



## Community Engagement Development & Advancement Resources (CEDAR)

### A New Approach to Address Community Needs

The pace of change in today's world is daunting. Technology and business are driving the change process, fueled by a strong economy. This impacts communities and requires a different approach and set of tools to build a competitive advantage. CEDAR Collaborative is a virtual consulting group that brings together a unique set of tools and a strong base of experience to help drive community development. We have expanded both our consultant network and our technology partners to provide a broad range of services for community needs. These are available individually or in groupings based on client needs. Each program is custom designed to meet client needs. Visit our website to learn more!

[Visit the CEDAR Site](#)

---

### CEDAR in Branding and Engagement Platform Development Project in Manitowoc

The CEDAR Collaborative team is working to complete a community brand for Manitowoc County based on work done in the community and the needs identified in the Vision 2022 community visioning process.

The components of the brand were identified in a collaborative process with local governments and organizations. CEDAR will deliver the brand through a new, dynamic website built on an engagement platform infrastructure created by Gage Marketing of Minneapolis, a CEDAR Technology Partner.

The site is currently under design and testing and will have specific tools and programs for organizations, businesses and governments through a login on the site. The Gage technology allows partners to access Education, Marketing Automation and Rewards platforms that can be used for individual partner needs.

CEDAR is building the site to serve the community, but also as a demonstration site to share with other communities that have expressed interest in the technology capabilities shown. They hope to have the site live in September.

[Contact CEDAR](#)





### **Are You Generating Full Value from Public WiFi?**

CEDAR Collaborative offers a unique set of tools that can turn your public WiFi into a powerful tool for measurement, engagement and marketing



### **Does Your Community Have an Engagement Site?**

CEDAR Collaborative offers a unique set of online tools that can create or leverage community websites and make them stronger and more effective.