



# Our New Mission

We aim to cultivate a positive, collaborative, and inclusive culture. The market is a space where everyone feels uplifted and part of a mutually supportive community.



**04**

# The Brand

## Mission

Our mission is to provide exposure and support to local businesses while offering visitors an unforgettable experience.

## Values

A positive/uplifting culture, curated vendor selection, a commitment to creating experiences, contributions to the economic & cultural growth of historic Gruene.

## Vision

Our vision is to create a thriving marketplace that goes above and beyond in commerce, fostering a positive, collaborative, and inclusive community.



# UpTown

GRUENE



**REBRAND  
-NAME**

**Sphere**

**The Hemi**

**DAS FO**

**The SV**

**qu**

**WINNER:**

**Uptown**

**Gruene**

**SAMMEN**

**ocus**

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# The Culture

## Support

- **Uplifting:** Creating an atmosphere that uplifts both vendors and visitors.
- **Positive:** Fostering a positive environment for meaningful interactions.

## Inspire

- **Collaborative:** Encouraging collaboration among vendors and with the local community.
- **Mutual:** Building mutual relationships between vendors, patrons, and the community.

# EXPERIENCES



# Collaborations



# COLLABORATION

## uptown GRUENE



GRUENE LOKAL  
MARKETPLATZ



BARBELLES  
BOUTIQUE



CARVEL VINTAGE



GOT TOYS



FICKLE  
PICKLES



WICHITA RED'S



GRUENE  
COFFEE HAUS



MIXIE  
PERMANENT  
JEWELRY



ADOBE VERDE

AND  
GROWING!



ONENESS

ENLIVEN

RELIABLE

CREATIVE

DYNAMIC

HARMONY

BLISS

ADAPTABILITY

PEACE

LOVE

COINCIDENCES

ENJOYABLE

INFINITE

POWERFUL

SYNCHRONICITY

# THE REBRAND IDEA

**Art (Showcase local artists)**

**Music (Jive to picker circles)**

**Street Entertainers (experiences)**

**Seasonal Family (xmas trail of lights)**

**Collective Spirit - Energy (scavenger hunts)**

**Logistics: Access, Seating, Signage,  
Maintenance**