

A MAIN STREET MAINE SUCCESS STORY: Bath Blarney Days *March 2010*

VISITBATH.COM



MAIN STREET
BATH, MAINE

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A "Wild Irish Rose" at the St. Patrick's Day Parade line-up.

If it's fun, they will come.

March 11-17, 2010. The City of Ships became the "City of the Irish" for one week in March during the "Bath Blarney Days". This event grew over the past three years from its beginning as a simple Moonlight Madness retail event to a week-long event that drew in the entire community. The catalyst for growth was the opening of Byrnes Irish Pub in 2009, which allowed a great public/private partnership base. Since there is no other similar celebration in Maine we drew strong media interest. The event received coverage that included two front-page spreads on the front page of our local paper, The Times Record; a story in the Coastal Journal; the featured weekend event in the Sunday Portland Press Herald, with a preview page on one weekend and a photo spread the next; and WMTW8 came to Bath for a live newsbreak feature story the morning of the Shamrock Sprint and Parade that covered these events and our Moonlight Madness Sale of the previous evening.

295 Water St., Suite 5, Augusta, ME 04330 • 207.622.6345 • Email: reflin@mdf.org

A MAIN STREET MAINE SUCCESS STORY: Bath Branding Project

2nd Quarter 2010

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Walter Briggs of Briggs Advertising shows off the new logo for the city of Bath
(Photo Credit: Seth Koenig / The Times Record)

Collaboration and buy-in is key for the success of branding projects.

Main Street Bath collaborated with the City of Bath and the Bath Tourism committee to hire a Bath based advertising and branding agency, Briggs Advertising, to do a re-branding for the City of Bath. From this process we have received an updated visual ID that incorporates Bath's moniker "City of Ships", a brand mantra, a unifying visual theme and tagline. We have used these elements so far in producing our advertising in Down East Magazine, our 2010 map and brochure, dining guide, visitor center display and collateral tote bags. The new brand is now incorporated into all of our outreach materials and will be used everywhere going forward.

A MAIN STREET MAINE SUCCESS STORY: Bath Residential Survey 3rd Quarter 2010

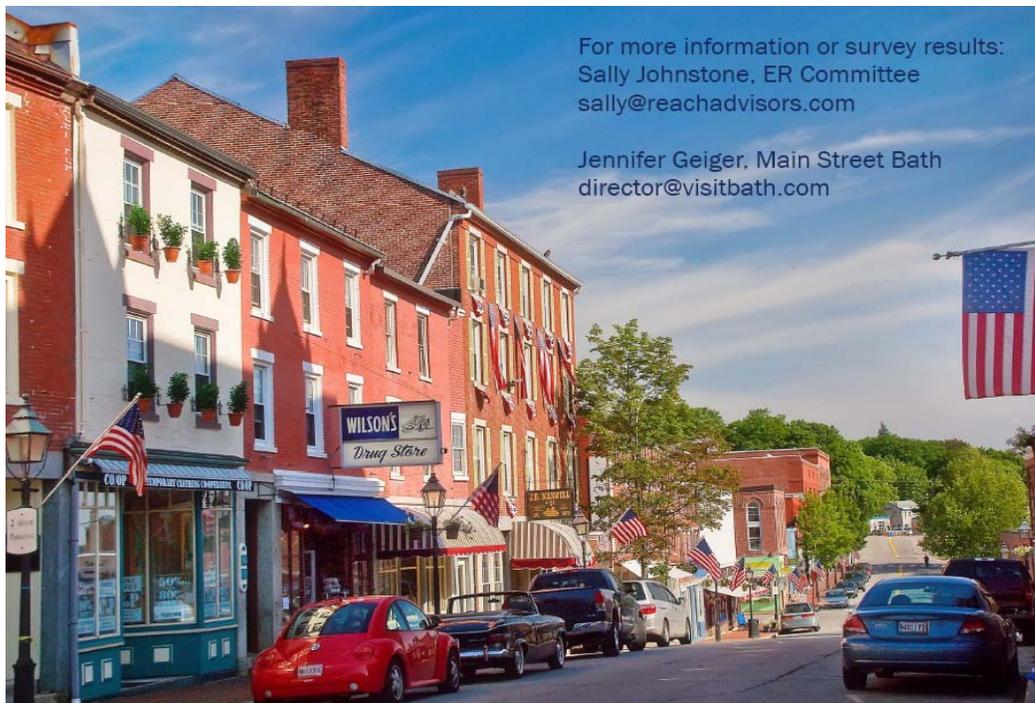


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Downtown Bath, Maine

Bath continues to evolve into a community that serves current residents and attracts newcomers. Economically we are holding our ground, but we are aging and will need to attract residents in a younger demographic if we wish to remain strong.

During the summer of 2010 Main Street Bath developed and collected responses to a city-wide residential survey which was mailed to every resident as part of the City Newsletter and posted on Main Street Bath's visitbath.com website, with links distributed through the Main Street Bath eNews and Facebook pages, and by the area Chamber of Commerce and several Bath merchants' email newsletters. The intent was to learn whether Bath residents were using the downtown, what they liked about it, and what they thought was missing or could be improved. We received 400 responses, from approximately 5% of the population. Working with Sally Johnstone, a professional market analyst, the responses were used to identify trends and begin to anticipate needs for the downtown. The survey has resulted in bringing one of the "wish list" businesses to Bath in 2011. The results have been distilled into a short power point that has been presented to the Main Street Bath board and the Bath Rotary Club, and posted on our website for the use of retailers, real estate professionals, city government, and other stakeholders in the success of downtown Bath.

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For more information or survey results:
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A MAIN STREET MAINE SUCCESS STORY: Bath Downtown Christmas Lights *December 2010*

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The new holiday lights in downtown Bath at dusk

***People may resist change, but sometimes
change is good...don't be afraid to go out
on a limb!***

Main Street Bath collaborated with the City of Bath to develop a dynamic new design for downtown holiday lighting. The end result is a festive display of large, brightly-colored balls that look like ornaments by day and light up after dark. Although there was some initial resistance to changing from the traditional white lights, the new design has proved very popular and many people have taken time to thank us for the colorful display. Bath received good press in the local paper about the effort, and the downtown businesses had a great Christmas season!



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