

CITY OF MERCED
PROPOSED CITY SLOGANS
October 11, 2017

1. Place of Vision
2. Place of Change
3. A Place of Community
4. A Place Where Agriculture and Science Align
5. Adventure Education Agriculture
6. We Love Our Veterans
7. Gem of the Central Valley
8. Home of UC Merced – A Research Intensive University
9. Where Entrepreneurship and Research Meet
10. We're Open for Business
11. Where Families Thrive
12. Live and Prosper in Merced
13. Honoring the Past, Envisioning the Future
14. Small Town, Big Dreams
15. There Are No Strangers Here, Just Friends Who Haven't Met
16. The Beginning of the World's Beautiful Nature
17. Hub of Central California
18. Scenic College Town
19. Vibrant ~ Diverse ~ Opportunities

20. Abundant Sunshine and Smiles
21. Land of Fresh Produce
22. California's agri-CULTURED City
23. California's Diverse City
24. Joaquin's Heart
25. Central Central Valley
26. The Valley's Bloom
27. Growth Vitality Family
28. Love for All, Hatred for None
29. Small Town, Big Hearts
30. Your Place and Home
31. City of Comfort and Convenience
32. Our Diverse and Growing City
33. Vibrant and Strong
34. Place of Unlimited Possibilities
35. Gateway to the Past and Future
36. A Better Town for a Better Tomorrow
37. Cultivating the Future
38. Growing Ideas, Together
39. Planting Seeds for the Future
40. We Grow It, We Eat
41. Heart of the Valley
42. City of Almonds and Agriculture

43. Sister City of Mariposa
44. Where Technology and Agriculture Collide
45. Sister City of the Sierra
46. You Can Get There From Here
47. Adventure Starts Here
48. Making People Successful in a Changing World
49. Home of the Merced River
50. Established 1872, The Gateway to Yosemite
51. Your Destination to Get Ahead
52. Hometown Warmth and Innovative Thinking
53. Ahead of the Curve
54. Cultivating High-yielding Land and Fertile Minds
55. Your Happening Valley Hometown
56. Community of Belonging
57. The Future Capitalizes on the Old and the New
58. Home of UC Merced and Future Sanctuary City
59. Grow With Us
60. Agriculture – Education – Opportunity
61. Home of UC Merced
62. Growing for a Better World
63. Let's Grow Together
64. Honoring Our Past, Present and Future
65. A City of Education – UC Merced, Merced College, Fresno Pacific University

66. Where Positive Things Happen
67. Home of the Bobcats – UC Merced
68. Home of the Vernal Pools, Nature's Reserves
69. Home to the Tenth University of California "Let There Be Light"
70. Almond Country
71. Opportunity Diversity Ingenuity Prosperity
72. Enterprising Collaborating Learning Progressing
73. Eat, Sleep, Shop & Relax Here (You May Not Want to Leave)
74. Where We Celebrate Our Diversity of People and Industry
75. The Jewel of the Central Valley Since 1889
76. Hub of the Entire San Joaquin Valley
77. Home to the First American Research University of the 21st Century