

# Purpose of a Town Tagline: To succinctly and powerfully communicate to your audience, the identity of the town.

Find Yourself Here  
California

The City of Palms  
Fort Myers, FL

America's Playground  
Atlantic City, NJ

The Music City  
Nashville, TN

Surf City  
Huntington Beach, CA

The City That  
Never Sleeps  
New York, NY

Birthplace of  
Rock n Roll  
Memphis, TN

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*A tagline or slogan, paired with the name of the municipality, can be branded into a logo for all future marketing materials, including newsletters, social media posts, event flyers, etc.*

*For a resort or tourist destination, the goal is to attract new visitors via marketing strategies.*

*The tagline is a concise, compelling way to grab the attention of the intended audience. It should make the public want to learn more about Dewey Beach.*

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