



Village of Marvin

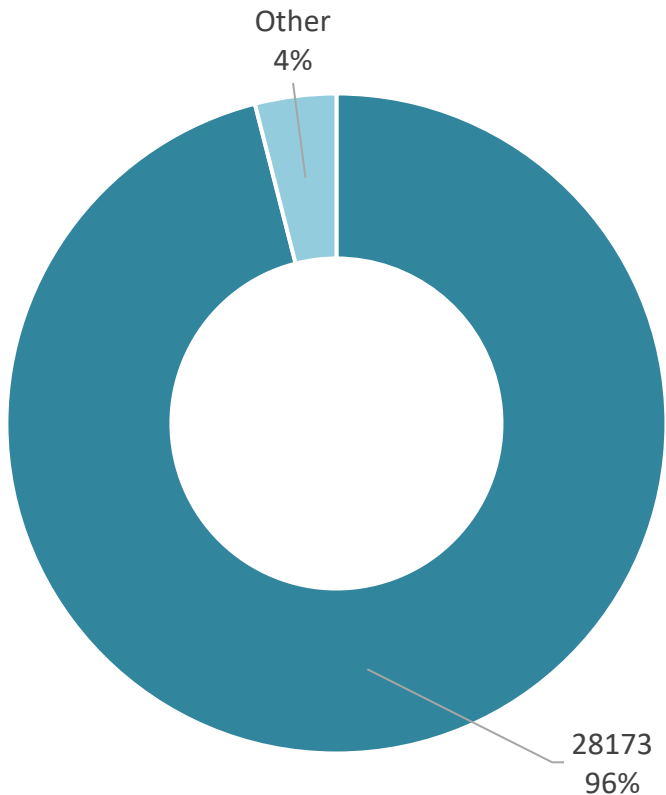
Branding Survey Results

Village of Marvin Branding Survey

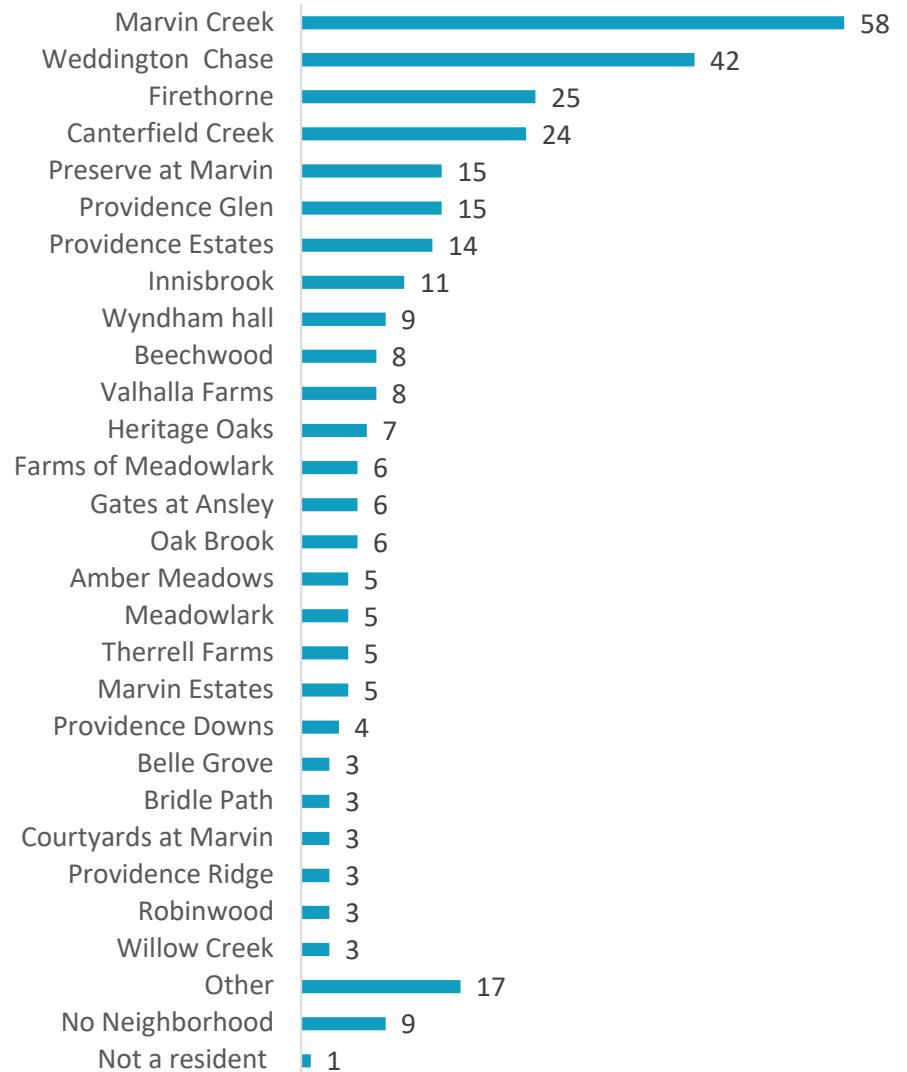
- Online Survey
- Conducted September - October, 2022
- 358 responses
- 65% completion rate
- Assesses community input on character, identity and perceptions of Marvin

Q1 & Q2: What is your home residence zip code and neighborhood?

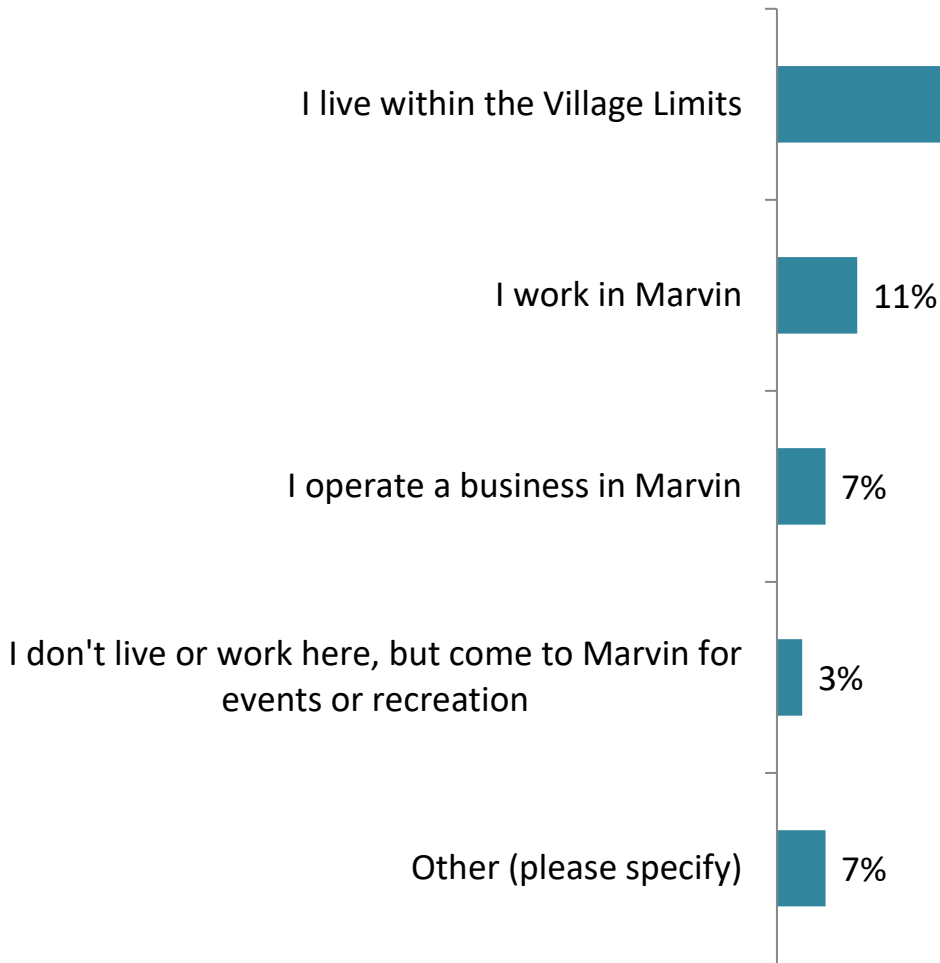
Zip Code



Neighborhood



Q3: Mark all of the below that describe you.



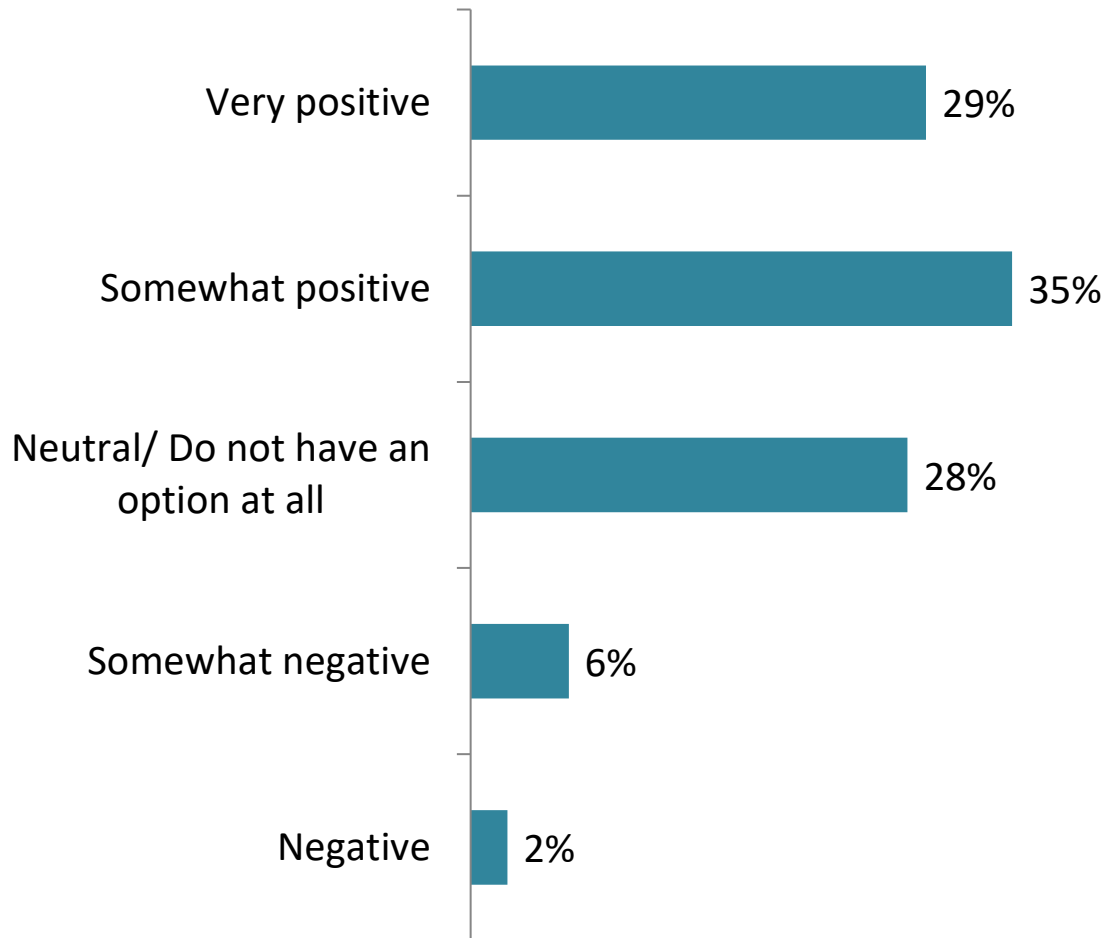
Other responses include:

- Live adjacent to Marvin
- Consider Marvin our community
- Work from Home
- Kids go to school in Marvin

Q4: Perceptions of Marvin. I think Marvin...



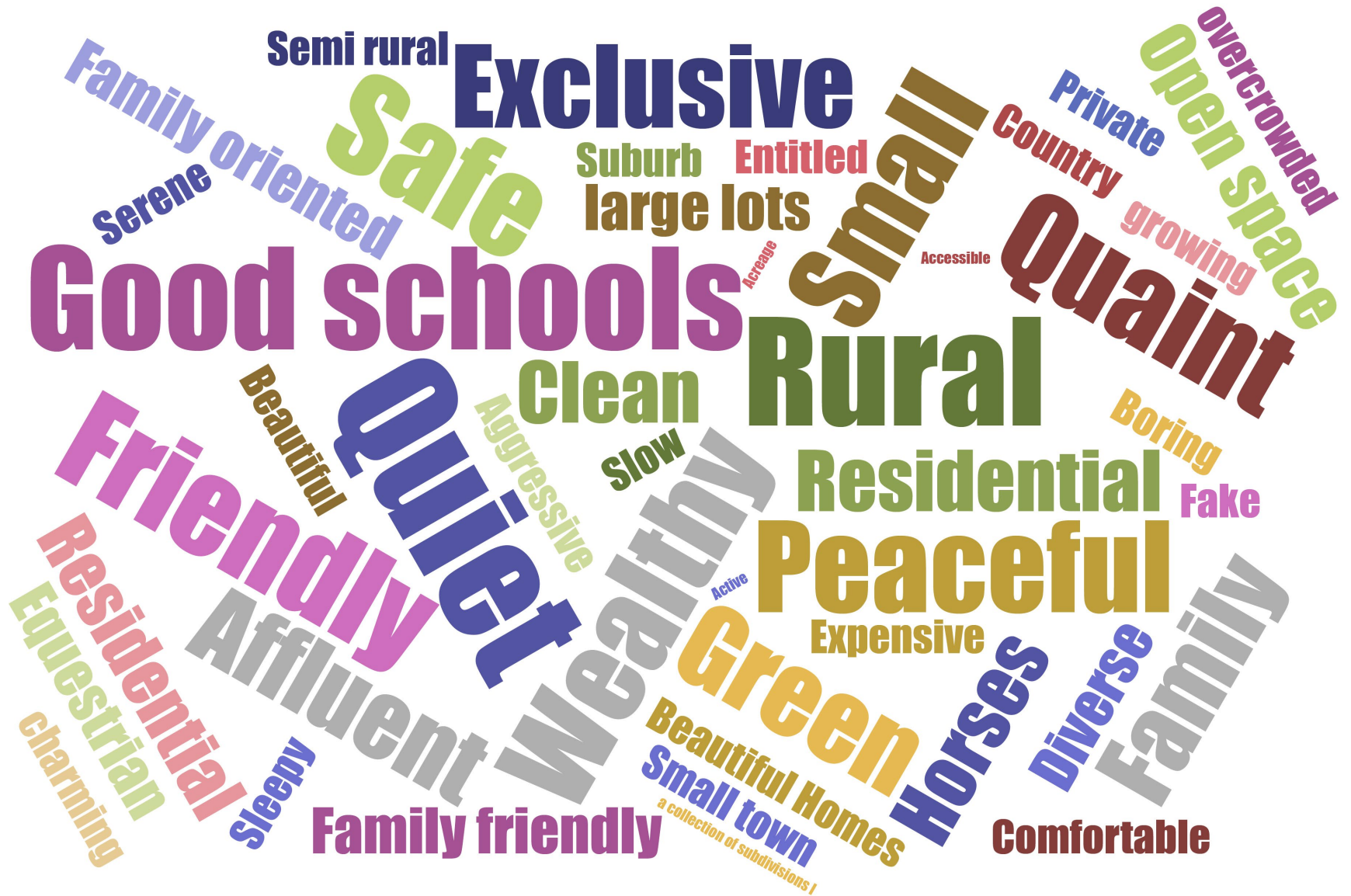
Q5: How positive of an image do you think people in the region (outside the Village) have of Marvin?



Comments include:

- Known for good schools
- Rural / residential area
- Describe location in context of surrounding areas (Ballantyne, Waxhaw)
- Many do not know where Marvin is
- Wealthy community
- Exclusivity
- Like the way it is

Q6: Three words or phrases that you feel best describe the character and personality of Marvin.



Q7: If you were designing a postcard for Marvin, what one image would you use that best describes the personality of the community?

Sample responses include:

- Horse farm
- Efird Park / Barn
- Churches
- Homes
- Families, community
- Open space, open fields
- Rural setting
- Sunset
- Village Hall

Q8: Similarly, if you were redesigning a "Welcome to the Village of Marvin" sign at the Village limits, what phrase or tag line would you use to describe the place?

Sample responses include:

- Rural Village Life
- Small Town Feel
- Where Friendships Grow
- Charlotte's Rural Oasis
- Quiet Retreat
- Place of Peace and Harmony
- Home of the Marvin Mavericks
- We Grow Together
- A Little Bit of Heaven in Horse Country
- A Community that Cares
- Room to Breathe
- Where Community Comes Together
- Where City Meets Country
- Marvelously Marvin
- Welcome home

Q9: What specific places (destinations, businesses, etc.) within Marvin would you recommend to a person visiting the community for the first time?

Responses include:

- Marvin-Efird Park (Top Response)
- No businesses in Marvin – recommend go to nearby communities
- Country club
- Horse farm
- Village Hall

Q10: What do you feel is the biggest misconception about Marvin?

Sample responses include:

- People are pretentious/snobby
- Unwelcoming/exclusive
- Lacking diversity
- Residents want commercial growth
- Everyone is rich
- Full of horses
- Part of Waxhaw

Q11: What kinds of businesses, activities, or events do you feel are needed in Marvin?

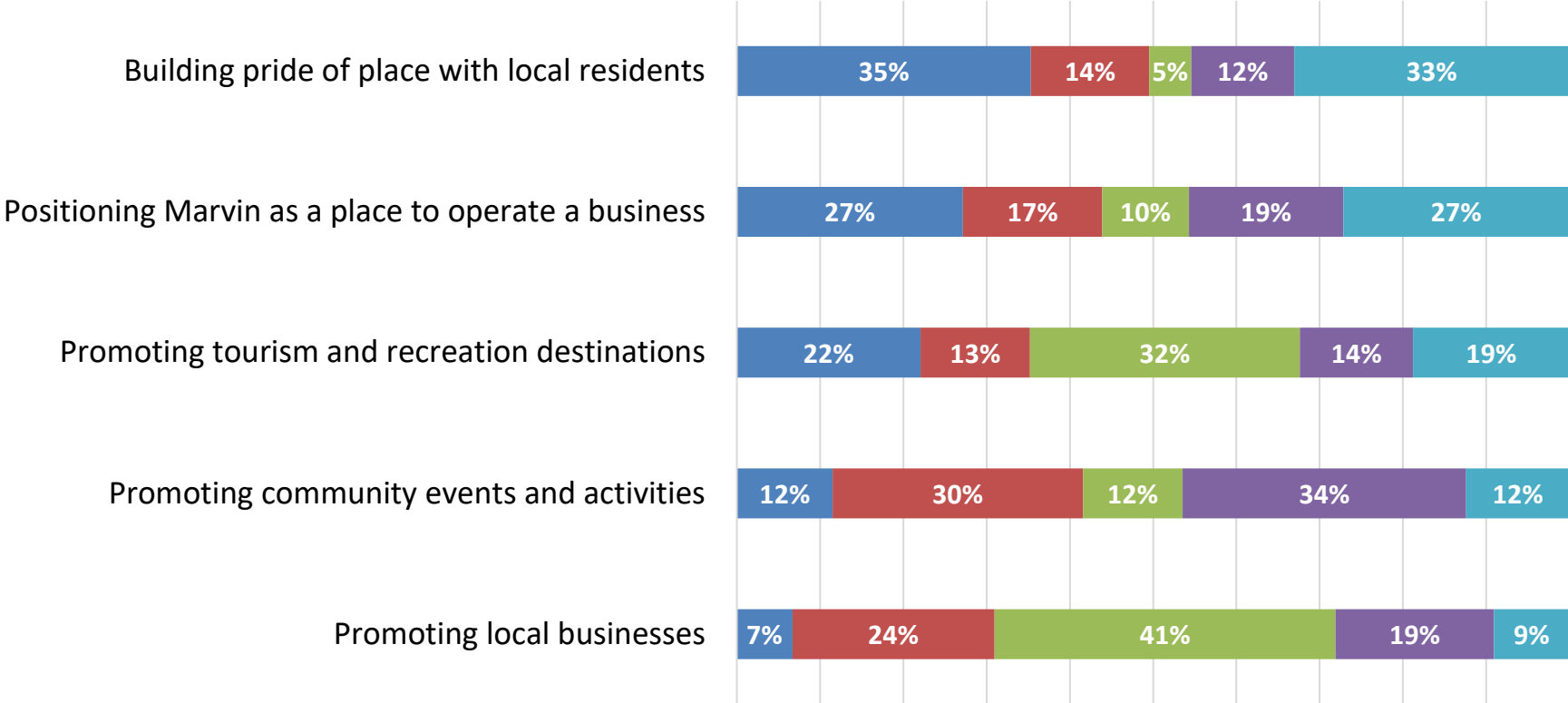
Sample responses include:

- Efirid Park events (food trucks, festivals, live music)
- Restaurants
- Library
- Community building activities
- Farmer's market
- None – do not want development
- Café/coffee shop/bakery
- Pub/brewery
- Art gallery
- Local, upscale dining/shopping
- Small, village-style commercial development
- Wine bar
- Nature trails
- Dog park
- Gas station

Q12: What should be the focus of a strong IDENTITY for Marvin? Please rank the following from 1 (LEAST IMPORTANT) to 5 (MOST IMPORTANT)

■ 1 Least Important ■ 2 ■ 3 ■ 4 ■ 5 Most Important

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



Q13: What other communities do you feel Marvin competes with in the region and why?

Responses include:

- Weddington: similar rural feel, good schools, limited development
- Waxhaw: rural community, small town feel, but with downtown
- Wesley Chapel
- Ballantyne: more dining and retail
- Indian Land
- Fort Mill
- None, Marvin is unique

Q14: What distinguishes Marvin from these other places?

Responses include:

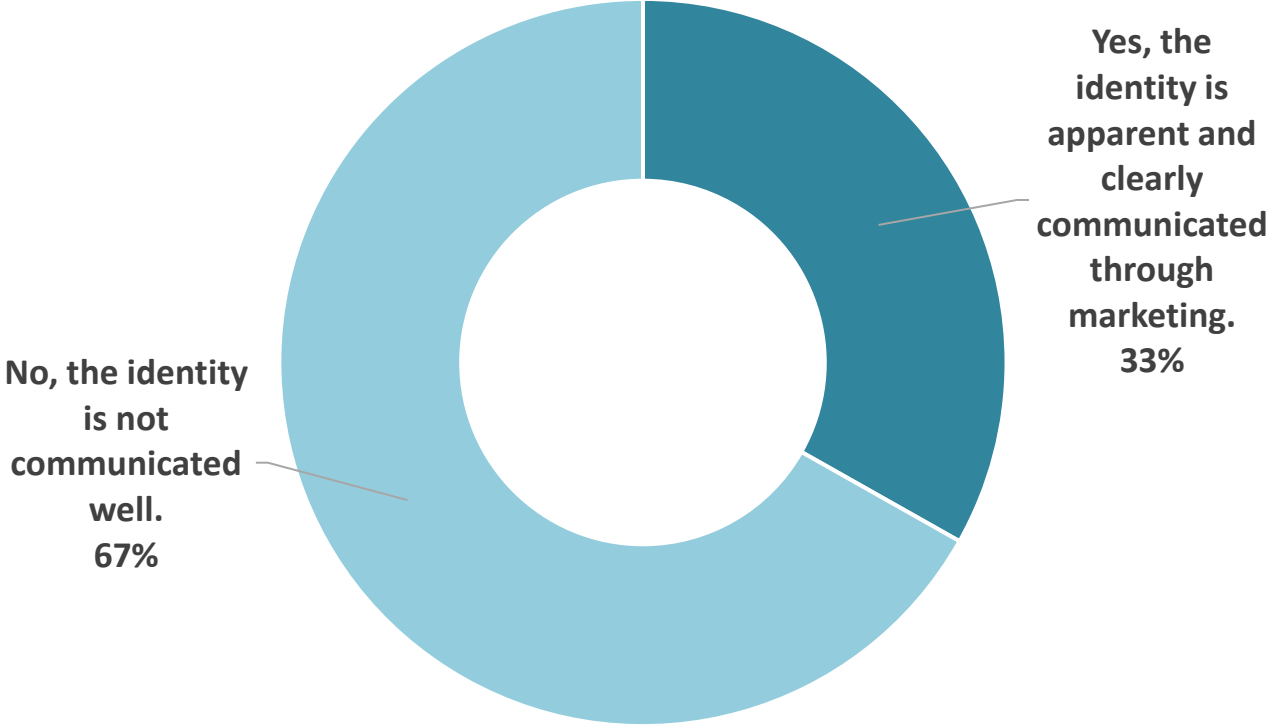
- More rural setting, open space
- Larger residential lots
- No commercial development, especially big box development
- Schools
- Less crowded, less traffic
- Controlled growth
- Taxes

Q15: Why is Marvin a great place to live?

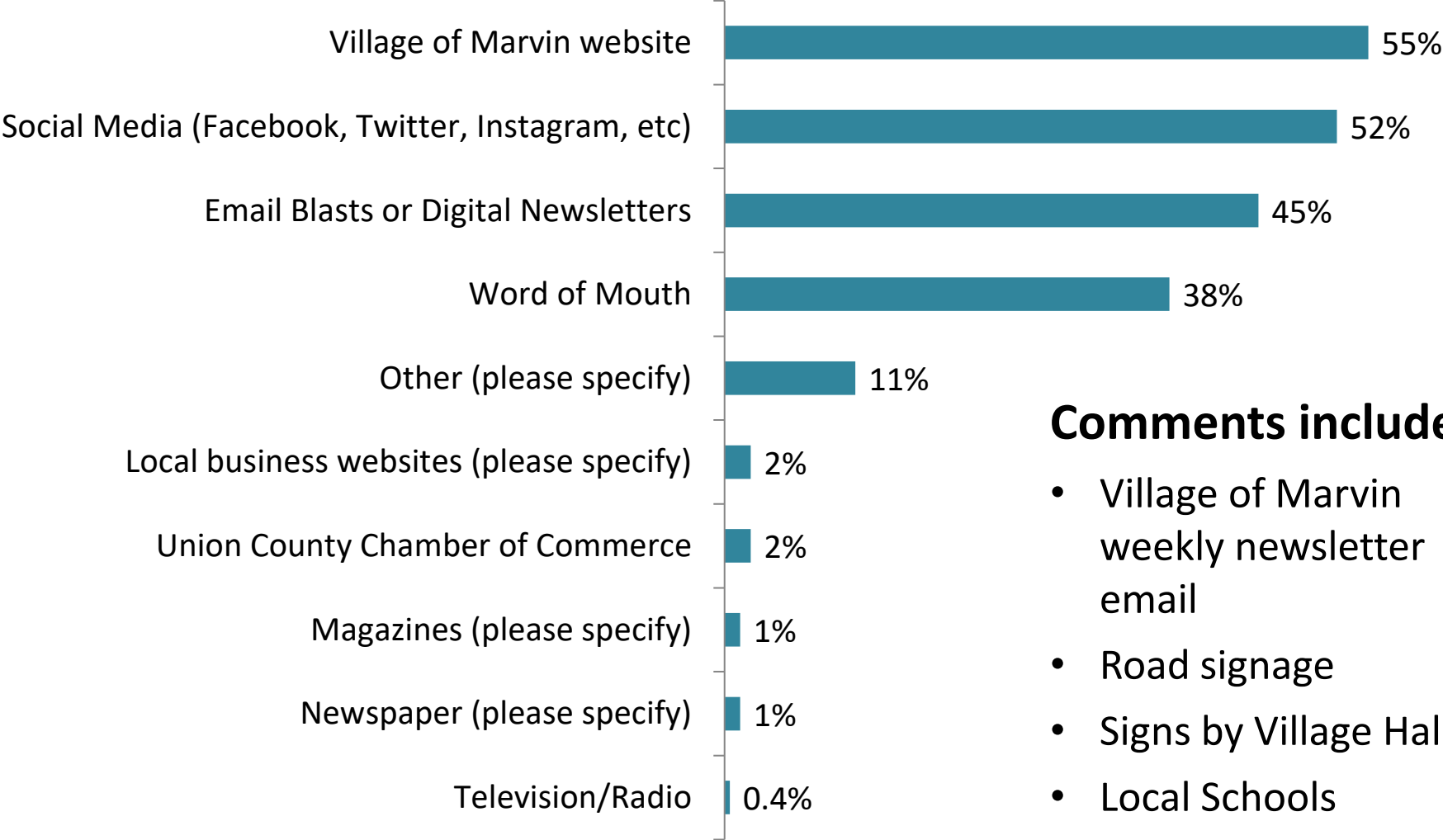
Sample responses include:

- Good schools
- Rural setting
- Small town feel
- Proximity to Charlotte, Waxhaw, Ballantyne
- Caring neighbors
- Safe
- Large lots
- Quiet and peaceful
- Parks, trails and green space
- Family friendly
- Low taxes

Q16: Do you think Marvin's identity is clearly communicated to locals and visitors within the region? This may be through logos, websites, brochures or other marketing materials.



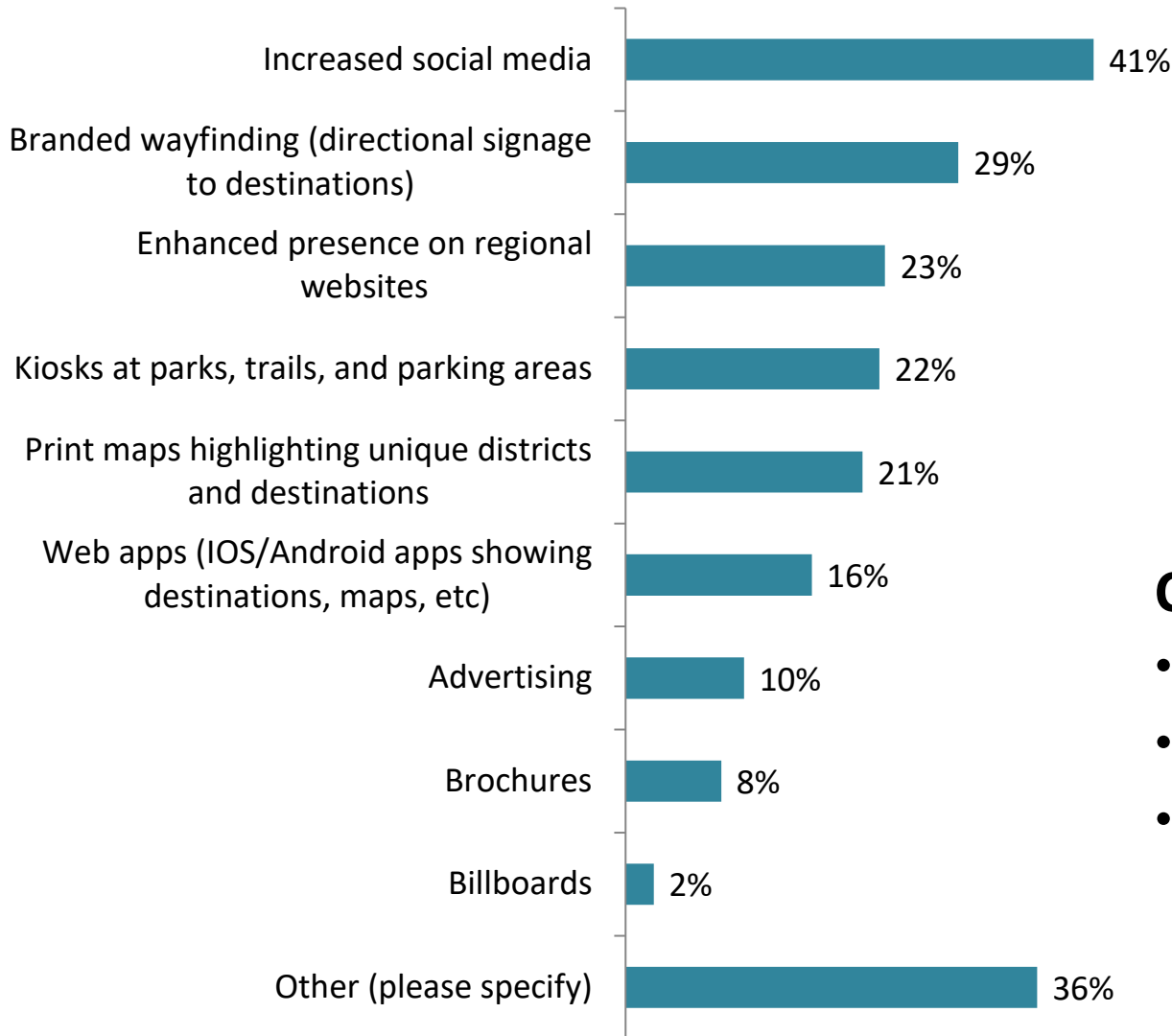
Q17: How do you hear about activities, businesses and events in Marvin?



Comments include:

- Village of Marvin weekly newsletter email
- Road signage
- Signs by Village Hall
- Local Schools
- Nextdoor

Q18: What are ways that you feel Marvin can be better promoted?



Comments include:

- Don't need promotion
- Tasteful town signage
- Realtors