

# St. Alban's, NL - Town Branding & Marketing Approach (September 2014)

Logo:  **St. Alban's, NL = Strong Roots**  (Creating Our Collective Identity/Key Message)

**Town Tag Line:** "Strong Roots" **Secondary Tag Line:** "Strong Roots = Stronger Future"

**Town Promises & Slogans:** "A Proud History and Hometown Strong" and "Connecting Our History to Our Future"

**Background:** The "Strong Roots" references our community logging history and the fact that the family connections of the sons and daughters of our community are hometown strong. Our people, past and present, near and afar, are strong and resilient - connecting our history to our future. Existing residents, new residents and/or returning ex-residents can expand their roots here and become a part of the town's future for however long they choose to stay, whether for work, to do business, to raise families, and/or retire. This town is the place of strong roots and to put down strong roots and at least make lasting connections for whatever time spent here as a resident, business investor, and/or visitor to the community. Feedback from residents as well as council and town staff supported this concept.

**Town Assets Supporting This Strategy:** Assets to support this strategy include existing ones and those to be developed.

1. **Scenic and Tidy Town:** "Proud History and Hometown Strong" requires an ongoing commitment by town council, organizations, residents, and businesses to maintain a clean and tidy town. The town must be something residents are proud of as per the history of our forefathers and foremothers that settled here and thus take care of it for today's generation but also to the benefit of tomorrow's generation. Hometown strong approach requires every resident and stakeholder in the community to do their best to maintain their personal properties (and help others to do so especially those needing assistance) and work together to maintain and constantly improve common spaces in town. There has been lots of work done in this area over the years but we need to work toward building a constant and consistent approach and mobilize the entire community. "It takes all of us" to make a difference.

2. **Heritage and Historical Information:** "Connecting our History to Our Future" requires that information on our heritage be readily available as per sites within the community and on-line. The heritage society is a key resource and has done much work with this aspect of community. Utilization of this instills our history into current and future generations. It also educates existing residents, new residents, returning ex-residents, and visitors alike as to our history. Our future depends on the sentimental value people maintain which inspires everyone to maintain or find economic and community solutions to help ensure the future success of the town. The emotional connections to residents past and present, near and afar, are strong and resilient – connecting our history to our future.

3. **Annual Activities Supporting Town Identity:** Make a list of annual activities supporting the "town identity" and add news one where needed. These activities will be listed on the town website and will become a part of visitor and resident information. There are many existing year round activities that can be identified throughout the community. Some communities have town days for example it can be "St. Alban's Days" – a few days devoted to events and activities for residents and visitors alike. Incorporated into these days would be historical perspectives and activities but also present day traditions and fun for all ages. Annual clean up weeks can include other activities and be called "Hometown Pride Weeks". The list will also include some information on the surrounding region.

4. **Existing Services and Community Infrastructure:** Strong roots and connecting our history to our future requires promotion of what we have to compel folks to maintain roots or set up new roots here and to look to a future in the community. A comprehensive listing to be provided and maintained of what the town and surrounding area (and communities as well as region) offers to residents, newcomers, and potential investors.

5. **Future Opportunities:** The business environment will be detailed and information provided on the town (and surrounding area) that will provide potential business investors and entrepreneurs background information. This area of focus is always the most difficult in small towns but we must focus on business and economic development as per any opportunity that presents itself and as per challenges that occur. We need to be "Hometown Strong".

**Potential Branding Strategy Deliverables Over Time:** Website (Completely Redone and Branded), Town Signage, Business Cards, Letterhead (Branded), Resident Connection (Involvement of Residents re Strategy Assets and Community Pride), New Resident Attraction/Welcome Brochure, Business Investment Attraction Package, and Visitor Information Pamphlet (Communication Pieces for Newcomers, Business and/or Community Investors and Visitors)