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Where connections happen...

The City of Carrollton recently unveiled their new branding strategy which includes a new logo and tagline. Carrollton's new brand, logo and tagline all reflect a recurring theme heard throughout the research process: connectedness. "To symbolize a new era for the City of Carrollton as a major transportation hub in the DFW Metroplex, we are proud to announce the brand new strategy that emphasizes our connectivity; business connections, family connections and transit connections," said Mayor Ronald F. Branson. The design of the logo with the three marks coming together represents the prevalence of the number three in Carrollton, with three future light rail stations, three potential rail lines and three historic rail lines upon which the City was founded. It also reflects the City's forward motion and the Trinity theme, with Trinity Mills and the Trinity River. The three marks on the logo also convey some of the city's strongest assets: connections, convenience and community.



Where Connections Happen









Where Connections Happen

Goodfella's Pizza winner of 'World's Best Pizza' contest...

Goodfella's Brick Oven Pizza recently took the coveted prize of 'World's Best Pizza' at the 2009 International Pizza Expo held in Las Vegas. Goodfella's



beat 120 other entrants based on taste, presentation, crust structure and

culinary skill. Salvatore Russo, executive chef of Carrollton's Goodfella's, led his Texas and New York-based team to first place. Goodfella's Brick Oven Pizza is located at 3052 Old Denton Road, #100, 972-242-2600. Click here for website.

Carrollton featured on front page of Wall Street Journal...

Carrollton has launched its own hometown stimulus program to help people find jobs, both at the City of Carrollton as well as elsewhere. As part of this program, the City will be sponsoring a Job Fair on April 14. This exciting new City initiative, was featured on the front page of the *Wall Street Journal*. Click here for the *Wall Street Journal* article.

If you wish to subscribe to this bulletin, please <u>click here</u>. If you have any questions or comments, please contact Elise Back, 972-466-5741 or email <u>Elise Back</u>.

ECONOMIC DEVELOPMENT

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