



# DeForest, Wi.

DeForest is dedicated to fostering a vibrant and connected village through the celebration of nature and community uniting. We embrace our abundant natural resources, school systems, and thriving parks, creating an enriching atmosphere for people embarking on any stage of life.



# DeForest is...

Looking for a way to bring the community together and promote its strengths to both its current and prospective residents. Not only will this build morale, but it will bring together the residents who like the small town feel and those who want DeForest to expand.

DeForest is a rapidly growing village 20 minutes outside of Madison, with a projected growth rate of 2.5% this year. If this trend persists, the projected population of DeForest in 2034 is expected to exceed 15,000. With many new residents moving into the area, there is a growing desire to expand the town and its amenities, reducing the need to travel to Madison. However, the long-time residents prefer to maintain the small-town charm they've always enjoyed. It's important to meet the needs of both groups to keep residents satisfied, while also finding ways to bring them together and create solutions that work for everyone.



# SWOT Analysis

## Strengths

- Amazing website
- Passionate community
- Fun events/activities
- Good retention at events
- Access to trails & parks
- Constantly improvement for resident's livelihoods

## Opportunity

- Create larger social media presence
- Organize more community activities
- Ability to cater to younger generations, while still including older generations
- Effectively promote events with social media / print materials

## Weaknesses

- Aren't capitalizing on trail as way of marketing town
- Small social media presence / lack of data
- Lack of interaction with community in the winter
- Lack of interaction with young professionals in community

## Threats

- Close to Madison
- Fragmented Downtown
- Surrounding suburbs have large social media presence



# Our Recommendation

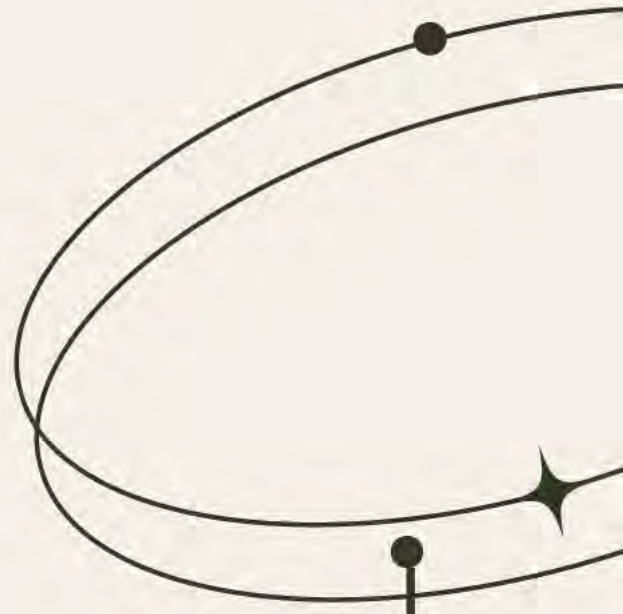
## Identifying the Target Audience

We are recommending that the Village of DeForest focus their branding and messaging efforts on presenting the community as a neighborly living, with an emphasis on the nature that the area has to offer. Based on original feedback, it was conveyed to our team that DeForest's park and trails systems set it apart from surrounding communities, and we believe it does too. We believe that DeForest must take efforts to target the community as a whole, while also making sure that subcommunities feel seen and their presence appreciated through town events and growth plans.



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“Where  
Nature Meets  
Neighborhoodly  
Living”



# Strategic Suggestions

## Technicals

- Downtown Growth
- DeForest After Dark Night Market
- DeForest Winter Events
- DeForest Trail(blazer) Challenge
- Social Media & Website growth and organization

## Creatives

- Social Media Templates:
  - Farmer's Market
  - Trail Challenge
  - Candle Light Hike
  - Christmas Tree Lighting
  - Night Market
  - Snowman Contest
  - Trivia Night
- Print Flyers w/ QR codes



# Social Media & Website Growth and Organization

Create a Village of DeForest  
Instagram account

Provide specific Information  
on Each Trail on DeForest's  
Website

Create a Linktree for  
Instagram bio

Create Facebook Events for  
attendees to RSVP



# DeForest Trail(blazer) Challenge



Rules are as follows:

- 3 trails in total - Upper Yahara Trail, Western Green Park Prairie, Sedge Meadow
- Trails can be completed through walking, biking, running, power walking etc.
- Individuals will scan the QR code on the flyers to read the trail map on the website
- Individuals must take a picture of proof, whether that's showcasing the miles completed or a picture of them enjoying the trail.
- The challenge runs from May 1st - July 1st 2025.



# The Flyer

## TRAIL BLAZING CHALLENGE

**BEGINNING MAY 1ST**

Enjoy DeForest Trails by accepting the  
DeForest Trail Blazing Challenge!

Follow the trails, take a picture and  
enjoy the nature within DeForest for  
a chance to win exclusive DeForest  
apparel!

Start at Yahara Park and walk the  
trail that spans 5 miles and leads  
you to Western Green Park  
Prairie.

Travel for 2.5 miles from Green  
Park Prairie to Sedge Meadow

Lastly, jump to Sunfish Pond, right off  
of Highland Dr. before the Yahara  
River and walk a 2- mile loop up into  
Cradle Hill Park.



# The Trail(blazer) Socials and Flyers

**TRAIL BLAZING**

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**UPPER  
YAHARA TRAIL**

**FREE ENTRY!**



**UPPER YAHARA TRAIL**

Upper Yahara River trail winds and turns for 2.7 miles, fully immersing you within nature. The undeniable charm, pristine maintenance and friendly environment makes this trail a great choice. A few special trees that you may notice on your trail walk are the giant gentles known as Oaks and the American Plum trees. American Plum trees are known for bright white tiny flowers and beautiful deep red plums. Take a look around and try to spot them!

Visit <https://www.deforestwi.gov/229/Parks-Trails> for more information



**LEARN YOUR TRAILS**

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**LEARN YOUR TRAILS**

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**WESTERN GREEN PARK  
PRAIRIE**

**FREE ENTRY!**



**WESTERN GREEN PARK PRAIRIE**

They Western Green Park Prairie trail winds and turns for .75 miles, fully immersing you within nature. The undeniable charm, pristine maintenance and friendly environment makes this trail a great choice if you're looking for a short, yet effective, walking trail.

Visit <https://www.deforestwi.gov/229/Parks-Trails> for more information

**LEARN DEFOREST**

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**SEDGE MEADOW**

**FREE ENTRY!**



**SEDGE MEADOW**

Sedge Meadow is a true gem within DeForest, Wisconsin. Located right under Oaks Spring Circle, Sedge Meadow is a laboratory dedicated to research and understanding the functions of wetlands. Sedge Meadow is the best spot to take a seat, soak up the nature and watch for birds.

Visit <https://www.deforestwi.gov/229/Parks-Trails> for more information



# DeForest Trail(blazer) Challenge Merchandise



Winners of the challenge get their choice of the selected DeForest merchandise.

Excess merchandise will be available for sale through the Village of DeForest Website throughout the remainder of the year.



# DeForest After Dark



**DEFOREST AFTER DARK**  
**NIGHT MARKET**  
JUNE 7TH | FIREMANS PARK PLAZA

Food Trucks      Live Music  
Local Art      Family Fun



## NIGHT Market

We're excited to invite you to DeForest After Dark, our first Night Market! This free community event is filled with delicious food, local artists and endless entertainment! Gather your friends and family and join us for a cozy evening under the stars as we celebrate the local flavors and talents of our community.



**JUNE 7TH, 2025**  
Firemans Park Plaza  
7 - 10 pm



# Farmer's Market

*Village of DeForest*  
**FARMER'S MARKET**

JUNE 4 - OCTOBER 15  
Tuesdays from 3:30-6:30  
Fireman's Park Plaza



*Village of DeForest*  
**FARMER'S MARKET**

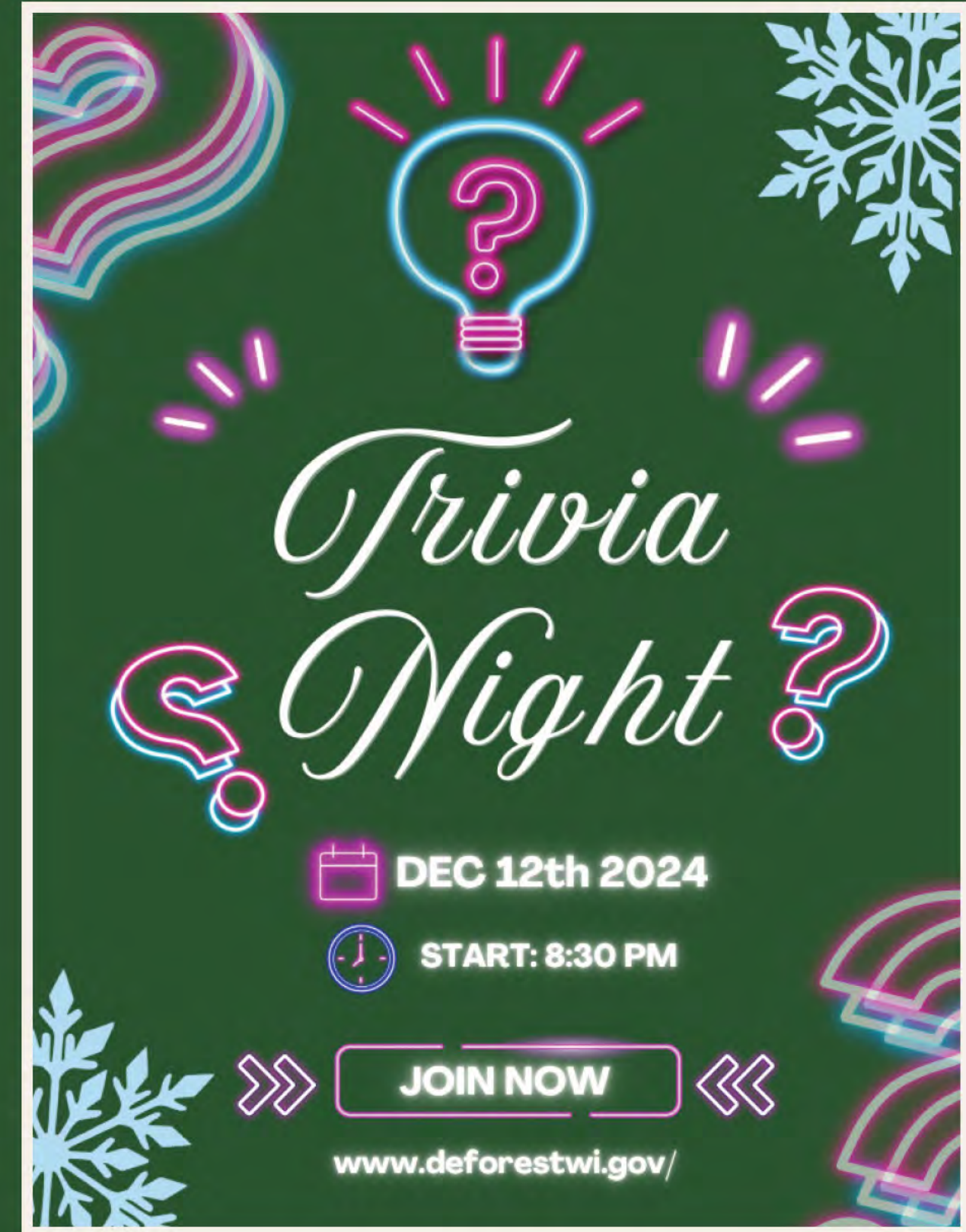
Experience the best of DeForest with fresh, locally-grown produce, unique artisanal goods, and a warm, welcoming community atmosphere. Join us for a delightful day!

June 4th - October 15th  
Tuesdays from 3:30-6:30  
Fireman's Park Plaza

**SEE YOU THERE!**



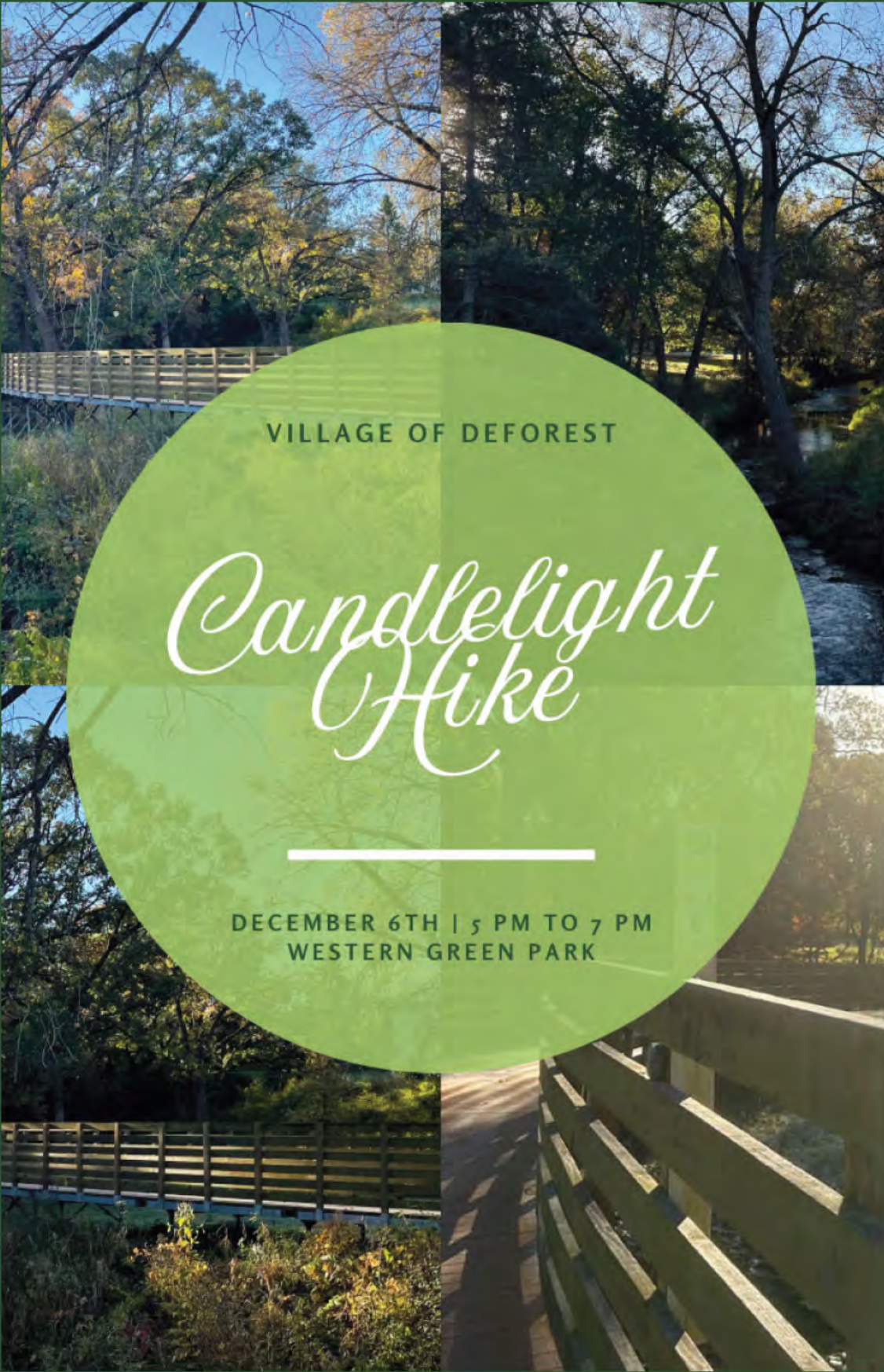
# Trivia Night



# Christmas • Tree Lighting



# Candlelight Hike



# Snowman Building Contest



SNOWMAN  
BUILDING  
CONTEST

SUNDAY, 10 DEC  
8.00 AM - 5.00 PM

Spend the night decorating snowman!!  
Family fun for all ages.

Visit to Register :  
[www.deforestwi.gov](http://www.deforestwi.gov)

A watercolor illustration of a snowman wearing a red hat with a green pom-pom, a green and white striped scarf, and having stick arms. It is set against a dark green background with falling snow and hanging Christmas ornaments.



SNOWMAN  
BUILDING  
CONTEST

SUNDAY, DECEMBER 10TH  
8.00 AM - 5.00 PM

Decorate your space in the most  
creative and festive way possible to  
show us your festive spirit!

Visit to Register :  
[www.deforestwi.gov](http://www.deforestwi.gov)

A watercolor illustration of a snowman wearing a red hat with a green pom-pom, a green and white striped scarf, and having stick arms. It is set against a dark green background with falling snow and hanging Christmas ornaments.



# THANK YOU

