





Convenience rules the day



FACT
2

Average time for dinner: 7:00 to 7:30

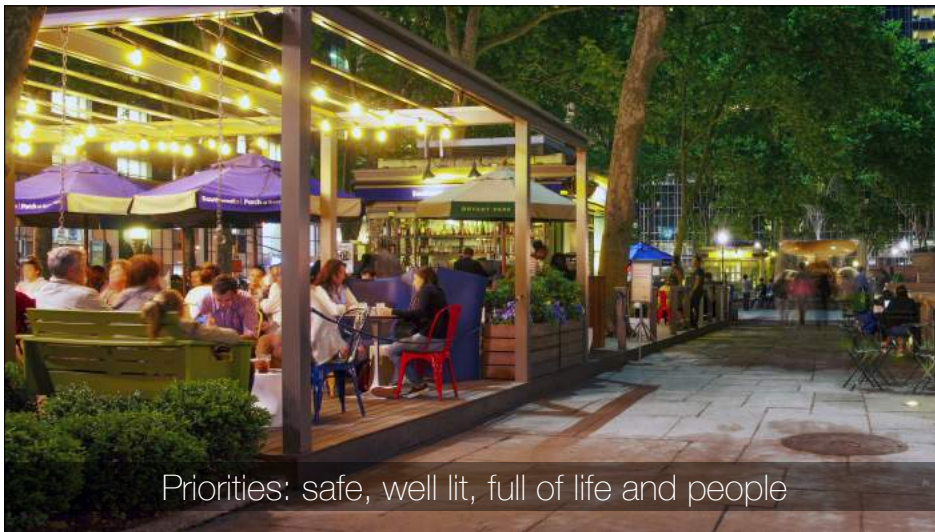
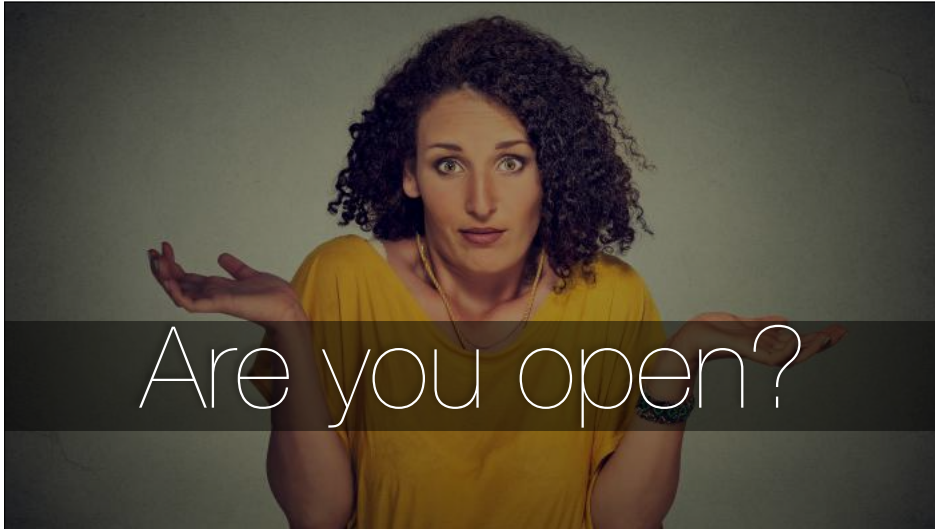


FACT
3

70% of all retail spending: After 6:00



70% of all consumer
bricks-and-mortar spending takes place
after 6:00 pm





Think benches
Always at the facade, facing the street



FACT

5

We want the pedestrian experience



Only **70%** of Millennials have a drivers license. Age: 24



Top activity of visitors:
Shopping, dining & entertainment in a pedestrian-
friendly intimate setting



FACT
6

80% of non-lodging spending

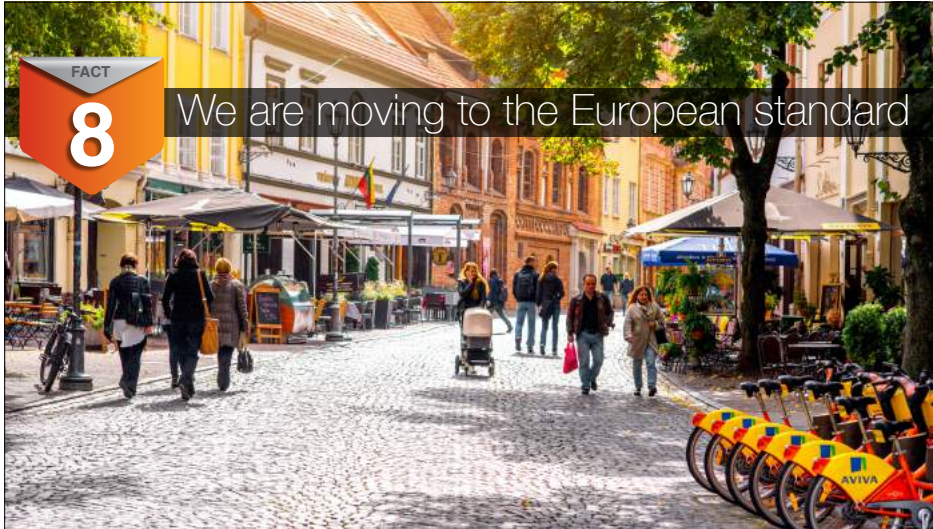


FACT
7

70%: first-time sales - curb appeal

7·8·7 RULE

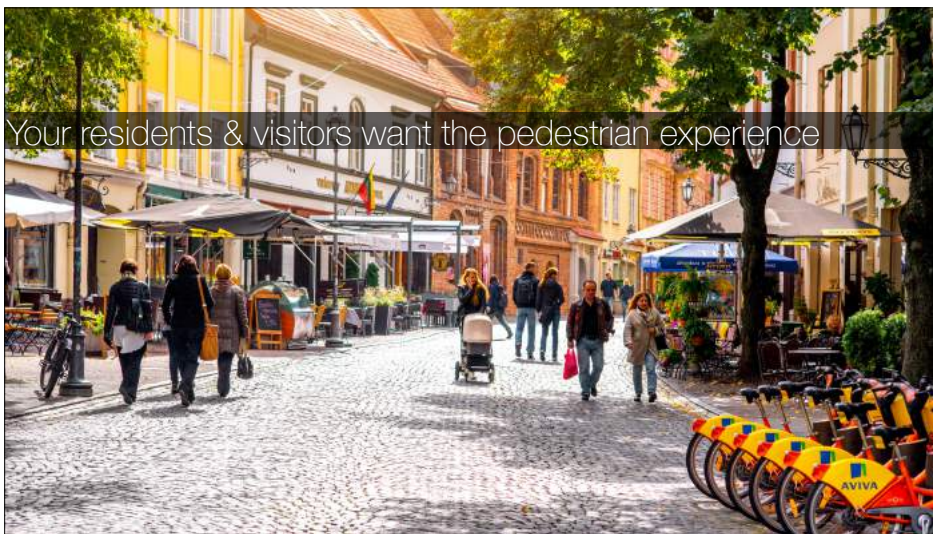
- 70% of first time sales are a result of good curb appeal
- 80% of all consumer spending: women
- 70% of all retail spending takes place after 6:00 pm



We are moving to the European standard



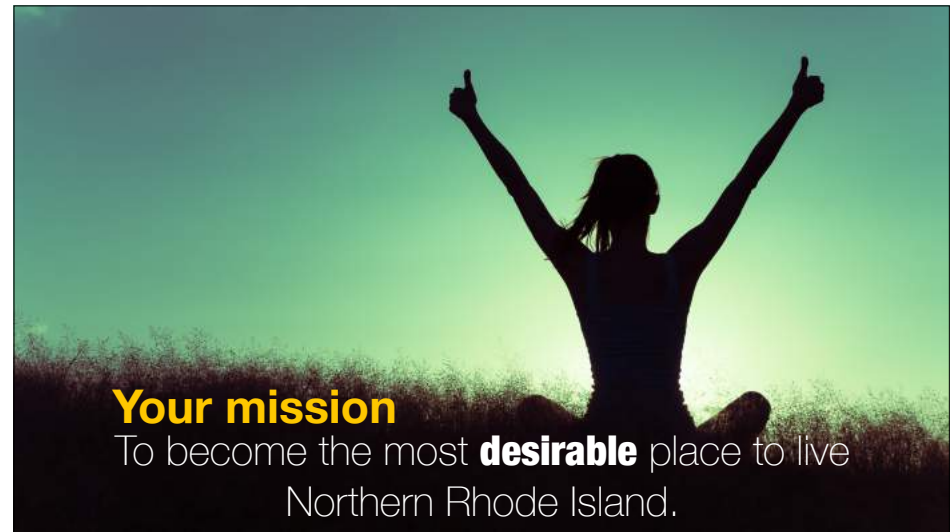
Sidewalk cafes, entertainment, boutique shops



Your residents & visitors want the pedestrian experience



"The way it used to be" is no longer an option





FACT
10

90% of all Americans: Internet access



94%: Purchases & planning

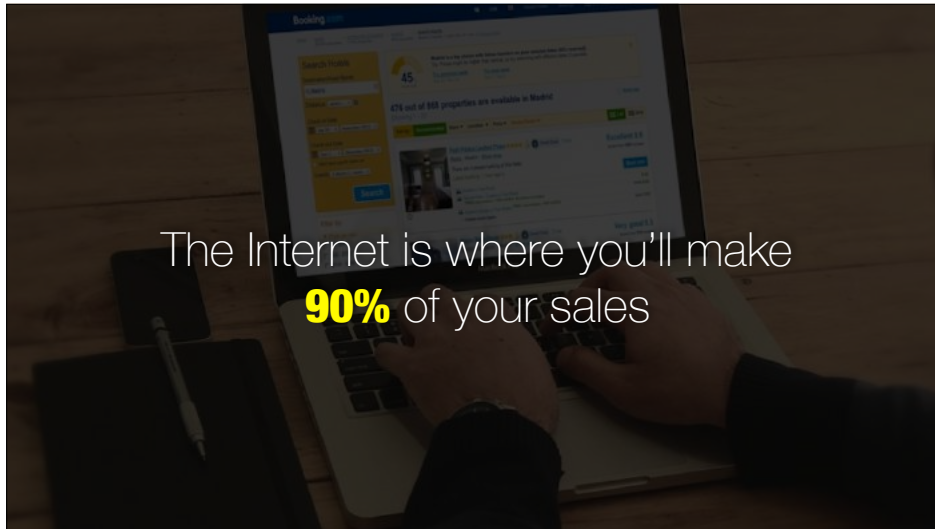


What to do

Allocate your marketing dollars for the greatest return on your investment

Your marketing dollars at work

Digital	60%	
Advertising	10%	← To drive people to your website
Public relations	15%	← Including social media
Printed materials	10%	← 81% once we arrive
Billboards, other	5%	

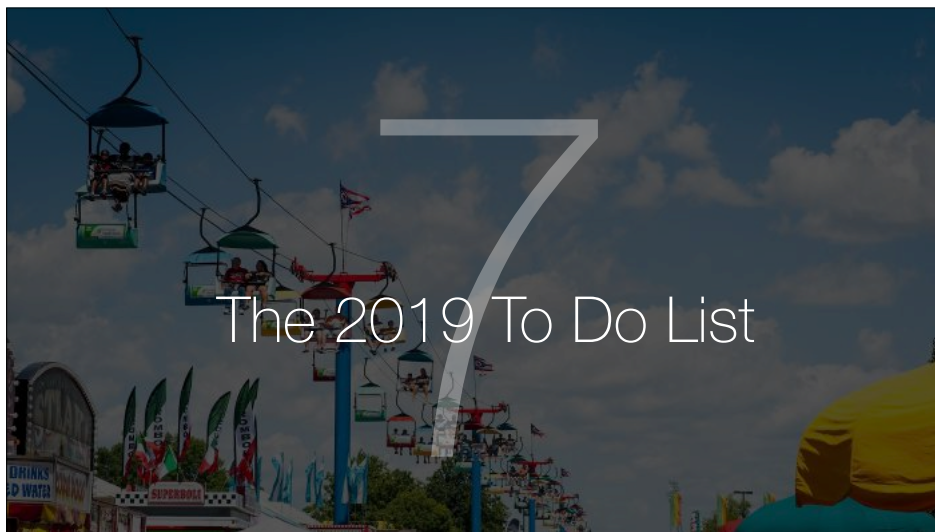


The Internet is where you'll make
90% of your sales



Digital

- Website (content, updates)
- SEO, Pay Per Click marketing
- E-newsletter (monthly or semi-monthly)
- Hosting, domain name(s)
- TripAdvisor partnerships
- Analytics
- Widgets and new technologies
- Social media (Instagram, Pinterest...)
- Apps



7
The 2019 To Do List



To do
1
Create your
Destination [Woonsocket] team

- 
- Blackstone Valley tourism
 - Economic development
 - Arts council
 - Local foundation
 - Historical society
 - Chamber of commerce
 - Downtown association (or property owner/merchant)
 - Planning Department
 - Mayor or city council representative
 - School district or local district representative (Board)
 - Parks Department
 - Young professionals

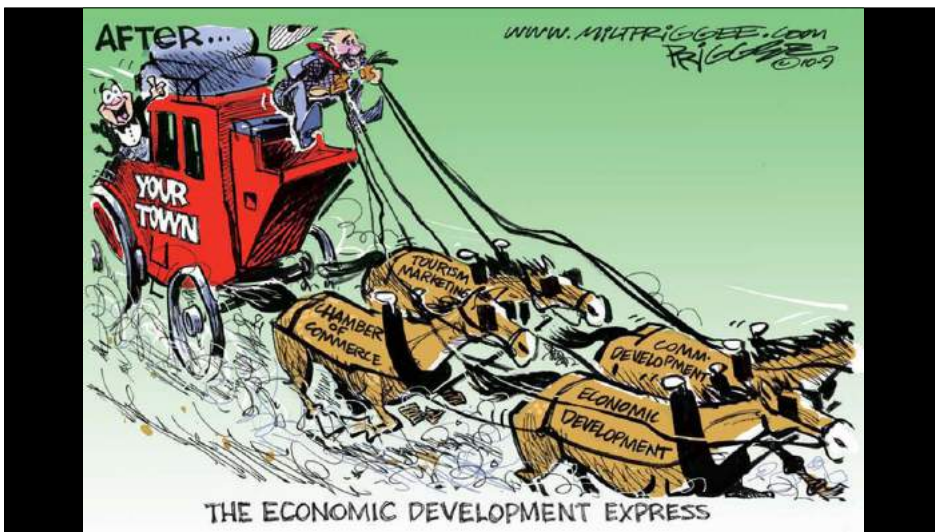


Get out of the silo mentality:
You win through partnerships & collaboration

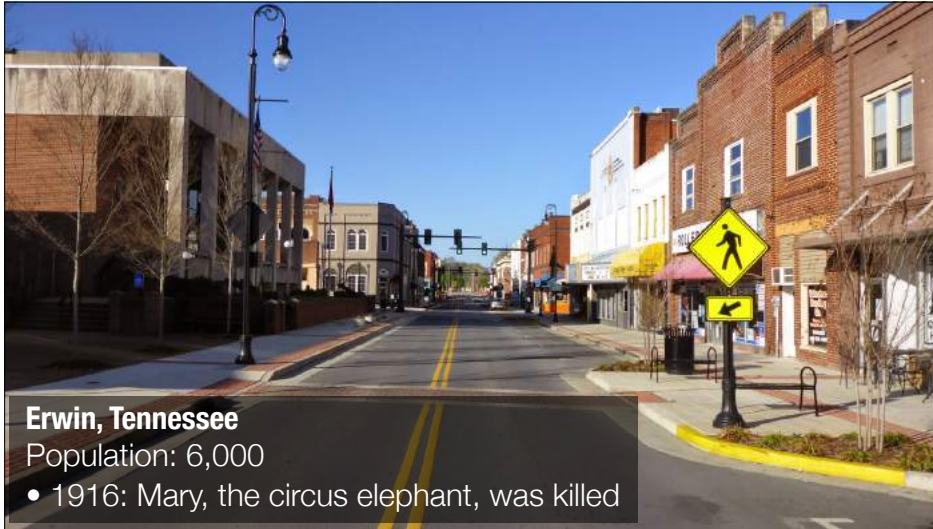
Remember

You are far more effective as one loud voice,
than a number of small individual whispers.





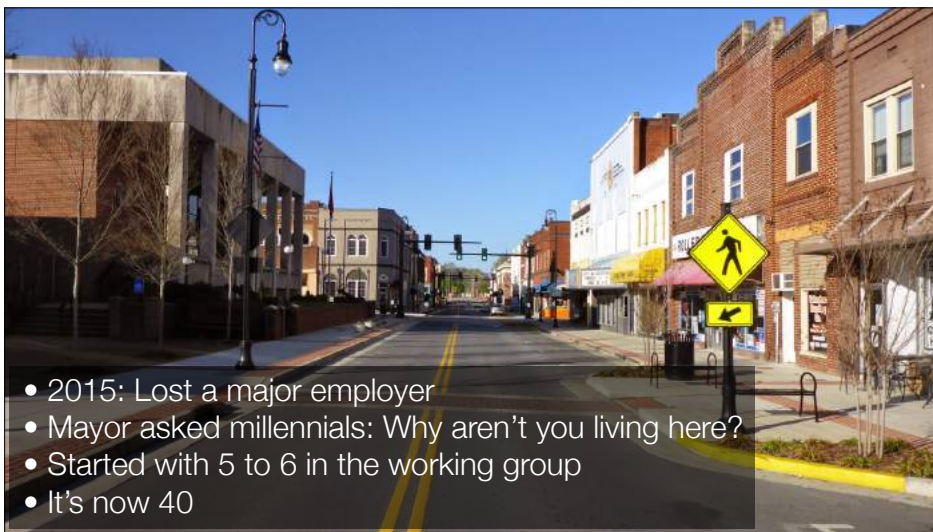
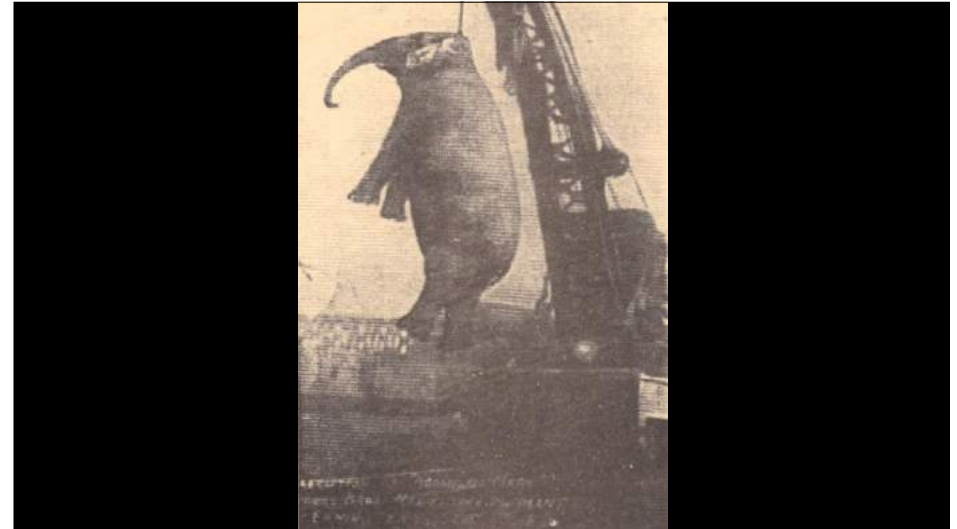
Engage and activate your Millennials
(Half your team should be young)



Erwin, Tennessee

Population: 6,000

- 1916: Mary, the circus elephant, was killed



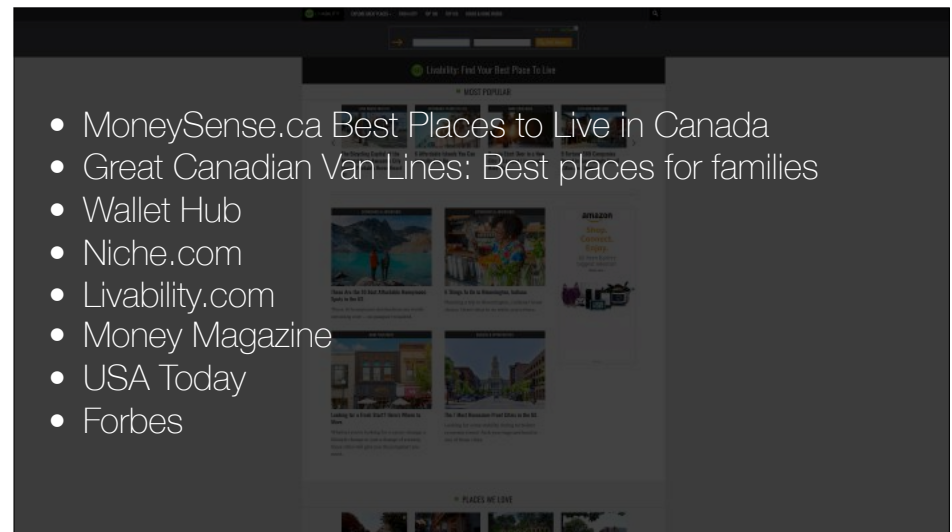
- 2015: Lost a major employer
- Mayor asked millennials: Why aren't you living here?
- Started with 5 to 6 in the working group
- It's now 40



They bring ideas to get it approved, then are turned loose
- Elephant Revival Festival



WHAT PEOPLE WANT
Those in their 20s, 30s, and 40s







5 Cultural depth: visual/performing arts | education | food



6 Life after 6:00 pm (downtown)



7 ✓ Top-notch recreation (surpassing other areas)





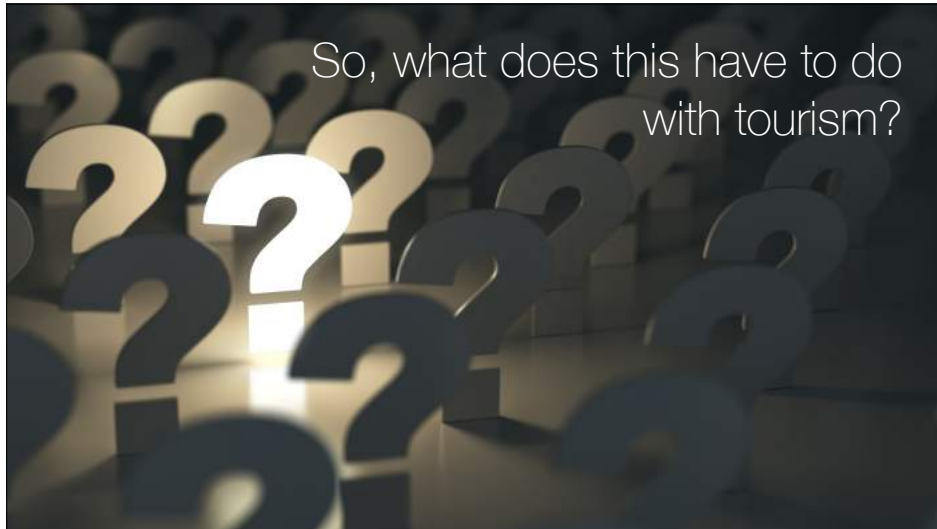
8 ✓ Health (particularly for kids)

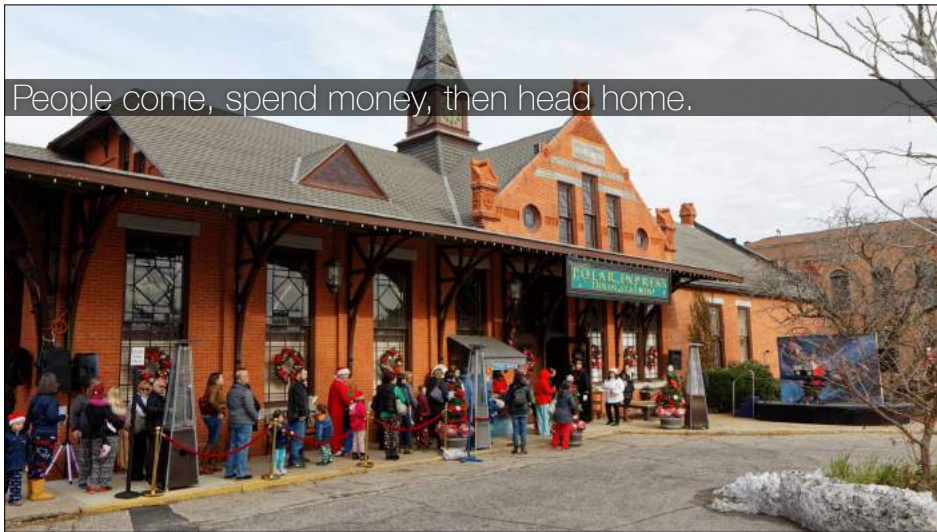
9 Transportation: Transit | bike lanes | ride share | schools



This team will chart your future for generations:
They must be doers, not directors!





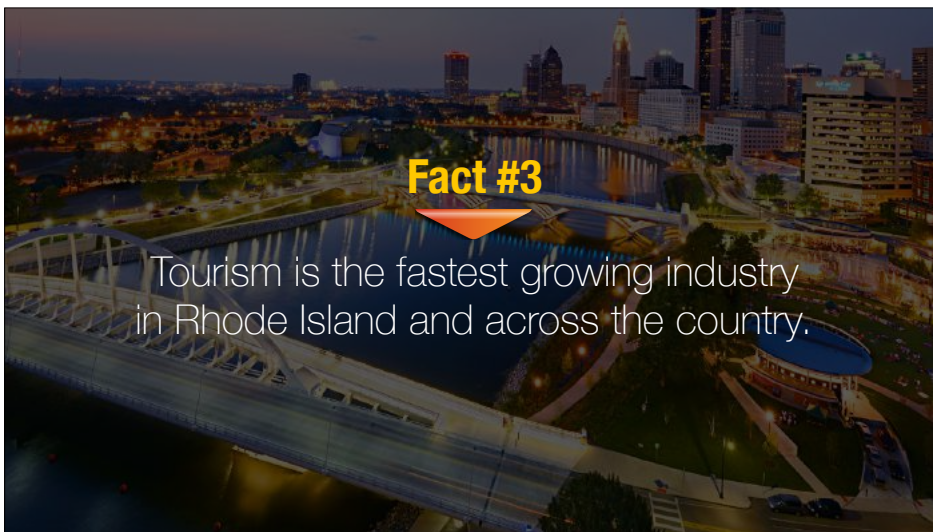


bottom line

Tourism is the quickest, cheapest, fastest way to offset leakage of locally earned money being spent elsewhere



“Leakage is the largest economic challenge in bedroom communities across America.”



Fact #3

Tourism is the fastest growing industry in Rhode Island and across the country.



Fact #4

Tourism is the #1 industry, across the country, for new businesses.

Particularly in the rural and suburban areas.



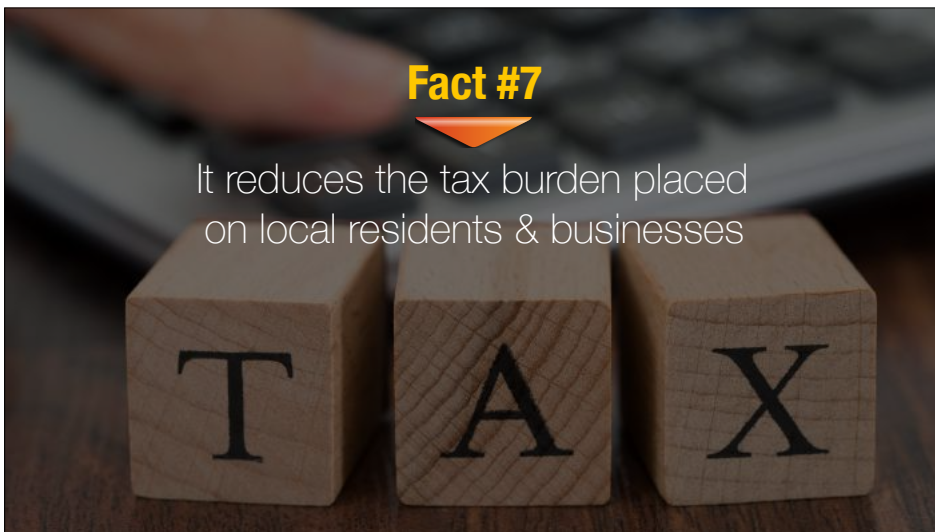
Fact #5

Tourism **DOES** create family-wage jobs:
And “second income” opportunities.



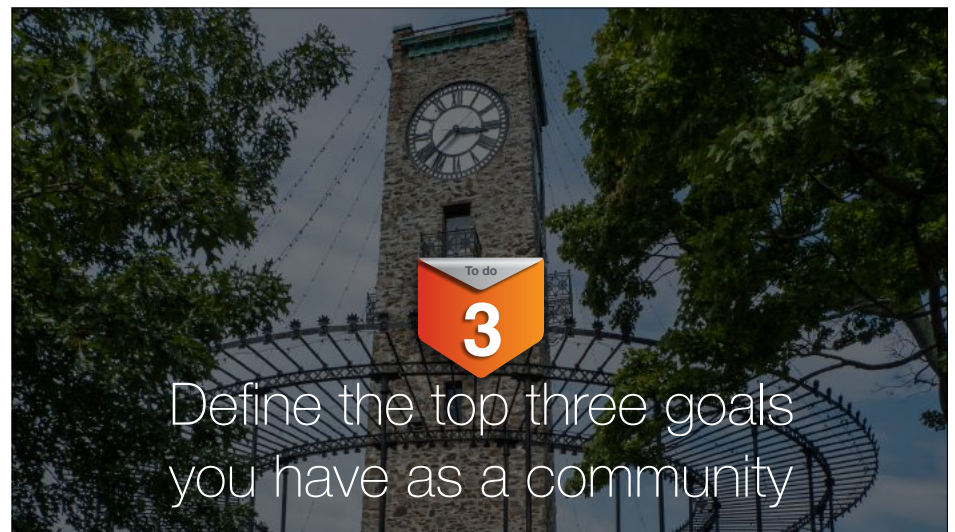
Fact #6

Tourism also creates community pride -
and makes you a “desirable place”
to live, work & play.



Fact #7

It reduces the tax burden placed
on local residents & businesses



Define the top three goals
you have as a community

Greenville School class sizes

John Morrell 57



Luke Muzzy 49

Amy Lane 27



Eli Lane 17

Makayla Goodrich 7

This is about jobs and bringing the community back to prosperity.



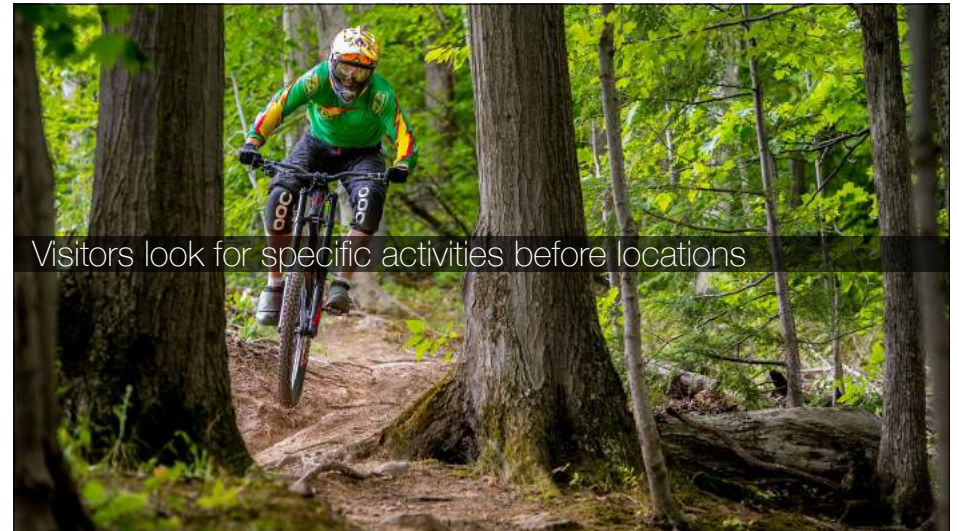
To repopulate our schools
to classes of 20+ students in 10 years

To extend the tourism season to
eight months each year
allowing for sustainable year-round jobs in the industry

To create lasting opportunities for
our youth.
To bring back the youth that grew up in the area.



94%



Visitors look for specific activities before locations

A screenshot of a Google search for "top biking trails in Rhode Island". The search results include a map showing various trails and a list of results. Red arrows point to the search bar, the map, and several search results. The results include:

- Lorton Woods State Park
- 10 Mile River Greenway
- East Bay Bike Path
- 8 Best Bike Routes in Rhode Island | Rhode Island RED Food Tours
- Rhode Island Bike Trails & Trail Maps | TrailLink

A collage of multiple Google search results for various activities in Rhode Island. The searches include:

- best schools in Rhode Island
- top fishing spots northern Rhode Island
- Italian restaurants Blackstone Valley
- New homes woonsocket ri
- job opportunities NE Rhode Island
- art festivals Rhode Island
- Best canoeing near me

Each search result shows a snippet of information, including titles, descriptions, and sometimes maps or images. Red arrows point to the search bars and the snippets of the search results.

Google "farm tours" + Rhode Island

"Farm Tours" + Rhode Island

Amazon Fulfillment Center Tours - BOSZ
Experience Rhode Island Tours
Hammersmith Farm
Jawad's Farm LLC
Experience Rhode Island Tours
Farm Fresh Rhode Island
Dane Farm and Orchards LLC
Salisbury Farm

Providence
Newport
Smithfield
Pawtucket
Johnston

Fast Facts

95% - Search for the activity or outcome before the location.

68% - Top 5 listings click-throughs. The next five: 3.8%



Fact #1

Logos and slogans are not brands



Brand identities & tagline
make up **2% of a brand**

Fact #2

A brand is a perception

What people think when you mention
where you're from

HOW PERCEPTIONS CREATE A BRAND:

1. Visual cues.
2. The people and attitudes.
3. Word of mouth.
4. Publicity/Social media

Asheville, North Carolina

Population	85,000
Claim to fame	Along the Blue Ridge Parkway
Challenge	The Parkway is 500 miles long
The brand	"Where altitude affects attitude"



ASHEVILLE
any way you like it

ASHEVILLE NORTH CAROLINA **BILTMORE ESTATE**  **DISCOVER THE DESTINATION**

TICKETS
RESERVATIONS

INN ON BILTMORE ESTATE
Reservations & Information

Discover Biltmore

- Just for Passholders
- Groups / Meetings
- Weddings
- Equestrian Center
- Educational Programs
- Employment
- Location Shooting
- Press Room

EXPLORE • **PLAN** • **SHOP**

You Said It!
Read what our guests are saying.

The Dimensions of Biltmore
Take our armchair tour of the rich wonders of America's legendary estate.

The Perfect Getaway
What to see, when to come, how to plan. Where to start.

The Biltmore Brand
Take home the tastes, the looks, and lifestyle of Biltmore.

W H A T'S New

All estate. No sand. Plan your summer visit today!

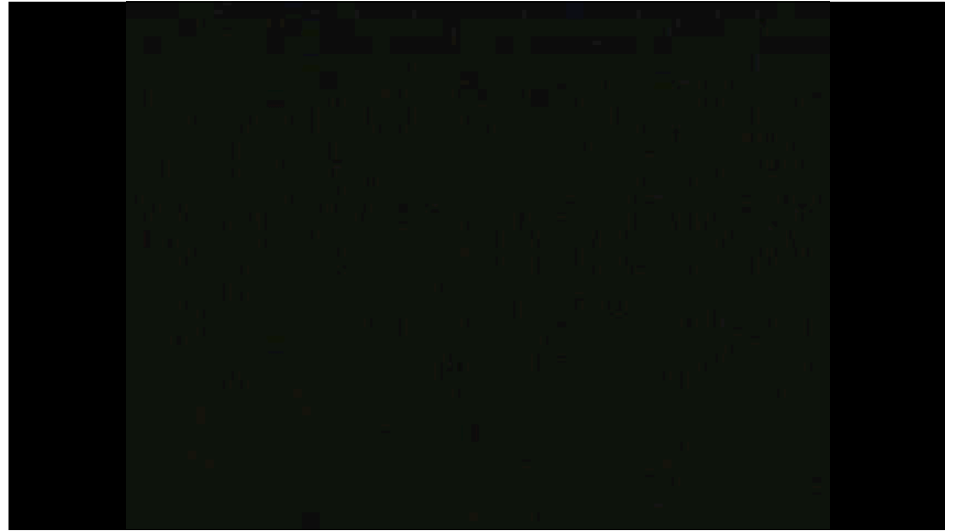
Visit Now. Free admission for ages 18 and younger.

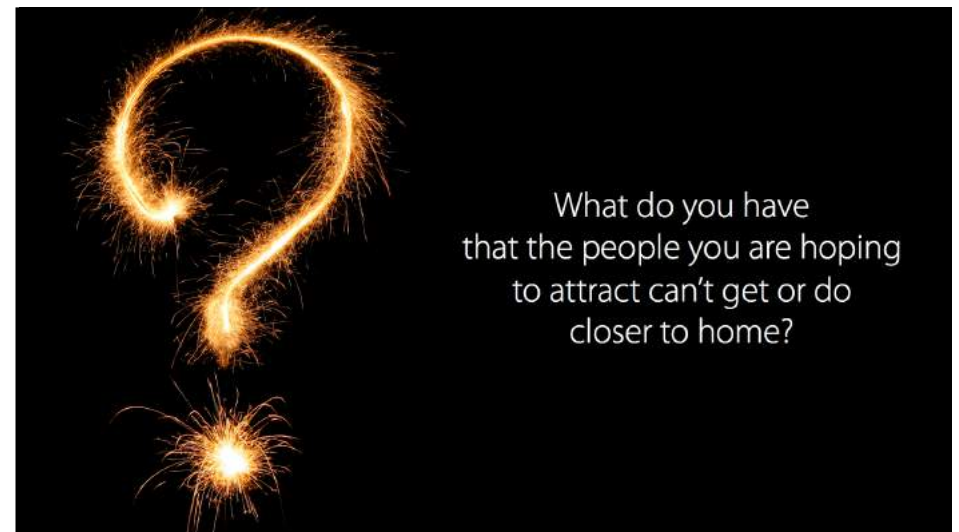
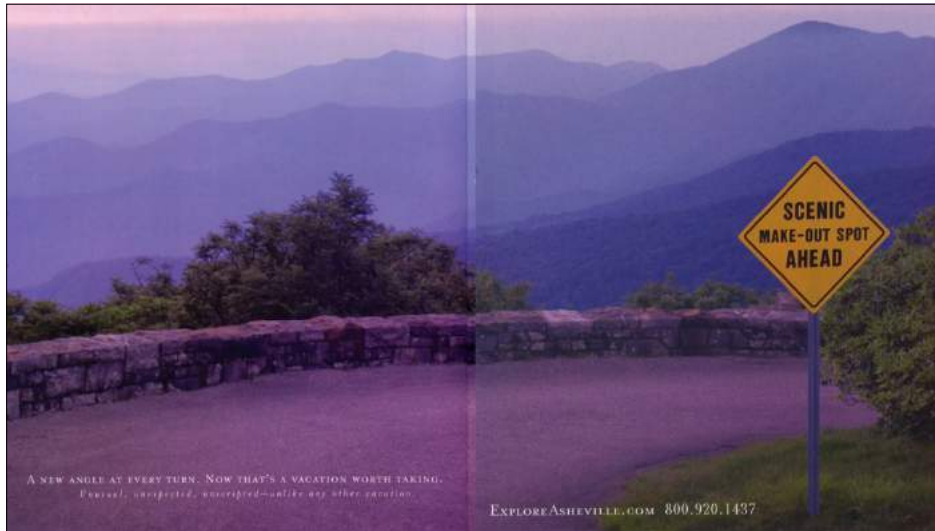
Summer Evening
Special packages, rare cocktails.

Let us plan your special occasion and area hotel package.

Keyword Search 800-624-1676 [SITE MAP](#) [CONTACT US](#) [FUN STUFF](#) [SEND TO A FRIEND](#) [SEND A POSTCARD](#)

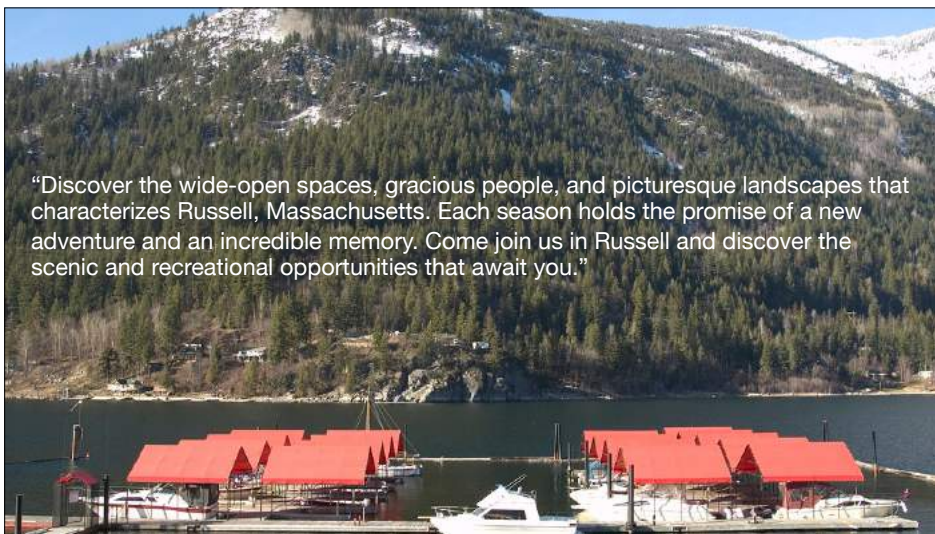
Privacy Policy | Sitemap | Terms of Use

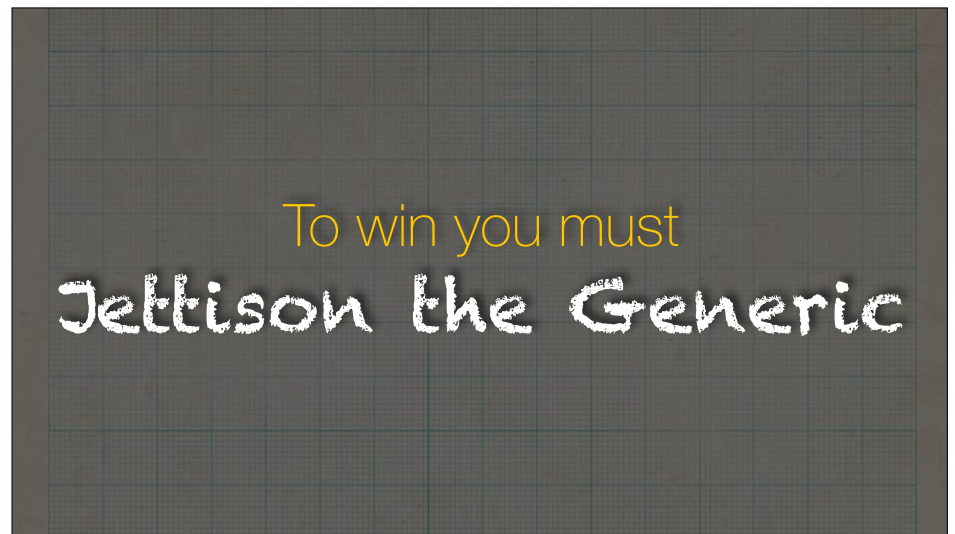
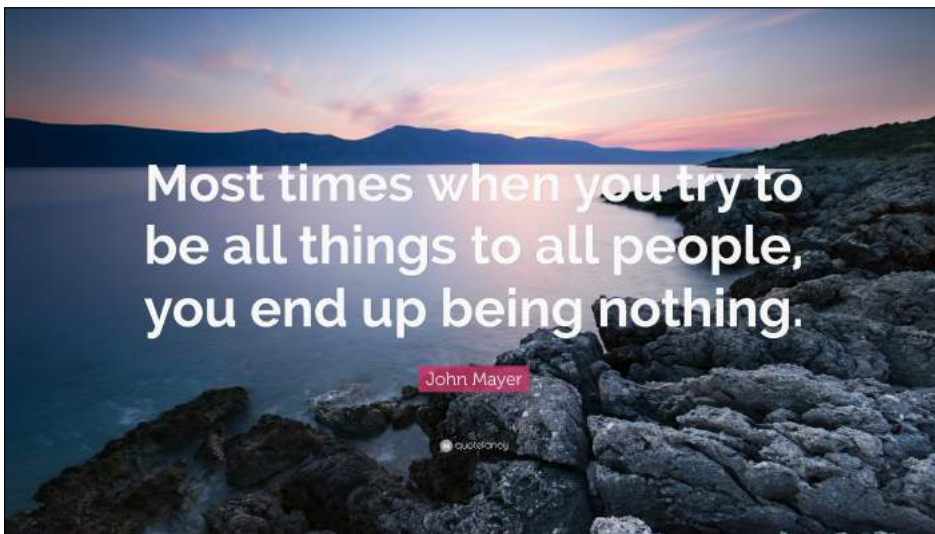






You **MUST** jettison the generic





JETTISON THE GENERIC


DESTINATION MARKETING WORDS & PHRASES TO AVOID

- Explore
- Discover
- Experience...
- Outdoor recreation
- Unlike anywhere else
- So much to see and do
- The four season destination
- Where the seasons come to life
- Historic downtown
- Center of it all
- Best kept secret
- We have it all
- Visit (name of town)
- Beauty & heritage
- Naturally fun
- Gateway Naturally...
- Culturally rich
- Welcome to my town!
- Always something happening
- Rediscover
- Real Texas (name of state)
- Slowdown & enjoy
- Real people. Real fun.
- Lose yourself here
- Fresh fun (the word fresh)
- Tour, Taste, Toast (period fetish)
- This is the place
- A real treasure
- Waiting for you
- Far from ordinary
- Relax, Recharge, Rejuvenate.
- Close to everywhere
- Right around the corner
- Your playground
- So much history
- Purely natural
- The place for all ages
- ...and so much more!
- Home away from home
- A slice of heaven
- It's all right here
- Recreation unlimited
- The perfect getaway
- The place for families
- Start your vacation here
- Recreational paradise
- Take a look!

ROGER BROOKS
DIRECTOR OF SALES

www.rogerebrooks.com

Words and phrases to avoid in your marketing headlines




Have you ever gone anywhere because
“We have something for everyone”



97%

of community-based marketing is ineffective.



Fact #4

You never “roll out” a brand until you can deliver on the promise



Fact #5

Never use focus groups



You build your brand on **feasibility**,
not just local **sentiment**.



Fact #6

All successful brands are built on product
not marketing



Stew Leonard's in Connecticut



- Farmyard zoo
- Displays that go "moo"
- Free ice cream if you spend \$100 or more
- "Profit is the applause of happy customers"

The Brand | Farm fresh produce & dairy, fresh baked goods

Result | Highest per square foot retail sales of any grocery store on earth

Stew Leonard's has five stores

Awards and Accolades



1982 Guinness Book of World Records
Awarded for largest sales per square foot for a single grocery store \$115 million in sales, \$3,670 per square foot.



Best of the Gold Coast 2009
Voted "Best Place to Stock the Party and Entertain the Kids" by Whozart Magazine's Best of the Gold Coast.



Fortune Magazine
Steve Leonard's was named one of the "100 Best Companies to Work For" nine years in a row.



Yankee Magazine 2005
Named Best Supermarket in New England.



Zagat Survey 2002
Zagat Survey lists Steve Leonard's New York City MarketPlace.



Progressive Grocer 2007
Outstanding Independent Award recognizes Steve Leonard's as Outstanding Community-based Retailer.



Travelocity 2004
Named Steve Leonard's one of the "Top 10 Local/Hidden Gems and Family Favorites".



Grocery Headquarters 2006
Named Steve Leonard's an "American Kid" for Healthy Excellence and Community Involvement.



Connecticut Magazine 2004, 2006, 2008
Connecticut Magazine recognizes Steve Leonard's Chocolate Chip Cookies as the Best Cookie (2004) and Best Sale for (2006, 2008) in the state.



American Red Cross 2004
American Red Cross Service Award for outstanding work to our communities.



Marketing will bring people to you just once.

Today's Soundbite

The ONLY thing that brings them back is your product:

- The primary activity that drew them
- The complementary activities
- Your amenities
- The people they interact with



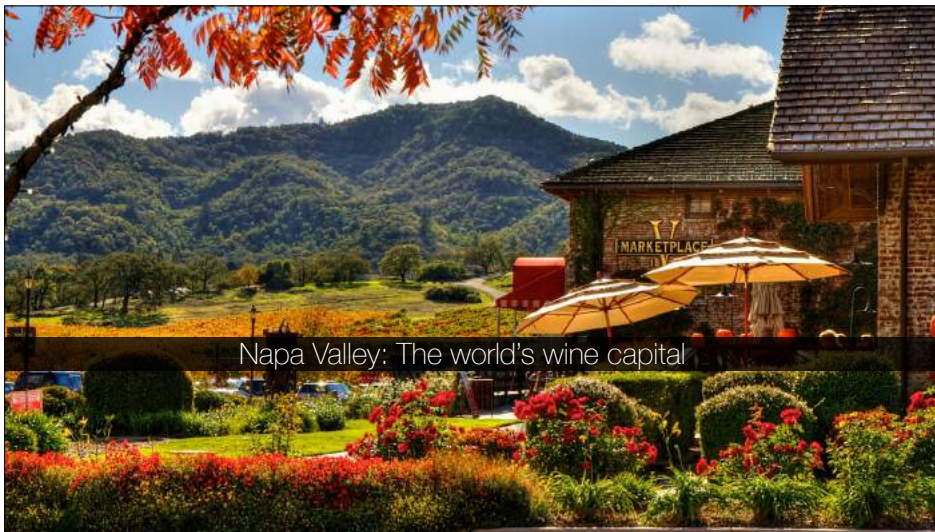


Fact #7

The most sustainable brands are built on private-sector development, not public sector amenities.



Nashville: Country music capital of the world



Napa Valley: The world's wine capital



Branson, MO: Music theater - 49 of them!

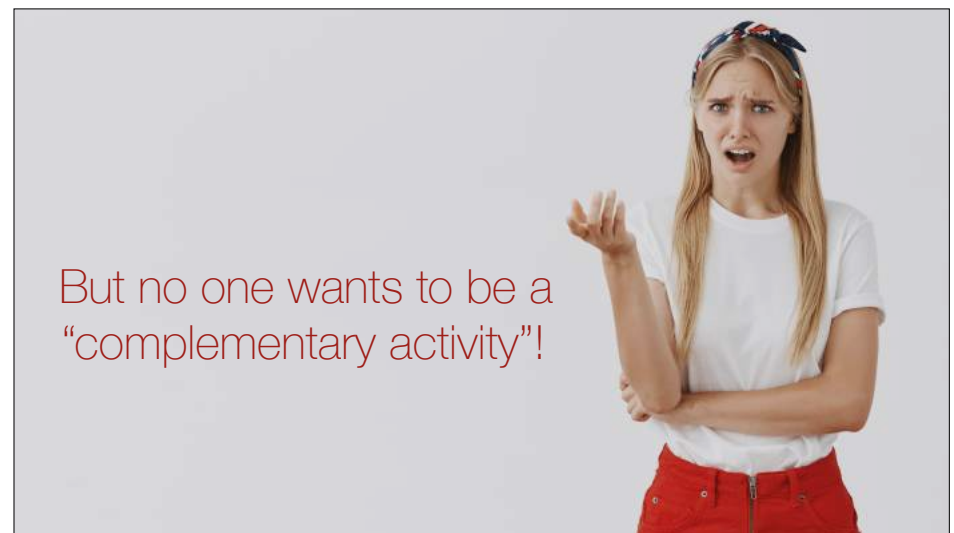
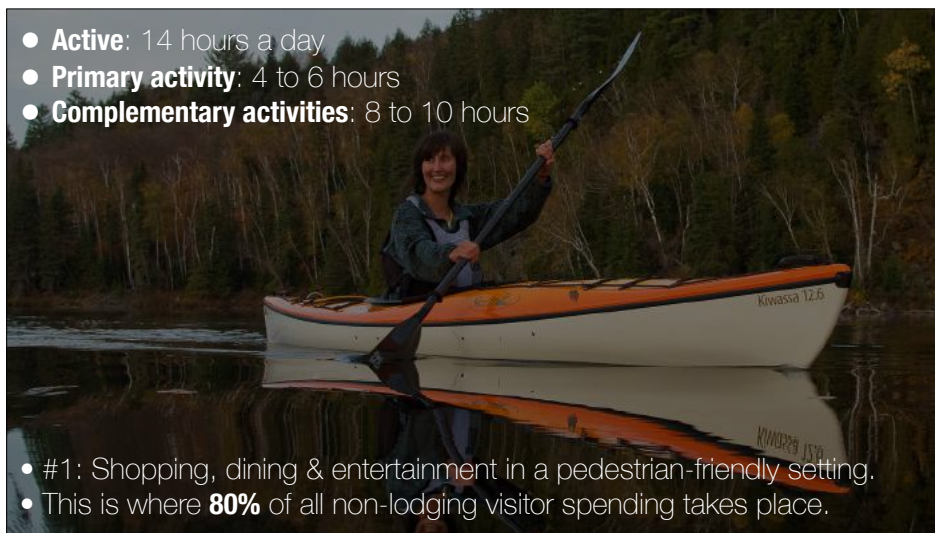


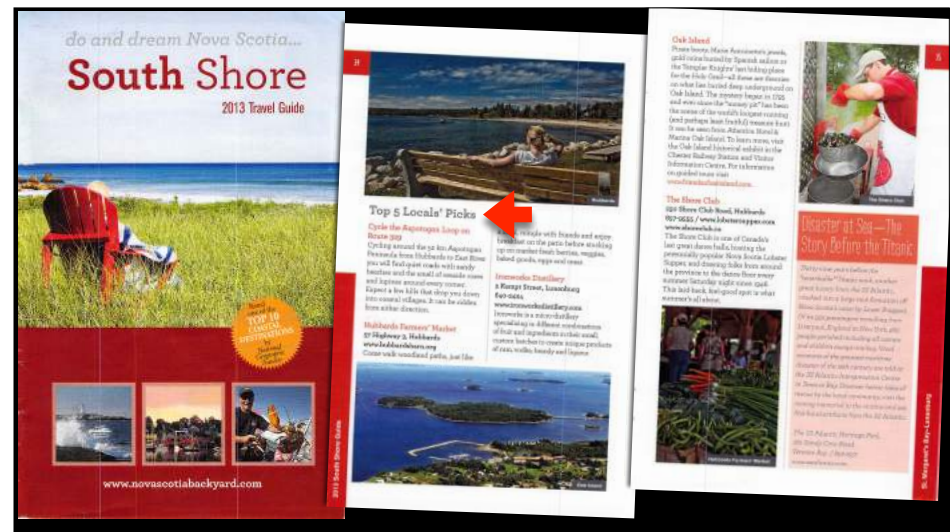
Las Vegas: Sin City, Entertainment capital



Orlando: The #1 kids & family destination







Sherbrooke to Canso

"But I love the waves as I pull about, nose into the channel. My Sally keeps the supper and a bed for me, down in Fogarty's Cove."

If you're traveling the route between July 4 and 5, 2013, chances are you're on the road to Stander. The Stan Rogers Folk Festival, now in its 10th year, was once again music fans descended on the village of Canso each year. This four-day festival is a spirited celebration where talented folk, bluegrass, country and rock accompanying musicians all come together to honor the all-star life of one of Canada's greatest songwriters, Stan Rogers. This Canadian music legend, although born in Ontario, was inspired by the pristine, rugged landscapes of this area and its history to greatness hardworking inhabitants. You will be, too.

Top 5 Photo Opportunities

1. Highway 101, The Bay
A picturesque beach park on a rocky point looks out to the open Atlantic. Sand beaches, boardwalk and interpretive displays.

2. Point Duck Cove Provincial Park
Beautiful sandy beach park with change houses, tables and a 20-km scenic walking trail.

3. Rock Island, Queensport
The lighthouse's steep white steps lead to a rocky point, a beautiful location to watch passing ships. Rock Island is a small island in the Gulf of St. Lawrence, near the Canso area. It is a popular spot for hikers and photographers.

4. St. Mary's River, Sherbrooke
St. Mary's River with towering natural trees and green valleys make this an ideal location for a horse back riding. Photo opportunities will find this a prime location for capturing photos of wagons in their habitat.

5. Canso, Canso
Canso has been historically used in the fishing industry. The site along the Canso Tidal Basin is an ideal location for a horse back riding. Photo opportunities will find this a prime location for capturing photos of wagons in their habitat.

- The best of's
1. Best photograph (the social media icon)
 2. "Local picks" for "hidden gems," nightlife
 3. Must see and do activities - the top three (no more than seven)
 4. Best picks: Breakfast, lunch, dinner, shops



Fact #10

Top-down branding fails 95% of the time

A by-product of brands "for the people" is the committee that compromises and kills a potential brand home run.

This is why you never see statues of committees in public parks; you see brave leaders!

THE 7 PHASES OF A PUBLIC PROJECT

1. Enthusiasm
2. Planning
3. Disillusionment
4. Fear & panic
5. Search for the guilty
6. Punishment of the innocent
7. Praise and honors for the non-participants.

WHAT TO DO

Join the Destination Development Association (DestinationDevelopment.org) **It's free!**



The step-by-step branding process
The power of action plans

Bottom line



Blackstone Valley Tourism is only as good
as what you give them!


Bottom line



Will this accomplish the goals we defined?

*"I can't give you a surefire formula for success,
but I can give you a formula for failure:
try to please everybody all the time."*

Herbert Bayard Swope,
first recipient of the Pulitzer Prize



A by-product of brands "for the people"
is the committee that compromises and
kills a potential brand home run.

This is why you never see statues
of committees in public parks;
you see brave leaders!

The three killers

1. Local politics
2. Lack of champions
3. Lack of money (private & public)

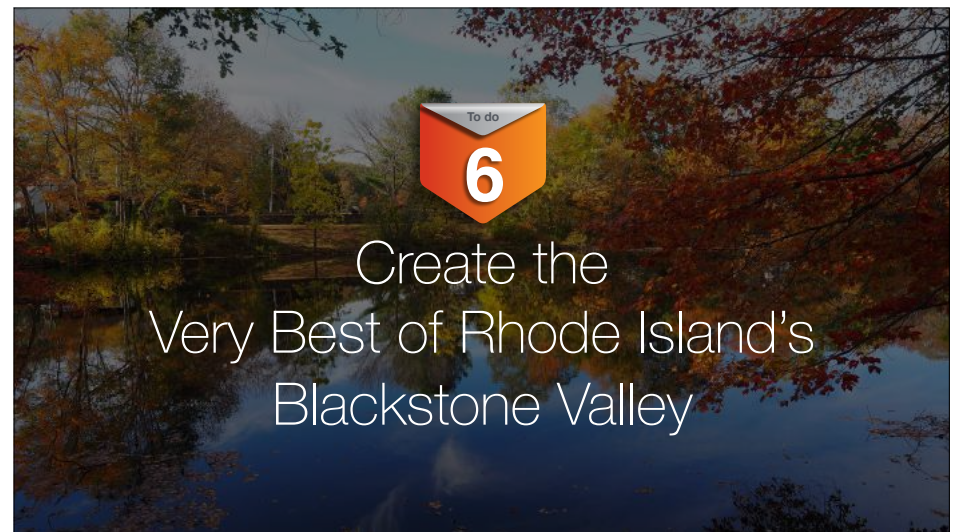
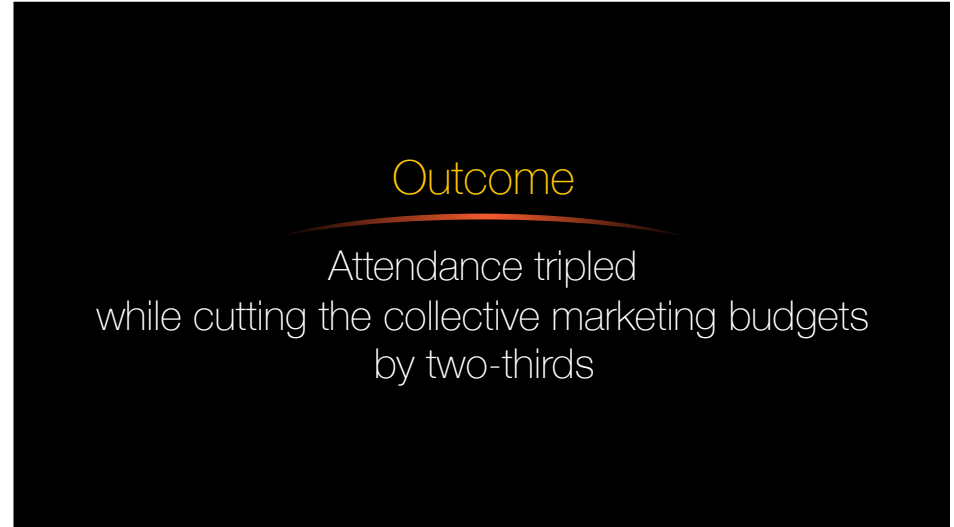
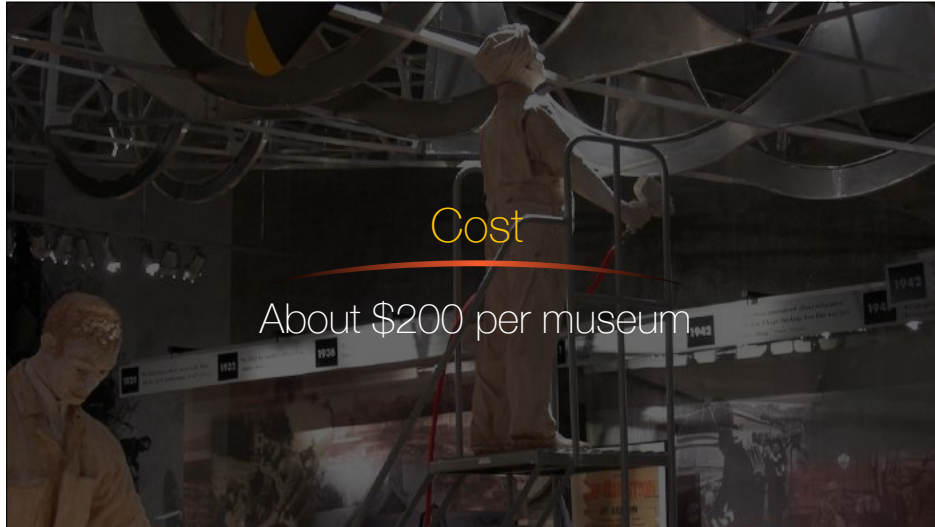
four

The three ingredients to a successful branding effort

Patience
Passion
Persistence
Pain



Create marketing partnerships



TRAVEL LEISURE SUBSCRIBE

ONTARIO CANADA YOUR DOLLAR GOES UP IN A PLACE WHERE WATER FALLS

Frida's Bakery in Milton, New York

Most New Yorkers believe that their sweetests find a sweet spot located in the five boroughs. This bakery located in an amazing historic village has been named Ontario's best bakery in its 15th year. There's also plenty of live for food and to see many of other Ontario's best bakeries feature ingredients sourced from nearby farms.

15 Amazing Small-Town Bakeries

by Kevin Martin September 18, 2015

Get ready for some serious carb-loading the next time you hit the road. Some of the country's best bakeries are scattered away in small towns off the interstate, and these paucity-filled pit stops are the perfect way to break up long trips and do a little exploring at the same time. Here are 15 sweet sanctuaries and what to order when you finally arrive.

THE BEST OF ALPENA

A Guide to Alpena is only a 2.5 hour drive on I-19.5

Great Maritime Heritage

500 West Alpena, MI 49701
Phone: (989) 348-1100
www.alpenamuseum.org

How Cute is it?

100 W. Chisholm St., Alpena, MI 49701
Phone: (989) 348-1100
www.alpenamuseum.org

Alpena Maritime Heritage

123 W. Chisholm St., Alpena, MI 49701
Phone: (989) 348-1100
www.alpenamuseum.org

Myers' Ice Cream

150 W. Chisholm St., Alpena, MI 49701
Phone: (989) 348-1100
www.alpenamuseum.org

Stoney Acres Winery

4206 Sunday Road - Alpena, MI 49702
Phone: (989) 348-1100
www.stoneyacreswinery.com

Myers' Ice Cream

Myers' Ice Cream began in 1937 by selling home made and gift bags. Every 10 or 20 minutes we use full service of microwave and everything possible. We do it in the parking lot and let us get away it just for that.

Myers' Ice Cream has the largest volume of handmade ice cream in Alpena. We have a wide selection of flavors and ingredients. We have a wide selection of flavors and ingredients. We have a wide selection of flavors and ingredients.

Stoney Acres Winery

Stoney Acres Winery began in 1997 by selling home made and gift bags. Every 10 or 20 minutes we use full service of microwave and everything possible. We do it in the parking lot and let us get away it just for that.

Stoney Acres Winery has the largest volume of handmade wine in Alpena. We have a wide selection of flavors and ingredients. We have a wide selection of flavors and ingredients.

How Cute is it?

How Cute is it? is a boutique clothing store located in Alpena, Michigan. It features a variety of clothing items for women, including dresses, blouses, and pants. The store also offers a wide selection of accessories, including handbags, shoes, and jewelry.

Marketplace

Marketplace is a boutique clothing store located in Alpena, Michigan. It features a variety of clothing items for women, including dresses, blouses, and pants. The store also offers a wide selection of accessories, including handbags, shoes, and jewelry.

Alpena Shore

107th Second Ave S480-388-7
Phone: (989) 348-1100
www.alpenashore.com

Art Loft

801 Monroe Street
Call For Events
Phone: (989) 348-1100
www.artloft.com

Besser

113 S. 8th
Phone: (989) 348-1100
www.besser.com

Blac

313 N. Second Ave
Phone: (989) 348-1100
www.blac.com

The Cellar

224 1/2 S. South Alpena
Phone: (989) 348-1100
www.thecellar.com

Court Yard Ris

109 N. 2nd Ave., Alpena, MI 49701
Downtown Alpena House, 84 Center Building
Phone: (989) 348-1100
www.courtyardris.com

Downtown

109 N. 2nd Ave., Alpena, MI 49701
Downtown Alpena House, 84 Center Building
Phone: (989) 348-1100
www.downtown.com

The Fresh Palate Restaurant

109 N. 2nd Ave., Alpena, MI 49701
Downtown Alpena House, 84 Center Building
Phone: (989) 348-1100
www.freshpalate.com

Art Loft

Art Loft is a gallery and art studio located in Alpena, Michigan. It features a variety of art pieces, including paintings, sculptures, and ceramics. The studio also offers art classes and workshops.

Besser

Besser is a restaurant and bar located in Alpena, Michigan. It features a variety of food items, including burgers, sandwiches, and salads. The bar also offers a wide selection of drinks, including beer, wine, and cocktails.

Blac

Blac is a restaurant and bar located in Alpena, Michigan. It features a variety of food items, including burgers, sandwiches, and salads. The bar also offers a wide selection of drinks, including beer, wine, and cocktails.

The Cellar

The Cellar is a restaurant and bar located in Alpena, Michigan. It features a variety of food items, including burgers, sandwiches, and salads. The bar also offers a wide selection of drinks, including beer, wine, and cocktails.

Court Yard Ris

Court Yard Ris is a restaurant and bar located in Alpena, Michigan. It features a variety of food items, including burgers, sandwiches, and salads. The bar also offers a wide selection of drinks, including beer, wine, and cocktails.

Downtown

Downtown is a restaurant and bar located in Alpena, Michigan. It features a variety of food items, including burgers, sandwiches, and salads. The bar also offers a wide selection of drinks, including beer, wine, and cocktails.

The Fresh Palate Restaurant

The Fresh Palate Restaurant is a restaurant and bar located in Alpena, Michigan. It features a variety of food items, including burgers, sandwiches, and salads. The bar also offers a wide selection of drinks, including beer, wine, and cocktails.

Sample criteria:

- Must be highly regarded (80%+ positive peer reviews, regional publications...)
- Must have good curb appeal
- Must be open year round
- Must be open until at least 6:00 pm
- Must be open six days a week
- Must be unique to you!



Market your top three:

- Restaurants
- Retail shops
- Activities
- Attractions

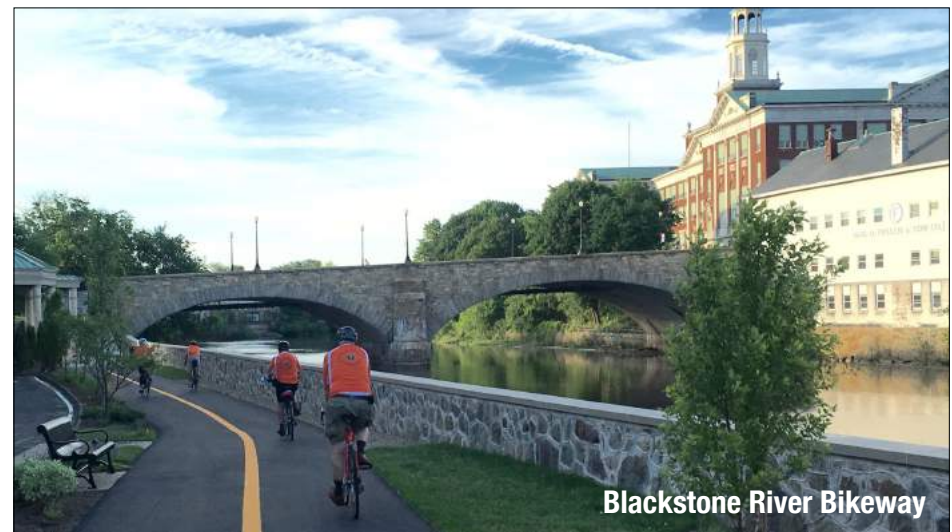
Don't let local politics kill this effort!

Promoting Your "Anchor Tenants"

Presented by Roger Brooks

Destination Development Association

DestinationDevelopment.org





Brown & Hopkins Country Store



St. Ann Art & Cultural Center



Lincoln Woods State Park



Slater Mill

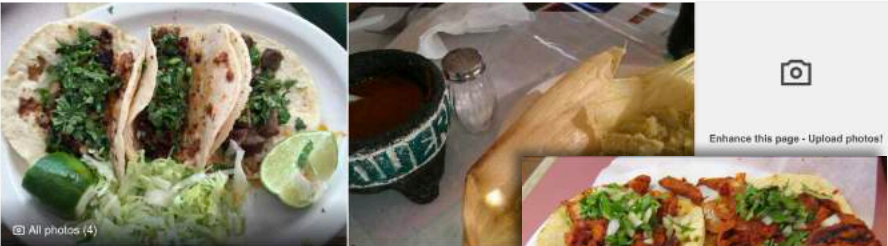


Stanley's Famous Hamburgers

Taqueria Lupita Claimed Save Share

4.5 (15 reviews) #3 of 33 Restaurants in Central Falls | \$, Mexican, Latin, Spanish

765 Dexter St, Central Falls, RI 02863-1702 | +1 401-724-2630 | Website | Menu | Open Now: 11:00 AM - 9:00 PM



Enhance this page - Upload photos!

Ratings and reviews
4.5 (15 reviews)
#3 of 33 Restaurants in Central Falls

Details
CUISINES: Mexican, Latin, Spanish
MEALS: Lunch, Dinner
FEATURES: Food



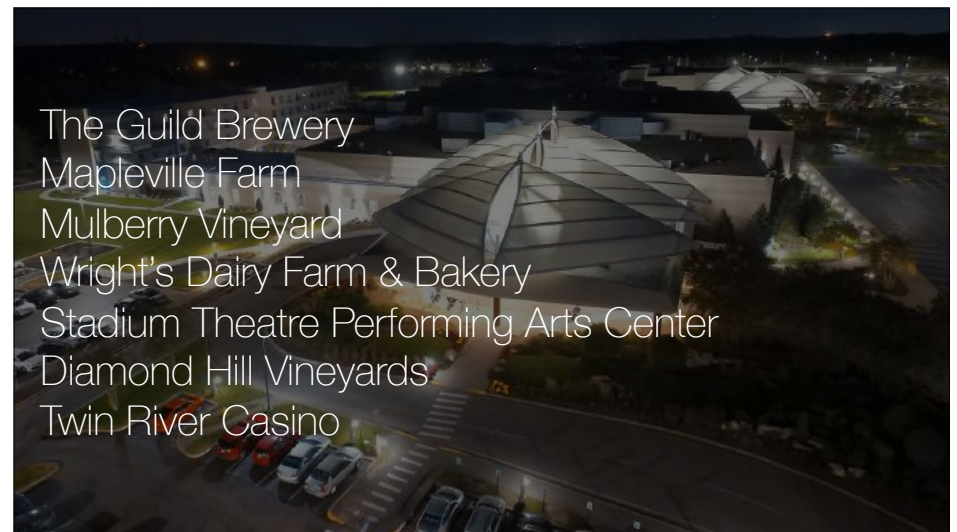
Wright's Farm Restaurant

SAVINI'S
Pomodoro's
ITALIAN KITCHEN & BAR

Made from Scratch
Appetizers, Grilled Pizza, Burgers, Pasta, Steak, & Seafood

Featuring 2 lounges with large horseshoe bars, private dining rooms to accommodate large dining parties and 2nd floor dining hall that accommodate up to 300 persons.
Join us on Sunday's for the areas Largest Brunch Buffet.

Find us on **facebook** **476 Rathbun St, Woonsocket RI** **Call for Reservations 401-762-5114**





Two-income families.



Priority: Decompressing in a pedestrian-friendly intimate setting.



All three generations are reshaping American cities

"For the first time in history, instead of people moving where jobs are, jobs are moving where the talent is." - Tom Murphy, Urban Land Institute



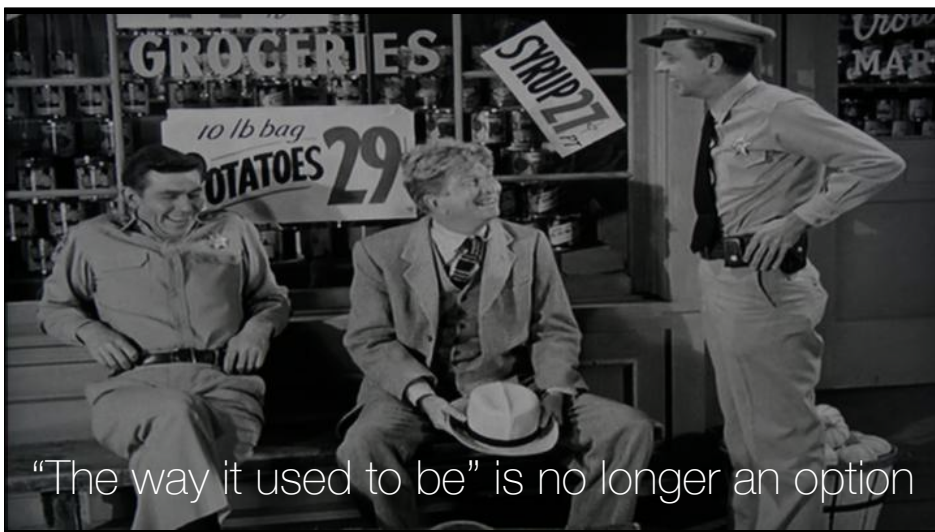
The future of downtowns:
where we go after work and on weekends.

70% of retail sales come after 6:00 pm.

ARE YOU OPEN?







"The way it used to be" is no longer an option





20 Ingredients of an Amazing Downtown

Blackstone Valley, Rhode Island

Destination Development Association



They defined a strong brand and retail focus



All 400 downtowns had this ingredient

Downtown branding focus ideas

- | | |
|------------------------------------|---------------------------------|
| Kids & family | Performing arts |
| Food (restaurants, farm to table) | Visual arts (artists in action) |
| Nightlife (micro-brews, theater) | Gardening |
| Water (water features, splash pad) | Festivals & events |
| Antiques | Upscale shopping |
| Western wear & home accents | Biking |
| Recreation (but specific) | Health & wellness |



Sell a feeling - not a place



3

They orchestrated recruitment of
“critical mass” or “clustering.”



The Ten+Ten+Ten rule

In three lineal blocks (not square blocks)

10

Places that sell food:

Soda fountain, coffee shop, bistro, cafe, sit-down restaurant, wine store, deli, confectionary.

10

Destination retail shops:

Galleries, antiques, collectibles, books, clothing, home accents, outfitters, brand-specific retail, garden specialties, kitchen stores, cigars, etc.

10

Places open after 6:00:

Entertainment, theater (movies, performing arts), bars & bistros, specialty shops, dining, open air markets, etc.

The “mall mentality”

Open hours	Consistent hours and days
Evenings	Open late into the evening hours
Clustering	Like businesses grouped together: clustering
Anchors	Recruit and promote the anchor tenants
Place	A central gathering place

Think

Antique malls - 10x the business when together

Think antique malls - 10x the business when together



Think

Auto malls - 7x the sales when together

Think

Corner gas stations and fast food
Lifestyle retail centers
Food courts

Think food courts, corner gas, lifestyle retail centers



Point


Sometimes you have to orchestrate the effort.
Start with property owners, not tenants.
It only takes a one-third buy-in.



4

They each have "anchor tenants"

THE BEST OF
Rapid City




An Anchor Tenant is a business that you would go out of your way to visit, specifically.

To win, you must have at least one or two anchor tenants.

Think Orlando.

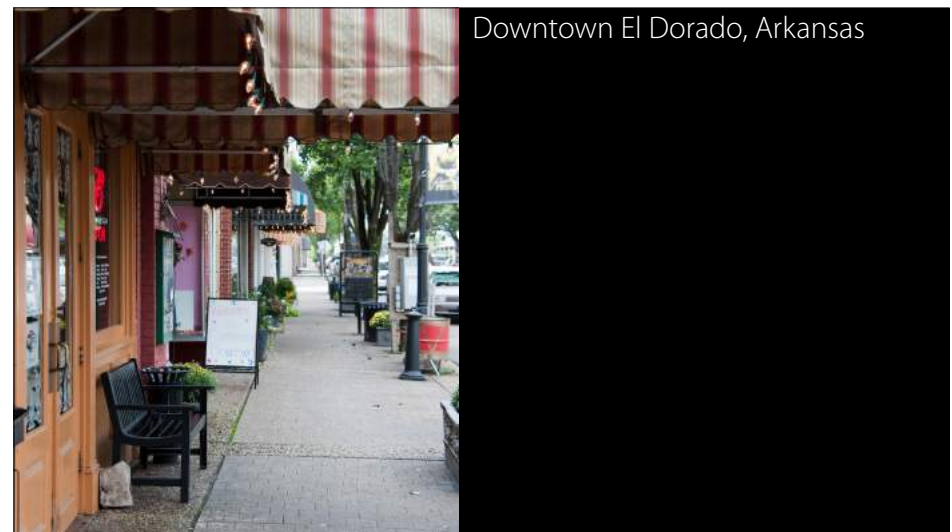
10 of the best hidden gems for dining, shopping, and entertainment



★★★★★

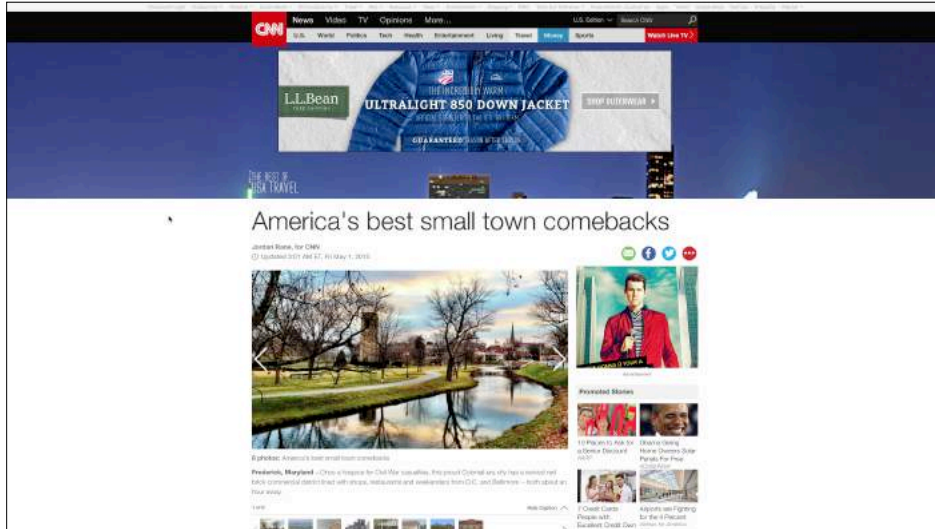
7

Pioneers with patient money were convinced to invest.









11

Development of programmed gathering places

Side note #1

If you don't hang out in your downtown,
neither will visitors.

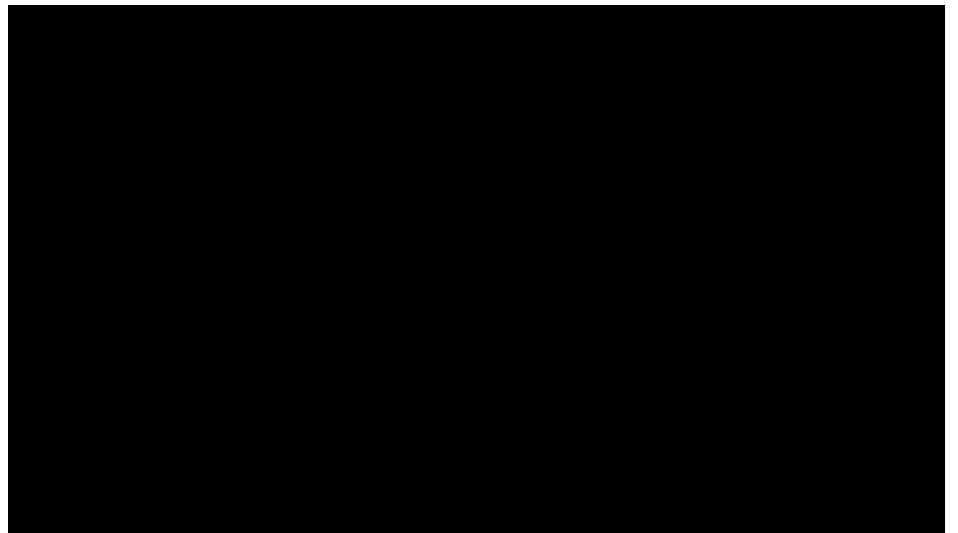
They go where you go.

Side note #2

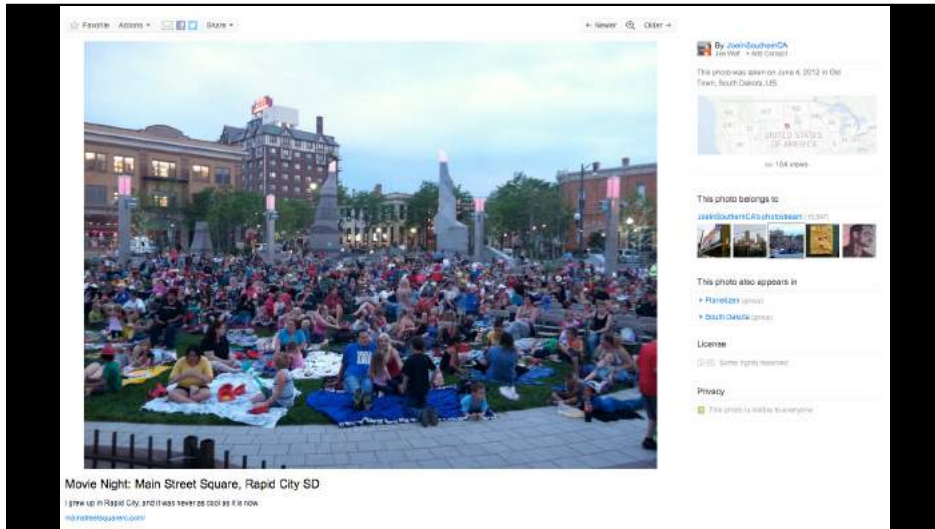
Tourism and downtowns
need to be joined at the hip.

Main Street Square
Rapid City, South Dakota









Paver stone surface





Buy Imagination Playground equipment and put it out two weeks at a time x 6 times





ImaginationPlayground.com
105 piece set: \$4,975
Storage cart: \$1,200
Lid for cart: \$600





Example

Waterloo, Ontario





Optional idea:
A year-round public market

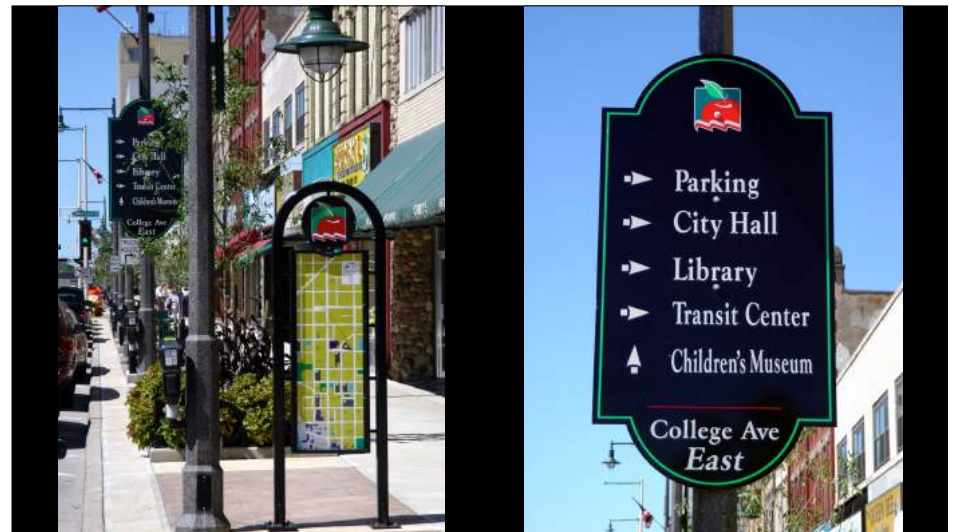


13

Design, fabrication & installation of a Wayfinding System



Pittsburg, California

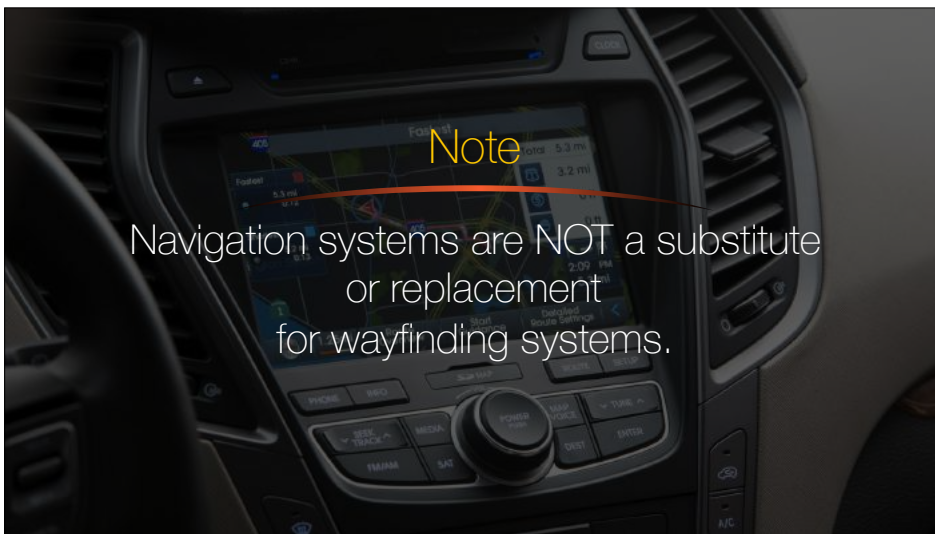


What to do

Make this a priority.
It's an investment - not an expense.

Hire professionals.
This is a science as much as an art.







Wayfinding is an investment, not an expense

- Plays a role in your branding efforts
- A major component in your marketing efforts
- Reinforces a positive experience
- Increases spending locally
- Educates visitors and locals about what you have and where it's located
- Builds community pride
- Is as much a science as an art

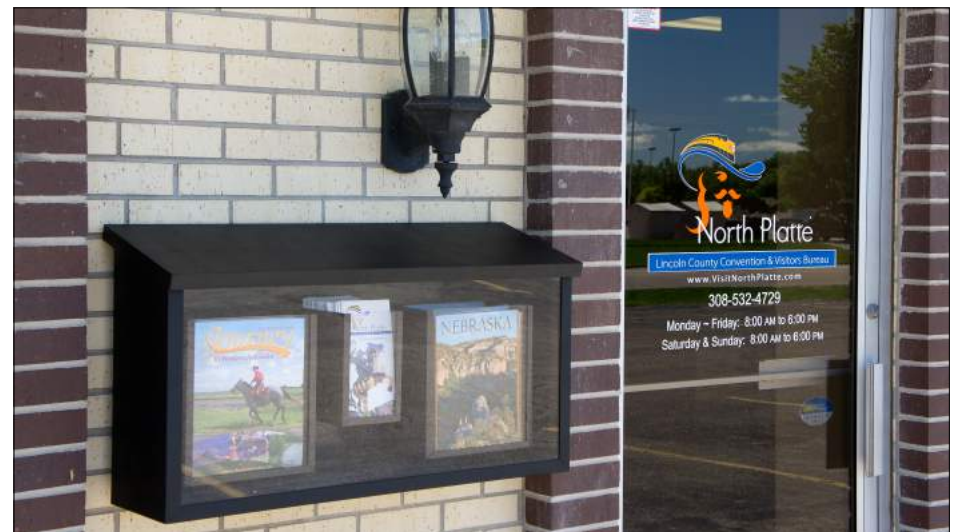


Newport, Rhode Island



Wickford, Rhode Island

The Bruce Peninsula, Ontario





18

They invested heavily in retail beautification





Fredericksburg, Texas



Fact

Curb appeal can account for up to **70% of first-time sales** at restaurants, golf courses, wineries, retail shops and lodging facilities.

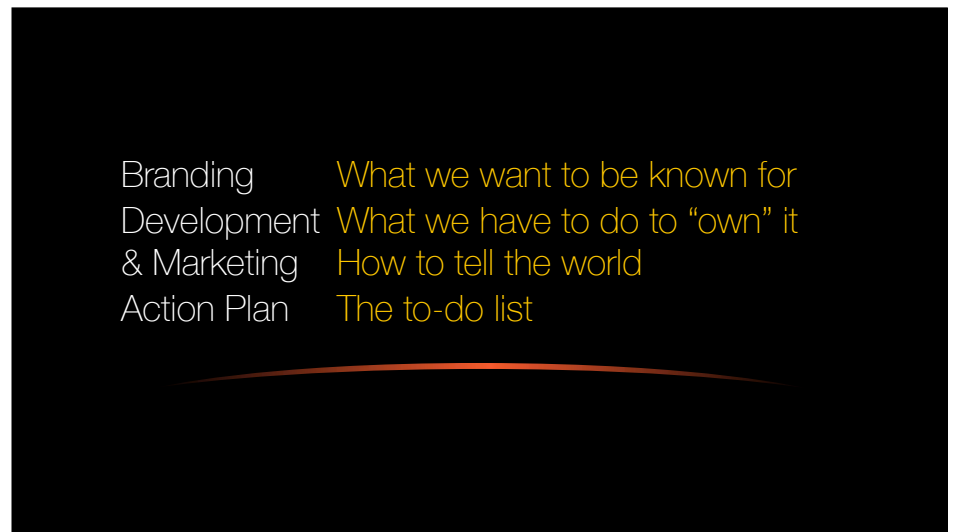




When you're downtown:
You can forget all your troubles, forget all your cares
So go downtown - things'll be great when you're
Downtown - no finer place, for sure
Downtown - everything's waiting for you!



Develop your Action Plan
(no more strategic plans!)



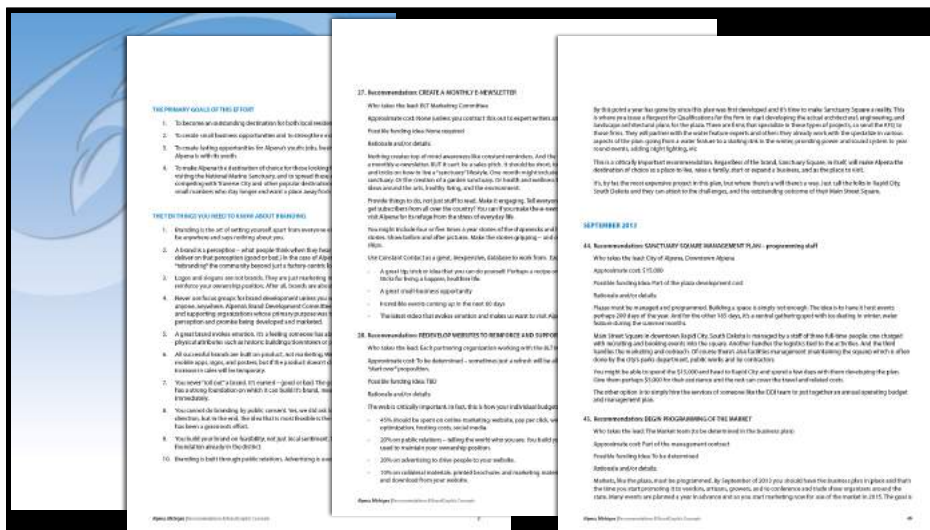
Branding	What we want to be known for
Development	What we have to do to "own" it
& Marketing	How to tell the world
Action Plan	The to-do list

Strategic plans vs. Action Plans

Strategies, goals, objectives: no more than 3 pages.

An Action Plan is a "to do list."

- A description of the recommendation
- Who's charged with implementation
- How much will it cost?
- Where will the money come from?
- When would it be done?
- The rationale for doing it.



Some notes for your plan

- The table of contents is a check list
- No executive summary: The Vision
- In chronological order
- Specifics, not generalities
- No more than 100 pages: Brevity is king
- No crap in the back



- Create the Destination [your town] team
- Working together as a unified force
- Activating your Millennials & GenXers
- Make downtown & tourism your top priority
- Find and narrow your focus: your brand

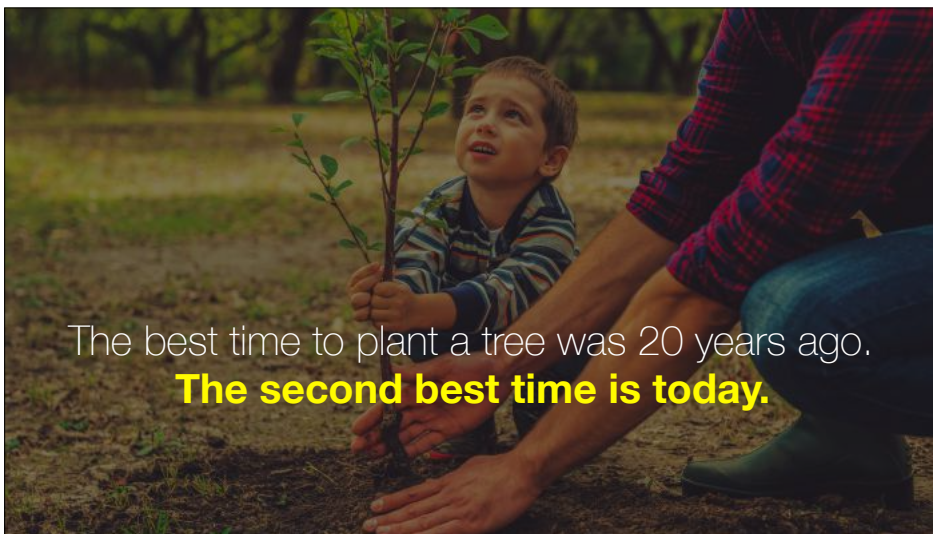
Sowing the seeds of prosperity

Repeat after me. This is our pledge.

I promise to promote only what's TRULY unique.

I promise to be different.

I promise not to repeat things other people say.



The best time to plant a tree was 20 years ago.
The second best time is today.

Here's to the extraordinarily bright future of your
Blackstone Valley community!



Here's the the your community development efforts!



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