

How this project began

An ad hoc task force of local leaders from around the region recognized the need – and the opportunity

VISION: First create a brand, then market the region on an ongoing basis with the goal of bringing more workers, families, higher-ed students and visitors to the region

- Identified the need for an organization to house the project
- Identified the need for ongoing funding. Annual budget of \$200K required

Greater Keene and Peterborough Chamber adopted the project

Original plan was to raise all the funds from local businesses and organizations



Impact of Covid

It's hard to raise money during an economic crisis

Federal stimulus funds gave us the option of starting with grants, however

US EDA CARES Act grant, administered by Cheshire County

- THANK YOU!
- \$300K from EDA, \$100K raised locally as a required match
- Grant term is three years, we will raise more funds for marketing after the brand is developed



Another grant opportunity

Applied for US EDA ARPA Grant, focused on tourism development

Support from Cheshire County. Again, THANK YOU!

- \$500K from EDA, \$125K raised locally as a required match, mostly in the form of in-kind volunteer time
- Funds can be used for development, but not marketing
- This grant would free us up to use the funds from the first grant for objectives other than tourism
- Grant term is two years



Moving ahead with the branding project

National search for a branding and marketing agency

Selected North Star Branding and Marketing, an agency that specializes in “place branding”

- Not a local agency, deliberately

North Star visited and toured the region for a week at the end of October

Currently gathering input from the community via a survey

We are publicizing the survey and talking about the project to build support. A presentation prepared by North Star follows...



Regional Branding & Marketing Initiative

Positioning The Monadnock Region for A Strong Future



GREATER KEENE &
PETERBOROUGH
CHAMBER

Connecting Business and Community

Think for a moment about why and how you consider places

A **visit**...a personal **move**...a **job** opportunity...an **investment** or **business expansion**

The places you consider first are the ones that reside in your mind - if you have an image or understanding of them, they have a brand

A region's brand (or reputation) is the first step to consideration for a visit, move, job or investment



The Sky Is Not Falling, But We Need To Take **Action**

Key Facts

Our regional population **declined by 1/2%** between 2010-2020

By 2040, our 65+ population will have expanded from **15% to 30%** of our population

Meanwhile, our K-12 population is shrinking (**20 - 25% decline at regional high schools between 2007-2020**)

2/3 of regional employers expect retiring workers to have a **“negative impact”** on their business in the next five years



Our Region Is Not Widely Understood

While we are well regarded by those who do know us, not enough people know us

Only 1 in 5 in New Hampshire are “very familiar” with our region

Outside of our region across the state, there is **low intent to work, live or go to school in The Monadnock Region**

Only 1 in 10 in Massachusetts are “very familiar” with our region

Only 1 in 3 in Massachusetts even know where The Monadnock Region is





The Chamber & County have secured a grant from the Economic Development Administration of the U.S. Department of Commerce (CARES Act) to address these challenges. Other key stakeholders have also invested.

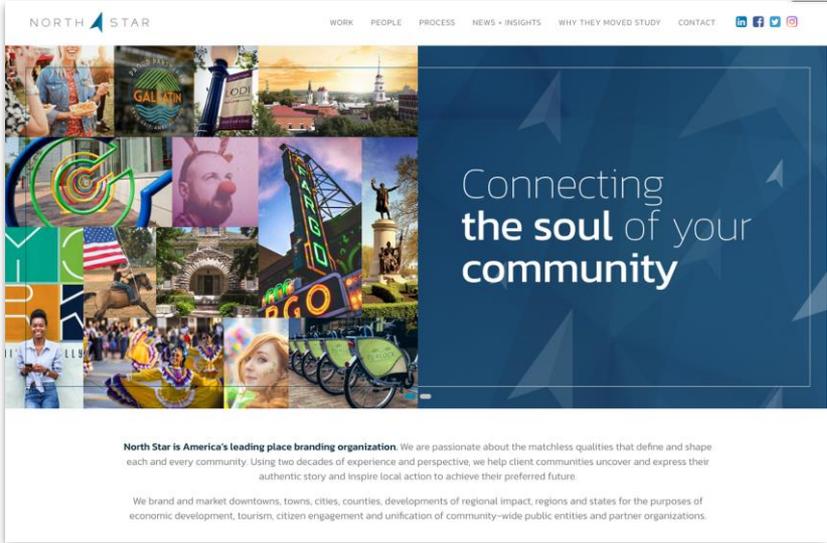
Project Leadership:

Luca Paris, Chamber President

Julie Schoelzel, Project Manager



Our Branding & Marketing Partner



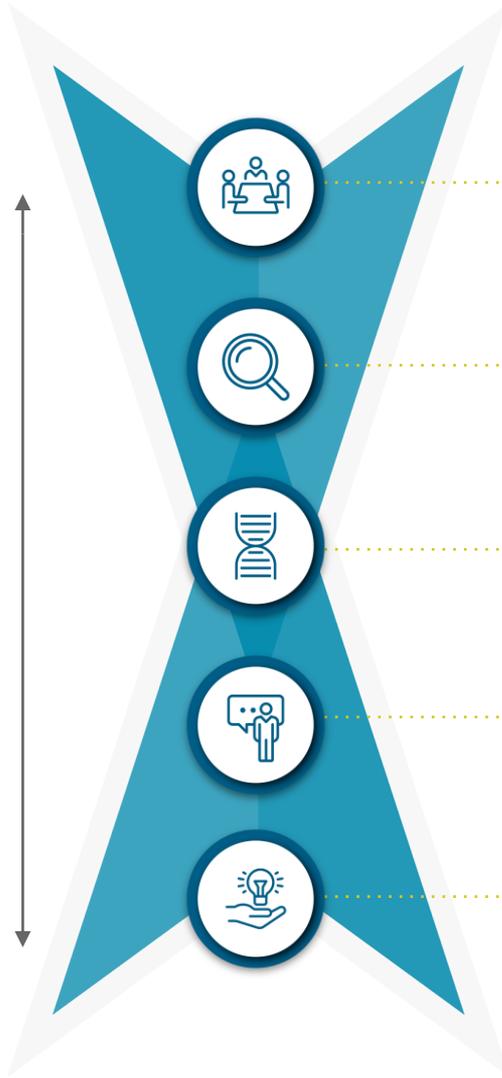
northstarideas.com



Two decades of experience across 200+ communities

An Immersive, Inclusive Process

9-12 months



Stakeholder & Community Education

- Engaging your public and your stakeholders

Insight Gathering & Research

- Not just “who” and “what,” “why?” and “how?”
- Brand barometer (Net Promoter Score) pre & post

DNA & Strategy Formation

- Crystalizing what you alone own
- Distinct, authentic & ownable

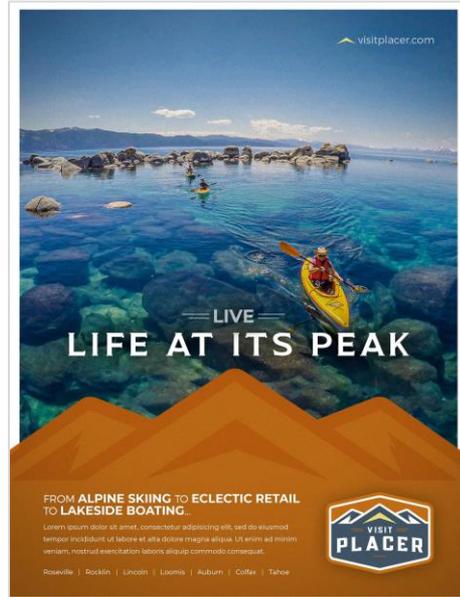
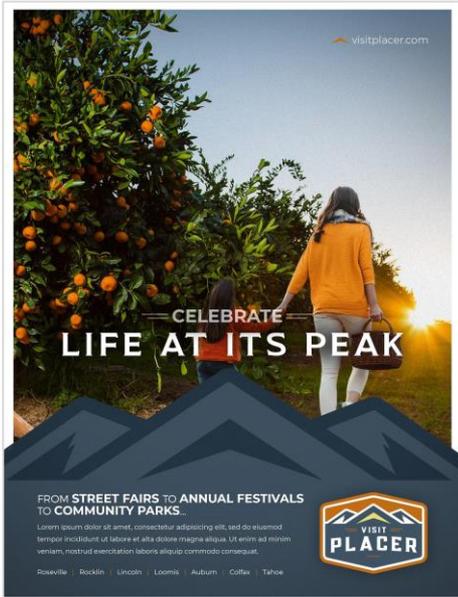
Brand Identity & Message Development

- Socializing and consensus building (including electeds)

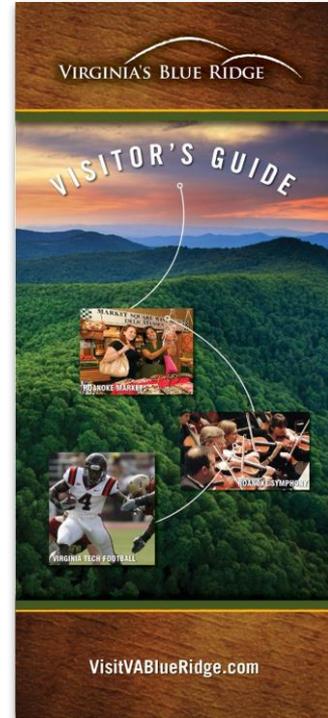
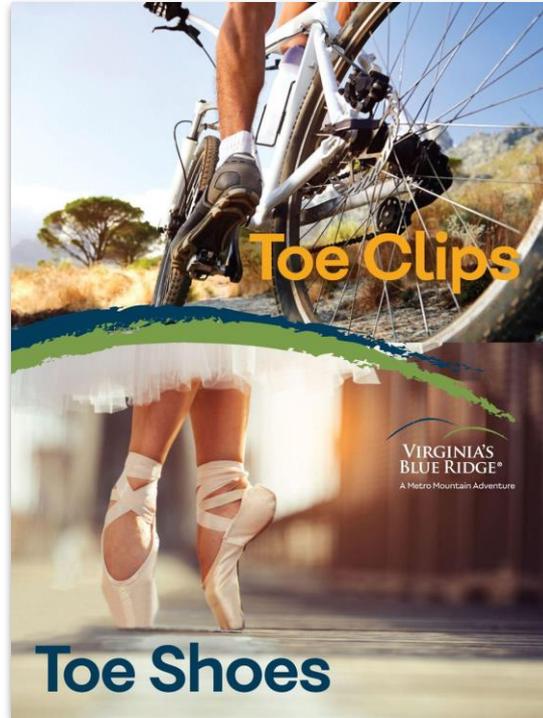
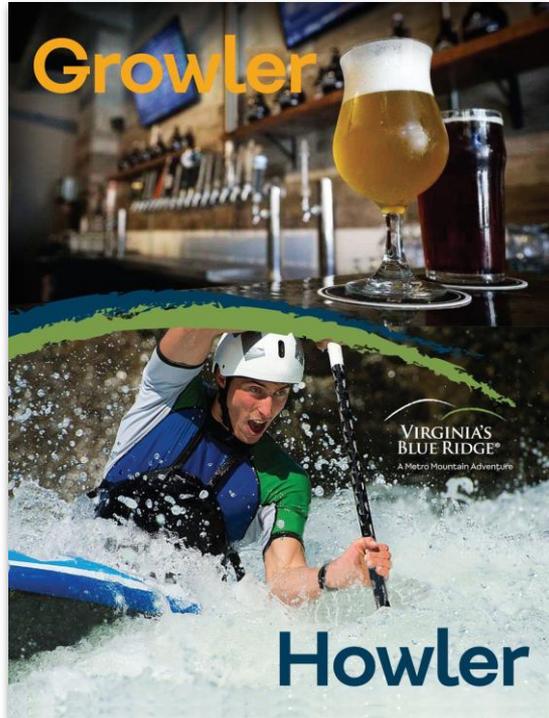
Brand Action Ideas & Rollout

- Real, 3D Brand action and activation
- Brand Ambassadors
- Step-by-step rollout guidance





VIRGINIA'S BLUE RIDGE



Once We Determine Our Brand, How Will We Implement?

- The process will include a **marketing plan** which will define:
 - **What** do we want to happen?
 - **Who** we should target?
 - **Where** should we market?
 - **How** will we measure success?
- We will need to **raise funds for the plan implementation**



What Do We Expect to Happen?

- Wider, more frequent **consideration** from:
 - Visitors
 - Investors
 - Employers
 - Residents & Workers
- **Conversions** on key economic metrics:
 - More tourism
 - More investment
 - Expanding and diversifying our employment base
 - Attracting new residents & workers
 - Increase “Return Migration”
 - Increase Resident Retention



The Bottom Line

***Preserving and enhancing our quality
of life and vitality for generations to come***



How You Can Help

- Spread the word, **educate and advocate!**
- Encourage people to **take the regional survey**
- Learn more and sign up to **be a Brand Ambassador** at:

www.brandingmonadnock.com



Questions?

