



2016 Marketing Strategy and Media Plan



REAL
WACC

THE GREAT SOUTHERN HOTEL

HARRY BARONET CO.

THE GREAT SOUTHERN HOTEL

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Our Charge

Main Street Skowhegan (MSS) is a nonprofit organization focused on improving the quality of life in Skowhegan.



Collaboration

- Skowhegan Area Chamber of Commerce
- Skowhegan Economic Development Corporation
- Skowhegan Economic and Community Development Office
- Town of Skowhegan
- Somerset County Economic Development Corporation
- Somerset Public Health
- And many others ...



Community Visioning & Strategic Planning

- Strategic planning consultant and committee (cross-section of the community)
- Eight months
- Pages and pages of secondary research
- 500+ people, including more than 60 youth
- Surveys, public forums



Transformation Strategies

GOAL:
Improve
quality of
life in
Skowhegan

Diversified
Economy

Tourist
Destination

Community Pride
& Reputation

Attract New Business

Support Existing Business

Expand Agricultural Food Hub

Invest in Infrastructure

Enhance Recreation and Natural Resources

Nurture Creative Economy

Develop & Promote Tourism Products

Internal Communications

External Communications



Tourism

- Destination tourism product development according to tourism expert Roger Brooks (from Maine Governor's Conference)
 - Tourists will stay for 4x longer than it takes them to get to you IF you have things for them to do
 - Focus on USPs – unique selling propositions
 - Promote experiences and benefits
 - Evoke emotion



Skowhegan Tourism Product Development

- Somerset County Cultural Plan
- Langlais Art Trail
- Agricultural food hub
- Itineraries for Skowhegan and region (tours, etc.)
- Run of River



Next Steps

- Network, Network, Network
 - Maine Motorcoach Network, MOT events, KVTC (Kennebec Valley Tourism Council), Maine Woods Consortium, SEDC, etc.
- Communicate!
- Regional asset inventory and gap analysis
- Steering committee



Questions?

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