

Branding,
Development
& Marketing
Action Plan

July 2015



MOOSEHEAD
LAKE
MAINE

PREFACE

This Branding, Development and Marketing Action Plan was developed through a collaborative process between Roger Brooks International, Inc. (RBI) and stakeholders throughout the Moosehead Lake area of Maine. We would like to thank the Moosehead Lake area volunteers and others who devoted many hours to the process of making this plan a reality by participating on the Brand Development Team, as well as the many business and property owners, residents, and others who contributed their time and valuable input of ideas, resources, and feedback.

The recommendations made in this Plan are based on the information provided to Roger Brooks International by many caring and concerned citizens, research, best practices in other locations, and the findings of previous plans and studies, as well as our experience and expertise in the field.

The results from implementation of this Branding Plan are dependent upon many factors, including the time, effort, funding availability, and cooperation of those involved in its implementation.

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RECOMMENDATIONS CHECKLIST

- 1. Form a Brand Leadership Team (BLT)
- 2. Review the plan every month and update it every year
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- 37. Allow, encourage and budget for street artisans, musicians
- 38. Create an ordinance to allow sidewalk dining with alcohol served
- 39. Work with property owners on lease agreements - open days and hours with an evening focus
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- 42. Improve visitor access and convenience to existing outdoor recreation resources, both individually and by guiding.

INTRODUCTION

Billions of dollars each year are spent marketing communities for economic, residential, business and tourism development, yet 97% of that marketing is ineffective. Why? People are exposed to 5,000 marketing messages a day – far more than the mind can absorb – so they automatically filter out generic marketing messages and those that don't cater to their individual needs or desires. The days of being "all things to all people" are over. To be successful – in business or as a community – you must differentiate yourself from everyone else. After all, there are more than 490 cities and towns in Maine and every single one is instantly accessible via the web. To win you must find that one "unique selling proposition" that really sets you apart from everyone else and then build on that as a foundation. This is the art of branding.

In this new reality of shrinking federal and state funding for communities, each city must think and act like a business: Find new ways to import more cash than is exported when locally earned money is spent elsewhere. Communities have been forced to get into the branding game to be successful. Find your niche, create new business opportunities within that niche, and then promote it like crazy.

Moosehead Lake is faced with several challenges:

1. A need to extend the visitor seasons
2. A lack of living wage jobs
3. A gap in mid-scale accommodations
4. A need for more accessibility and convenience to recreation resources
5. A precipitous decline in school enrollment
6. Lack of activities at the end of the day when most visitor spending takes place

On the positive side, Moosehead Lake has some great assets it can build on:

1. World-class scenery and outdoor wilderness areas
2. Outdoor recreation and adventurers' paradise in summer and winter
3. Good mix of downtown retail shops
4. A good ski mountain

Over an eight-month period, the Moosehead Lake Brand Development Team spearheaded the area's branding efforts. This culminated in a week-long "Brand Camp" the week of April 6th, 2015, when the Brand Development Team solidified the direction, key marketing messages, and supporting product that will make Moosehead Lake one of the country's most desirable recreation and retreat destinations.

THE PRIMARY GOALS OF THIS EFFORT

The Brand Development Team set forth the following goals for the Moosehead Lake branding effort:

1. To put Moosehead Lake "on the map" as a terrific place to live, raise a family, own a business, and to visit.
2. To differentiate Moosehead Lake from the other 490+ communities in Maine - and throughout New England.
3. To encourage families to move to Moosehead Lake
4. To develop a year round, sustainable economy (tourism based)
5. To bring back the prosperity and population that was here in the early 70s

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

THE TEN THINGS YOU NEED TO KNOW ABOUT BRANDING

Branding is the art of setting yourself apart from everyone else. Being a place that has “something for everyone” can be anywhere and says nothing about you.

A brand is a perception – what people think of the area when they hear Moosehead Lake mentioned. It’s also a promise that Moosehead Lake will deliver on the perception.

Logos and slogans are not brands. They are just marketing messages and graphic images used to support and reinforce your ownership position. After all, brands are about owning your niche in the marketplace.

Never use focus groups for brand development unless you want a watered down generic brand that can fit just about anyone, anywhere. Moosehead Lake’s Brand Development Team was not a focus group, but a group of local businesses and organizations whose primary purpose was to develop this plan that will reinforce and support the perception and promise being developed and marketed.

A great brand evokes emotion. It’s a feeling someone has about you. This is why you must focus on activities and emotional benefits more than physical attributes such as historic buildings, parks, and other public facilities.

All successful brands are built on product, not marketing. You can develop new advertising, graphics, websites, mobile apps, signs, and posters, but if the product doesn’t change or improve, what have you accomplished? Any increase in sales will not be sustainable.

You never “roll out” a brand. It’s earned – good or bad. The good news for Moosehead Lake is that the community already has a strong foundation on which it can build its brand, through the extraordinary scenic and natural assets available for rest and recreation.

You cannot do branding by public consent. Yes, we did ask local area residents to weigh in on the brand direction, but in the end, the idea found to be most feasible is the brand direction being used and detailed in this plan to push the agenda forward. This has been a grassroots effort. The Brand Development Team facilitated the process, and through the public poll, the whole community has played a vital role in the brand’s development.

You build the brand on feasibility, not just local sentiment. Typically, the most feasible brand direction is built on a foundation already there. In the case of Moosehead Lake, that foundation is the energy and commitment of its residents, the town retail, and recreational resources. Now it’s time to take it to the next level.

Brands are built on public relations – advertising is used to maintain your ownership position. A brand is a feeling we have of you – and feelings are communicated by word of mouth, press coverage, articles and, these days, social media.

THE BRANDING PROCESS

The process used to develop the Moosehead Lake brand has been tested over a number of years and has, to date, met with a 100% success rate. The process is as follows:

1. Creation of the Brand Development Team (BDT)

Moosehead Lake stakeholders were selected from a wide array of organizations and businesses to become the Brand Development Team for this branding project. An outside facilitator (RBI) was brought in to guide the community through the process. Included on the BDT were the following people:

- Angela Amo – Chamber of Commerce
- John Cobb - East Road Electric
- Stacey Duncan – Stress Free Moose
- Abby Freethy - Northwoods Gourmet Girl
- Mark Gilbert Jr. – Moosehead Marina
- Carol Goetz – Evergreen Estate
- Jen Goodrich – C.A. Dean Hospital
- Amanda Hunt – Northwoods Camp Rentals
- Sally Johnson – Moosehead Hills Cabins
- Amy Lane - Gray Ghost Camps
- Donna Moreland - Maine Office of Tourism
- John Morrell – Morrell’s Hardware
- Luke Muzzy – Plum Creek
- Carolann Ouellette – Maine Office of Tourism
- Dan Rinard – Appalachian Mountain Club
- Candy Russell - Moosehead Historical Society
- Karin Tilberg – Forest Society of Maine
- Bryan Wentzel – Appalachian Mountain Club
- Beth Young – Young’s Guide Service

Roger Brooks International was retained to facilitate the process, led by Roger Brooks, Jordan Pogue, John Kelsh and Creative Director, Greg Forsell. Competitive analysis, research and feasibility work was a team effort between the Moosehead Lake Brand Development Team and the Roger Brooks team.

2. Education and outreach

In October of 2014, RBI conducted an Opportunity Assessment of Moosehead Lake, Maine, and the findings were presented in a two-and-a-half hour workshop. The assessment provided an unbiased overview of Moosehead Lake – “how it is seen by a visitor”. It included a review of local marketing efforts, signage, attractions, critical mass, retail mix, ease of getting around, customer service, visitor amenities such as parking and public restrooms, overall appeal, and the community’s ability to attract visitors. At the same workshop, Roger Brooks presented “The Art of Branding a Community”.

In October of 2014, RBI developed an online questionnaire soliciting thoughts and opinions from residents in and outside of Moosehead Lake. Using the questionnaire, over a month-long period 1,428 people weighed in on nine questions including what they thought Moosehead Lake should be known for – its brand. They also provided feedback on what they saw as major challenges and best assets. They answered other questions including what they thought was missing from the Moosehead Lake mix that would get them to spend more time (and money) in the community. The responses were very enlightening. The different locations of respondents allowed us to see the perspective of locals residents, and those living in nearby communities. The research poll result files have been given to the BDT. Some of the top comments were as follows:

1. Places we go: Greenville, Rockwood, Monson...
2. Greatest assets: The Lake, Squaw Mountain, Mt. Kineo
3. Missing: details, details, details! Wayfinding, Marketing
4. Lacking: Activities & events, ski hill development, shopping
5. Challenge: Jobs, transition to a tourism-based economy
6. Brand: Moosehead Lake, wellness, recreation, arts, resorts
7. Feeling: Friendly, healthy, unspoiled, pristine, serenity, relaxing, beautiful, fun, festive

In November, 2014, nearly 80 individuals were interviewed during eight group interview sessions held in Greenville. Representing many local organizations and points of view, they had an opportunity to weigh in on Moosehead Lake's future and share their information and opinions.

3. Identification of the markets

It's important to know who it is Moosehead Lake hopes to attract as a result of the branding process in terms of location, demographic and lifestyle. Working with the Brand Development Team and using socio-economic research, the markets were identified as follows:

Geographic:

- Population within 25 miles: 5,400 residents (full-time)
- Seasonal and part-time residents
- 50-mile radius: 80,600 residents
- 100-mile radius: 650,000 residents
- Visitors coming to Maine – adding Moosehead Lake to the itinerary
- Atlantic states and New England
- Select & extended-stay visitors from around the world

Demographic:

- Young families (late 20s, 30s, early 40s – the Millennials)
- Active boomers

Psychographic:

- Artisans, free-thinkers, risk takers, entrepreneurial spirits
- Adventure-seekers looking for unspoiled, natural beauty
- People looking for an escape – a chance to “reset” & “unplug”

4. Narrowing the field through research and outreach

The Brand Development Team spent several days reading through the local feedback and applying it to the “Feasibility Testing” process. Here are the ten questions we asked for each idea that came from local and area residents:

1. Is this something the markets we are hoping to attract can't get or do closer to home?

2. Is this something the community can buy into? We're not asking for permission but want something they can take ownership of. "We're okay with it."
3. How much will it cost and when will we see a return on our investment? This applies to both public and private investment.
4. Can the private sector buy into it? Are there investment opportunities? After all, this is about tax base.
5. Does it have legs? Can we start with a small niche and add "extensions" to the brand? If we want to be a sports capital, can we start by being the soccer capital, then add softball, then disc golf...?
6. Can we make it obvious and pervasive throughout the community?
7. Do we have those who will tirelessly champion the cause?
8. How wide an audience will it attract? We want a niche, but not one that's so small the economic gain is minimal.
9. Will it extend our seasons? This is why hanging a brand on a three-day festival is rarely feasible. What about the other 362 days of the year?
10. Is it experiential? Based on activities. BMW's tag line is "The Ultimate Driving Machine." It's based on the experience – not the physical attributes of the car.

The Brand Development Team was able to narrow down the ideas to a few leading brand direction candidates:

1. Moosehead Lake – boating cruises, fishing, wildlife, photography
2. Outdoor learning – environment, forestry, wildlife, etc.
3. Base camp for adventure seekers – lodging, dining, shopping, guides
4. Recreation: untamed, wild – "freedom adventure"
5. Health and wellness – rejuvenate, revitalize, balance, "unplug and reboot"
6. A retreat destination
7. Star gazing

During "Brand Camp" these concepts were distilled into the essence of Moosehead Lake – America's Crown Jewel".

The idea is to make Moosehead Lake a household name the same as Lake Tahoe in the West.

Moosehead Lake will be branded for its serenity, unspoiled recreation and inspiring atmosphere for adventure-seekers, small businesses and artisans.

5. Creation of the Brand Leadership Team

Now that the Brand direction is determined, the BDT is in the process of creating the Brand Leadership Team, which is described in the Action Plan recommendations that follow. The Brand Leadership Team's primary job is to implement the Branding, Product Development and Marketing Action Plan. These will be the pioneers and champions who will make it all happen. They will never take no for an answer and will move mountains to make a difference for Moosehead Lake.

6. Development of Product That Supports the Brand

This plan presents the list of product development initiatives to give the brand a solid foundation: what needs to be developed, improved, added to, or changed to reinforce the brand direction. Brands are built on product, not just marketing. In fact, product sells itself. The recommendations in this plan are both product development initiatives and marketing initiatives. All are an INVESTMENT, not just an expense. Every recommendation was included ONLY if it would help achieve the goals of reducing leakage (locally earned money spent elsewhere), increasing tourism spending, and making Moosehead Lake a vibrant place to start a business, raise a family, and become a year-round destination for family, friends and visitors.

7. Write the brand promise

Once we knew what the brand would be, and defined the product that will reinforce and support it – leading to ownership of the brand – the brand promise was created. This is the guiding principle for everything the community and its partnering organizations will focus on for the next three to five years.

8. Create the look and feel of the brand

This is where the logo, tag lines, concept print ads, pole banners, posters, and other graphic elements come into play. They must portray the feeling that supports the brand promise. Successful brands evoke emotion – they are what we think of you when you mention you're from Moosehead Lake, Maine. They are more than just what you have to offer.

9. Develop the Action Plan

During the first full week of April, 2015, the Brand Development Team donated many hours of their time to meet as a group to come up with the major initiatives that will drive the brand forward. After all, a brand is something that lasts for generations.

The recommendations outlined in this plan came as a result of meetings during the week in April along with follow-up research.

This is NOT a Strategic Plan outlining general goals, strategies and objectives. It is, in essence, a "to do list" that details specific assignments, by organization, approximate costs where and when available, and they are placed in chronological order of when they would be implemented. It's important to point out that an Action Plan is like a jigsaw puzzle – there are many pieces and you cannot reshape them, toss some aside or alter them without ending up with a worthless puzzle or plan. Branding, product development and marketing recommendations are all intermingled in this plan, making it easy to simply work your way, by organization, down the list.

10. Make something happen

As you read through the recommendations you'll see that this is an aggressive plan. It requires digging deep to make some very specific things happen over the next two to three years. The work has already begun but won't end for perhaps a decade. In fact, you can never rest on your laurels, so the brand (including this plan) must always progress and grow. Once you cement ownership of your brand, other communities will try to emulate the success – they will be gunning for you.

Once the town and its partners have implemented most, if not all, of the recommendations in this plan, they will come back together and develop the next list – always with the same goals and the same brand promise as a guiding light. Product development is an ongoing process – not a one-time thing.

11. Keep the energy high

This is why true champions must lead the effort. Their unbounded enthusiasm will push the agenda forward. There are ONLY three killers of any branding effort:

1. Local politics, which are typically worse with membership organizations than with elected officials.
2. Lack of champions who push the agenda forward.
3. Lack of money (both private and public).

The bottom line: If you have true champions, they will ALWAYS get through the politics and they will find the money. ALWAYS.

12. Tell the world

2015 and 2016 are the “getting ready years,” which includes securing funding for several projects, working as the Brand Leadership Team organization to help the Moosehead Lake Economic Development organization implement the plan, and gradually reworking all marketing materials from business cards to websites, etc. Let the fun begin!

One word of caution: As you start to implement the new brand graphics and key marketing messages, make sure you will be able to “deliver on the promise” they represent. A brand is a promise, and if you don’t live up to that promise the branding effort will fall flat. In the case of Moosehead Lake, to become a truly vibrant and active recreational destination and “America’s Crown Jewel” where there is “always something going on,” it will be mandatory to live that mantra – meaning the recommended pavilion should be full of life and activity at least 250 days a year. And that still leaves 115 days of inactivity.

13. Revisit the plan every month

This Action Plan is a “to do list”. Not a plan you read once and then place on a shelf. Start working down the list. Write notes in the margins; check off items that have been accomplished; put peer pressure on your partnering organizations: “How are you doing with your list?”

Once a year go through the plan and update it. Plans like this are fluid, and some things may need to be rearranged or may alter the timeline, and so it’s very important to update the plan once a year. Likewise, as you implement items in the plan, each year you’ll add several new initiatives to the plan to keep the brand moving forward and to keep it growing.

14. Never, ever give up

Stay determined in creating the Moosehead Lake brand and you will succeed. As Calvin Coolidge stated: “Nothing in this world can take the place of persistence. Talent will not: nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not: the world is full of educated derelicts. Persistence and determination alone are omnipotent.”

Persistence sets the stage for never taking no for an answer. Where there’s a will, there’s a way. It will be impossible to make everyone happy, so just keep pushing forward.

Dr. Robert Anthony once said, “Forget all the reasons why something may not work. You only need to find one reason why it will.”

THE MOOSEHEAD LAKE BRAND STORY

From its early days as a visitor destination in the heart of the wilderness, Moosehead Lake has had many enthusiastic admirers from the cities to the south. In the 1870s the little steamer "Lady of the Lake" moved visitors from Greenville to Mount Kineo House as a "magnificent panorama of mountain scenery unfolds itself." Its proprietor "saw farther into the millstone than the backwoods Yankee when he anticipated the interest of artists, and doctors and lawyers and ministers and hard-working people generally in coming up here to breathe fresh air and catch fish and enjoy themselves." And so it still is a remarkable place that offers the same solitude and recreation among the jeweled islands and full wilderness of continuous forest.

THE VISION: POSITIONING

Over the past 35 years the Roger Brooks International team has had the pleasure of working in 45 U.S. states, every Canadian province, and overseas in Western Europe, Asia, and Scandinavia. During this time the team has assisted more than a thousand communities with their branding, product development, and marketing initiatives. And after visiting so much of the world, we strongly believe that Moosehead Lake deserves and can claim the title of "America's Crown Jewel."

That being said, all brands are built on product, not just marketing. "America's Crown Jewel," with an effective marketing, advertising, and public relations program, will put Moosehead Lake "on the map" across America, Canada and Europe, and will attract visitors, but once the visitors arrive the product and programming must be in place to convince them to:

- Come back time and again
- Spend more time (and money) in the area
- Think of purchasing a primary or secondary home in the area
- Start a business in one of the Moosehead Lake communities
- Share their exceptional experience with friends and family, thus spreading the word

"America's Crown Jewel" leverages the lake, surrounding lakes, forested areas, a myriad of activities on land and on water, but this message does not monetize the region beyond what you see today. To accomplish that, it will take some major public and private investment into product development initiatives, as outlined throughout this plan.

The number one activity of visitors in the world is shopping, dining and entertainment in a pedestrian-friendly, intimate setting. This is where 80% of all non-lodging visitor spending takes place. And this is why Disney built Downtown Disney next to each of its parks. This is the major missing ingredient in Greenville and its surrounding communities.

Visitor spending occurs primarily after 6:00 pm. In fact, a full 70% of all consumer retail spending takes place after work and on weekends. Consider the fact that during the day, visitors are out enjoying the lakes, the trails, wildlife viewing, hiking, photography, boat cruises and scenic flights, as well as a number of other outdoor recreational activities, but at the end of the day they come back into Greenville or other local communities. When they find that virtually all retail shops and even many restaurants are closed, their opportunity to spend money disappears. And visitor spending is where the primary benefit of tourism is realized; it helps local businesses thrive, creates jobs, and enhances the community.

To really "own" "America's Crown Jewel," and to accomplish the goal of creating new jobs, and thus increasing the population base, the following key ingredients must be developed:

- Creation of a major pavilion that can house special events, trade shows, exhibitions, artisans in action, a farmers market, and home to full-time shops, rotating vendors. It will act as a business incubator with the goal of enabling new businesses to outgrow the Pavilion, moving into street-front retail locations. The Pavilion will bring people to the area regardless of weather or time of year, which is very important to long-term success. This is the "big ticket" recommendation that is core to the success of this plan.

- Programming of the Pavilion so that it, and your communities, are alive with activities at least 250 days a year. That might include a plaza next to the pavilion that would include an ice rink during winter months (120 days) and a splash pad during the summer months (120 days), movies on the square (12 summer nights once a week), concerts, quilt and art shows, food truck and busker events, etc. If area residents and visitors are motivated to come downtown for dinner and evening activities, there will be more incentive for businesses to remain open during the evening hours, particularly during the shoulder seasons.
- Another missing ingredient in the area is the lack of mid-quality lodging facilities. The area has some exceptional high-end rooms (but very few at that) and an abundance of camps and more rustic accommodations, but virtually nothing in the middle. These don't need to be chain hotels, but should have the quality you might expect at a Hilton Garden Inn or Courtyard by Marriott. Once again, hopefully these will be boutique properties that will fill a strong need.
- Redevelopment of the ski area is also a priority for the region. It will be a primary draw during the winter months. While this may be a challenge, the site can easily become a year round destination with single-track mountain biking during the summer months, a retreat destination during the shoulder season, and downhill skiing during the winter months.
- Finally, there is simply no reason why the Moosehead Lake area should be a summer-only destination. By bringing just 300 to 500 visitors to the area eight to nine months of the year, every day (not just weekends), every lodging facility would be full, restaurants and retail shops will do five to ten times the current business, and all will be able to stay open year round. They will be able to hire full-time, year round employees, and activity vendors (guides services, the Katadin, scenic flights, etc.) would be promoted and would be able to extend their seasons as well. This will attract new homebuyers, new small business start-ups, and help repopulate the school system.

The bottom line:

There are 19,500 cities and towns in America, and all but 1,000 have populations of less than 40,000 residents including just about every city and town in Maine. The Millennial generation is gravitating to the urban areas, creating a slow but massive migration from the rural areas to urban cities. In fact, there are more ghost towns in the making today than at any other time in North American history. This has been happening in the Moosehead Lake area. You have one chance to really turn the future of Moosehead Lake around and point it in the right direction – without overrunning it with visitors and commercial development.

This plan accomplishes these objectives. Think of Moosehead Lake as you would think of Lake Tahoe, that straddles the Nevada and California borders. Virtually everyone has heard of Lake Tahoe, while few people, even in nearby Massachusetts, have heard of Moosehead Lake, which is equally as scenic and spectacular. Lake Tahoe's two communities of South Lake Tahoe (or Stateline) and North Lake Tahoe are primarily residential (many just part time residents) and now include skiing, boat cruises, destination resorts (higher end) and literally thousands of year round jobs.

This is not to say that Moosehead Lake should be the "Eastern Lake Tahoe," but Lake Tahoe is a good example to follow.

What you have in Moosehead Lake is simply spectacular and incredible. It's time to better monetize it, and let the world know you exist. BUT in that effort, it is best to attract smaller numbers over more days of the year, and to be selective of the visitors you draw. You want visitors that will help maintain a pristine environment, who will want to invest in the area (a second home, primary residence, a new business), and who will fall in love with the area, spreading the word to their friends and family. This is the best and most effective way to build a brand.

Implementing a plan like this is never easy, but it is critical to the success of "America's Crown Jewel: The absolutely beautiful Moosehead Lake area of Maine."

Let's get to work!

Brand Character / Brand Voice:

This articulates the feeling of the brand. If Moosehead Lake were a person, what would it be like? This should translate into the execution of all elements. Communication, advertising, marketing tools, product development and even customer service programs should be consistent with the brand's character.

- Outgoing, active, youthful
- Caring, dependable, family-centric
- Friendly, jovial and generous
- Forward thinking, hard-working

Brand Promise:

The Brand Promise is the simple statement and guiding principle that should be placed on every wall in every area visitor industry business and Greenville town department, on the front page of the town's comprehensive plan, and in the offices of every partnering organization. It is your guiding principle for everything you do as a community. Every initiative, marketing effort, event, and development project should help reinforce the "ownership" of the Moosehead Lake brand – the goals and feelings it stands for.

Moosehead Lake – America's Crown Jewel**Moosehead Lake's Brand Credibility, Reasons to Believe:**

This is the evidence that will be developed and communicated over the next several years for Moosehead Lake's positioning. It is the reason why people will believe Moosehead Lake offers the best opportunity to realize success in raising a family and starting a business. It makes the claimed benefits compelling.

- An all-weather pavilion programmed with 250+ days of activities and events
- New mid-range accommodations
- Greater accessibility to recreational equipment vendors, tour guides and additional ones
- Improved accessibility to wilderness
- Vehicular and pedestrian wayfinding system
- Retail and dining open at night
- Downtown open public restrooms
- Downtown public Wi-Fi
- Downtown beautification

Key Messages:

Primary messages consistently support the Brand Promise and are repeated in press releases, advertising copy, website copy, photography, etc. Secondary messages support other strengths and can be used for more sector-specific marketing and promotion.

Primary:

- America's Crown Jewel
- One of the most stunningly beautiful places in America
- Serene, breathtaking, an American Treasure

Secondary:

- Unplugged recreation
- Awe-inspiring | transforming | transcendent | majestic | magical |
- The place to reset and reboot
- Pristine solitude and unspoiled wilderness
- Here is your chance to earn a living and have a life
- Live your passion while helping others find theirs
- Independent thinkers & artisans | risk-takers
- Vast | open

Marketing Text Samples

Sample ad copy for local business development opportunity:

"It's not often you find the chance of a lifetime – a place where you can earn a living while actually having a life. And this special place is Moosehead Lake, America's Crown Jewel. We're looking for adventure-seekers, artisans and free-spirits who want to live their passion while helping others find theirs. Wilderness guides, photographers, kayak and canoe rentals, tour operators, and a host of other amazing, life-changing opportunities are right here, right now. So log on today to find the opportunity that will help you have the life you've dreamed of having."

Sample ad copy for attracting visitors:

"Worth a trip from anywhere, spending time in this special place will leave you transfixed and forever changed. The pristine beauty, solitude, and unspoiled wilderness provides for an incredibly inspiring atmosphere whether you're on the lake, in the mountains, or hiking the vast forest trails that have cemented Moosehead Lake's place as America's Crown Jewel."

"Just three hours north of Portland, Maine, there's a special place that needs to top your list of "must visit" destinations. America's Crown Jewel, exceptionally beautiful Moosehead Lake is THE place for adventure-seekers, free-spirits, and artisans looking for solitude in an unspoiled and absolutely incredible setting."

Sample ad copy for attracting new residents:

"Perhaps reverend and social activist Henry Ward Beecher, summed it up best when he noted, "Children are the hands by which we take hold of heaven." And your home should be that little piece of heaven - full of memories your little prince or princess will carry with them their entire lives. You see, finding the perfect home, in the perfect location, for young families, is my specialty and what makes Folsom Realty Group the premier "happily ever after" real estate company in Greenville on the shores of Moosehead Lake, America's Crown Jewel. So call today to find your piece of heaven."

THE LOOK AND FEEL OF THE BRAND

The Moosehead Lake Logo:



3-Color Standard Logo



3-Color Shield Icon



1-Color Shield Icon



1-Color Standard Logo



1-Color Solid-Black Logo



2-Color Reverse Logo



3-Color Reverse Shield Icon



1-Color Shield Icon



1-Color Reverse Logo

Primary Color Palette



Secondary Color Palette



The Moosehead Lake logo type (font) projects a natural, yet forward thinking style. The area's name itself is central to the graphic logo so that the destination will become more familiar with every use. "Maine" is added to indicate its location to consumers everywhere. The strong moose profile and lake reflection projects a strong, water-oriented, wilderness image.

Throughout this plan you will see the initial concepts used to convey the brand to the major market areas. You'll notice common elements and color palettes that would always be used to create continuity of the visual brand expression with everything you do.

The Moosehead Lake Tagline:

The Moosehead Lake tagline "America's Crown Jewel" is declarative. This means you cannot use it until you feel you can deliver on that promise. It says, "Moosehead Lake is one of the most stunningly beautiful places in America."

"AMERICA'S CROWN JEWEL"

MARKETING MATERIALS

The recommendations in this plan include creation of the following marketing materials:

- "The Very Best of Moosehead Lake" rack brochure
- "Moosehead Lake Community Profile and Opportunities" brochure
- New DMO Destination Website, MOOSEHEAD LAKE EDC website
- Social media programs
- Brand posters
- Monthly newsletter



