**Last Updated: 3/11/2021  
NAME**   
Boonslick Community Development Corporation (i.e. BCDC)**INDUSTRY/SECTOR**  
Non-Profit

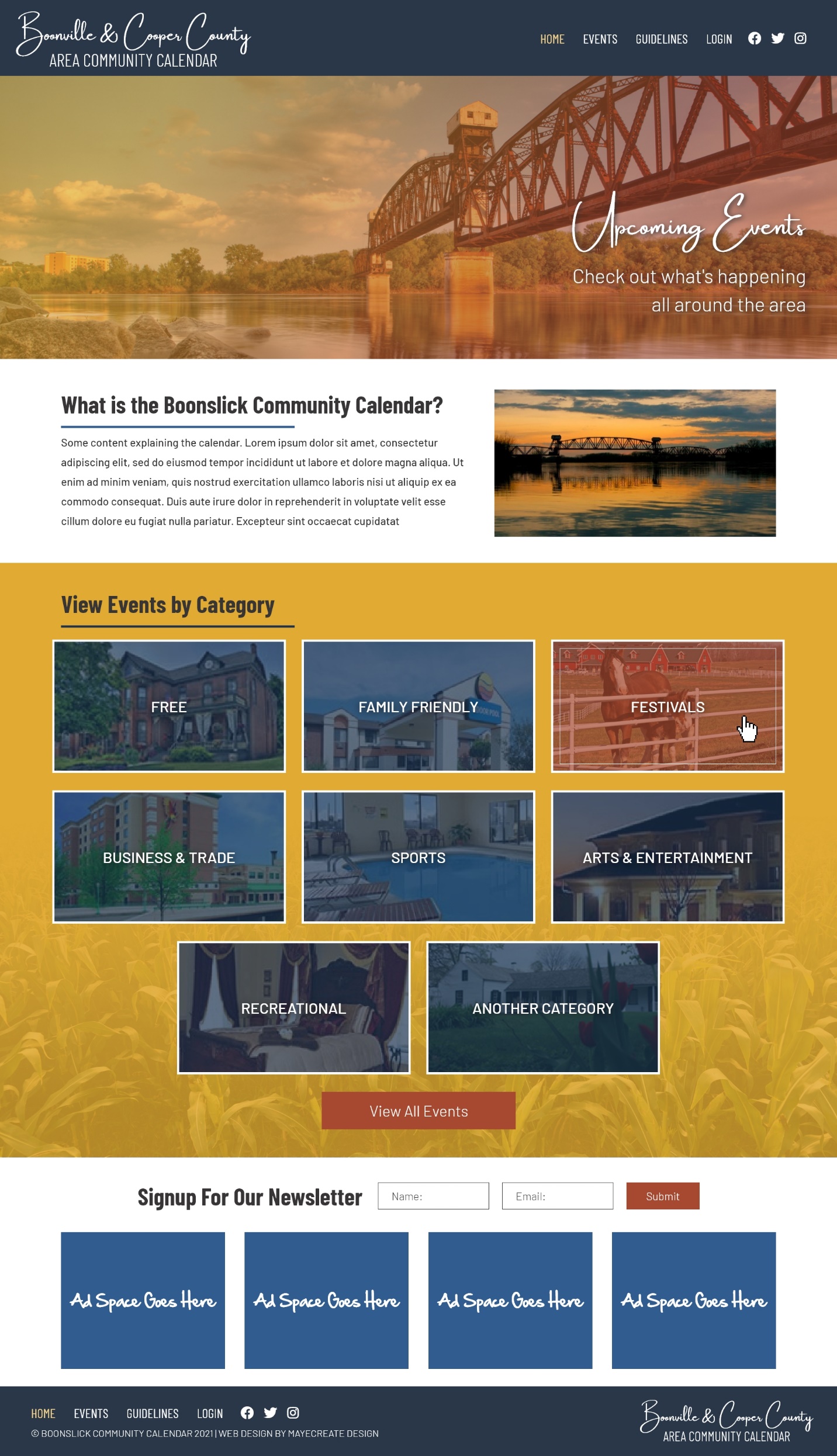
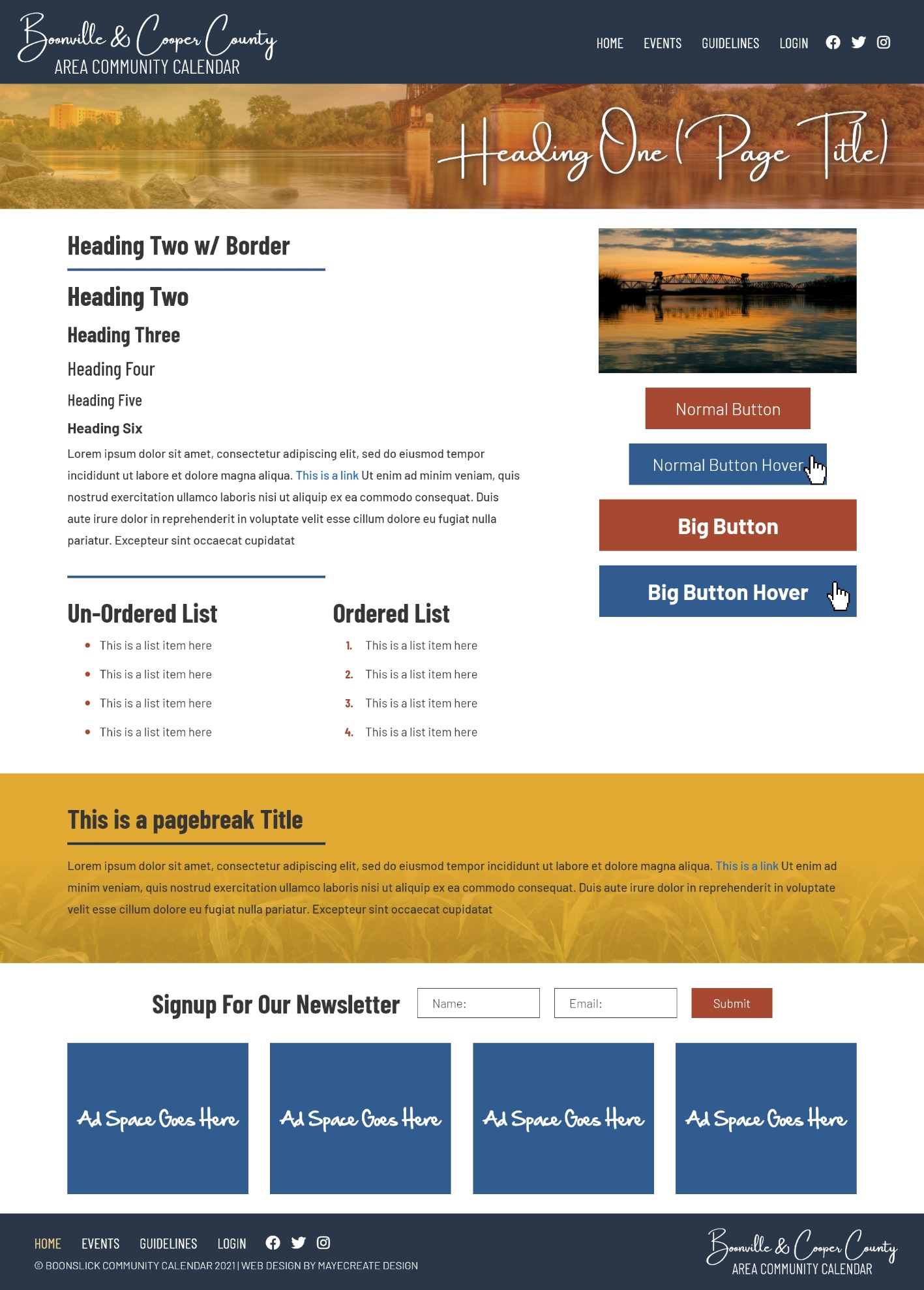
**WHAT WE DO/TARGET AUDIENCE**Our focus is on economic development and our primary prospect is anyone looking for information on how to open a business in the Cooper county (Missouri) area. Prospective companies are most interested in our accessibility to major resources in transportation, workforce, education/workforce development, and a strategic location. In addition, what is the community like.

**PREFERRED COLORS**Prefer blue tone. Including three images on pages 2-4 that contain a starting point for a possible color palate for incorporation into the logo which involve about 4 main colors.

**IDEAS/”WANTS” OR CONCEPTS FOR THE LOGO**

1. Our long name will need to be spelled out as part of the logo - Boonslick Community Development Corporation. Should be easily legible unlike the example cursive-looking header on the images from page 3 and 4.
2. Would like to identify that we are in the State of Missouri (centrally located). Important aspect as it gives person a sense of place/locale
3. We are near water, rail, and a major United States interstate (I-70) which is a plus in this realm.
4. Draft of a web site outline/wire frame is on page 5 to give an idea of the information we will provide on the site
5. If we had to pick between item 2 and item 3, item 2 is priority.
6. Will the final version translate well to printed/hard copy materials that are in color or black/white
7. Words that describe our service area could be:
   1. Rural
   2. Historic
   3. Agriculture
   4. “Rolling Hills” terrain
   5. Mainstream amenities
      1. Casino
      2. Multiple fast-food options
      3. Wal-Mart
      4. Hi-speed internet options (business AND residential)
      5. Multiple parks and recreation facilities including a YMCA
   6. Other - <https://goboonville.com/>





Draft Web Site Outline

