

OUTDOOR SYLVANIA CITY PARKS



Client: Outdoor Sylvania City Parks

Industry: Public Recreation

Engagement Type: Rebrand name and visual identity, launch, signage, events, establishment of a Foundation

THE CHALLENGE

The Olander Parks System (TOPS) has long been a valued community asset, offering high-quality parks, trails, and programming. However, despite strong individual park usage, the system as a whole faced a critical perception gap.

Many residents did not realize that the parks were part of a unified system working toward a shared mission. The name itself - anchored by the highly visible and most visited park, Olander Park - further contributed to confusion, making it difficult to distinguish between a single destination and the broader system. As a taxpayer-supported organization, building broader understanding and community alignment was essential to sustaining and growing long-term support.

RESEARCH & INSIGHTS

The process began with a deep dive into existing market research, followed by stakeholder engagement sessions with board members, staff, volunteers, and residents. Insights derived from the sessions revealed:

- Limited awareness of connectivity between parks, trails, and natural areas
- Underutilization of programs due to fragmented communication



- Missed opportunities for deeper community engagement
- Minimal recognition of the system's full scale and environmental stewardship
- Need for a clear, unified identity

STRATEGIC APPROACH

Thread led a strategic transformation to unify, clarify and amplify their brand from a collection of standalone parks into a cohesive, connected system that brings people, nature, and community together. The new identity was built around three core ideas:

- **Outdoor** – emphasizing nature, exploration, and environmental connection
- **Sylvania** – reinforcing local pride and community identity
- **Parks** – highlighting shared access, ownership, and collective benefit



At the center of the rebrand is a clear mission:

Connecting the community to the outdoors through exceptional parks, trails, programs, and natural areas.

The rebrand extended beyond naming to a fully integrated system:

- Consistent visual identity and signage across all parks
- Unified promotion of programs and events
- Clear communication of trail connections and accessibility
- Storytelling focused on nature, community, and shared experiences

Every touchpoint was designed to reinforce one idea: this is one connected park system serving one community.

This repositioning reframed the system as an interconnected network designed not just to preserve land, but to actively create meaningful experiences where residents can gather, reflect, and engage.

THE RESULT

The transition to Outdoor Sylvania Parks was more than a rebrand, it was a strategic realignment of identity and perception with immediate and measurable results:

By clearly communicating its purpose and value, the organization has:

- Increased overall visitation and program participation across the park system
- Strengthened community engagement through special events and initiatives
- Increased visibility and community pride
- Reinforced its role as a cornerstone of the Sylvania community

The result is a park system that is not only better understood, but more fully embraced as a shared community asset.

To learn how Thread can help you connect simply, contact **Jim Rush** at 419.345.6789 or jim@threadgroup.com.



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