

SBNC Tagline Ballot Results Report

Prepared for: SBNC Communications & Membership Committees

1. Overview of the Ballot Process

Members ranked five candidate taglines using a 3–2–1 weighted system:

1st choice = 3 points

2nd choice = 2 points

3rd choice = 1 point

Taglines:

1. The Community that makes Santa Barbara feel like home.
2. Connections that make Santa Barbara feel like home.
3. Connect. Belong. Thrive in Santa Barbara.
4. Find your people. Feel at home in SB — fast.
5. New City, new friends, nonstop fun.

2. Summary Table of Results

Tagline 1: 28 points

Tagline 2: 20–22 points

Tagline 3: 34 points

Tagline 4: 21 points

Tagline 5: 32 points

3. Ranking of Taglines

1st: Tagline 3

2nd: Tagline 5

3rd: Tagline 1

4th: Tagline 4

5th: Tagline 2

4. Interpretation

Tagline 3 is the clear winner with strong first-place support and broad appeal. Tagline 5 is a strong runner-up representing a higher-energy messaging style. Taglines 1 and 2 divide a more traditional “feel at home” theme, while Tagline 4 appeals to rapid social integration but lacks broad support.

5. Thematic Clusters Identified

Cluster A: Belonging & Community — Taglines 1, 2, 3

Cluster B: Fun & Energy — Taglines 4, 5

Tagline 3 bridges both clusters, conveying both belonging and forward momentum.

6. Recommendation

Primary Tagline:

“Connect. Belong. Thrive in Santa Barbara.”

Optional Secondary Tagline:

“New City, new friends, nonstop fun.”

This pairing maximizes reach across member motivations.

7. Conclusion

Tagline 3 is the preferred choice by a clear margin. It aligns with SBNC’s mission, values, and communications needs while appealing widely across demographics.