



Crawford County

DESTINATION BRAND STRATEGY

Agenda

- ★ Welcome & Introductions
- ★ Objectives
- ★ Background
- ★ Understanding Destination Branding
- ★ Developing the County's Brand
- ★ Implementing Our Brand
- ★ Next Steps



Engagement Objectives

Crawford County Convention & Visitors Bureau



Engagement Objectives

- ★ **Educate stakeholders** on destination branding and its value
- ★ **Develop a brand identity for Crawford County** based on stakeholder input, research, and industry best practices
- ★ **Activate the brand** through the formation of a County Branding Committee & tactical recommendations



Background

NEED FOR A COUNTY BRAND STRATEGY



Review of Strategic Initiatives



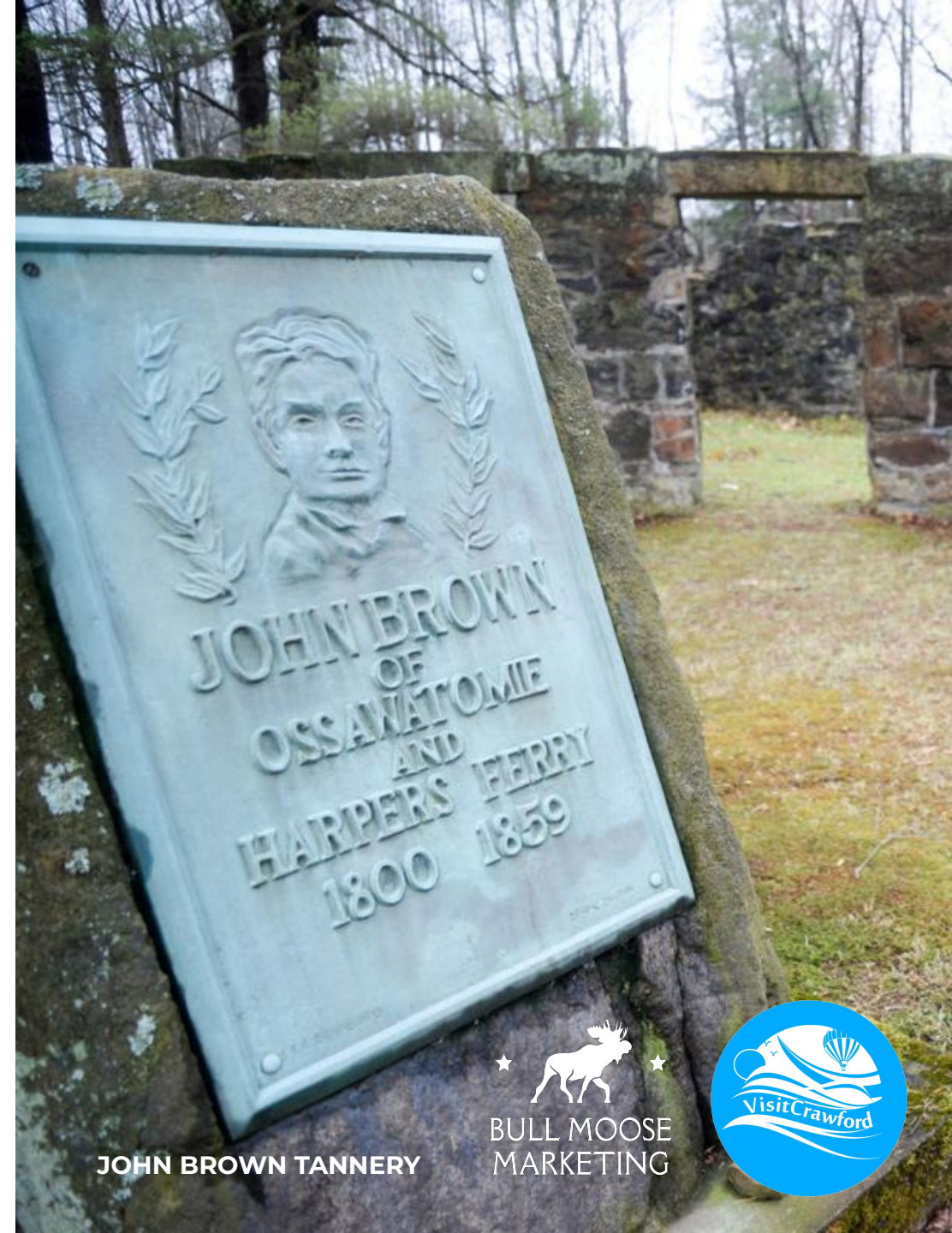
INSIDE MORTALS KEY BREWERY

1. Leverage Cultural / Heritage Tourism to promote the county as a whole
2. Formalize Crawford County's brand around a central Unique Selling Point
3. Align marketing efforts with targeted audiences who will find Crawford County's brand appealing
4. Leverage data & technology for more effective outreach & impact
5. Invest in partnerships to scale efforts
6. Improved membership value

Why Heritage Tourism?

- Traveling to experience the places, artifacts & activities that **authentically represent** an area & its people, past & present*
- Doesn't imply "history" - combines **cultural, historic & natural** resources to create a full experience
- **Effective driver of revenue** for economic development, community growth, etc.
- **Fastest growing** segment of tourism
- **Crawford County is well-positioned** for this approach

**Source: National Trust for Historic Preservation*



JOHN BROWN TANNERY

★  ★
BULL MOOSE
MARKETING



PA Heritage & Outdoor Tourism Economic Impact

Direct Impact of Heritage Tourism*

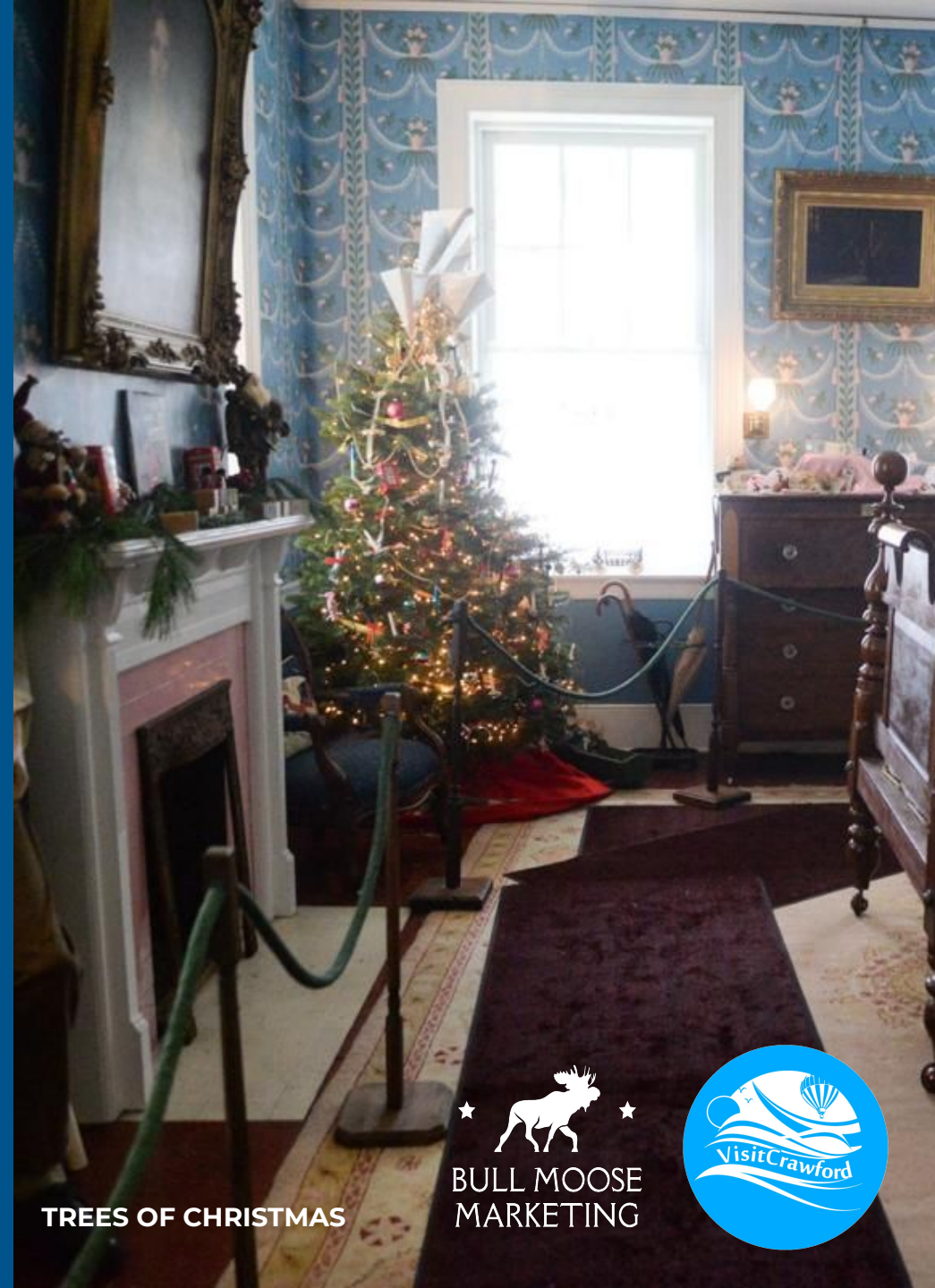
- Nearly **10,000 jobs**
- \$216.9 million in labor income
- \$318.6 million in GDP
- **\$556.7 million** in total output

Impact of Outdoor Tourism*

- **\$29.1B** in consumer spending annually
- **251,000** direct jobs
- **\$8.6B** in wages and salaries
- **\$1.9B** in state and local tax revenue

*Sources: Pennsylvania Outdoor Recreation Economy, Jon Stover & Associates, 2021

Center for Rural Pennsylvania's Economic Impact Study of Pennsylvania Heritage Areas - January 2016



TREES OF CHRISTMAS

★  ★
**BULL MOOSE
MARKETING**





VisitCrawford.org

Understanding Destination Branding

WHAT DOES BRANDING MEAN



What is Branding?

External aspects – What people see (& understand)

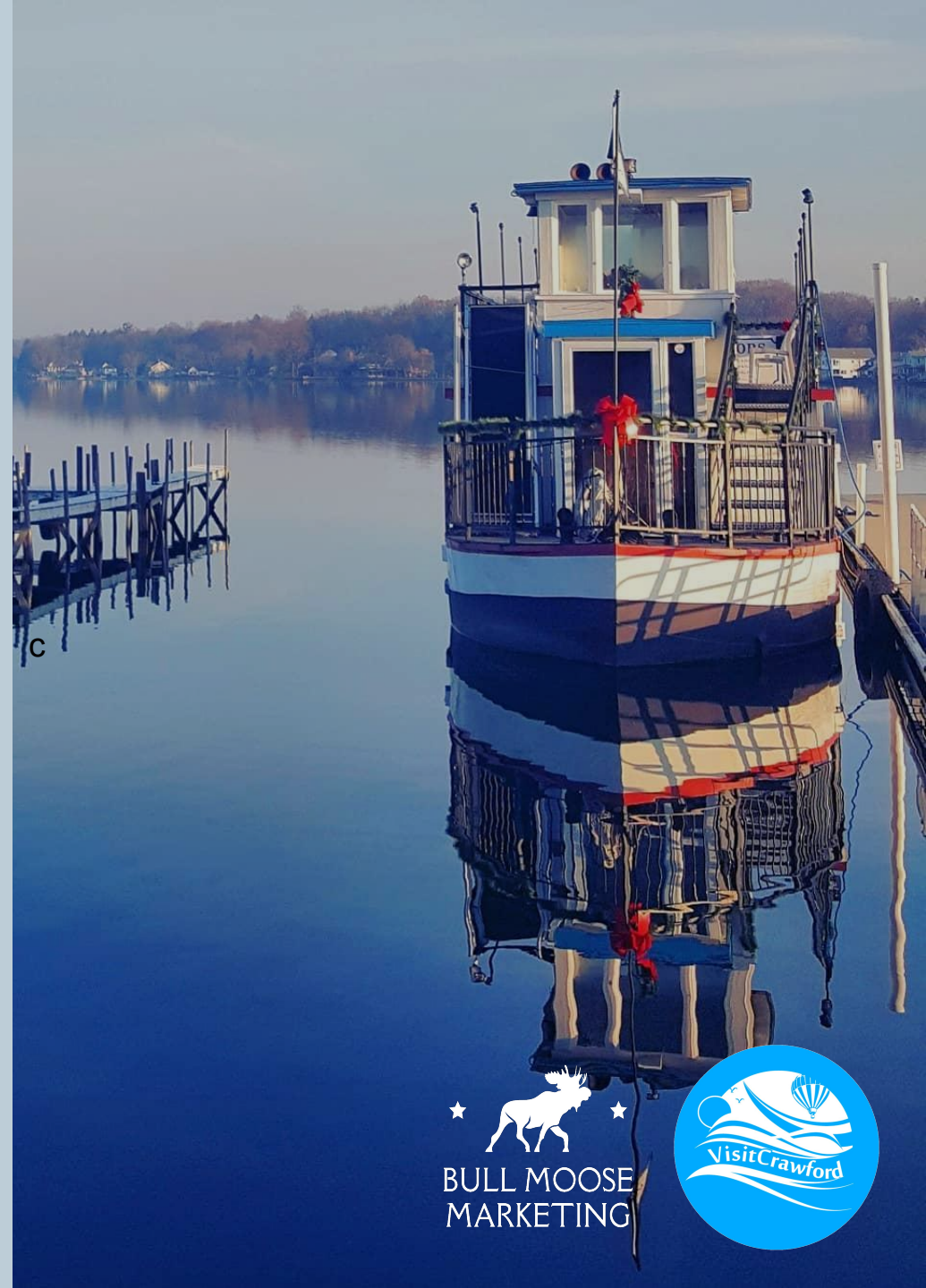
- Logo
- Visual look & feel
- Taglines & campaigns

Internal aspects – What people don't see

- Strategy
- Voice
- Team
- Culture
- Values

Definition of Branding

- **Branding** is the **ability to deliver on a promise** you make to your customers / visitors



Branding Includes Stakeholders

CCCVB owns the brand **strategy**, but the **stakeholders own** the actual **brand**

Stakeholder determine delivery of the brand promise

The **true brand** is the difference between **your promise** and the **actual delivery** by stakeholders.

Who are a destination's **stakeholders**?

- Tourism-related businesses
- Destination amenities
- Government entities
- Economic development
- NGOs
- Major employers
- Local community & residents
- The tourists who visit your destination!



★  ★
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MARKETING



Branding is Critical

Delivering on the brand is crucial:

- **Word-of-mouth** drives repeat & new visitors
- People **search by activity**, not location
- COVID redefined the “**Travel Season**” (workcation)

Obvious **economic impact**

- **PAGLR ranks 10** of 11 PA tourism regions in visitor spending (2019)
- Crawford Co. **visitor spend - \$253M** (3rd of 4 in PAGLR)
- To make up state & local taxes generated by visitor activity would require **\$950 per county household**



Developing the County's Brand

METHODOLOGY FOR BUILDING A DESTINATION BRAND



Stakeholder Workshop

CCCVB	Victoria Soff
Crawford County Planning County Commissioners	Zach Norwood / Debbie Frawley Eric Henry / Christopher Soff
EPACC	Jim Becker * / Angela Annibale *
CCHS	Josh Sherretts
CATA	Tim Geibel *
MMC	Don Rhoten *
FCVC	Brenda Costa
Ernst Trail	Calvin Ernst *
City of Meadville	Maryann Menanno
Linesville Borough	Katie Wickert
WCC Chamber	Christa Lundy
Allegheny College	Andy Walker
City of Titusville	Neil Fratus
Titusville Chamber	Boo Maginnis *
Pitt Titusville	Dr. Stephanie Fiely

** Unable to attend workshop*



VOODOO BREWERY

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Workshop Questions

What are the county's elements of our identity?
(Natural environment, built environment, & cultural heritage)

What makes Crawford County unique? What can it offer through experience, value, or appeal that few or no other destinations can?

What **challenges** does Crawford County face that **hurt our ability to deliver on positive visitor experience** and what are **possible solutions** to these challenges?



THE MARKET HOUSE



Destination Brand Components

Brand Identity

The **core elements** of a destination and how visitors **collectively experience** those elements.

Unique Selling Point

A destination's **promise to visitors**, the thing people would miss about the destination

Brand Narrative

Ties identity & USP together to **unify** how the brand is presented in a **cohesive and compelling** way



Brand Identity

Brand identity: The **core elements** of a destination and how visitors **collectively experience** those elements.

Unique Selling Point (USP): A destination's promise to visitors, the thing people would miss about the destination

Brand Narrative: Ties identity to USP and unifies how the brand is presented in a cohesive and compelling way

KAYAKING ON FRENCH CREEK

Natural Environment

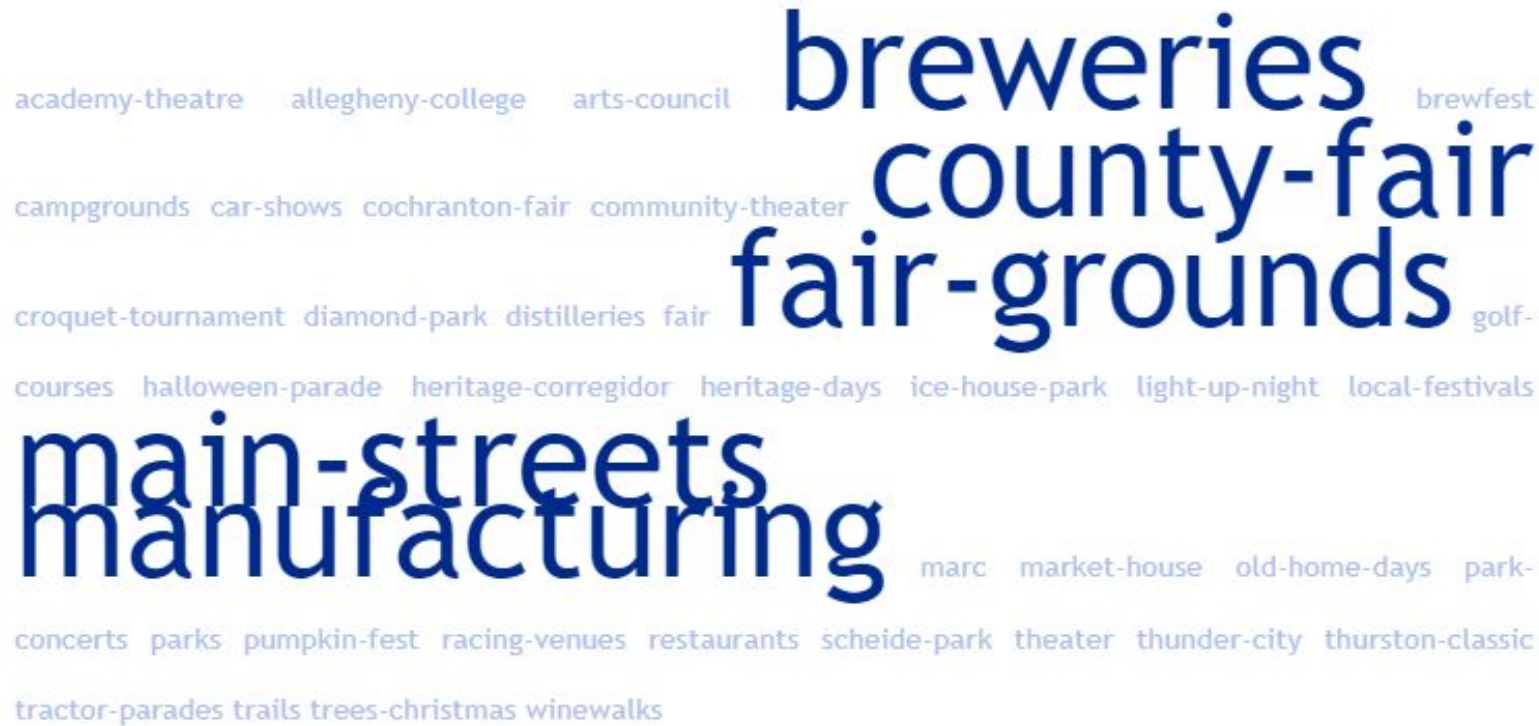
Natural landmarks, Nature/wildlife, Natural history, Outdoor activities, & Weather/climate

baseball biking birding bossard camping canoeing cemetery colonel-crawford
conneaut county **creek** erie-pittsburgh ernst fishing
forest french french-creek geneva golfing greendale hiking hunting
kayaking **lake** mastodon oil park
pymatuning river shenango skiing snowmobiling softball
spillway swamp **trail** tubing **waterway**
wildlife-refuge wildlife-refugee woodcock



Built Environment

Entertainment Venues, Key Events, Developments, Infrastructure, and Economy/Business



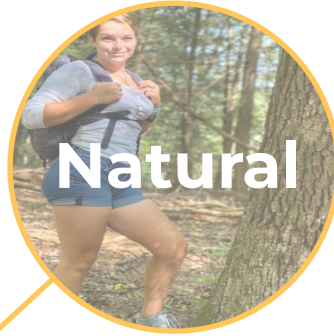
Culture & Heritage

Area history, Traditions, Landmarks, Food and Drink, and Arts and Culture

academy-theatre
brhm
allegheny-college amish
antonios-restaurant breweries cemeteries cl-museum cl-trees conneaut-cellars
cussewago-distilling davenports distilleries downtown-retail farmers-markets fcc-theater fccommunity-
theater greendale-cemetery heisman heritage-corregidor historical-society holland-
hall house jb-tannery main-streets manufacturing market market-house
mc-theater museums native-american oil oil-
boom parks penndot-signs railroad reenactments region riverside spillway spirella talon tarr-
mansion titusville-ironworks titusville-summertheater trails trolley-museum venango-store voodoo
washington-trail



Brand Identity Summary



- Lakes
- Waterways
- Trails
- Parks



- Breweries
- Fair Grounds
- Main Streets
- Manufacturing



- Theaters
- Museums
- Oil Heritage
- Historical Sites





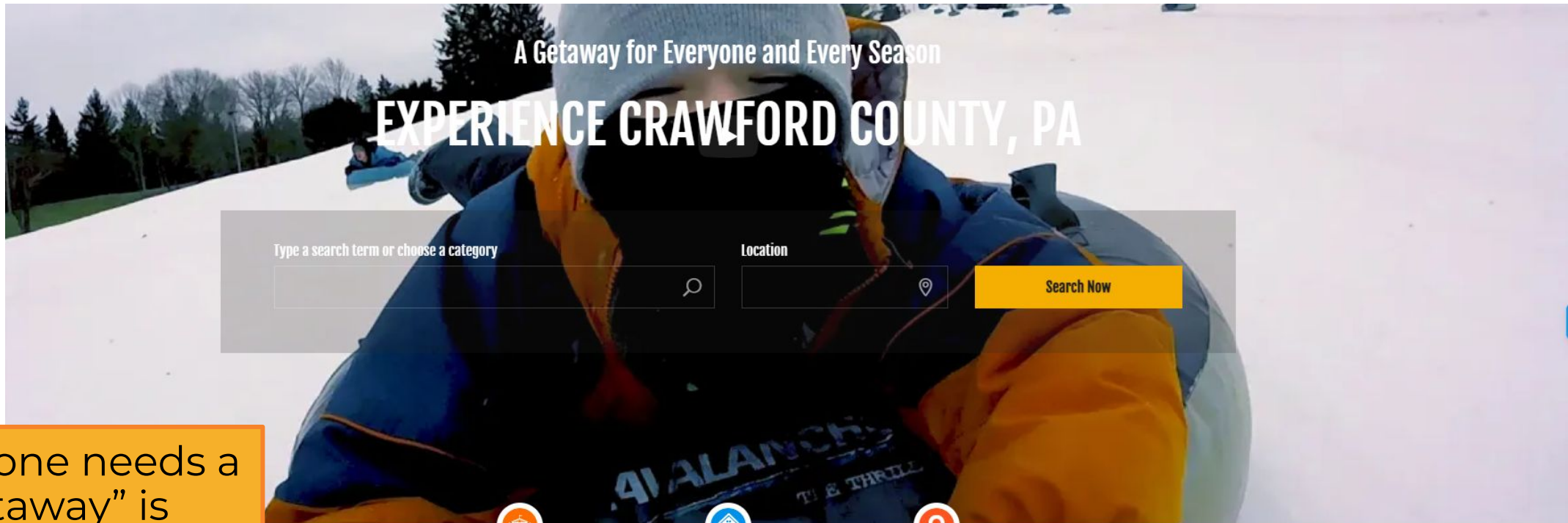
Unique Selling Point (USP)

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Brand Narrative: Ties identity to USP and unifies how the brand is presented in a cohesive and compelling way

Branding Requires Differentiation



“Everyone needs a getaway” is ineffective because there is **no differentiation.**

A getaway for everyone and every season.

COME TO CRAWFORD COUNTY AND BECOME FAMILY



Crawford County Pennsylvania....We Are For Everyone!

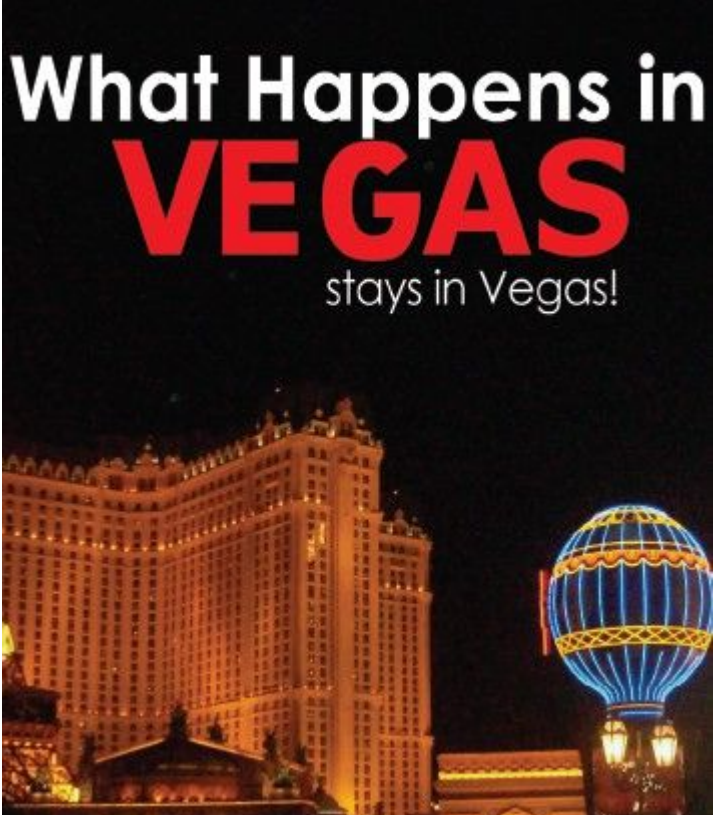


Watch later



Share

Branding Requires Differentiation



What Makes Crawford County Unique

Workshop Feedback:

1. Natural amenities, lakes & waterways
2. Historical legacy and national impact
3. Manufacturing (made in USA)
4. Our people (friendly, family legacy, hard-working)
5. The Crawford County Fair (agricultural roots)

★  ★
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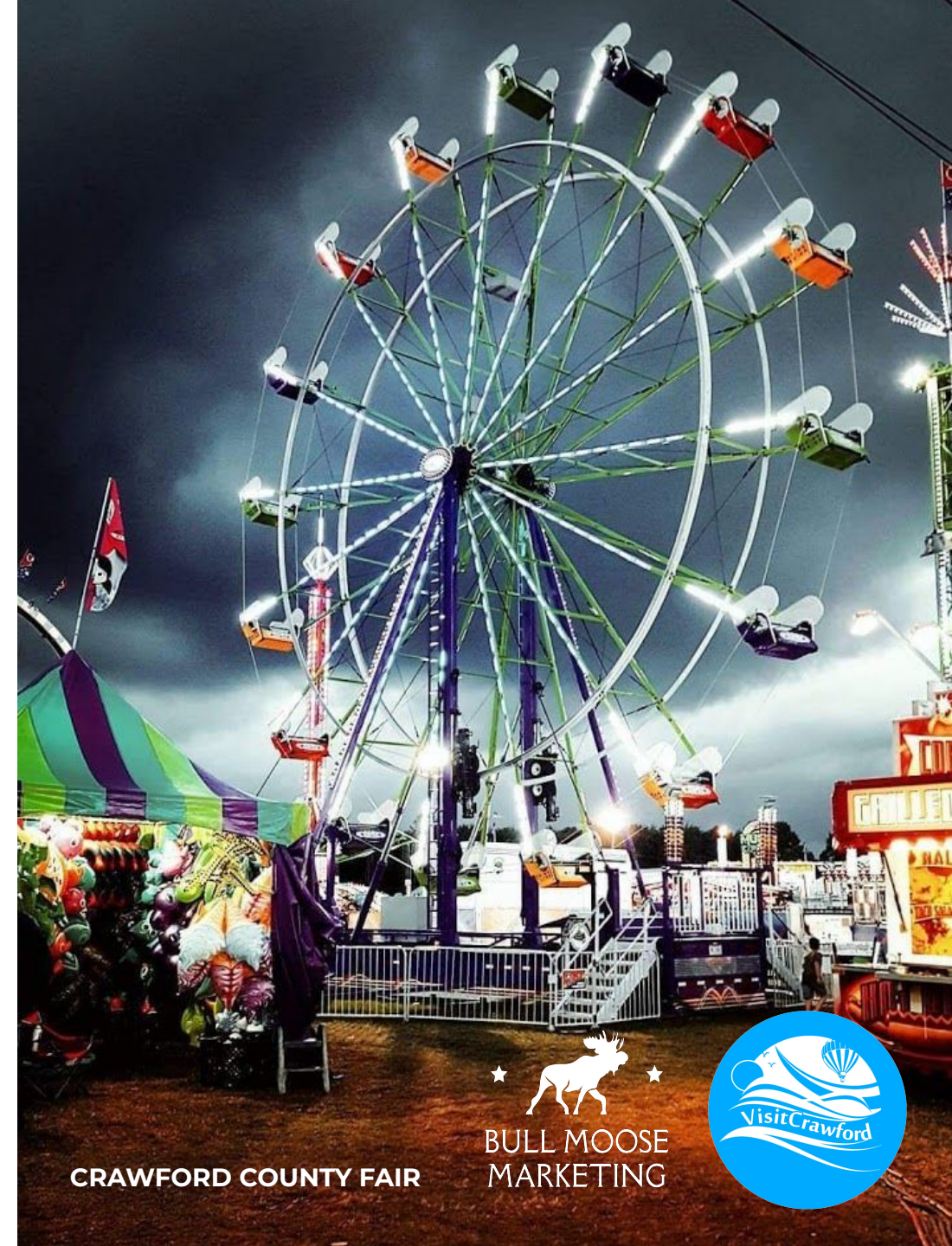
Pillars of Differentiation

Pillar 1 – Ties to National History	Pillar 2 – Diverse Natural Amenities	Pillar 3 – Genuine, Home-grown Culture
<p>Much of the country’s story cannot be told without telling the its entire history & the numerous moments & people who influenced national history</p>	<p>Many places have lakes, waterways, trails, & other amenities offering outdoor activities, but few have the array the County does in one spot</p>	<p>The County is a community dedicated to writing its own story. We celebrate & preserve places, events & cultural assets that inform who we are & want to be</p>
<ul style="list-style-type: none"> • George Washington traveled here to deliver terms to the French at Ft. LeBoeuf • Origination of the Direct Primary system • Supreme Court Justice Henry Baldwin built his home in Meadville • John Brown operated the Underground Railroad from his tannery • First to desegregate schools in the nation • Commercial oil industry born near Titusville • Ida Tarbell life, education & early work influenced her investigative journalist career • Area native Frederick Howe reforms Ellis Island • Numerous products used regularly today were invented here including Spirella corsets • Talon Zipper was perfected & manufactured for mass commercial use • Present industrial heritage - Channellock • Functional excursion railroad - OC&T RR 	<ul style="list-style-type: none"> • The largest man-made and the two largest natural, in-land lakes in Pennsylvania • Two award-winning waterways offering kayaking, canoeing, tubing, fishing... • Pymatuning is the largest state park by acreage • Numerous trails for fitness and exploration • Parks (including the Linesville Spillway) • Camping spots • Erie National Wildlife Refuge allows for birding and recreation while hosting diverse species of regional flora and fauna • Greendale and Woodlawn cemeteries allow the enjoyment of nature, history and cultural arts • Golf courses are numerous with several skill levels catered to 	<ul style="list-style-type: none"> • Crawford County Fair – the largest agricultural fair in the Commonwealth • Theaters and thriving community arts scene • Tractor Parades add to rural brand • Market House and its rebirth as a thriving produce / small business hub • Concentration of micro-brewery, winery and distilleries highlighting homemade artisan goods • Thurston Classic combines history, arts... • Collection of small, locally-owned businesses and eateries for personalization and intimate experiences • Niche celebratory events and festivals add to authentic atmosphere • Public art via PennDOT signs, murals, architecture

County's Values & Attributes

Workshop Feedback:

- Small-town values
- Hometown feel
- Welcoming
- Safety
- Personal touch
- Eclectic mix of local business
- Industrious
- Affordable (Pragmatic)



CRAWFORD COUNTY FAIR

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MARKETING



Our Unique Selling Point

We have **distinct** amenities



MANY TIES TO NATIONAL HISTORY

Few rural destinations have a history that's so extensive with so many moments & people who influenced outcomes on a national level across all periods of time



DIVERSE NATURAL AMENITIES

Many places have lakes, waterways, trails, & other amenities offering outdoor activities, but few have the array the County does in one spot



GENUINE HOME-GROWN CULTURE

The County is a community dedicated to writing its own story. We celebrate & preserve places, events & cultural assets that inform who we are & want to be

What makes us **unique** is our **people** & their **stories** of Crawford County



Brand Narrative

Brand identity: The **core elements** of a destination and how visitors **collectively experience** those elements.

Unique Selling Point (USP): A destination's promise to visitors, the thing people would miss about the destination

Brand Narrative: **Ties identity to USP** and unifies how the brand is presented in a **cohesive** and **compelling** way



THE THURSTON CLASSIC

Our Brand Narrative



Structuring a Brand Narrative

The “Guide”	Our Success(es)	Our Plan	Our Call to Action
<p>Crawford County wants to tell the Characters about a destination that is down-to-earth, takes pride in its roots, is unpretentious, and celebrates the normalcy and simplicity of life</p>	<ul style="list-style-type: none"> •Largest natural & man-made in-land, lakes •Two award-winning waterways •Largest agricultural fair in PA •Unique history with national impact 	<ul style="list-style-type: none"> •Array of outdoor activities across 4 seasons •Quality entertainment & venues •Museums & historically significant sites •Homegrown and original food, brew, & spirits 	<p>Visit CC to:</p> <ul style="list-style-type: none"> • Bike / Fish / Hunt / Kayak • Eat / Drink • Watch / Learn / Discover <p>“Find yourself in our story”</p>
The Character(s)	Their Problem	Their Journey	The Transformation
<ul style="list-style-type: none"> • Activity Seekers • Connectors • Nature Lovers • Culinary Fans • Authenticity Seekers • Culture Lovers • Price Sensitive • Explorationists 	<ul style="list-style-type: none"> • Tired of commercial destinations & tourist traps • Don’t want to be where the crowd is • Want unspoiled settings • Need calm & serenity • Want new but also feels familiar • Escape their present 	<ol style="list-style-type: none"> 1. Dream: Exposed to a story they didn’t know about 2. Plan: The story is compelling & different from other places 3. Experience: They experience the story of a way of life that resonates with them authentically 4. Share: They want to tell others their own story of a positive experience 	<p>Crawford County’s story gives a voice to where we came from, who we are, & the best of what we can offer.</p> <p>Those who come hear our story will find an authentic connection to Crawford County while enjoying the amenities that align to their interests.</p>

How Visitors Connect with Crawford County's Brand

Serious Fisherman (Nature Lover)
looking for a real experience



3. Self-Expressive Benefit

How does the brand help visitors **express their values**? What does choosing the brand say about them to others?



"I have to tell all my buddies about the fishing in Crawford Co. It was great."

2. Emotional Benefit

How does the person **feel** when they interact with the place?



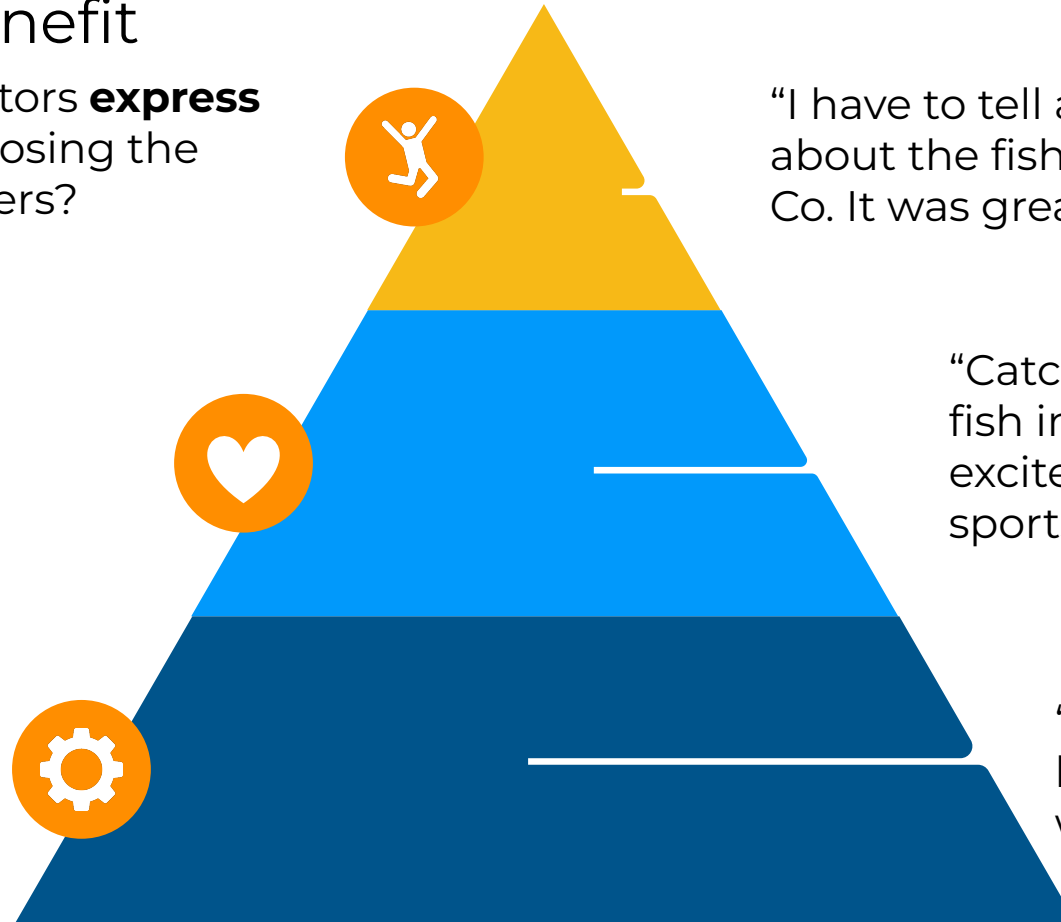
"Catching big, challenging fish in Crawford Co gets me excited and I feel like a true sportsman."

1. Functional Benefit

What are the **direct benefits** of the destination's amenities to the guest?



"I love fishing & Crawford Co has both lakes and streams with a variety of large fish!"















Carter

WINE & LUNCH



DRAKE WELL PARK
On this site Col. Edwin
Drake struck oil Aug. 27
1859: the birth of the
petroleum industry.
Administered by the Pennsylvania
Historical and Museum Commission.













MARKET HOUSE





BIRTHPLACE OF THE DIRECT PRIMARY

Here in Crawford County on Sept. 9, 1842, direct primary elections were born when county Democrats used this system to nominate candidates for the legislature and county offices. Republicans here began voting by this method in 1860. This "Crawford County System" gradually spread to other counties and to other states. By the early 20th century, it had become the nation's standard system for selecting party nominees for most offices.

PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION 2000



JOHN BROWN
OF
OSSAWATOMIE
AND
HARPERS FERRY
1800 1859







**IT COMES INTO THIS WORLD ON FIRE.
AND THEN IT GROWS TEETH.**

channellock.com

CHANNEL LOCK

MADE IN MEADVILLE, PA



BREWERS OF ARTISAN BEER STYLES

Voodoo Brewery
Voodoo
Brewing Co., LLC



GENERAL STORE

General Store

Youngstown





THE TITUSVILLE IRON WORKS CO.
TITUSVILLE, FLORIDA
EST. 1910

DOG & SUDS







FIRST PREMIUM
CRAWFORD COUNTY FAIR
Meadville Pennsylvania

FIRST PREMIUM
CRAWFORD COUNTY FAIR
Meadville Pennsylvania

FIRST PREMIUM
CRAWFORD COUNTY FAIR
Meadville Pennsylvania

CRAWFORD COUNTY FAIR
Meadville Pennsylvania

CRAWFORD COUNTY FAIR
Meadville Pennsylvania

SPIRIT
PREMIUM by CANTON

CONNEAUT CELLARS
OWC







2 Lobster
Raw Oysters (one Cooked) - dozen -
Desserts - \$2.50 each
Cinnamon bread 4/50
Cheesecake bite sam
Apple OR Cherry pie

Friday
6:30-8:00
Saturday
6-8 PM
Sunday
10:30-12:00



Hank's

FROZEN
CUSTARD









Produce grown locally
Strawberry Lane Produce
Cromwell Lake
Highland Farm
Maple Hill
More produce in our back country and all the way from the mountains!

HEAGY'S
ORCHARD
Heagy's Apples

HEAGY'S
ORCHARD

Frozen Food

DAIRY









Crawford County
there's a story here

#theresastoryhere

Implementing the Brand

HOW TO MAKE THE BRAND ACTIONABLE



Applying Branding Elements



Presentation Decks



Brochures &
Direct Mail



Wayfinding &
Signage



Social Media
Channel Profiles



Customized
Company Swag



Ads, Guides, &
Articles



Digital Graphics &
Video Content



Media Kit

Consistent Brand Effort

Traveler's journey – Stages of the decision-making process that tourists make that lead them to invest in one destination over another

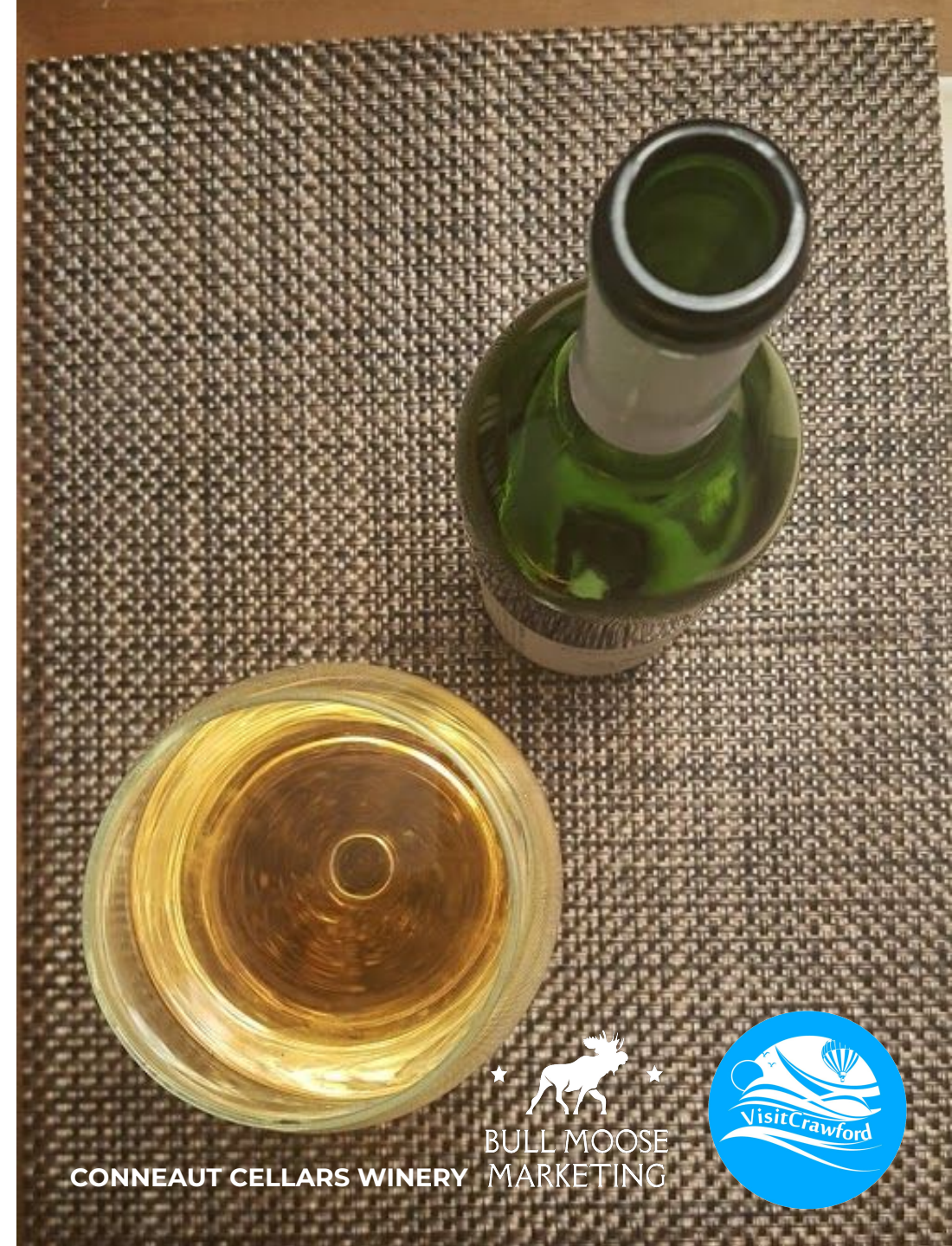
1. Dreaming – Traveler evaluates destination's promise vs. personal values & interests

2. Planning & Booking – Traveler commits based their perception of a destination's promise without being

3. Experience – Traveler judges the destination's promise based their perception of the actual experience

4. Sharing – Traveler validates or invalidates a destination's promise

Promise remains consistent over the entire journey



CONNEAUT CELLARS WINERY

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MARKETING



Tactical Actions

- Encourage both the community & visitors to tell their stories. (i.e. spots for selfies)
- Give them the “script.” #theresastoryhere
- Facilitate regular communication with tourists & locals to strengthen our brand word-of-mouth.
- Constantly monitor sentiment (what people are saying about Crawford County).
- Create a brand committee to keep branding initiatives moving forward
- ID local brand ambassadors
- Build on what works & expand after showing a proof of concept.



THE SPILLWAY



Brand Cohesion

Key Study Findings*

- Destinations that developing a scope and **brand vision** that accounts for & **supports a wide array** of businesses **avoid a fragmented Visitor Economy**.
- Destinations that have a cohesive brand **message around experiences** rather than single amenities see **more impact** because “the experience” is the motivation behind why visitors take trips.
- Destinations with a unified brand are able to leverage it to **pool resources** that offer **economies of scale** and marketing infrastructure that are **more impactful** and **reduce costs**.

**Source, Destination Promotion: An Engine of Economic Development, Oxford Economics, 2018*



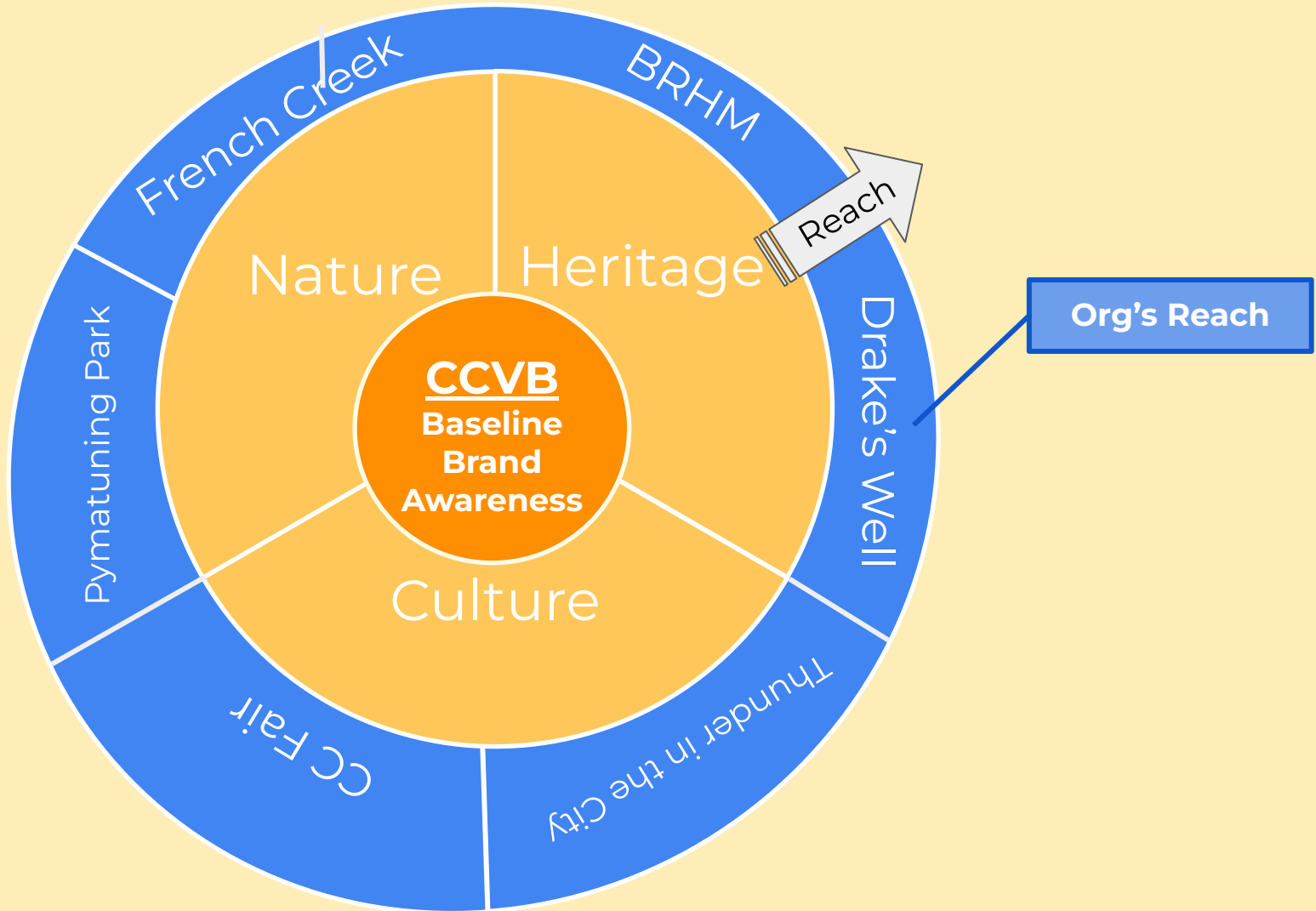
DAVENPORT CIDERY

★  ★
BULL MOOSE
MARKETING



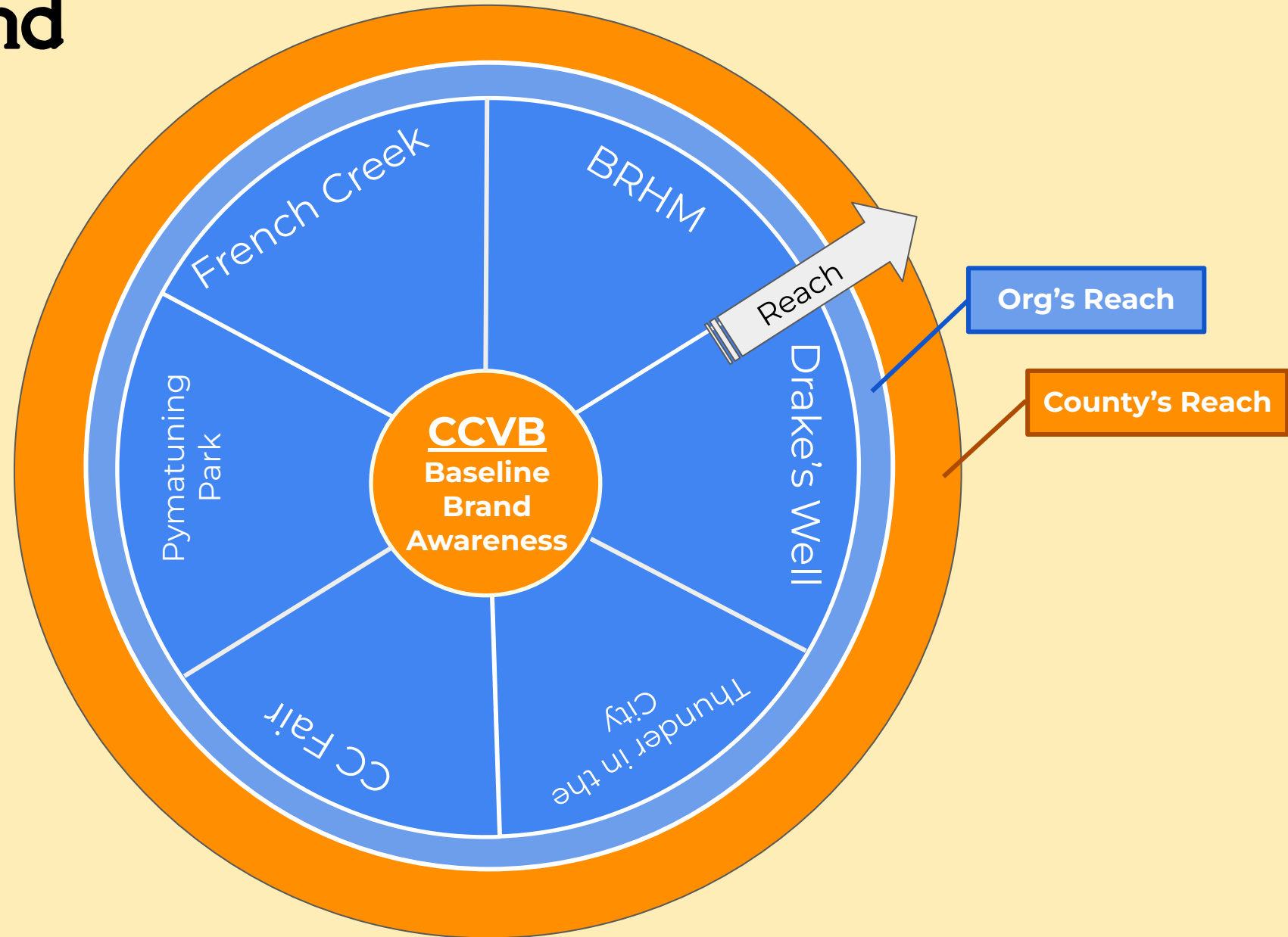
Ununified Brand

- Disproportionate resources
- Disjointed marketing efforts
- Varied audience reach
- Lacks marketing impact



Unified Brand

- Resources pooled
- Aligned efforts
- Increased audience reach
- Increased stakeholder awareness
- Greater overall economic impact



Economic Impact

Key Study Findings*

- Destination **promotion drives economic development** by raising the destination's profile
- Growth in the Visitor Economy **drives growth** in other areas of **the local economy**
- Targeted economic development is **more effective** when **coordinated** with destination promotion
- Growth as a result of the Visitor Economy **raises the quality of life** for those in that destination

**Source, Destination Promotion: An Engine of Economic Development, Oxford Economics, 2018*

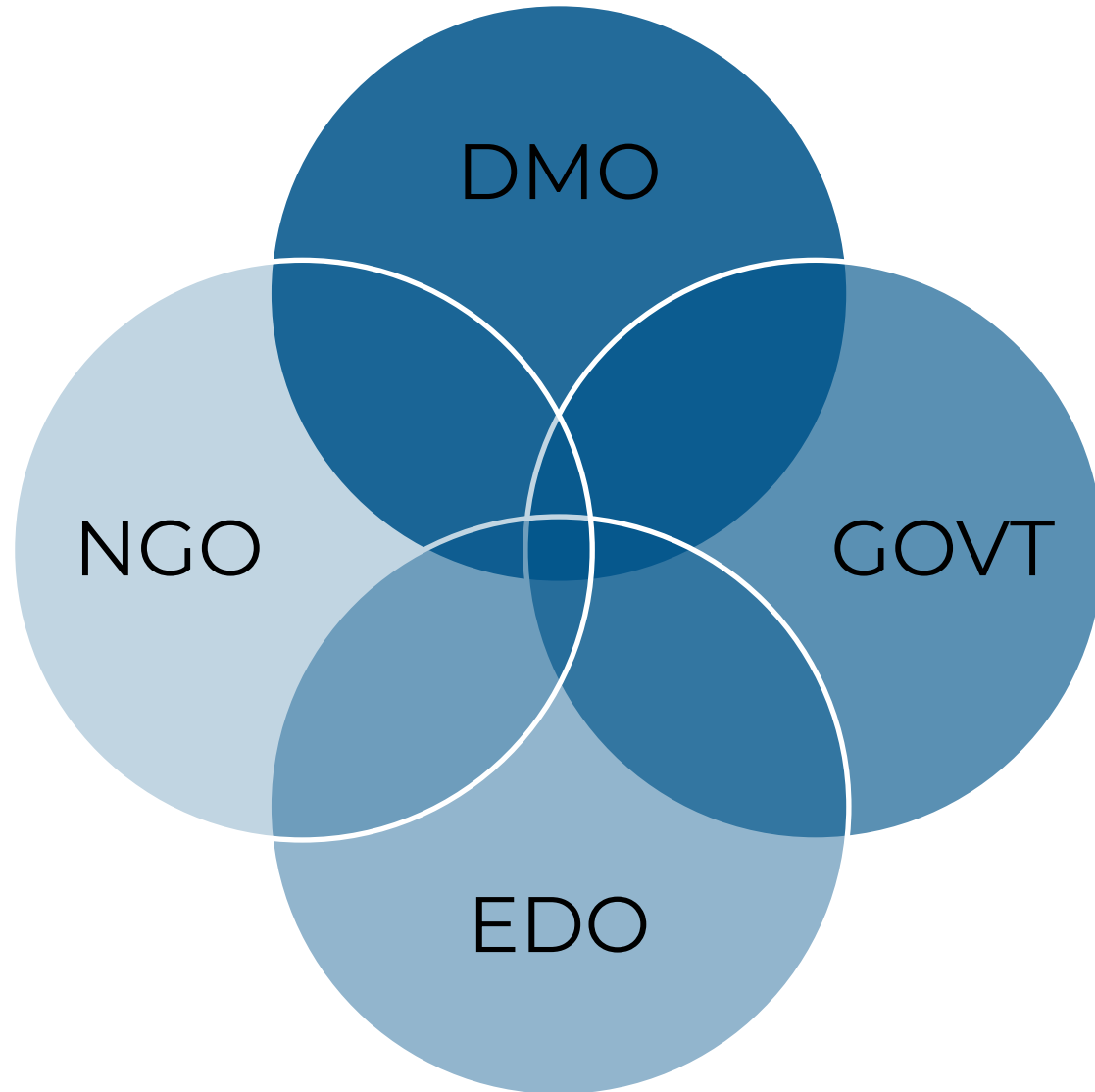


CABOOSE MOTEL

★  ★
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Key Stakeholder Alignment



Challenges & Solutions

Workshop - Challenges (Ranked)

1. Lack of hotel bed space & boutique options
2. Negativity of residents & lack of community support
3. Retail Shopping - variety, hours of operation
4. Restaurants - volume, variety, & operating hours
5. Lack of Diversity & Inclusion
6. Lack of Signage (directional & interpretative) & Cohesion
7. Distinguishing ourselves from surrounding communities

Workshop - Suggested Solutions

- Master county event calendar (awareness)
- Restaurant incubator program (Market House example), food trucks, shared food hall, culinary internships (staffing)
- Itinerary packaging i.e. if you have 48 hours in Crawford County, “do this”
- Share “traffic” among our natural assets & nearby amenities
- Stakeholder roundtable to support a branding strategy, investment in storytelling, and infrastructure



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“Activating” the Brand

Brand Strategy Action Committee

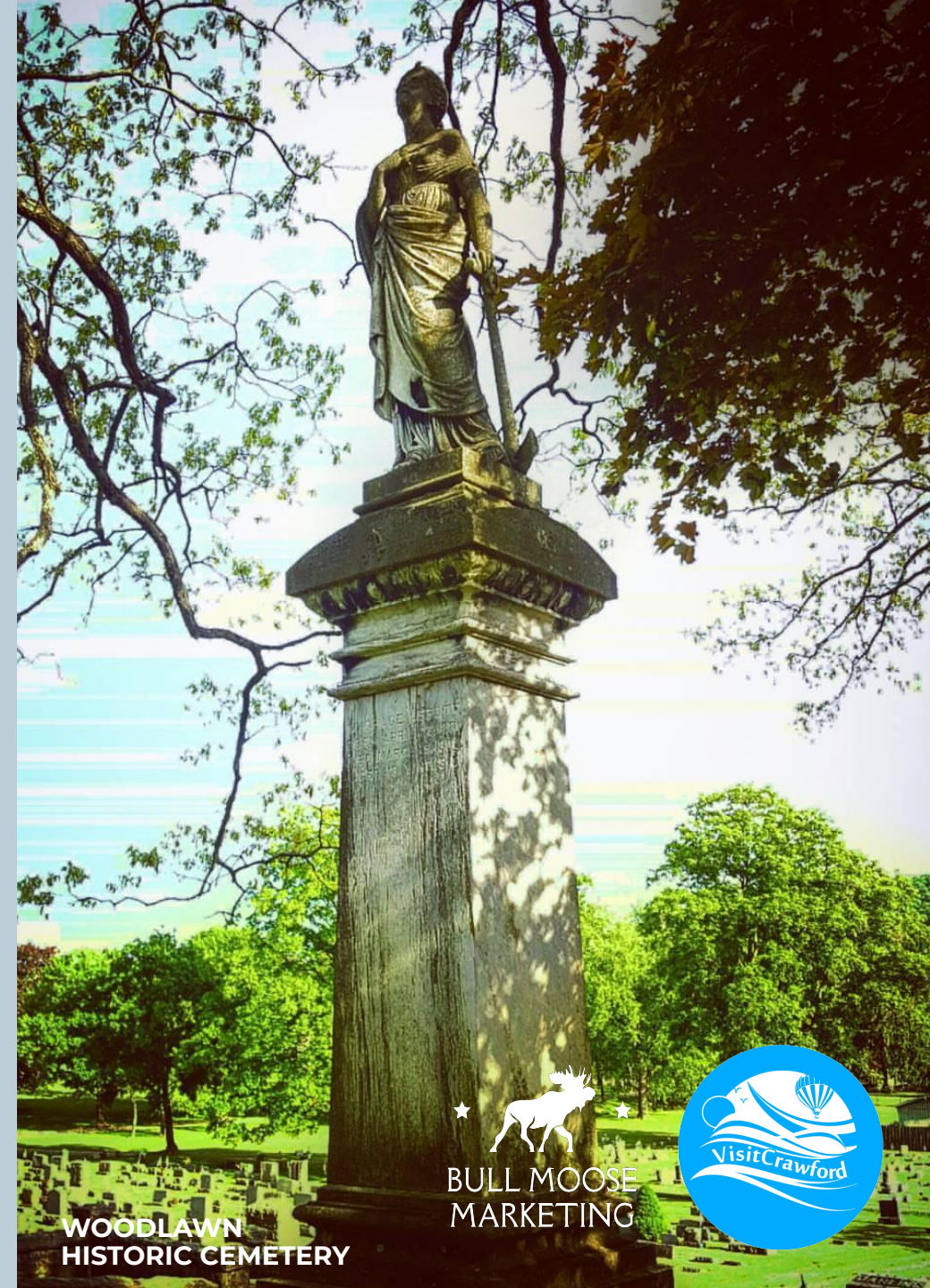
- Broad, balanced representation with authority
- Address tourism infrastructure challenges
- DMO & EDO coordination channel
- Share information among stakeholders

Brand Ambassadors

- Represent the brand tactically day-to-day
- Help implement tactical recommendations
- Regular feedback & help monitor the brand
- Invite others to tell the untold stories

PR Campaign

- Promotional materials for stakeholders
- Campaign launch to draw in new Visitors
- Update existing materials (i.e. website & app)
- Engage residents & gain community buy-in



WOODLAWN
HISTORIC CEMETERY



BULL MOOSE
MARKETING



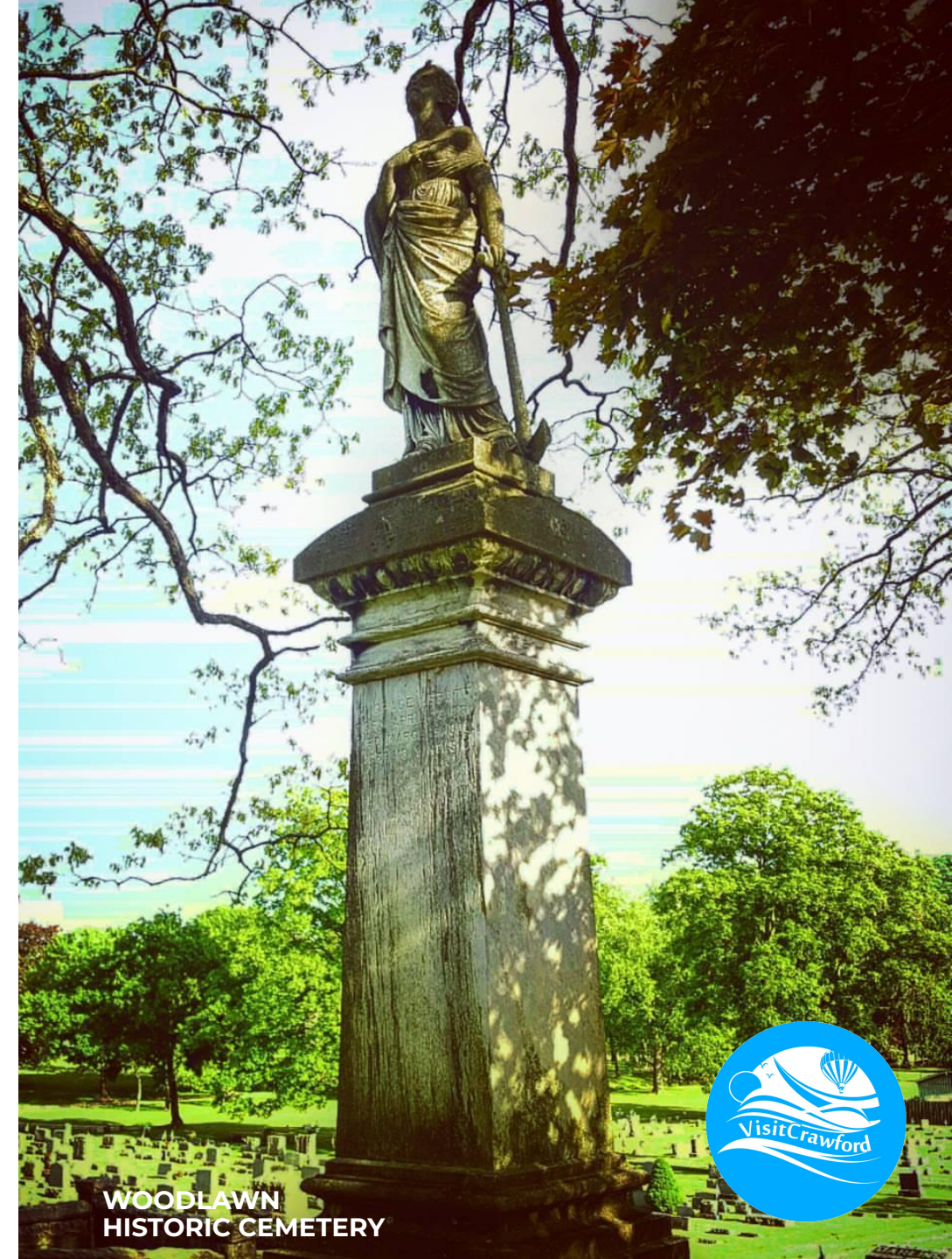
How to “Activate” the Brand

In Your Own Marketing

- Use the #theresastoryhere #crawfordcountypa hashtags in marketing materials and social media posts
- Follow us on our social media channels
- Join the CC Visitors Bureau Members Facebook Group
- Share information amongst other members and stakeholders
- Use brand activation materials found on our website (window signs, cards, social media graphics)
- Download and share the Visit Crawford mobile app
- Ensure your listing on the CCCVB website & mobile app are up-to-date
- If you are working on your marketing and need help, ask us for help (design, suggestions, and photo assets)

As a Crawford County Brand Ambassadors

- Represent the brand tactically day-to-day
- Use as authentic means as possible to market yourself (nostalgia, simple pleasures, stories, etc)
- Why are you here? Why are you in business? Why do you do what you do? Let these answers shine through in marketing
- Invite others to tell the untold stories about Crawford County



WOODLAWN
HISTORIC CEMETERY



Wrap Up

NEXT STEPS FOR MOVING FORWARD

BALDWIN-REYNOLDS HOUSE

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Next Steps

CCCVB & Bull Moose to complete branding strategy (Feb)

Delivery of recommended county branding strategy (Mar)

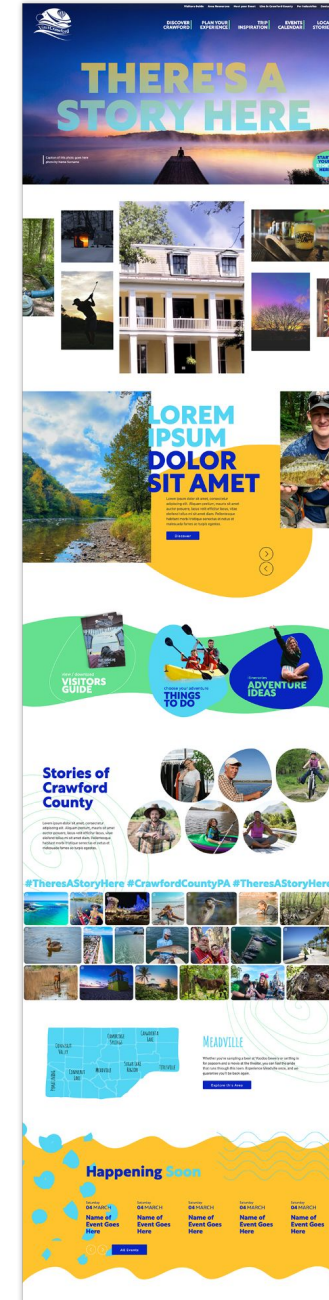
Formalize the County's Brand Committee (Mar)

Develop & share branding "kits" with stakeholders (Apr)

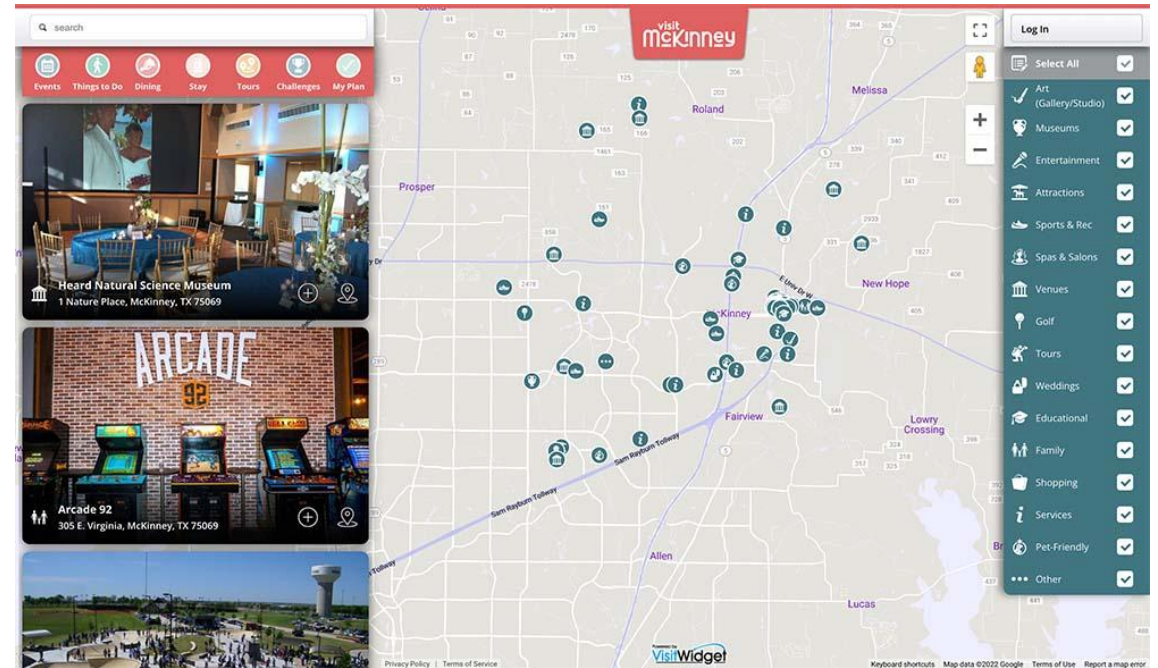
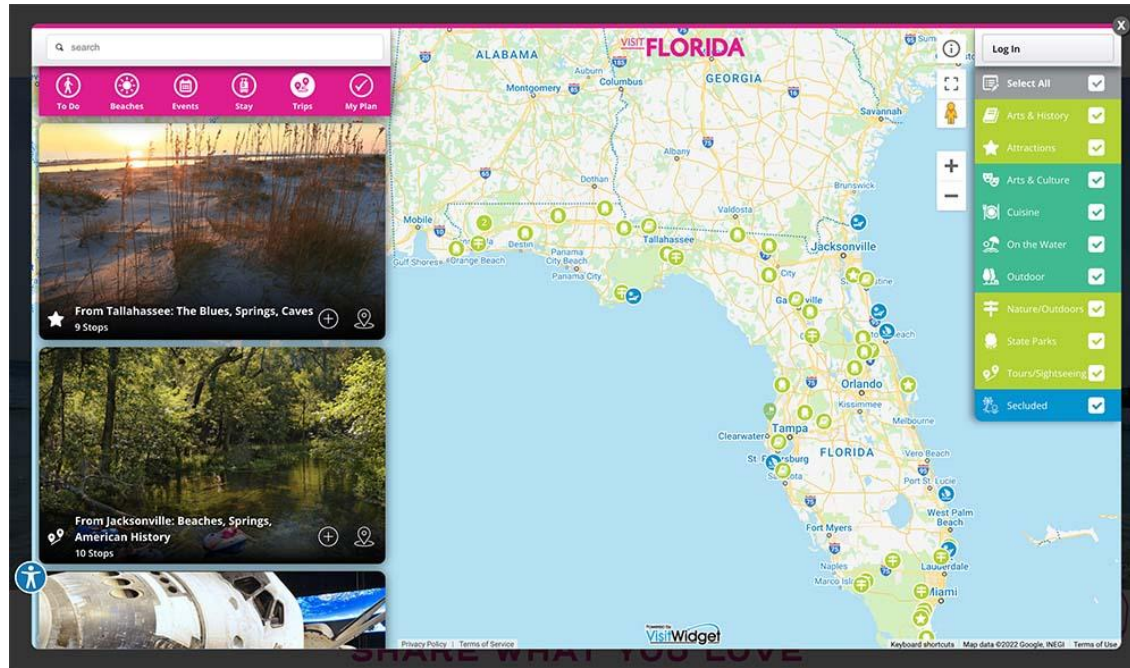
New website & mobile app (May/Jun)



Website Mockup



Desktop App Examples



Branding Kit Examples



Promo Campaigns & Ad Creative Samples

THERE'S A STORY HERE
#THERSASTORYHERE #CRAWFORDCOUNTYPA

START YOUR OWN STORY WITH THE VISIT CRAWFORD MOBILE APP

Download on the App Store | GET IT ON Google play

visitcrawford.org

THERE'S A STORY HERE
#THERSASTORYHERE #CRAWFORDCOUNTYPA

THE THURSTON CLASSIC
JUNE 14 - 18, 2023

visitcrawford.org

THERE'S A STORY HERE
#THERSASTORYHERE #CRAWFORDCOUNTYPA

BEGIN YOUR OWN STORY WITH THE CRAWFORD COUNTY VISITORS GUIDE

visitcrawford.org

Final Thought

“The secret of change is to focus all of your energy, not on fighting the old, but on building the new.”

- Socrates



Questions & Follow-up



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Ron Mattocks

VP of Client Strategies

E: rmattocks@bullmoosemarketing.com