

# Client Spotlight: City of Kentwood



Cities have their own distinct personalities. Their personalities become immortalized in phrases like “The City with Broad Shoulders;” “The City That Never Sleeps;” or “The City of Brotherly Love.” Managing a city’s brand is important work. Done correctly, it can attract and keep residents and businesses in the community for generations while fueling new growth. Suburban cities share a particular challenge in forging an identity separate from the central city for which they are a suburb. Kentwood is not unlike many other suburban communities that lie outside larger metropolitan areas. It needed a point of view to distinguish it. It needed to make a relevant connection with residential and business audiences. It needed a brand orientation.

# Kentwood: The Right Balance



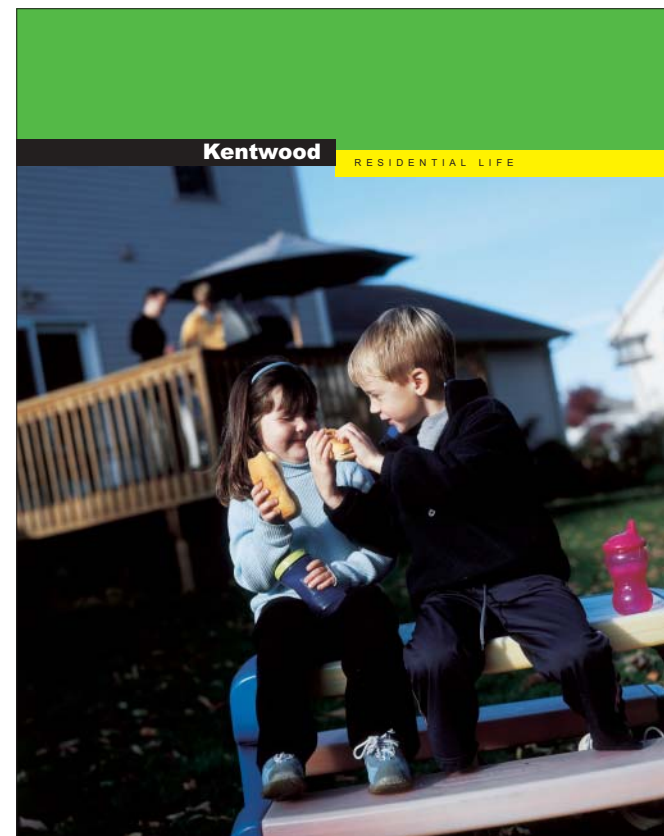
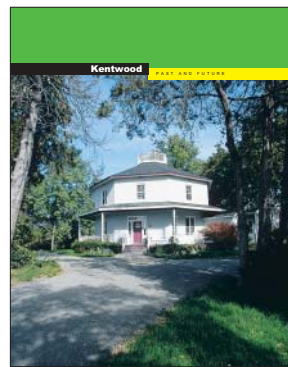
Residents of Kentwood have fallen in love and stay in love with their community for the balance that characterizes life in the community. Balance manifests itself in the way citizens Live, Work and Grow in Kentwood.

Living in Kentwood is about balance. It is a celebration of diversity in housing and people, with a safe environment in which to raise children. Kentwood is family-friendly, faith-based with numerous churches, and with clean, tree-lined streets that make anyone feel at home.

Working in Kentwood is also about balance. While some of the area's leading manufacturers have located there, its proximity to nearby Grand Rapids and a major international airport make working there or getting there easy.



Growing in Kentwood really is an invitation. The community has enjoyed steady growth in population and business over the years by virtue of protecting its neighborhood feel while providing the commitment and resources for change and growth. The right balance has been and will continue to be a strategic asset for the city's future.



POLICE DEPARTMENT



A quality police force ensures a safe, livable community. The Kentwood Police Department combines law-enforcement expertise with an array of services to stay in touch with the needs of every resident. The department's training and professionalism instill the highest confidence.

- The Kentwood Police Department (KPD) is made up of highly educated and well-trained sworn officers and their 70 support staff who perform difficult and complex tasks with courtesy and professionalism
- The KPD is one of the few in the State of Michigan to be accredited by the Commission for Accreditation of Law Enforcement Agencies (CALEA)
- The KPD features a citizens academy, a 27-hour law-enforcement education program for residents that's the first of its kind in West Michigan (presented twice annually since 1993)
- The KPD has the only cybercrime investigative capability in West Michigan, conducting extensive investigations on internet fraud, the solicitation of children, and threatening electronic communications
- The KPD actively participates in joint operations and investigations with area law enforcement agencies, including the Metropolitan Enforcement Team, which targets mid-level drug dealers
- The Combined Auto Theft Team (CATT), a joint effort of the Grand Rapids, Kentwood, and Wyoming Police Departments, consistently leads the state in successful recovery of stolen vehicles and offender arrests
- The Kentwood Police and District Court serve the community from a new state-of-the-art facility at 4740-4742 Walma SE
- 88% of residents surveyed rated the KPD as either excellent or good

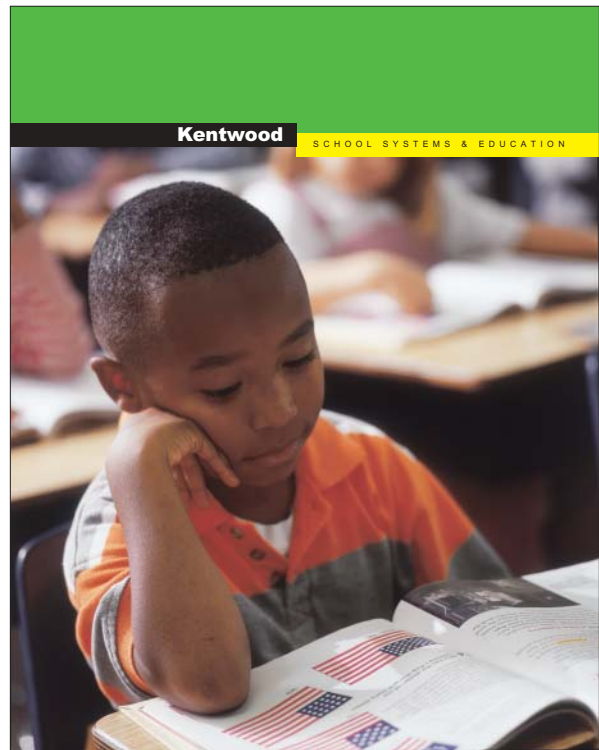
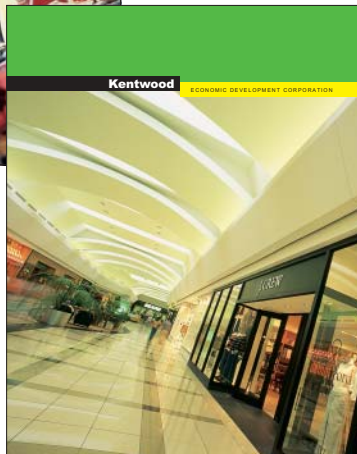
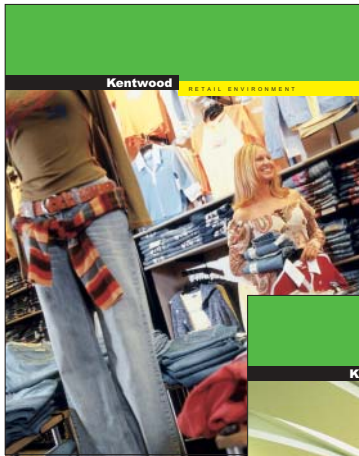
PICTURED ON FRONT: OFFICER DEGROVE

[www.ci.kentwood.mi.us](http://www.ci.kentwood.mi.us)



## At your services.

Connecting to the community is easy when you let them know how and what you provide. But these two-sided sheets are more than “fact” sheets. They address both rational and emotional information on municipal services and lifestyle characteristics to influence choice and conviction for those living and working in Kentwood. They are easily inserted in the back of the overview brochure or can be unbundled and customized for specific purposes or audiences. Whether included in the overview piece or handled separately, each fact sheet reinforces the core brand identity of Kentwood.



Felder Communications Group would like to get to know your business. Call Stan Felder at 616.732.8000 to find out how Felder can help you create a stronger brand. Or visit us at [www.felder.com](http://www.felder.com) to see more examples of our brand-building successes.



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