

**July 6, 2011 Minden Town Board Meeting
Administrative Agenda, Item Number 6**

DATE: June 27, 2011

Prepared by: Roger Van Alyne
Town Manager

SUBJECT: Not for possible action. Discussion on a 'Branding Plan' for the Town of Minden. Appearance by Town Manager.

PREVIOUS ACTION:

- June 1, 2011: Board continued discussion on a Town slogan to July 2011 Board meeting and directed staff to develop a marketing plan.

BACKGROUND: In April 2011, the Town Manager issued the following challenge to Minden's residents:

"If you could describe the Town of Minden in seven words or less, one of which must be the word 'Minden,' how would you do it?"

The purpose of the challenge was to improve the Town's visibility in the local and regional community, through the best description of the Town. In response, staff received nine (9) slogans.

During discussion of a slogan at the regular Board meeting on June 1, 2011, staff received six (6) more slogans. The Board did not select a slogan at the June meeting, continuing the item to the July meeting and directing staff develop a marketing plan to define how the slogan would be used.

The Record-Courier published a story about the Town's desire to have a slogan, and the community responded with more than 160 suggestions (see attachment 1).

Staff researched marketing plans and contacted people who actively market communities. Staff attended a Carson Valley Visitor's Authority meeting, and listened to a briefing on creating and using a brand. As defined by the presenter, a brand is "... what they say about you when you're not around." The act of branding is "... what you do about it."

Based on these definitions, the purpose of selecting a slogan is to create a brand for the Town of Minden. As described in the draft Branding Plan (Plan) (see attachment 2), Minden has a strong and recognizable identity through its existing 'street light' logo. The addition of a 'tag line' or slogan to the existing logo would maximize the branding effort because of the logo's current visibility and recognition in the community.

In the draft form, the proposed Plan: defines two target markets and loosely identifies possible marketing means; presents five (5) potential goals and four (4) strategies; and identifies competitors, strengths, and weaknesses. Additionally, the Plan presents ideas for placement and promotion of the Town's brand.

The purpose of this item is to discuss and improve the draft Plan.

FISCAL IMPACT: Fiscal impacts will be determined based on the final Branding Plan.

RECOMMENDATION: No action required.

POSSIBLE MOTION: No action required.

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Slogan ideas:

Please note that I have a record of who submitted each slogan, and can document when slogans were submitted in the case of a tie.

1. Minden – A Unique Place with Unique People
2. Minden – Try it, you'll love it!
3. Make Minden your favorite, friendly valley hometown
4. Minden – Come to visit, you won't leave
5. Minden – hometown atmosphere near Tahoe and Reno
6. Minden – favorite in the beautiful Carson Valley
7. Come for a visit, you'll stay – Minden
8. Minden – Welcome Home
9. Minden – where your Sierra adventure begins
10. Get that hometown feel – Minden
11. Minden – make it yours
12. Eau Minden
13. Minden – better than you know who
14. Minden Now
15. Minden – the Gateway to Adventure
16. Minden – the Art of Living
17. Minden – History, Art, Life
18. Minden – Life Squared
19. Minden – the Train doesn't stop here anymore
20. Minden – come visit then leave
21. Minden – the HEART of America (with a heart logo)
22. Home means Minden, Nevada (with a tip of the hat to the official State Song)
23. Historical Minden, Gateway to the Sierras
24. Minden – Our Home Town
25. Minden – It's where you want to be!
26. Minden – Where Life Thrives (Where Life Thrives in the Valley/Sierra)
27. Minden, Blast from the past!
28. Minden, A town back in time.
29. Minden, Where the past is alive and well.
30. Minden, Where the past begins your future.
31. Minden, The little town where time has stood still.
32. Minden, Where the air is clear and the folks are dear!
33. Minden, The hidden Gem of the Great Sierra's.
34. Minden, The Sierra's best kept secret.
35. Minden, The friendliest town neighbor.
36. Minden, The Sierra's friendliest neighbor.
37. Minden, The town with miles of smiles.
38. Minden, More than just a town.
39. Minden, Making you feel right at home.
40. Minden, The feel right at home town.
41. Minden, The town where memories begin
42. Minden - Mountain Views and Main Street
43. Minden - Quaint, Quiet and Quintessential
44. Minden - Small Town Living in Carson Valley, Nevada
45. Minden - Small Town Living in Northern Nevada
46. Minden - Giving you that great small town feeling!
47. Minden - A bit of History, alot of Life!

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48. Minden - Timeless Beauty Soaring into the Future!
49. Minden - Timeless Beauty Soaring into YOUR Future!
50. Minden - Carson Valley Paradise
51. Minden - Agriculture, Architecture, Art and Awesome
52. Minden - Agriculture, Architecture and Art
53. Minden - Reflecting Back and Looking Forward
54. Minden - Majestic Mountains, Blue Skies, Sunshine and Open Space
55. Minden - Always in your Heart
56. Minden - Forever in your Heart
57. Majestic Minden - Timeless Beauty Soaring into YOUR Future!
58. Minden, casting a shadow over the Sierra's (referring to the weather pattern that often stalls storms over the mountains)
59. Minden, nestled in the Sierra shadow (same reference as above)
60. Got Minden
61. Minden – In the Middle of History
62. Minden – Where Time Stops and Life Begins
63. Magnificent Magical Mountains, Minden
64. Minden, where magic happens
65. Minden, our Mountains, your life
66. Minden, Face the Mountains
67. Minden, Home Base
68. Minden, Big Mountains, Big Smiles
69. Minden, Peaks and Valleys
70. Minden, Come Take a “Peak”
71. Minden – Gateway to the Sierras
72. Minden – Gem of the Carson Valley
73. Minden – A Little Piece of Heaven
74. Minden – Where Beauty and Town Charm Meet
75. Minden - Gateway to fun.
76. Minden - Not just a pretty place.
77. Minden – Home Sweet Home
78. Minden – A Slice of Heaven
79. Minden – Look No Further
80. Minden – Heaven On Earth
81. Minden – Our Jewel of the Carson Valley
82. Minden, jewel of the Carson Valley
83. Come, discover Minden
84. Minden, hidden treasure of the Carson Valley
85. Minden, your final destination
86. Minden, your #1 choice of destination
87. Experience the town of Minden
88. Minden, The Sierras is our Backyard.
89. Minden- Nevada's Best Kept Secret!
90. Minden – Surrounded by Peaks
91. Minden – Valley of Beauty
92. Minden-Sierra's hub for hospitality and adventure
93. MINDEN- “Where everyone knows your name!”
94. Minden: “Proud Heritage, Promising Future”
95. Minden Town - best in West
96. Minden - Small town beauty, big-time adventures.
97. Minden- Gateway to Tahoe
98. Minden- Tahoe's Gateway
99. Minden a town of friends
100. Minden the gateway to Tahoe
101. Minden in the beautiful Sierra foothills
102. Minden- Carson Valley's Best Kept Secret

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103. Minden - Heart of the Carson Valley
104. Minden - Your Gateway to Bliss
105. Minden - A Heavenly Gateway to Adventure
106. Ya gotta love living in Minden
107. Minden - Your High Country Home Town
108. Minden – hometown feel, small town appeal
109. Minden, welcome home
110. Minden, gateway to the Sierras
111. Minden, A step away from the Sierra's
112. Minden- our own business
113. Minden, NV Visitors, Neighbors, Friends, Family
114. Minden, your mendin' my heart
115. Minden, Nevada's Best Kept Secret
116. Minden, Nevada's Biggest Little Secret
117. Minden, Nevada's Gateway to the Sierras
118. Minden, An Old Fashion Community
119. Minden – Historic, Serene, Welcoming
120. Minden – Historic, Exciting, Serenely Beautiful and Welcoming
121. Minden – Come Home to History and Wonder (or Historic Wonder)
122. History Happens in Beautiful Minden
123. Feel Welcome and Enriched – Come to Minden
124. Minden – A Pleasure of the Senses
125. Minden – Enjoy Life in a Historic Valley
126. Northern Nevada's Best Kept Secret – Minden
127. Minden – Northern Nevada's Hidden Wonder
128. Warm and Friendly, Historic and Quaint – Minden
129. Minden – A Friendly, Welcoming, Happening Town
130. Minden – Where Nature Abounds
131. Surrounded by Mountains and Ranches – Historic Minden
132. Nevada's Hidden Treasure – Minden in Carson Valley
133. Minden means everything in German
134. Minden – A beautiful place to call home
135. Minden, Nv.....has small town flair with big-hearted people!
136. Minden, Nv..... Your best bet in the State of Nevada!
137. Minden, Nv.....Nevada's best-kept secret!
138. Make Minden your new home town!
139. Minden, NV.....Rich in home town values.
140. Minden, NV.....Pride of the Carson Valley
141. Minden – Where History Meets Possibility
142. Minden – Small Town, Big Heart
143. Minden – Small Town, Big Community
144. Minden – surrounded by beauty and friendly people
145. Minden Invigorates Nevada's Deepest Enthusiast Naturally (acronym is MINDEN)
146. Majestic Mountains Meandering Meadows Minimal Mayham ... Minden
147. Majestic Mountains Miles of Smiles Memories Made ... Minden
148. Sierras Simple Serene Splendid ... Minden
149. Minden – Jewel of the Sierra
150. Minden – Nevada adventure begins (or starts) here.
151. Minden – Come visit the real Nevada.

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152. Minden – Experience the real Nevada.

153. Minden – Feel the adventure!

154. Minden – Where your Nevada
adventure begins?

155. Minden, Nevada -- The Best of the
West.

156. Adventure with us in Carson Valley –
Minden.

157. Gateway to Northern Nevada's
Adventureland – Minden.

158. Minden – The HUB of the Carson
Valley

159. Minden – Carson Valley's Oasis

160. Welcome to Minden – Carson Valley's
Oasis

161. Minden – the Oasis of the Carson
Valley

162. Fresh Air and Healthy Living

Proposed Branding Plan - June 2011

Purpose:

To create and utilize a brand for the Town of Minden.

Target Market:

This plan has two target markets: 1) Direct marketing to residents of Minden and Douglas County to generate interest in marketing the Town through passive means; and, 2) Direct and Indirect marketing to areas outside Douglas County through active and passive means.

Passive means include, but are not limited to: generally displaying the Town brand.

Active means include, but are not limited to: employing the Town brand in advertising by the Town and in concert with the marketing efforts of our partners in the Carson Valley.

Goals:

- 1) To provide a sense of identity for the Town.
- 2) To promote the Town as a destination.
- 3) To provide a means to show pride in where we live.
- 4) To provide greater visibility for the Town.
- 5) To provide name recognition for the Town.

Strategies:

- 1) Utilizing the strength of the existing Town logo, create a 'tag line' that can be added to the logo to create a 'brand' for the Town.
- 2) Market the brand to the local community using the quarterly newsletter, website, direct advertising in media outlets, and promotional products identified below.
- 3) Market the brand outside the local community using the website, direct advertising in media outlets, the CV Chamber of Commerce, Douglas County's marketing program, and the residents who will display the brand on their vehicles and persons.
- 4) Maintain a presence in the local community by displaying the brand at local events, Minden Park Gazebo, Town vehicles and facilities, etc.

Marketing budget:

To be determined.

Marketing Mix:

Product: the Town of Minden.

Price: priceless!

Placement: Town office and other facilities; residents and Town staff; personal and Town vehicles; promotional materials; media outlets; website.

Promotion: website; hats; shirts; license plate rings; bumper stickers; sponsorship logos; coffee mugs; water bottles; advertising through the media.

Proposed Branding Plan - June 2011

Competitors:

Towns of Gardnerville and Genoa; Lake Tahoe area; Carson City

Our strengths:

- 1) Best water in the Region!
- 2) Overnight accommodations (over 400 hotel rooms in Minden)
- 3) Affordable dining options
- 4) Diverse year-round activities
- 5) Minden Park and CVIC Hall
- 6) Esmeralda Avenue
- 7) US 395 and SR 88 pass through the Town
- 8) We are the County Seat!
- 9) Proximity to Lake Tahoe and the Sierra Mountains
- 10) Proximity to Carson City and Reno
- 11) Carson Valley Inn
- 12) Commercial development opportunities

Our weaknesses:

- 1) Limited shopping
- 2) US 395 traffic
- 3) Limited options on Esmeralda Avenue
- 4) Limited gaming options
- 5) Limited growth opportunities
- 6) Economic conditions

Tactics: to be determined.