



MAIN STREET SKOWHEGAN

Visitor Guide Presentation for
The Maine Downtown Center
October 2011

We are Skowhegan, Maine...

Our name is a Native American term for “a Place to Watch” as the Abenaki beckoned their people to come here for its abundant fish and wildlife.

We are tied to our land- we have always been a center of agriculture where people have gathered each year for nearly two centuries at the Nation’s Oldest State Fair. Today, we look to the land in innovative ways. Whether it is award-winning ice cream made from Maine’s own milk or a reinvented gristmill, our history of agriculture is not mere legacy, but a way to chart our future.

We are tied to our river- the Great Kennebec. It was the lifeline of our early industry and the source of power that made us one of the first electrified communities in America. Our industries continue to thrive, proudly making shoes and paper that travel the world. Today we turn to this great river with a bold vision to once again make the Kennebec a center of commerce and a place of pride for our citizens.

We are tied to our community- never content to rest; we are an industrious people in an authentic place where hard work reaps rewards. We elected the first female senator in the nation who stood up for common sense in a time of harsh rhetoric. We continue to strive to make this place, Skowhegan, Maine...a place to watch.



SKOWHEGAN

A PLACE TO WATCH

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Visitor Guide of Skowhegan, Maine



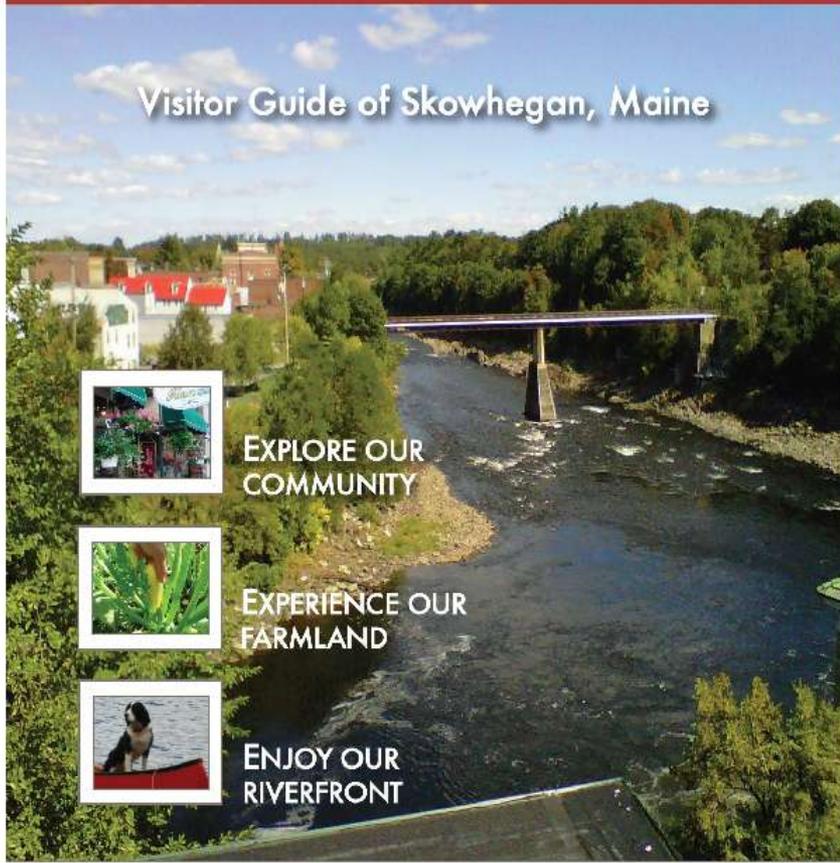
EXPLORE OUR
COMMUNITY



EXPERIENCE OUR
FARMLAND



ENJOY OUR
RIVERFRONT



There is a place for print.



1. Establish Need

Cultural, Retail, Tourism Amenities Inventory



1. Establish Partners

Economic Development, Tourism, Professional Recruiters, Real Estate



3. Establish Distribution and Quantity

Target ideal locations where people access information.

Chamber of Commerce, 195, lobbies, guest rooms, schools, churches, as well as groups who frequently host gatherings: softball, golf tourneys



4. Establish message.

You control the message. Please don't say quality of life.



5. Establish pricing.

Printing, Creative, Competition, Revenue Goals, targeted prospects. The bag of money.



6. Deadline for publication.

Work backwards from when this must hit the streets. Distribution channels, printer, board, advertisers, payment, sales calls/times



7. Be aware of the Double-dip.

You will be selling at the same time as your fundraising, sponsorships, grant deadlines



8. Proof with all your might.

Each step of the way requires more than just your eyes.



9. Creative must be a very small committee.

Get clear direction and then hole up with 3 very clear-headed people who love you.



Perspective is everything.

The first one is the hardest.