



Rangeley Lakes Region

Reworking a Well-Known Brand

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Project Significance

- Expand visitor base
- COVID: High demand for remote location and natural assets.
- Maintain a consistent level of visitation with evolving external factors
- Reduce impacts of seasonality
- Increase relocation to the Rangeley Lakes Region



Actions:

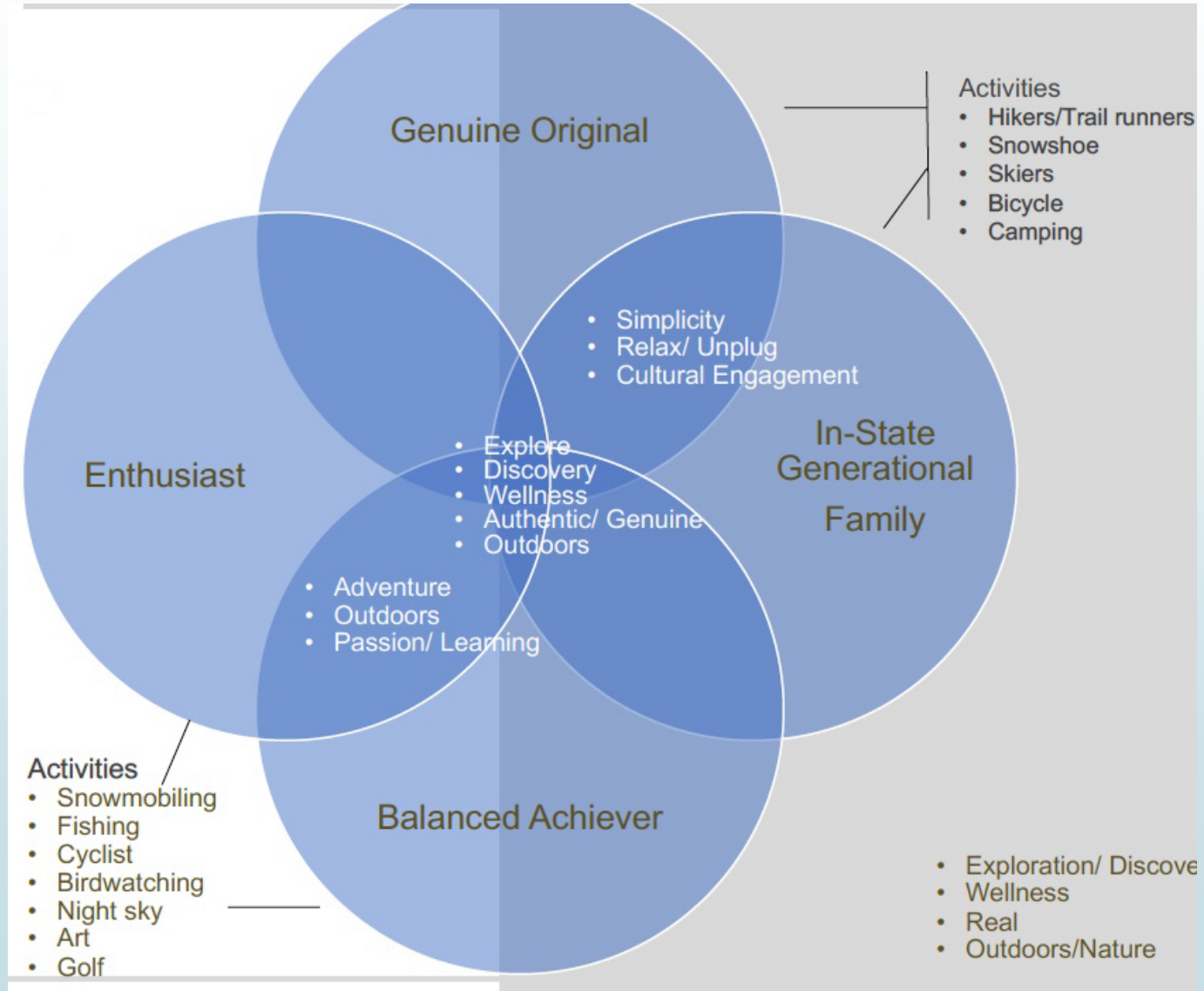
- Initially, bounced around ideas for several months
- Drafted an RFP for Brand/Marketing Positioning
- Solicited feedback and proposals
- Ranked proposals following a standard set of criteria

Brand Positioning:

- Initiated a Discovery Phase with the agency
 - Review existing materials: inventory of community's "assets"
 - 5-C: Company, Collaborators, Customers, Climate, Competition
 - Study of alignment with MOT personas



Rangeley Personas vs. MOT Personas





What's Next?

- Reviewing a Brand Platform through multiple consultations with the CDA working group
- Next: Message Plan and Visual Identity
- Upcoming: Outline goals, objectives for plan. Determine strategic approach and performance indicators.
- Applying for another grant for initial implementation of the plan



Difference:

- Our working group, comprised of business owners, guides, community organizations, and volunteers, has collaborated regularly on this and other projects.
 - Dark Sky Initiative
 - Wayfinding Signage
 - Pivoted at start of pandemic and focused our energy and resources on Rangeley Rises
- The process has permitted us to build consensus on our vision for Rangeley as a destination, our goals, and our identity.
- We now understand the significance of wellness to our brand.



Goals

- Aim to diversify Rangeley's visitor base so the community can maintain a consistent level of visitation even while external factors change.
- Reduce the impacts of seasonality and to increase relocation to the Rangeley Lakes Region.
- One more goal: WELLNESS!!! Now that we see the significance of wellness and the opportunity for our region, we can establish goals specific to wellness.



Essentials

- TIME: When you are bringing together a group of engaged stakeholders the process will take a considerable amount of time.
- EFFORT:
 - Coordinating group meetings and workplans
 - Reviewing and disseminating feedback
 - Just keeping up the momentum when it's not everyone's first priority.
- COMMUNICATION:
 - Important to ensure that stakeholders are engaged
 - Stakeholder feedback is taken into account.
 - Relative consensus is maintained throughout the process.
 - Goal is to have stakeholders continue to support the effort.

Toughest Challenge:

- Finding a succinct way to convey the identity that we all 'feel' for our community, and ensuring that we have relative consensus on this identity.



Best Advice

- Take time to iron out your goals as a group before you begin the process
- Document the agreed upon goals, priorities, and general plan so that you can stay on track
- Don't give up! Take a breather if necessary, but keep coming back to your goals and pushing forward.



Up Next: Jessie Perkins, Mahoosuc Region

