

# Topic: 20 Ingredients of an Outstanding Downtown

Edmonds, Washington

November 8, 2012

## SPECIAL OFFERS!

Save 25% on the price of these incredible resources, available in the DDI Store at [www.DDIstore.com](http://www.DDIstore.com). Use the promo codes below.

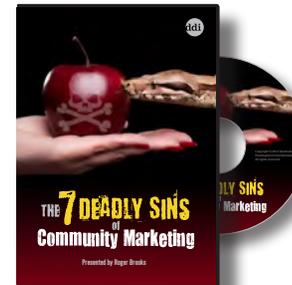


### The Art of Branding a Community - Part 1

Learn the 10 critical things you need to know and do to successfully brand your community. An absolute must-have resource.

Price: \$75 USD (Reg. \$100)

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A full 97% of all community marketing is wasted. Learn how to avoid the 7 deadly sins and achieve 100% success.

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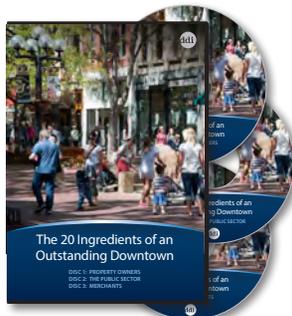


### Community Marketing on a Minuscule Budget

Learn the 7 things you can do today, for practically no money, that will generate increased local spending.

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### The 20 Ingredients of an Outstanding Downtown

In this three-DVD set, learn about the 20 ingredients that are essential for a dynamic and successful downtown.

Price: \$225 USD (Reg. \$300)

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### Your Town a Destination

Learn the 25 Immutable Rules of Successful Tourism. In its 3rd printing this is *the* "must read" book for everyone with a role in the tourism industry.

Price: \$10.00 USD (Reg. \$14.95)

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The 20 ingredients of an outstanding downtown  
with Roger Brooks



City of Edmonds

1 of the 7 Deadly Sins  
of Community Marketing



We're drowning in marketing overload



Billions of dollars are spent each year marketing  
communities



Chambers of commerce  
Destination marketing organizations  
Economic development agencies  
Cities, downtowns, counties, districts  
Regions, states & provinces

The challenge?



We are drowning in  
marketing & advertising overload



We are now exposed to 5,000  
marketing messages a day

This has created a situation where...



**This includes**

- Your brochures
- Websites & Internet advertising
- Fliers & posters
- Radio & television ads
- Print ads
- Billboards & outdoor advertising



**Deadly sin #1**  
Trying to be all things to all people

### Why is this important?

Because we filter out everything not directly appealing to us.

And just about everyone is saying the very same thing.  
We tune it out.



#### Avoid these words & phrases:

- Explore
- Discover
- 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
- Experience...
- Visit (name of town)
- Beauty & heritage
- Naturally fun
- Gateway
- 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!

Tell your tourism organizations to avoid these words!

Have you ever gone anywhere because they had  
"something for everyone"?



Communities and businesses  
have been forced to **specialize...**  
yet most are still stuck in the mire of...



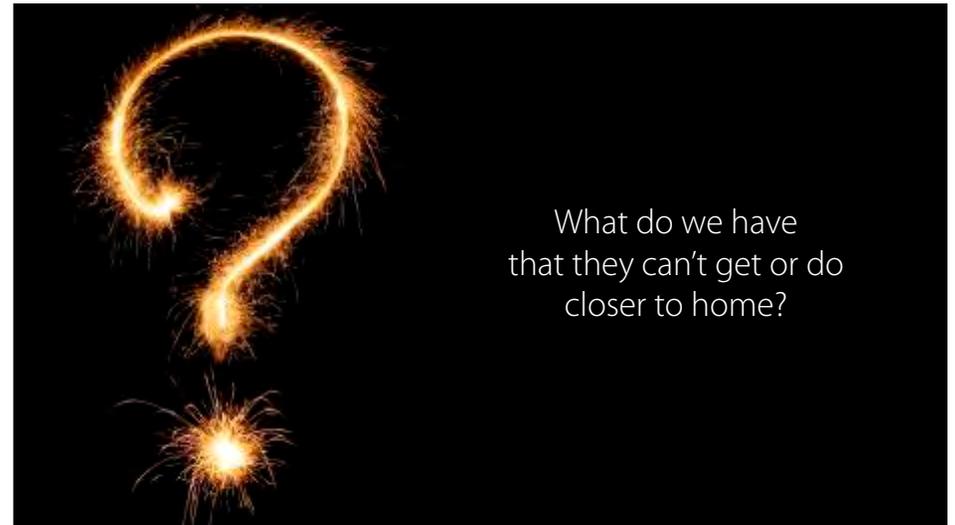
you simply cannot be all things to all people  
and win in this  
new age of community marketing.

In this age of differentiation you must



To win you must narrow your focus

Put yourself in the shoes of the people you're hoping to attract  
and ask this one question:



What do we have  
that they can't get or do  
closer to home?

The world is at our fingertips - in seconds.

**So what sets you apart from everyone else?**

Why should I **invest** in your community?

Why should I **establish a business** there?

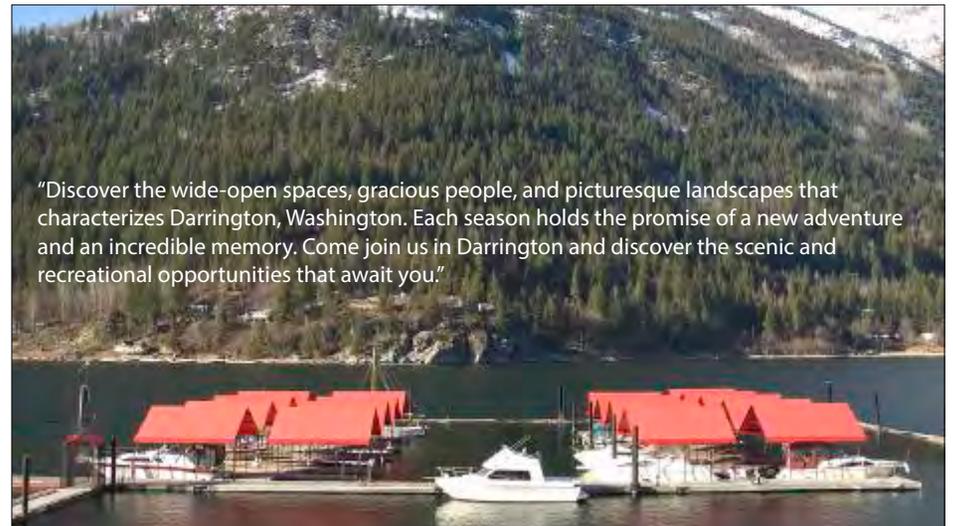
Why should I **move** there?

Why should I **visit** you?

Whatever it is that makes you  
**different** or clearly better\* -  
you **MUST** hang your hat on that.

\* by third party endorsement

You **MUST** jettison the generic



"Discover the wide-open spaces, gracious people, and picturesque landscapes that characterizes Darrington, Washington. Each season holds the promise of a new adventure and an incredible memory. Come join us in Darrington and discover the scenic and recreational opportunities that await you."



Geography is one of our strong suits. In our county you can enjoy a wide range of natural settings, from Puget Sound to Mt. Rainier. While nature has worked hard to create an unsurpassed location, we've done the same to develop a strong, diverse economy, a highly educated workforce and a supportive business environment.

Our county is home to numerous national companies and thousands of thriving small businesses. From healthcare to agriculture, financial services to manufacturing, and construction to importing, we have what it takes to compete in the regional, national and global markets.

Thanks to our sustainable economic development programs, our dedication to technology and higher education, and city leadership that balances business interests with a high quality of life, there is no better place to do business.

You **MUST** jettison the generic

Look at your taglines & logos.  
Look at your brochures & website.  
Read your introductory text.

If it can fit anyone...

toss it and start over.



The most overused words in the world of community promotion:

- 1) Explore
- 2) Discover
- 3) Unique
- 4) Experience
- 5) Opportunity

### The rule

Don't be all things to all people.  
Promote your primary advantage.

Find your niche and promote it like crazy.

The **narrower** the focus,  
the stronger your **success** will be

Stew Leonards in Connecticut:



Staff dressed as cows and chickens



- 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 now has five stores

#### Awards and Accolades



You **MUST**  
jettison the generic

Something for everyone will result in mediocrity & ultimate failure.

Memberships can kill your marketing efforts.

You MUST  
jettison the generic

*If your brand - that one thing that sets you apart - stand for everything,  
then you stand for nothing.*

YOU MUST  
JETTISON THE  
GENERIC

**Zeeland, Michigan's marketing pitch:**

- Close knit community
- Historical homes
- Small home-town feel
- Short walk to downtown
- Neighbors look out for one another
- Merchants know you
- We ride our bikes as a family
- Enjoy going to local parks
- Playing in the back yard
- Children like the Zeeland Bakery - the cookies
- Great community to raise a family and spend time in

Could this be Edmonds?

**Zeeland, Michigan's marketing pitch:**

- We love Zeeland
- A great community
- Smallness and closeness
- A great school system
- There's a lot happening here
- Visitor's feel the excitement - "Feel the Zeel"

**Could this be Edmonds?**

**The rule**

It is far better to be a big fish in a small pond  
(and then increase the size of the pond)  
than to be a small fish in a big pond.

*"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

You **MUST**  
**narrow your focus**  
if you hope to compete & win.



Deadly sin #1.5  
Using focus groups

1. The 6th slogan in ten years
2. Focus groups are never the way to build a brand
3. Creative services usually don't get it
4. Cute and/or clever rarely work

SAY WA

SAY WA

This is the sound of jaws dropping.



Discover Washington State at [experiencewa.com](http://experiencewa.com) or call 1.800.544.1800 ©2004 Washington State Tourism Office

SAY WA

This is the noise happy muscles make.



Discover Washington State at [experiencewa.com](http://experiencewa.com) or call 1.800.544.1800 ©2004 Washington State Tourism Office



You **NEVER** do branding by public consent. Period.



Keep it simple



You cannot narrow your focus through public consent.

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

If this was easy, everyone would be doing it.



The 20 ingredients of an outstanding downtown  
Edmonds, Washington



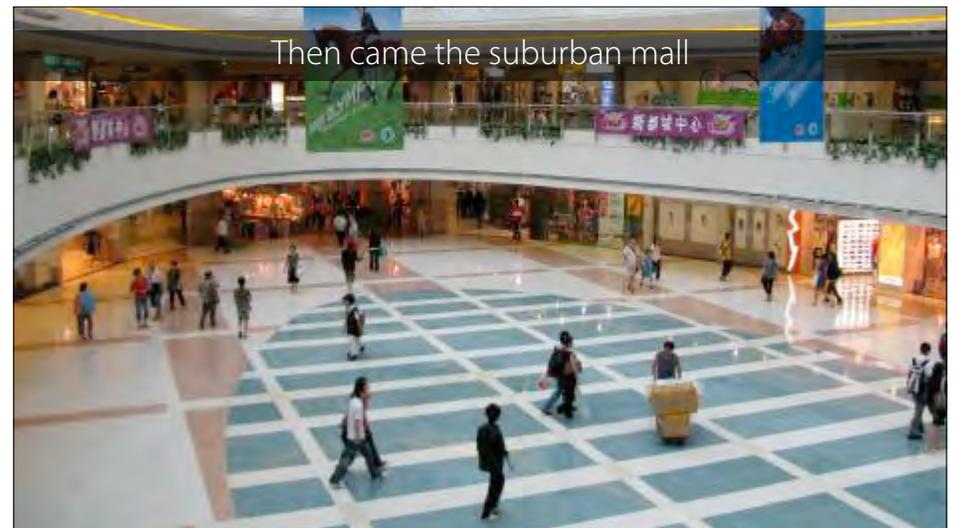
**DOWNTOWN**



Downtown - no finer place, for sure  
Downtown - everything's waiting for you.

What the heck happened?

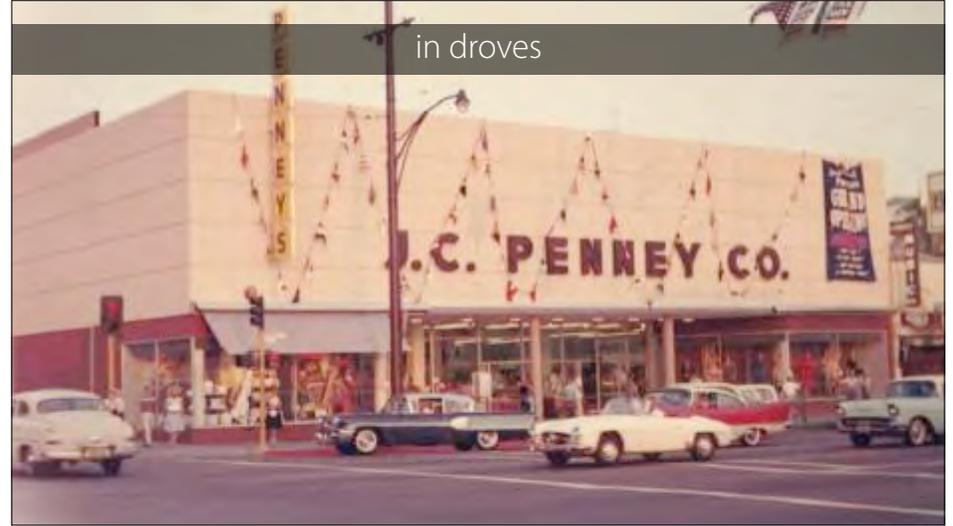
1960's



The big retailers went to the malls



in droves



1970's



and the proliferation of strip malls



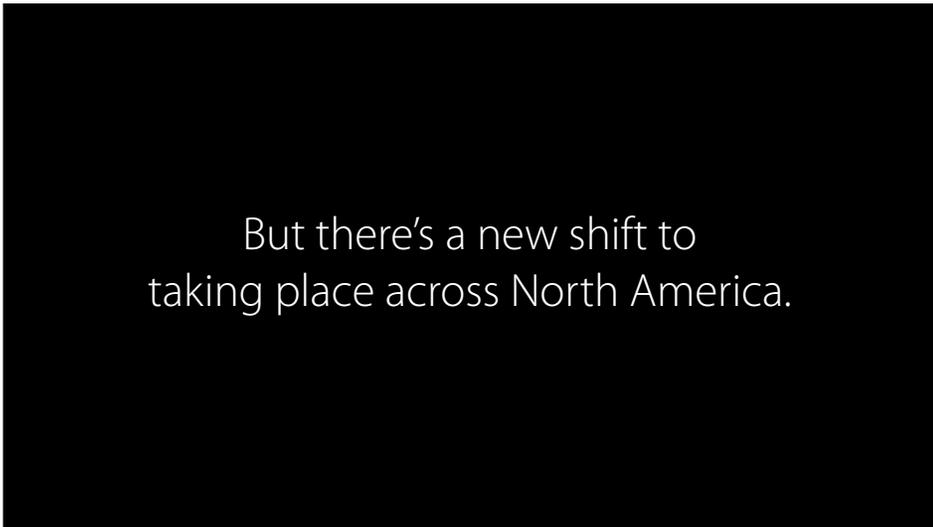


And the death of downtowns began.



Sad fact:

There are more than twice as many vacancies in downtowns than in neighborhood retail areas.



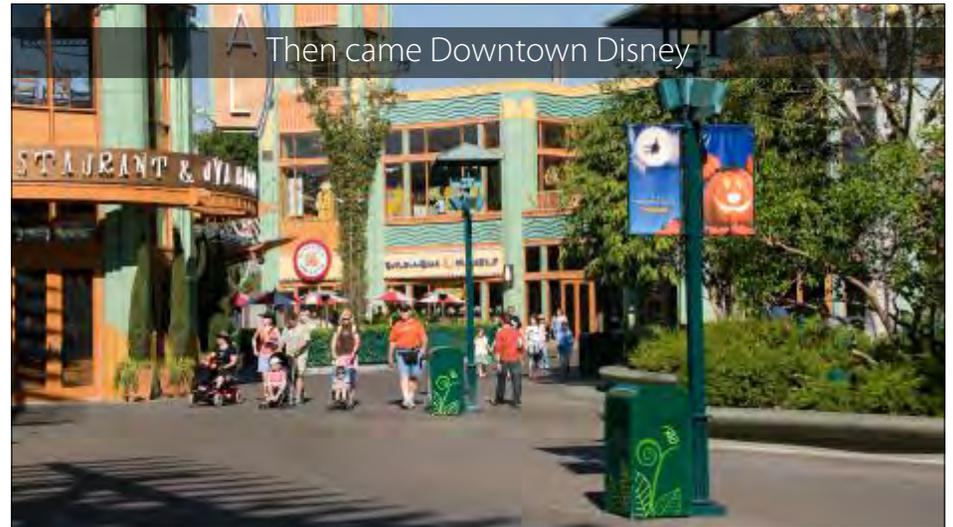
But there's a new shift to taking place across North America.



As we begin moving to the European standard...



- More pedestrian-friendly
- Central gathering places
- Plazas w/ water, art
- Sidewalk cafes
- Street vendors, artisans, music
- Open well into evening hours



And now? Downtowns are back!



So, how do you turn your downtown a thriving destination?



## We set out to find out

**Survey** 400 successful downtowns and downtown districts in the U.S. and Canada.

**Found** The 20 most common ingredients for success.

**Biggest challenge** Thinking that beautification and streetscapes will revitalize a downtown. You're only half done and are doing it backwards.

## Community first, visitors will follow

- The heart and soul of every community, besides its people, is its downtown.
- If locals won't "hang out" in your downtown, neither will visitors
- The number one complimentary activity of visitors is shopping, dining and entertainment in a pedestrian-friendly, intimate setting.
- This is where 80% of visitor spending takes place.

Tourism organizations & downtowns should be joined at the hip



Nearly all began with a plan

Always start with a plan

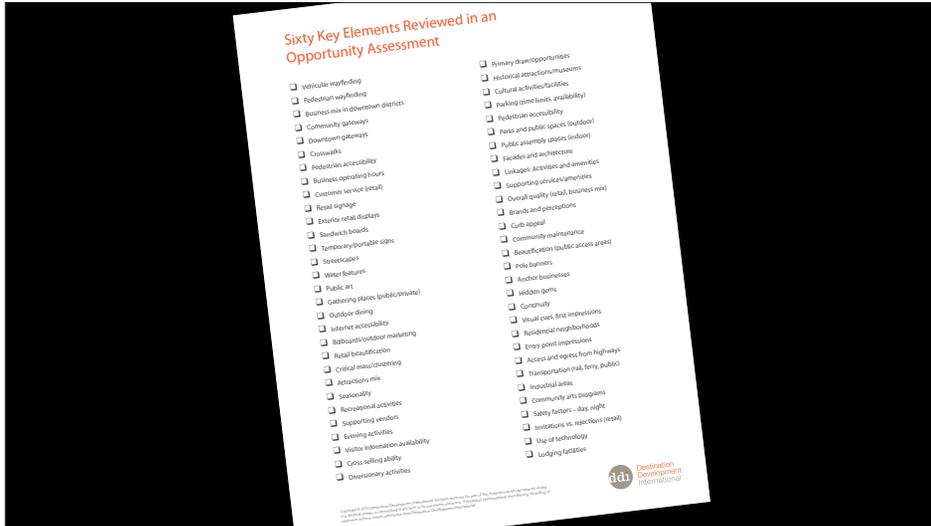
**Branding** (what is it you want to be known for?)

**Development** (what you need to do to "own" the brand)

**& Marketing** (how to tell the world)

**Action Plan** (the to-do list)

No more strategic plans!



## Strategic plans vs. Action Plans

Strategies, goals, objectives: no more than 10 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.

To win you need your key players  
on the same page  
pulling in the same direction.

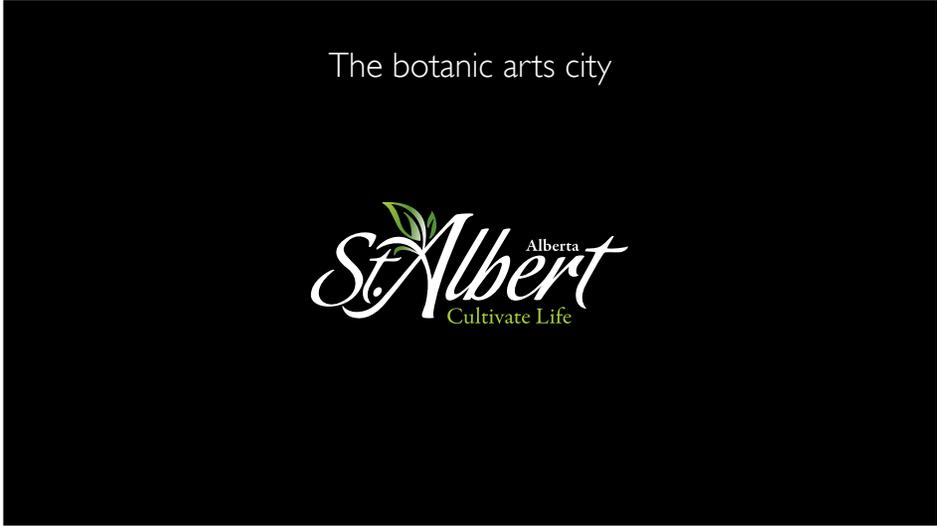




**Case History: St. Albert, Alberta**

Population	60,000
Claim to fame	Highest taxes in Alberta
Challenge	Being more than a bedroom community
The brand	High end bedroom community









Cultivate your own master...

Cultivate the musician in you

Cultivate the chef in you

Cultivate the athlete in you.

*SAlbert*  
Cultivator, LLC

*SAlbert*  
Cultivator, LLC

*SAlbert*  
Cultivator, LLC

*SAlbert*  
Cultivator, LLC



Cultivate the  
kid in you.



Cultivate the  
gardener in you.

Lorem ipsum dolor sit amet, consectetur to a adipiscing elit. To  
 erat enim, tempus ultrices, in suspendisse ut, commodo sed, elit  
 Sed non purus. Nam in enim. Quisque condimentum velit vel  
 vestibulum odio. Curabitur eu urna blandit lacus et in a and there  
 should be space in text for placement or a more complex text a  
 more examples of a line, go to [www.StAlbert.net](http://www.StAlbert.net)



Lorem ipsum dolor sit amet, consectetur to a adipiscing elit. To  
 erat enim, tempus ultrices, in suspendisse ut, commodo sed, elit  
 Sed non purus. Nam in enim. Quisque condimentum velit vel  
 vestibulum odio. Curabitur eu urna blandit lacus et in a and there  
 should be space in text for placement or a more complex text a  
 more examples of a line, go to [www.StAlbert.net](http://www.StAlbert.net)



## Cultivate your dreams.



Nulla tincidunt mi non mi. Maecenas ac felis sit amet to a massa euismod  
 pretium. Pellentesque pellentesque. Nunc euismod, leo a male suada  
 porttitor, lacus eros convallis ate velo. ullamcorper felis purus non liga.  
 Aenean nec nisiit. [www.StAlbert.net](http://www.StAlbert.net)



## Cultivate your dreams.

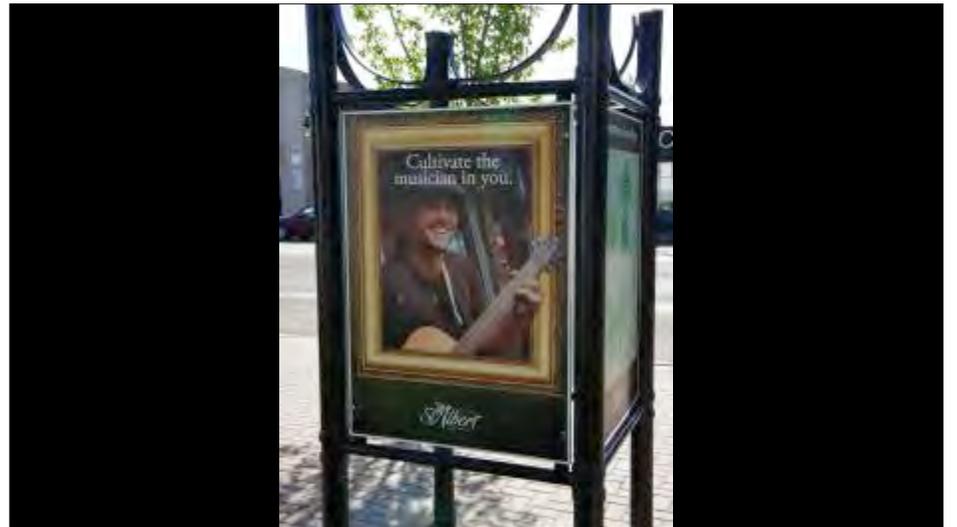
Nulla tincidunt mi non mi. Maecenas ac felis sit amet to a  
 massa euismod pretium. Pellentesque pellentesque. Nunc  
 euismod, leo a malesuada porttitor, lacus eros convallis ate  
 velo, ullamcorper felis purus non ligula. Aenean nec nisiit.  
 Maecenas lacinia euismod enim. Donec eget nulla. Duis  
 elementum molestie libero.













## Downtown BEAUTIFICATION grant program

**Application Process**

The program will be available to any merchant located within the current DARP (downtown area redevelopment plan) that has a store front.

The applications will be taken on a first come, first serve basis. A business may put in multiple applications. However, the applications will be processed in the order they are received and there are limited funds allocated to this project. The program is grant based, with each merchant being able to apply for funding for 50% of the cost of approved program elements, up to a maximum of \$2500.00 per business.

Application Deadline: November 16, 2010 or until all monies are expended.

The beautification program will be administered jointly between the Business & Tourism Development Department and the Planning & Engineering Department.

Permits will be required for perpendicular signs, street furniture and bike racks. Any questions in regards to permits should be directed to Planning and Engineering at 780.459.1142. Bike rack designs should be sent to jbarber@st-albert.net for pre-approval before a permit is obtained. Once the beautification is complete the funding applications, along with receipts and photos should be directed to Joan Barber, 780.459.1125 or jbarber@st-albert.net.

The Downtown Beautification Program application is available for download at [www.stalbert.ca/business](http://www.stalbert.ca/business). If you would prefer a hard copy or have any questions about the program please contact Joan, [joan@st-albert.net](mailto:joan@st-albert.net).

**includes:**

- Beautification
- perpendicular signage
- street furniture
- bike racks

City of  
**St. Albert**  
Cultivate Life.





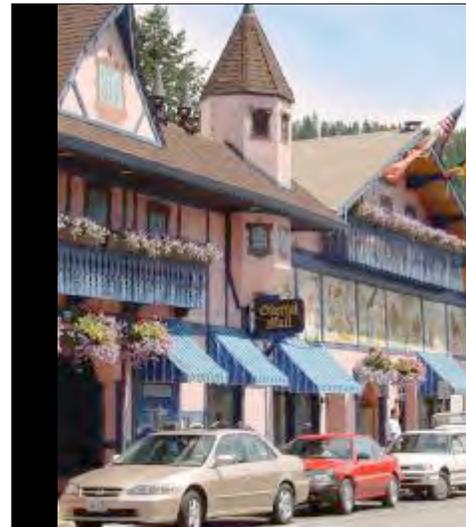




**City** Jefferson, Texas  
**Population** 2,500  
**Brand** Antique Capital of Texas  
**Foundation** 125 antique dealers  
**Results** Now the B&B Capital of Texas



**City** Jackson, Wyoming  
**Population** 12,000  
**Brand** The home of Western Living  
**Foundation** 110 galleries & western living shops  
**Results** Nearly 4 million visitors a year



**City** Leavenworth, Washington  
**Population** 2,500  
**Brand** Washington's Bavarian Village  
**Foundation** Key to authenticity, artisans  
**Results** 2.5 million visitors a year

## Well-branded Northwest towns & downtowns

- Leavenworth - The NW Bavarian village
- Poulsbo- Little Norway
- Port Townsend - Victorian seaport village
- Capitol Hill in Seattle - Edgy, young, home to the gay community
- Bellevue - Upscale, urban shopping destination
- Victoria - The world's garden city
- Wesport - Washington's deep sea fishing destination
- Moses Lake - The lake sports destination  
(Ok, they're working on it!)

## Seattle metro-area haves & have-nots

### THE HAVES:

- Bellevue
- Kirkland
- Redmond
- Issaquah
- Woodinville
- Edmonds
- Mukilteo
- Newcastle
- Mill Creek
- Mercer Island

### THE HAVE NOTS:

- Burien
- Kent
- Auburn
- Federal Way
- SeaTac
- Renton
- White Center
- Lynnwood
- Bothell
- Des Moines

### UP & COMING:

- Ballard
- West Seattle
- Shoreline
- Everett

### STRUGGLING

- Pioneer Square
- North Bend
- Kenmore

3

They orchestrated recruitment of "critical mass"  
or "clustering."



## The Ten+Ten+Ten Rule

- Area** Minimum in three lineal blocks
- Ten** **places that sell food:** Soda fountain, coffee shop, bistro, cafe, sit-down restaurant, wine store, deli, confectionary.
- Ten** **destination retail shops:** Galleries, antiques (not second hand stores), collectibles, books, clothing, home accents, outfitters, brand-specific businesses, garden specialties, kitchen stores, cigars, etc.
- Ten** **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

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



## Case History: Halifax's Argyle Street

Population	300,000
Claim to fame	Lot's of vacancies, hodge-podge mix
Challenge	Why leave the waterfront?
The brand	Up the hill, why bother?









**The Brand** | Halifax's Argyle Street dining district

**Result** | 22 restaurants in 2.5 blocks  
A major gathering spot rivaling the waterfront  
The place to hang out - a "third place"  
Restaurants all doing very, very well  
Convention center is on the way!

## 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



70% of all consumer retail spending takes place after 6:00 pm

Are you open?

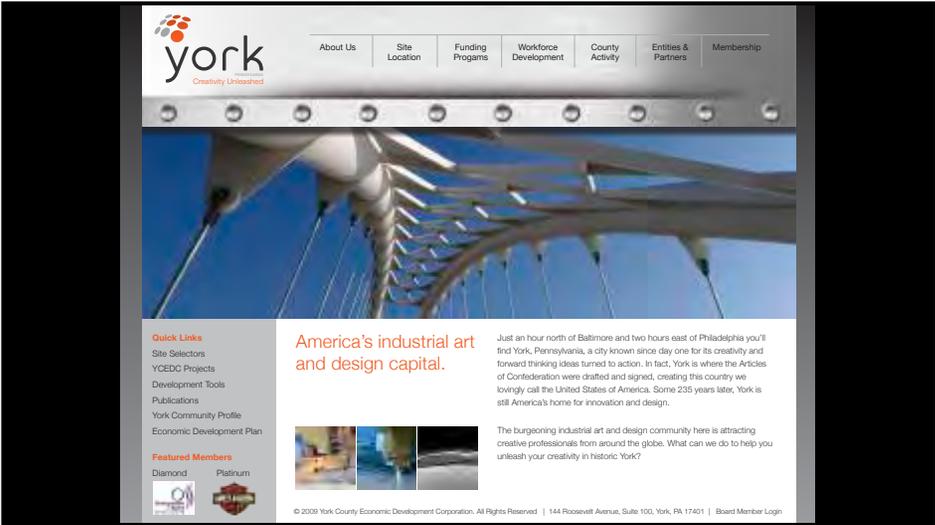


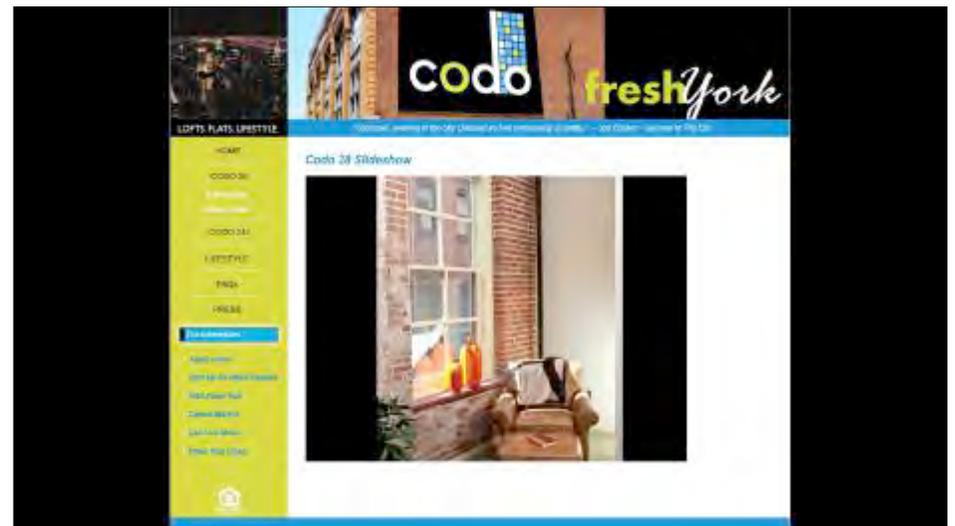
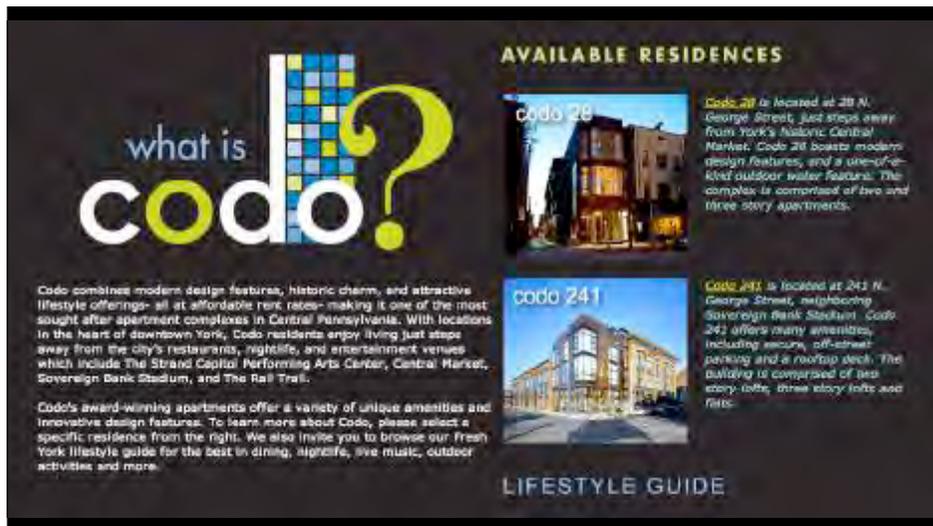
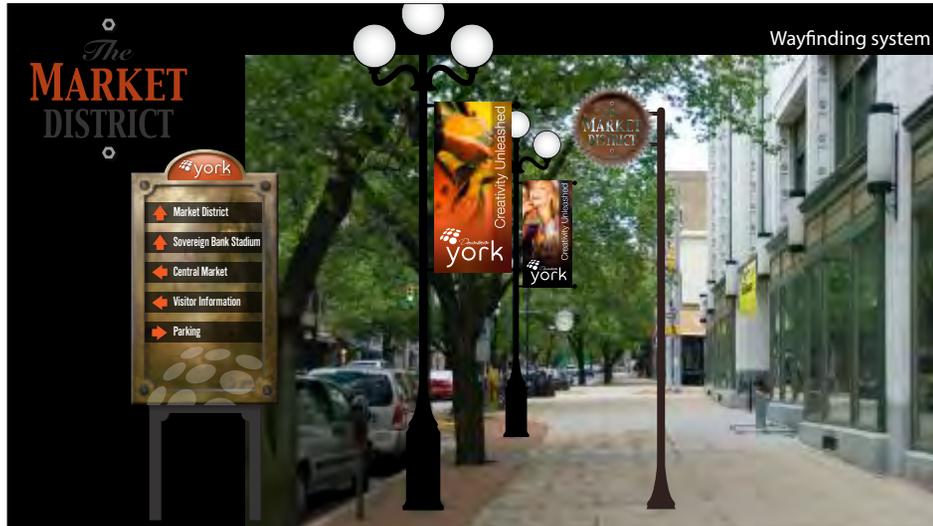
70% of all consumer retail spending  
takes place after 6:00 pm

6

People living and/or staying downtown:  
Hotels, condos, loft apartments















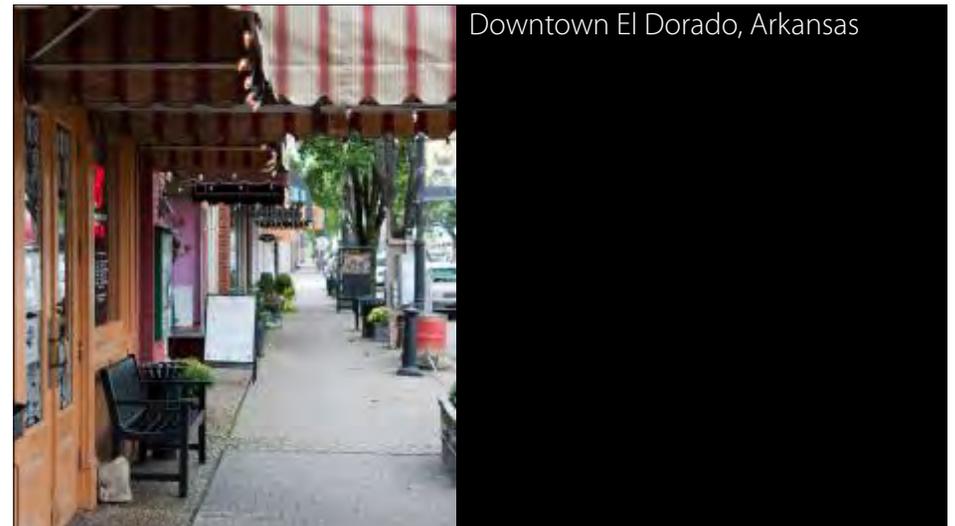
Uptown Barrie, Ontario



The Copperleaf Hotel in Appleton, Wisconsin



Pioneers with patient money  
were convinced to invest.



Downtown El Dorado, Arkansas





8

They started with just one block -  
a "demonstration project"





## THE DECISION OF WHERE TO START

- Just one or two blocks.
- Pick the blocks where the property owners are most willing to play WITH the City/Downtown, Inc.
- Concentrate the critical mass in those blocks.
- Timeline: three years.
- Guaranteed: the next block will start organically & will be driven by the market.

## THESE ARE ALL DRIVEN BY YOUR PROPERTY OWNERS

- Branding, Development & Marketing Action Plan (public project)
- Finding a strong focus (your brand) - by district
- Orchestrating the critical mass of like businesses (clustering)
- Finding, recruiting or developing your Anchor Tenants
- Working lease agreements: common operating hours and days
- Recruit lodging or downtown residential (not street-level)
- Find or recruit pioneers with patient money
- Start with a one-block demonstration project



The 20 ingredients of an outstanding downtown  
Part II: The public sector list

# 9

Solving the parking dilemma



## Point

Two hour parking dramatically reduces spending & repeat visits



What to do

Consider sponsorship programs





## What to do

If you insist on two-hour parking, tell me  
**WHERE**  
I can find 4-hour or all-day parking.

Ventura, California



**NOTE:**

Angle-in parking increases spending by more than 20% and increases the number of parking spaces by a third.

10

Public washrooms

Toilets attract more than flies: The “gotta go” rule





## Point

Washrooms attract more than flies  
Put them where people can spend money  
Relieved visitors spend more money



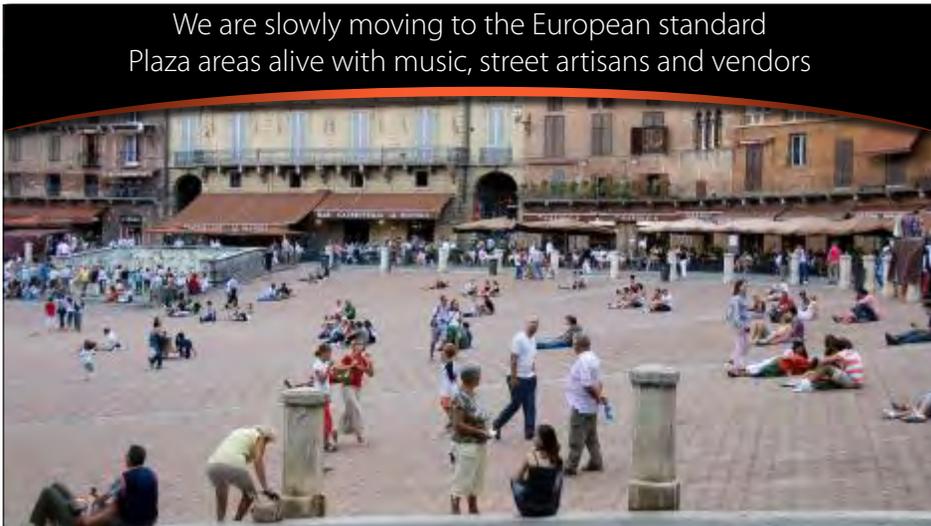
Gig Harbor, WA



# 11

Development of gathering places



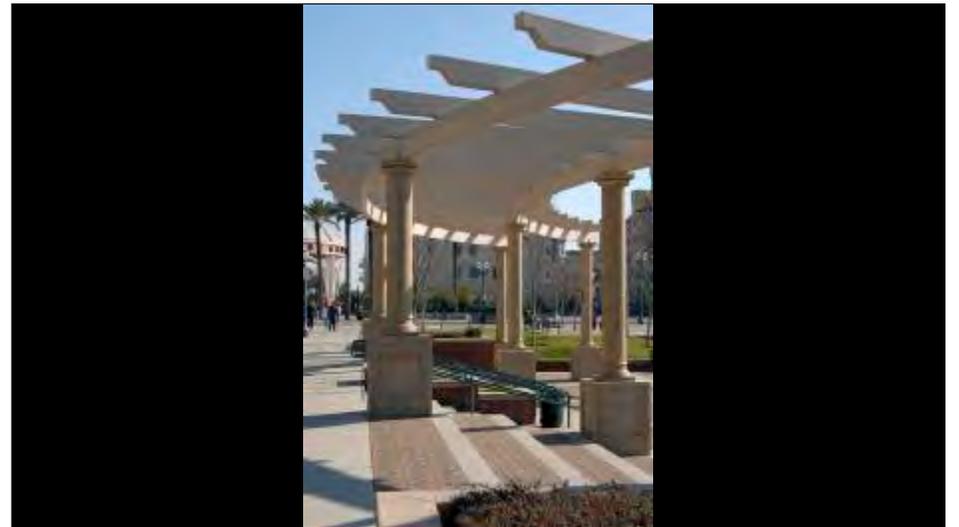


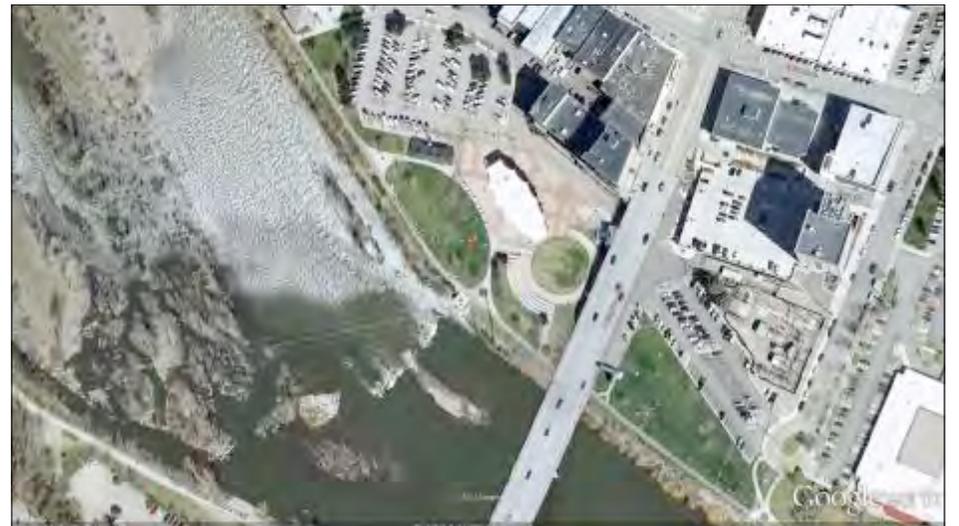






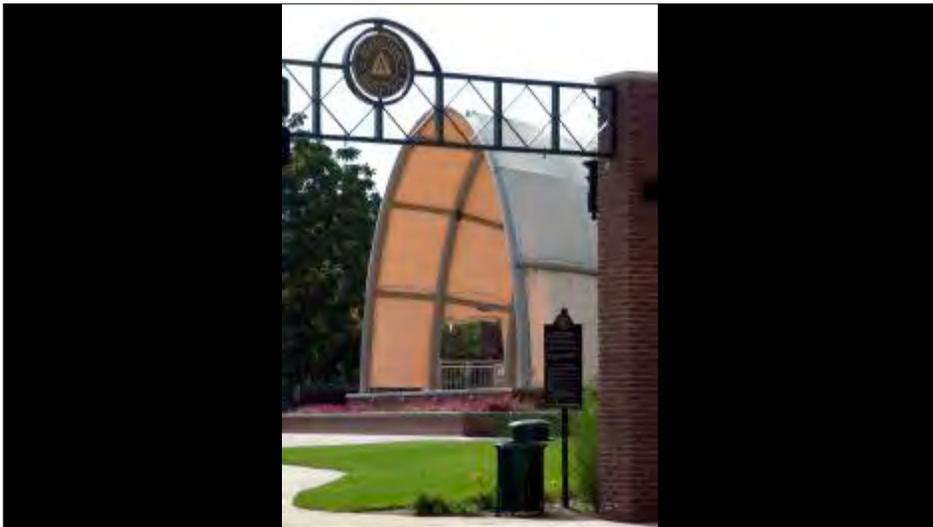














## What to do

Don't close off streets until you're so busy it just makes sense.

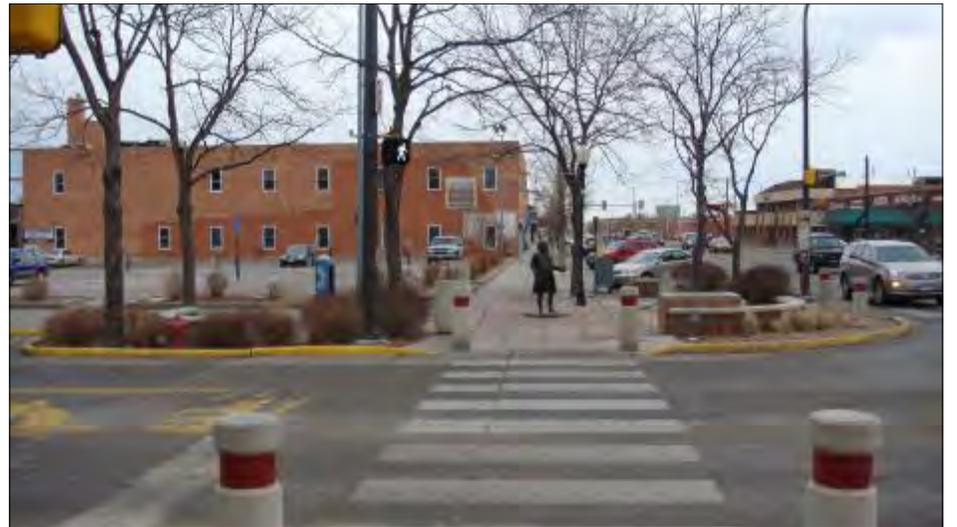
## What to do

Turn your downtown parks into plazas.  
Add water. Make it interactive.



Main Street Square  
Rapid City, South Dakota

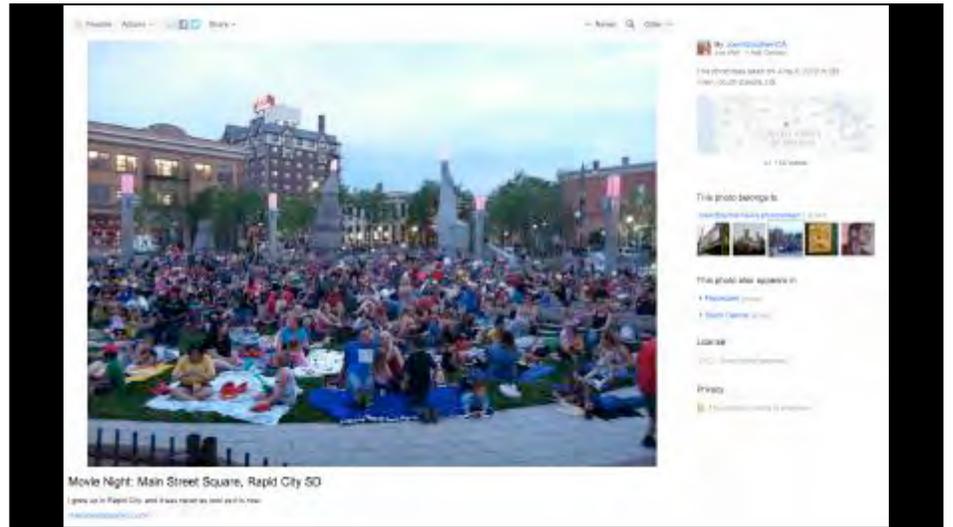












"I love the Square and as someone who works downtown I have seen the difference it has made. I see so many more locals coming down here to just hang out and have fun, and I come back downtown on the evenings and weekends now, which I never did before.

I love seeing my friends, colleagues, and everyone from my cashier at the grocery store to my hairdresser to the mayor hanging around events at the Square.

It gives a sense of community that we only had at Summer Nights before. I am so glad we have it."

## What to do

Narrow the streets.  
Create wider sidewalks.  
Create better crosswalks.

Greenville, South Carolina in the 70s.



Greenville in the early 80s



Greenville today.





What to do

Add street trees every 30' to 35' (10 metres)



12

Creation of good first impressions:  
Community gateways



Sets an increased perceived value  
Creates pride of ownership  
Gets your attention  
Says something about the community  
Sells the real estate faster  
At an increased value

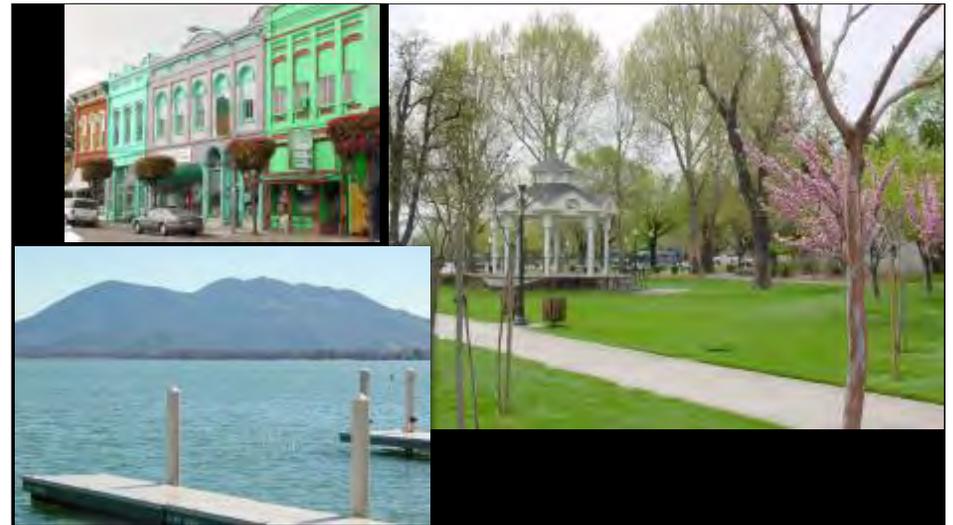
All these reasons apply to communities.



## What to do

Always put your gateway signs where you will make the first, best impression.

Rarely is that at a city limits.  
Use the opportunity to direct people to your downtown.



## What to do

Make your gateway signs directional signs to your "showcase" area of town.



13

Design, fabrication & installation of a Wayfinding System



Pittsburg, California



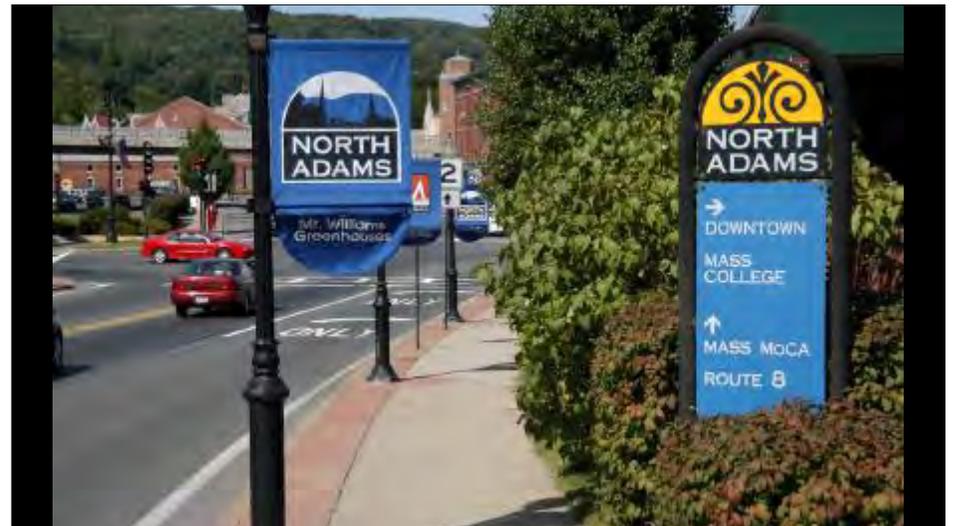
Visitor Attractions/Amenities

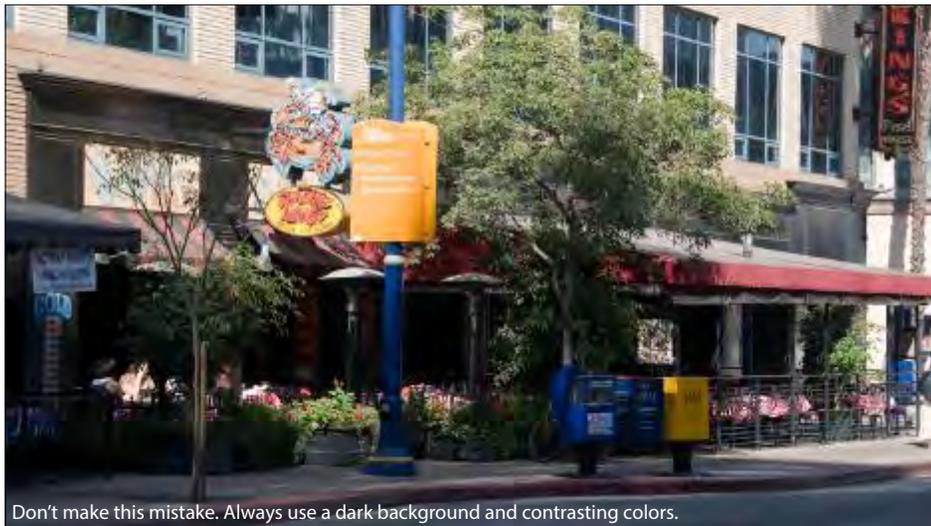
Community Services



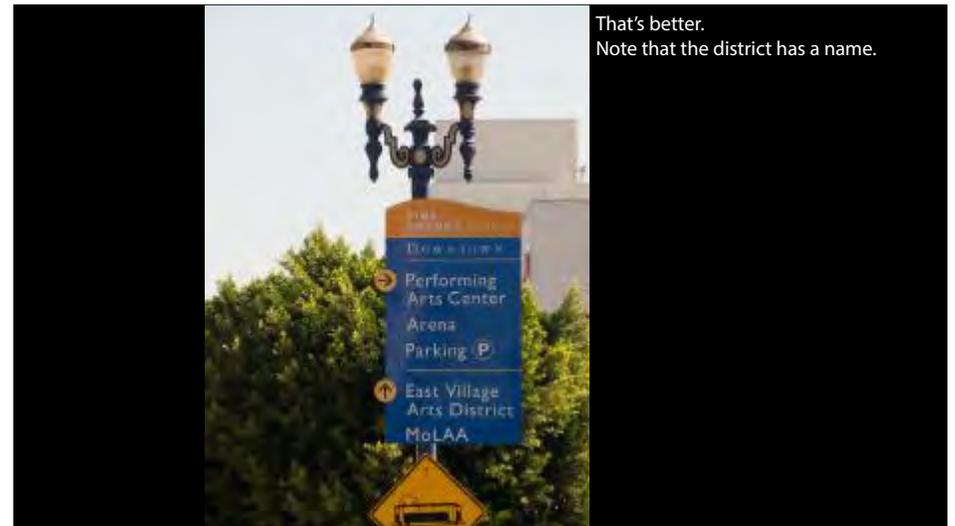


**What to do**  
Make this a priority.  
It's an investment - not an expense.  
Hire professionals. This is a science as much as an art.

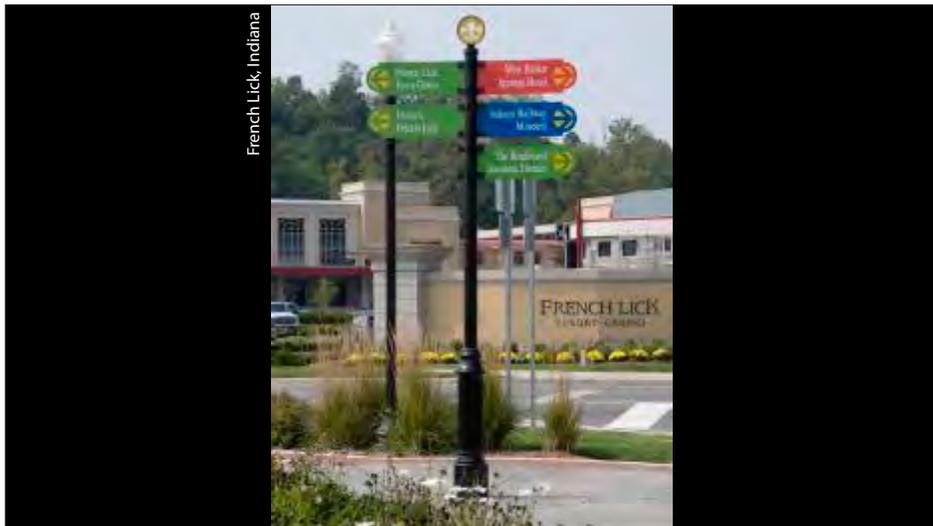




Don't make this mistake. Always use a dark background and contrasting colors.



That's better.  
Note that the district has a name.





## What to do

Every community should develop and implement a wayfinding system plan & program:

- Gateways & entries
- Attractions
- Amenities
- Billboards and marketing displays

## NOTE

Less than 5% of visitors stop at visitor information centers - IF they can find that!

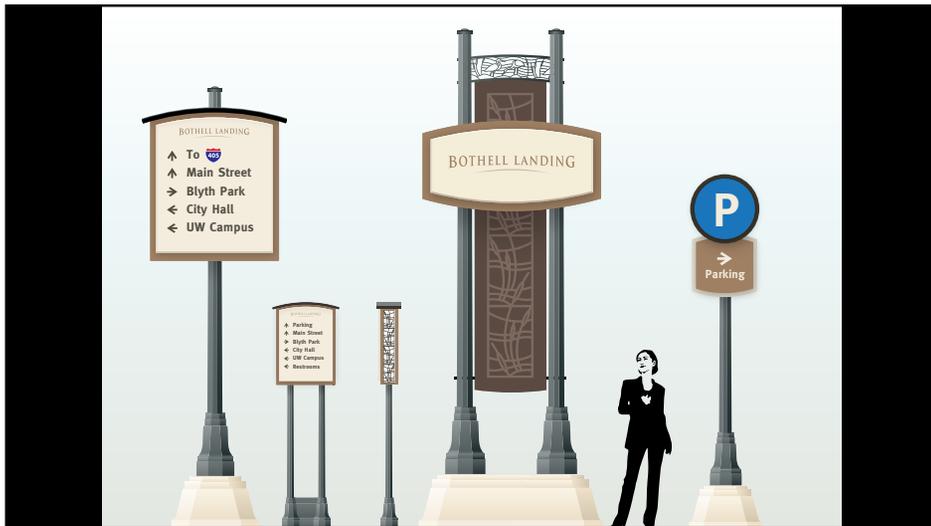
## Wayfinding is an investment, not an expense

- 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

## What to do

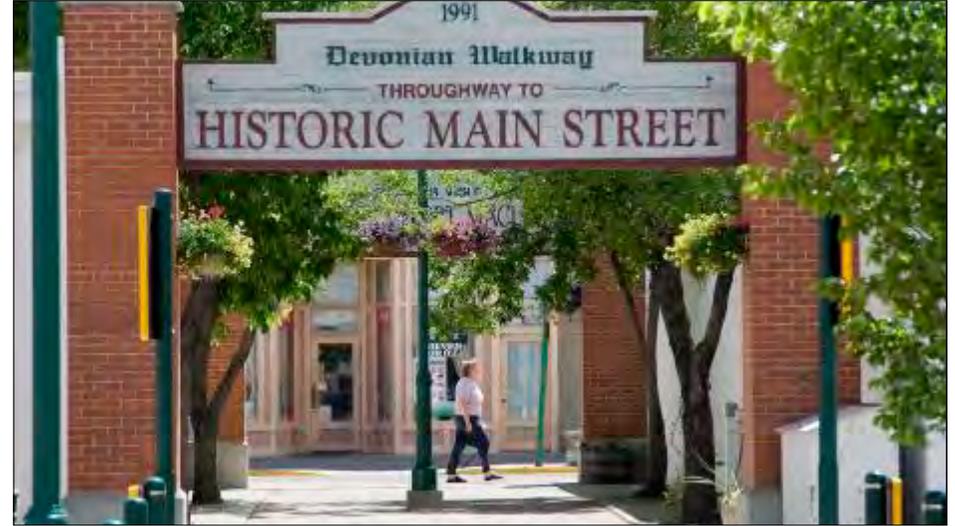
Work with your auxiliary organizations on their gateway location signs.









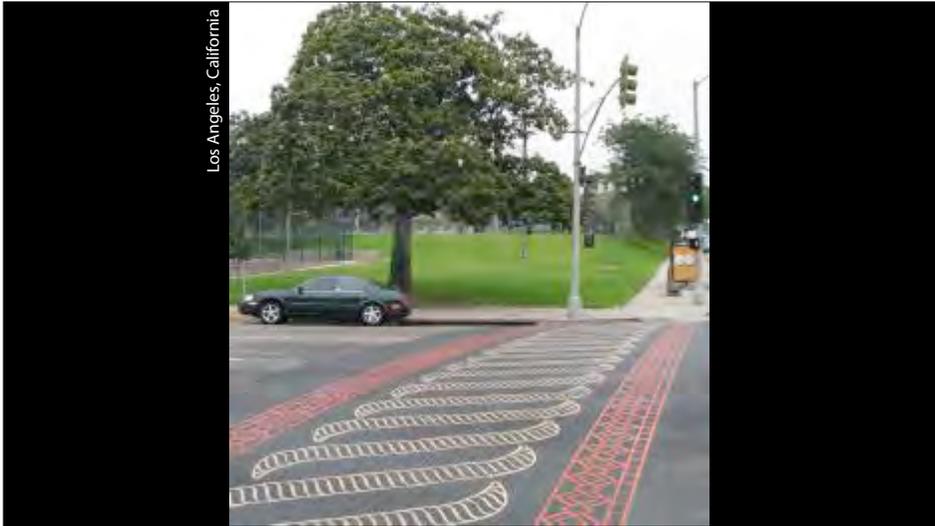


## Point

Downtown gateways create a "sense of place" and downtown partnerships.







Appleton, WI



### THESE ARE PUBLIC-SECTOR PROJECTS

- Convenient, well orchestrated public parking
- Public washrooms with visitor information
- Gathering places
- Community gateways with directions to downtown
- A wayfinding system
- Downtown gateways, district entrance points



The 20 ingredients of an outstanding downtown  
Part III: The merchant list



15

20/20 signage equals \$\$\$



## What to do

Use perpendicular "blade" signs.  
Make them consistent height and size.





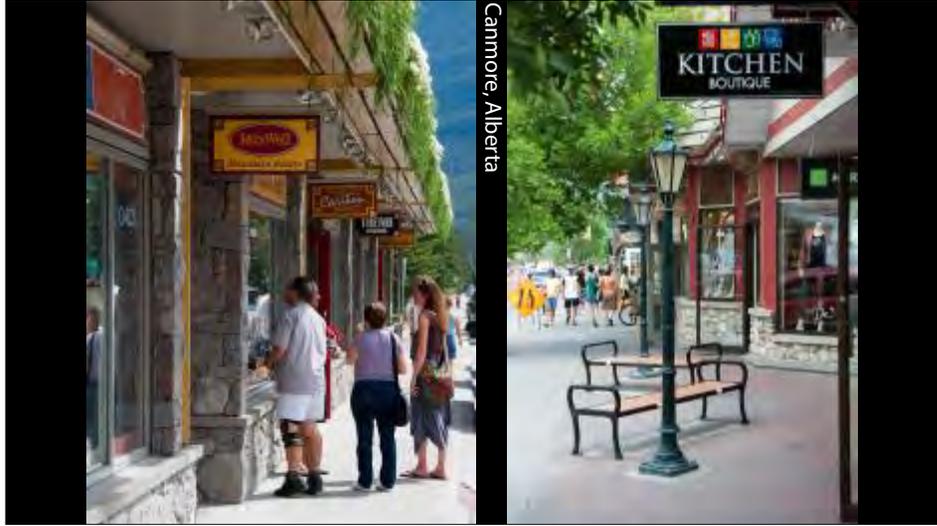
Carmel, California



Banff, Alberta



Valparaiso, Indiana



Canmore, Alberta



Always promote what it is you're selling -  
the lure to bring customers in...  
before you promote the name of the  
business.





Suggestions for retail signage:

- No lower than 7'
- No higher than 9'
- No wider than 42"



Develop a Gateway, Signage & Wayfinding Plan that will address outdoor retail, A-boards, retail signage, etc.



16

Sidewalk cafes & outdoor dining



Card, California



The Promenade in Anaheim



Fredericksburg, Texas









Nelson, British Columbia



Wolfville, Nova Scotia



Wolfville, Nova Scotia



Wolfville, Nova Scotia

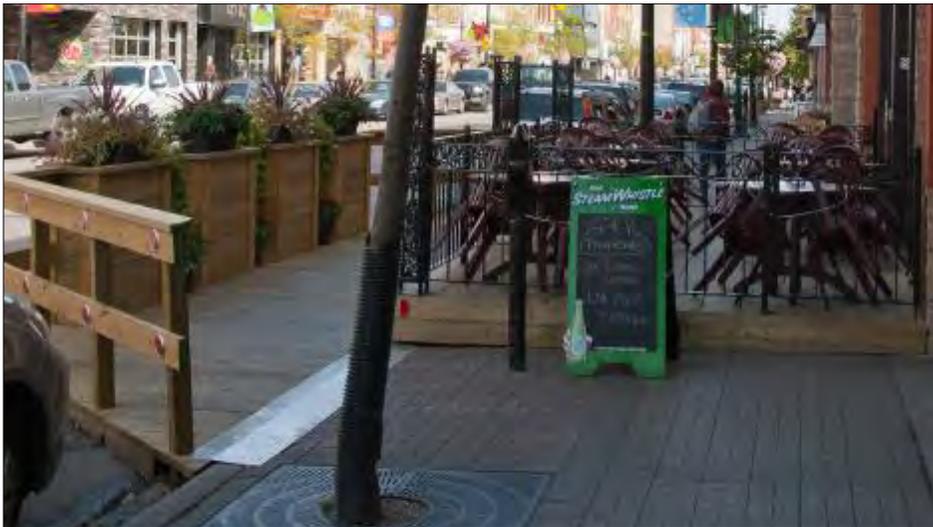
Lodi, California



Greenville, South Carolina









17

They invested heavily in retail beautification



Mahone Bay, Nova Scotia



Mahone Bay, Nova Scotia



Mahone Bay, Nova Scotia



Mahone Bay, Nova Scotia

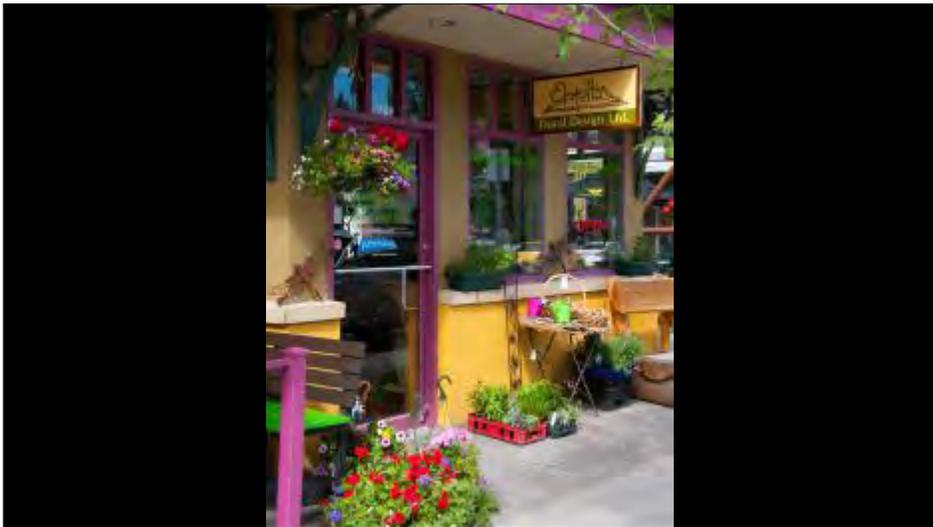


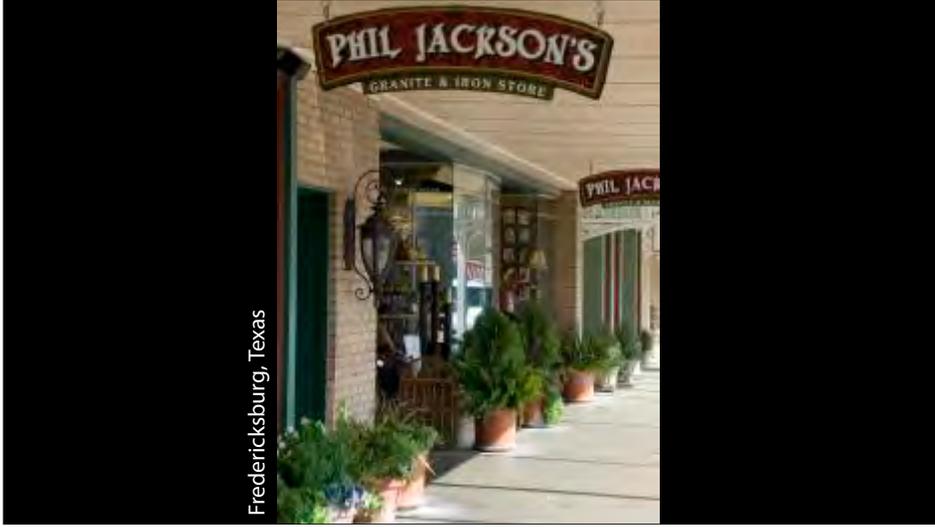
Mahone Bay, Nova Scotia



Mahone Bay, Nova Scotia

The Scarecrow Festival lasts all of October. The town is packed with visitors.



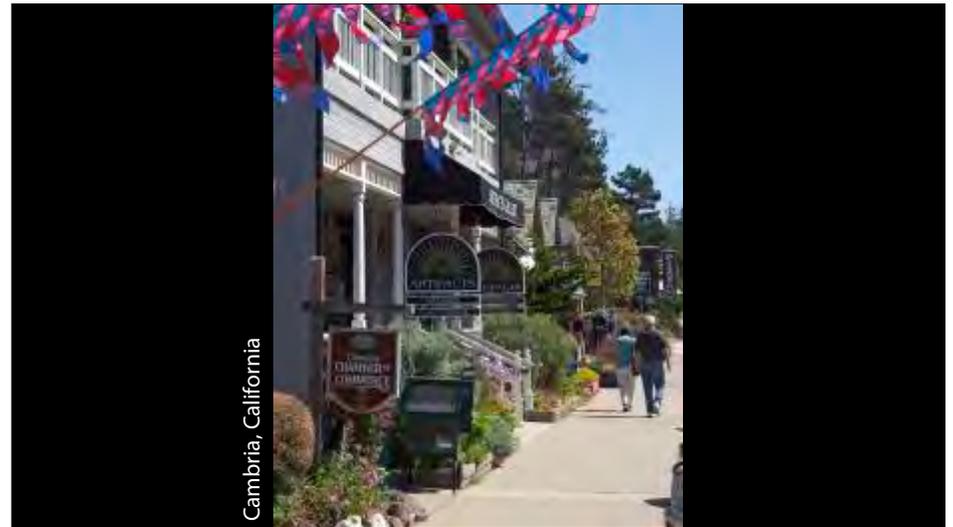


## Fact

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



Neenah, Wisconsin



Cambria, California

Newport Beach, California



Newport Beach

Newport Beach



## Remember

Women account for 80% of all consumer spending.



What to do  
Think benches.





Cannon Beach, Oregon



Nelson, British Columbia

Greenville, South Carolina



Asheville, North Carolina



Asheville, North Carolina

## What to do

Bring downtown to life!  
Start with Friday evenings, Saturday, and Sunday afternoons





Asheville, North Carolina



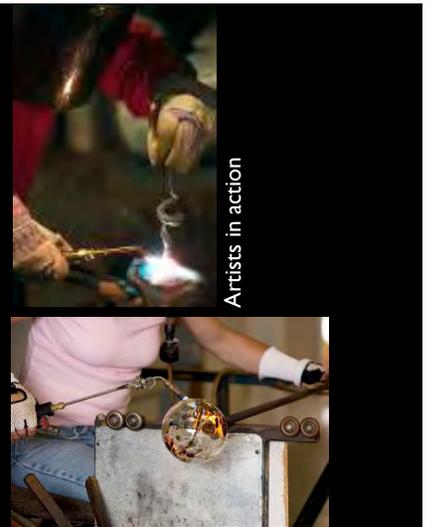
Asheville, North Carolina



Asheville, North Carolina



Berea, Kentucky



Artists in action

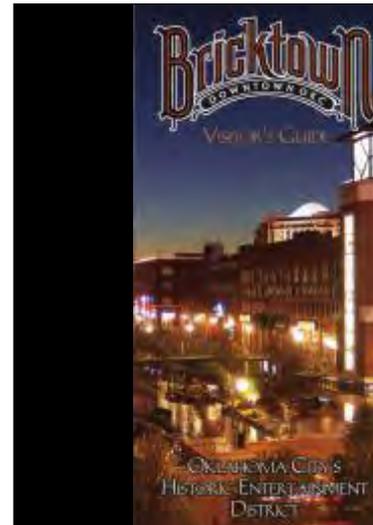


19

Downtown district(s) with a name



The Pearl District in Portland, OR



Give downtown a name:

- Vancouver: Gastown
- Seattle: Pioneer Square
- San Diego: Gaslamp Quarter
- Portland: Pearl District
- Nelson, BC: Baker Street
- Barrie, ON: Uptown Barrie
- New Orleans: Bourbon Street, French Quarter
- Woodlands, TX: Marketplace
- San Antonio: The Riverwalk
- Hawthorne, NV: Patriot Square
- Denver, CO: Larimer Square
- Boulder, CO: Pearl Street Mall
- Reading, OH: The Bridal District

## What to do

Naming a downtown district makes it a destination, not just a place.



CELEBRATION  SQUARE

*Battle Creek*  
PLAY FOR KEEPS



PLAY FOR KEEPS

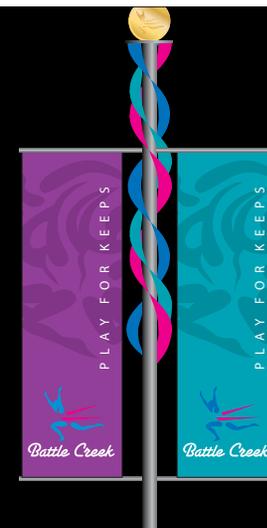
*Battle Creek*

PLAY FOR KEEPS

*Battle Creek*

PLAY FOR KEEPS

*Battle Creek*



PLAY FOR KEEPS

*Battle Creek*

PLAY FOR KEEPS

*Battle Creek*

20

Experiential marketing



Sell a feeling - not a place



#### HOW PERCEPTIONS CREATE A BRAND:

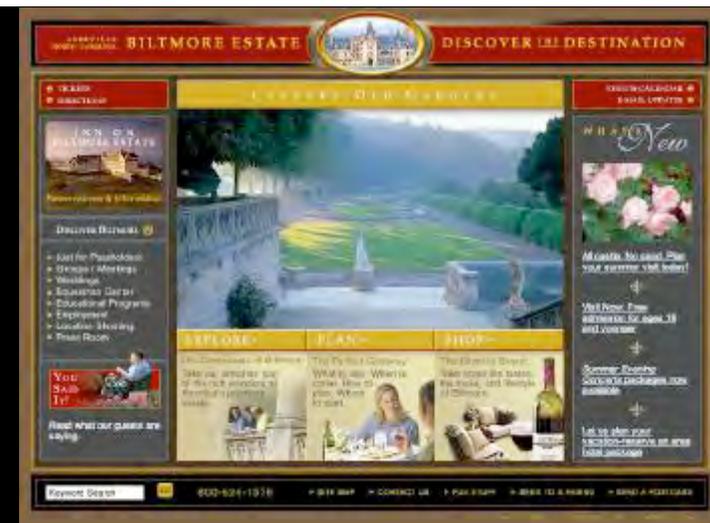
1. Visual cues.
2. The people and attitudes.
3. Word of mouth.
4. Publicity, social media, peer reviews.

## Case History: Asheville, North Carolina

Population	70,000
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*





From: Asheville Convention & Visitors Bureau <asheville@target.com>  
 Subject: Asheville Traveler - May 17, 2008 (Coupon inside)  
 Date: May 20, 2008 9:29:27 PM EDT  
 To: Roger Brooks

PDF rendering of this email does not always reflect what you will see when you click and open this email in a web browser. Visit [www.asheville.com](http://www.asheville.com) for more information.

## the asheville traveler

May 14, 2008

Calendar of Events
What to Do
Where to Stay
Where to Eat

Events, News and Special Deals from Asheville, North Carolina



welcome!

From the editor:



QuickTime





**The Brand** The hippest place to be in North Carolina - "Unscripted"

**Result** THE destination along the Blue Ridge Parkway  
 National attention as a hip arts community  
 Nightlife drawing people from 100 miles away  
 Tourism \$1.7 billion in just the county  
 Frommer's Travel Guide: One of the 12 global must see destinations



- Chile
- Curacao
- Stockholm
- Amalfi Coast
- Copenhagen
- Mozambique
- New York City







LIVABILITY Discover America's best places to live



Asheville, NC

In earthy Asheville, food is so elemental that the locals have coined their own word for the city: Foodtopia. A thriving farm-to-table scene, a flourishing network of family farms and farmers markets and a growing roster of award-winning chefs combine to create the ideal food climate in Asheville. Year-round local food tours lead visitors to locally roasted coffee, gourmet shops and chocolatiers, artisan bakeries, specialty shops and breweries. Along with its 135 restaurants, 11 annual food festivals and 17 farmers markets, Asheville has a dozen microbreweries and five annual beer festivals – numbers that propelled travel blog Galling.com to name Asheville one of the best cities in the world for drinking beer.

## ASHEVILLE

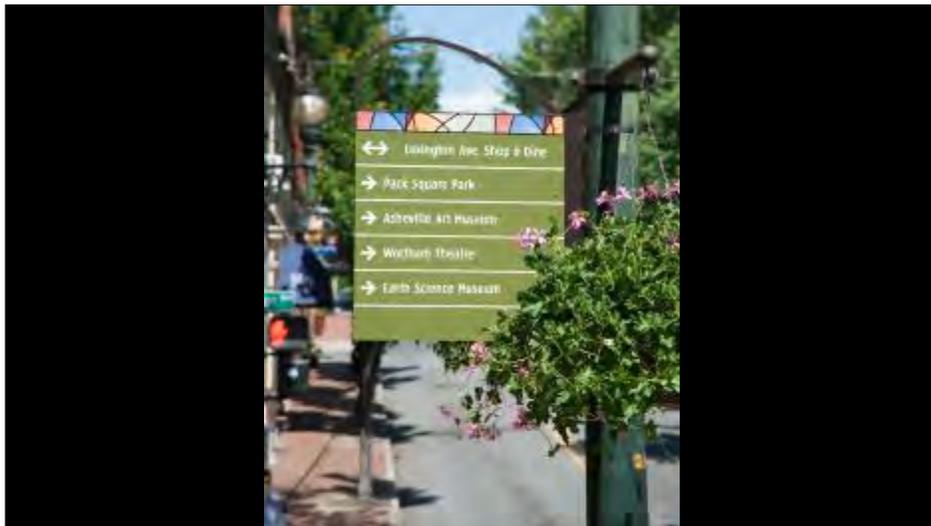
### Culinary Travel Without Consequences

Vacation itinerary proves fine cuisine and healthy lifestyle do mix

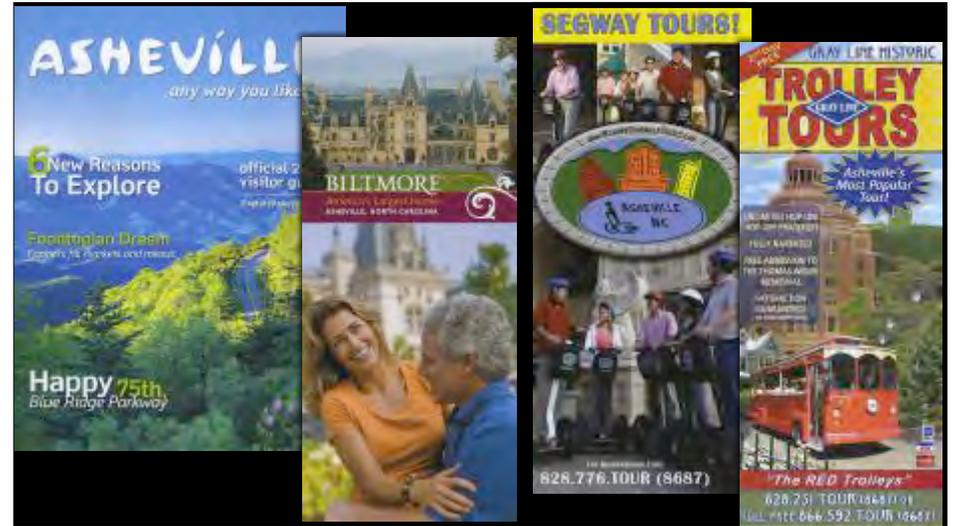
Long known for its beauty of lakes and mountains, Asheville is the perfect place to shed pounds and still savoring locally made food and wine. You don't have to avoid indulging local eats for healthy, and you don't have to sacrifice great cuisine to watch your waistline.

This culinary guide to Asheville proves that you can enjoy the pleasures of food and wine while enjoying your waist. Eating local foods and beverages, being active in food preparation, and incorporating exercise into activities are ways to refrain from gaining a few extra pounds on vacation. As you go, but don't let go!

Itinerary Details	Culinary Budget
<b>Day 1 - Let's eat, eat, eat!</b> Start your Asheville visit and your sense of taste at the lovely wine tasting library. Follow the regional specialties course at Barbara Green's Long Creek Cooking Club or try a class with Barbara's son at Anne Tidmore or with Chef John Hittman at The Sweet Basil. No. 1000 includes wine, so you should be happy. More fun at country, specialty, and cooking tours. Dinner too! <b>Day 2 - Satisfy your senses and your heart</b> Special dinner in the park with your guests. Dinner and wine at the Mount Airy Hotel. Dinner, the chef's table (local) dinner, who is full of wine, bread, and good cheese. Try the Spinning Rock Creamery, and a pair of Asheville and you're got a delicious dish. Get some extra food to share with your friends.	<b>\$14</b>
<b>Walk the water</b> After breakfast the Elizabethan Garden, head over to the Historic Vineyard. Stop at the entrance of Asheville's most famous winery. After through the Sedition Walk, prove you can substitute the sounds of nature and the beauty of the mountains for a simple and local. The wine is light and subtle. It will be the perfect wine for your meal - a perfect Asheville wine.	<b>\$10</b>
<b>Day 3 - Get your farm</b> Whether you're looking for a weekend of farm, and what to do in Asheville you and feel everything. The many farms in Asheville are a great farm. Experience farm with and learn about it by taking your own experience in your own hands. This farm, many of the best in the state, is open for your own hands. Use your farm to get some good and some. Get some of your produce while you are here and you'll come in Asheville to get some.	<b>\$10</b>
<b>Day 4 - From Farm to Fork</b> Walk through the garden and across the fields of the country of Asheville and its lovely, and make sure you know what you will see from many regions and from the local to the global. All take produce and make about your own farm. Get some good food from a farm. There is	<b>\$10</b>







**THESE ARE DRIVEN BY YOUR MERCHANTS**

- A good retail signage program
- Outdoor dining
- Retail beautification and seating areas
- Activities and entertainment
- Names for downtown districts (or the entire downtown)
- Experiential marketing

The 20 Ingredients is available as a 3-part video series.

[DDIStore.com](http://DDIStore.com)

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