense of community
- our tourism, lodging and restaurants
- our beaches, fishing and natural environment
- our cultural arts
- Other (please specify)

***3. When describing Bonita Springs to your friends and/or business associates which phrase would you choose?(choose one)**

- a place to call "your new home town"
- the SWF destination for shopping and dining
- an "on the move" business community with vision
- gateway to the best beaches, boating, and nature activities
- a diverse and culturally rich community

Additional comments

***4. (Finish the statement) "When you visit Bonita Springs, you will..."**

- experience natural beauty only found in our beaches and parks

- find special cultural and family activities
- experience the finest resorts and tourism options
- be greeted with a smile
- enjoy our authentic, historic small town florida charm
- Other (please specify)

***5. Choose one word to describe the personality of Bonita Springs?**

- creative
- ambitious
- traditional
- cheerful
- sophisticated
- Other (please specify)

***6. If Bonita Springs were a pair of shoes, which shoes would best represent the community? (choose one)**

- golf shoes
- loafers
- work boots
- boating/deck shoes
- flip flops
- Other (please specify)

***7. If Bonita Springs were a car, what car would best represent the community? (choose one)**

- family SUV
- RV
- convertible sports car
- luxury sedan
-

- pick-up truck
- Other (please specify)

*** 8. What colors represent Bonita Springs? (choose all that apply)**

- purple, orange, red (tropical flower)
- shades of green (nature)
- a rainbow
- red, white and blue
- blue and yellow (water and sun)
- Other (please specify)

Done

Survey Powered by:
SurveyMonkey.com
"Surveys Made Simple."

