

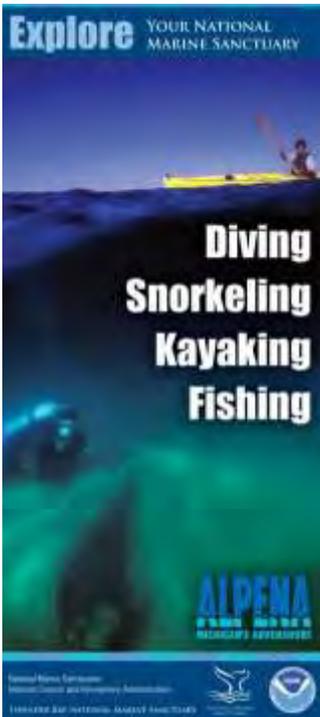


THUNDER BAY

NATIONAL MARINE SANCTUARY

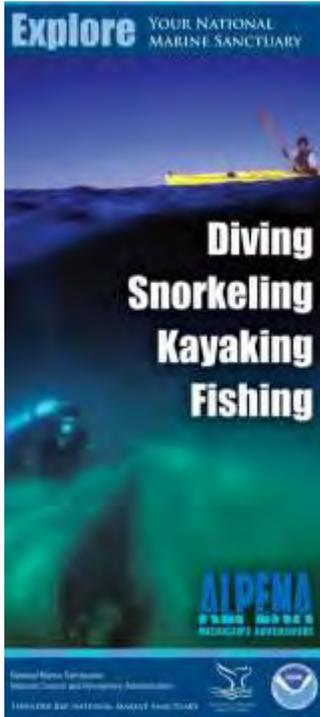
*Branding and MPAs:  
Special Places with Special Values*





## Branding, Marketing, Advertising, Logos & Slogans

Branding is to marketing as strategy is to tactics

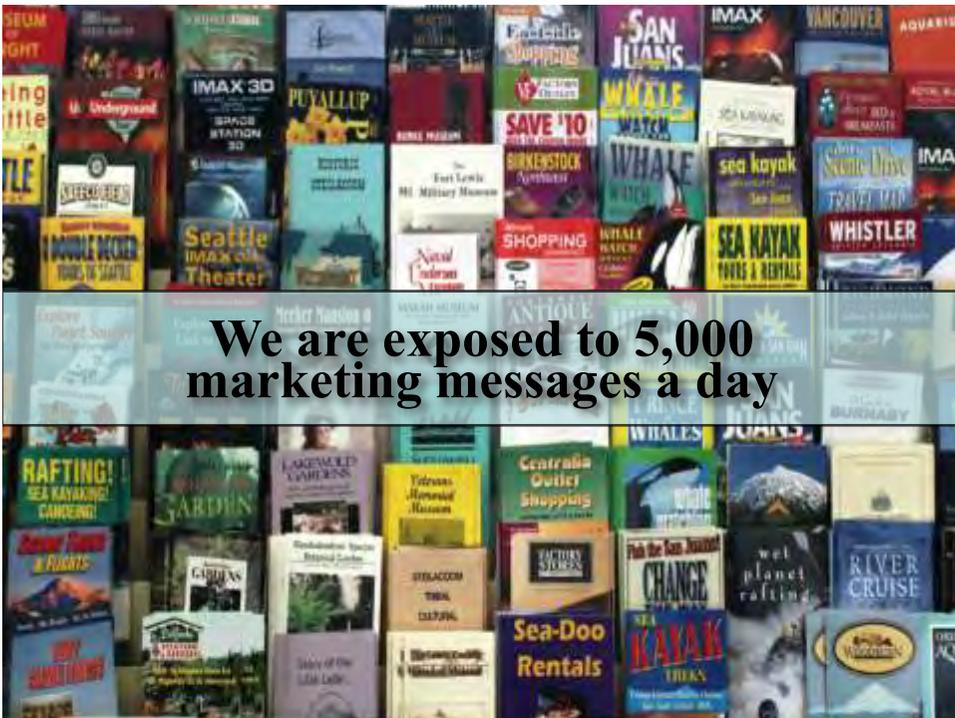


## Branding, Marketing, Advertising, Logos & Slogans

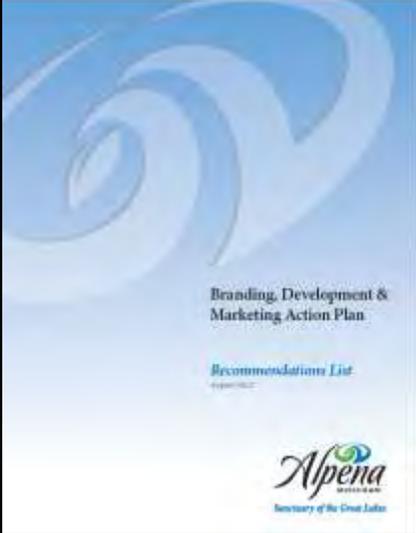
Branding is to marketing as strategy is to tactics

Slogans and logos are to branding as the tip of an iceberg is to the whole iceberg





**We are exposed to 5,000 marketing messages a day**



**Branding, Development & Marketing Action Plan**

*Recommendations List*

**Alpena**  
Michigan  
*Secretary of the Great Lakes*

## **Alpena Branding Initiative**

- **Assessment of Markets**
- **Community Survey**
- **Brand Feasibility**
- **Branding Boot Camp**
  - **Final Report**
  - **Action!**

**Become an outstanding and sustainable destination.**

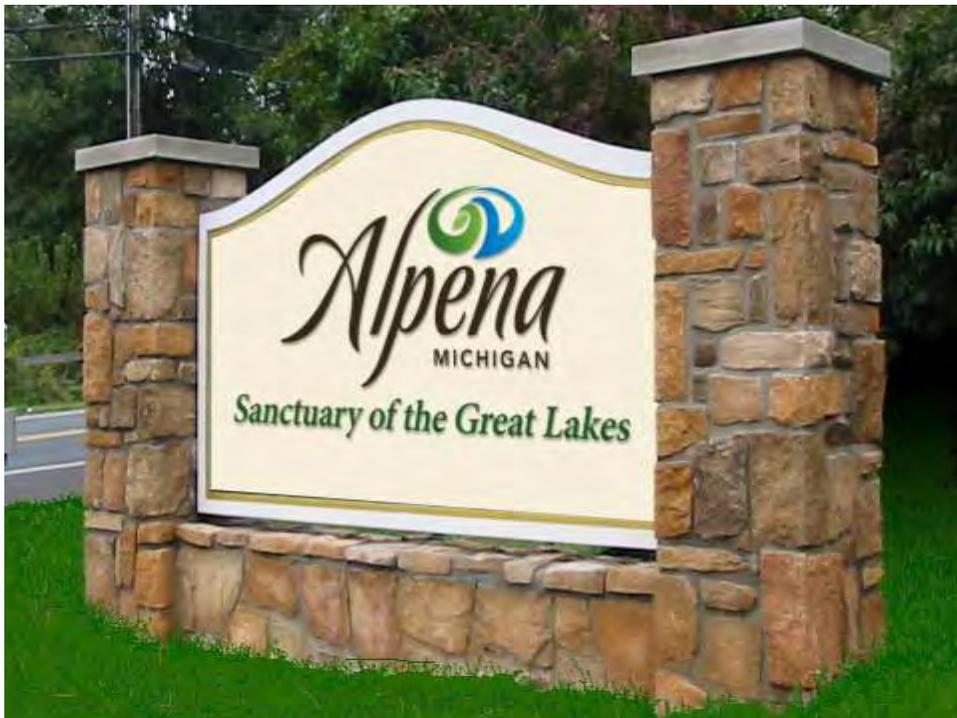
**For local residents and visitors.**

**Create small business opportunities.**

**And strengthen existing businesses.**

**Create a sustainable community for our youth.**

**Jobs, opportunities & gathering places.**



**A brand is a promise.  
A good brand is a promise kept.**



**As your Sanctuary of the Great Lakes, Alpena is a haven from daily life. Culturally rich and surrounded by natural beauty, Alpena is the place to relax, rejuvenate, and inspire the happy, healthy, and creative you.**

## Pillars of Brand

**Learning Opportunities:** Heritage, culture, the environment, wellness and technology

**Wellness:** Fitness, recreation, healthy eating, relaxation, and empowerment

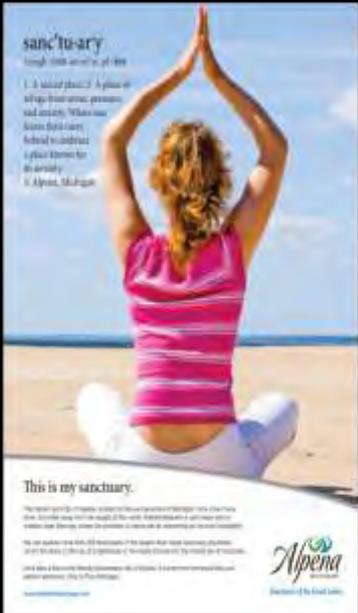
**The Environment:** Sanctuary, Lake Huron, TB River, state parks, trails, silent sports, birding and other environmental attractions.

Sanctuary of the Great Lakes  
Marine • Body • Soul



*Sanctuary of the Great Lakes*





**sanc'tu-ary**  
sanj-choo-er-ee  
 1. A sacred place. 2. A place of refuge from stress, pressure, and anxiety. Where one leaves their cares behind to embrace a place known for its serenity. 3. Alpena, Michigan.

**This is my sanctuary.**

The serene beauty of Alpena is a place where the tranquility of the Great Lakes meets the rugged beauty of the coast. It's a place where you can find peace and tranquility, and where you can embrace a place known for its serenity. Alpena is a place where you can find peace and tranquility, and where you can embrace a place known for its serenity.

**Alpena**  
Secretary of the Great Lakes

**sanc'tu-ar'y** (sangk-choō-er-ee) *n.*, *pl* – ies

1. A sacred place. 2. A place of refuge from stress, pressure, and anxiety. Where one leaves their cares behind to embrace a place known for its serenity. 3. Alpena, Michigan.



**Branding, Development & Marketing Action Plan**

**Recommendations List**

**Alpena**  
Secretary of the Great Lakes

## Alpena Branding Initiative

### Earning the Brand

- 50 Action Items and Growing

**MARINE**

Did you know? There are more than 200 Alpena Island Yacht Clubs that provide a place for you to enjoy the water.



Alpena Secretary of the Great Lakes

**BODY**

Did you know? There are 3 miles of bike trails through Alpena. More than 100 miles of scenic trails and waterways make it a perfect place to enjoy the water.



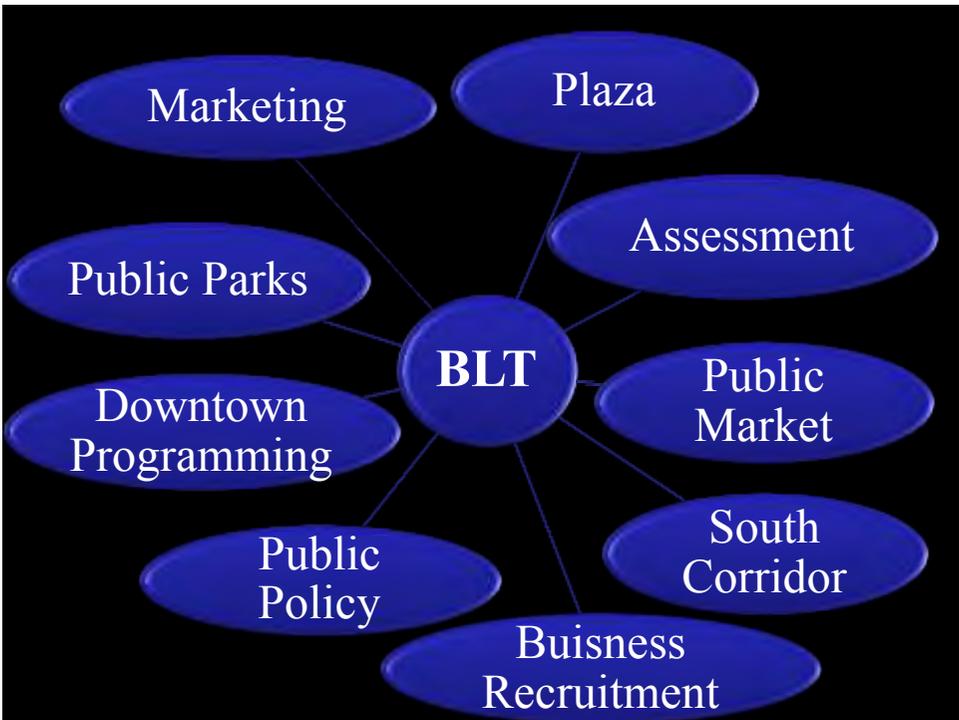
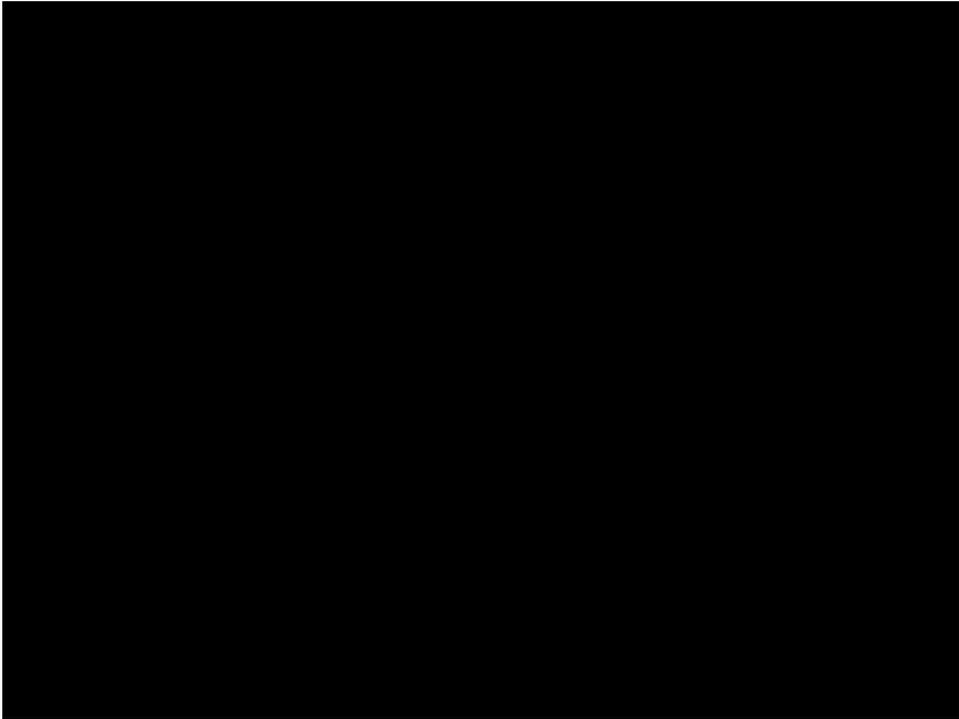
Alpena Secretary of the Great Lakes

**SOUL**

Did you know? Every year, more than 100 people visit Alpena to enjoy the water. Alpena is a place where you can find peace and tranquility.



Alpena Secretary of the Great Lakes





You're Invited to



## Plaza Palooza!

Share Your Voice & Ideas

Door Prizes Available!

Express your ideas on what would make the ideal public plaza for our downtown. Come share your voice!

**Tuesday, November 13**  
Art in the Loft  
5:30 PM Hors d'oeuvres  
6:00 PM Brainstorming Session



# SANCTUARY Square

# Sanctuary of the Great Lakes Economic and Community Development





# THUNDER BAY

NATIONAL MARINE SANCTUARY





*We would be sunk without our members.*

Join us for the  
**CHAMBER OF COMMERCE  
 ANNUAL DINNER**

**Thursday, February 9, 2012**  
 Cocktails at 5:30pm  
 Dinner at 6:30pm

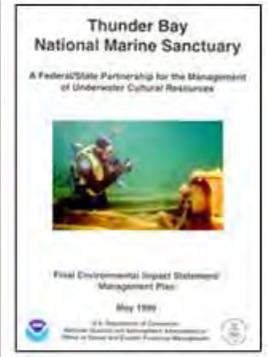
**Aplex**  
 701 Woodward Avenue

**Tickets \$30**  
 available at the Chamber  
 Office (989) 354-4101




**THUNDER BAY**  
 NATIONAL MARINE SANCTUARY

**“The impacts of a boundary expansion fit directly into the Chamber’s Mission of advancing the economic development and community’s quality of life; therefore, we give our full support for boundary expansion...”—  
 Alpena Chamber of Commerce**




**Genuine community engagement creates strong relationships and powerful constituencies. By fostering strong personal connections through relevance, there is a greater public will for action. People protect what they value.**

