



LEWISTON AUBURN MAINE PERCEPTION V REALITY IN COMMUNITY BRAND

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LEWISTON AUBURN

- Two cities more tied than any others in Maine:
LA
 - Franco community
 - River united never divided
- Bates Mill
 - 5,000 employed
- _____ by the Lake.... Lewiston was “Dirty Lew”
- inferiority complex, re Portland



MILL CLOSURE...

- Bates Decline
 - City acquired 1992, Ops ended 2001
- Bates Mill alone = 1.0 MM SF
- Immigrants
 - 1860-1870 Franco, Italian
 - Repeated more recently, 2000
- Focus on branding
 - The Right Move
 - Cities of the Androscoggin
 - LA Its Happening Here
 - Make it Here



THE RIGHT MOVE

- 1988—LAEGC focus
- Traditional recruitment marketing, not a brand
- TV campaign
- Direct mailing
- 300 + “prospects”
- Results



CITIES OF THE ANDROSCOGGIN

- 1992
- Private-Public, multiple partners
- TV campaign
- Video—Rail bridge project
- Jingle
- Results



LA ITS HAPPENING HERE

- 2001-03
- Public (resident) perception: Dirty Lew
- Market research
- TV campaign
- Print ads
- Signs, window stickers
- Impact
 - Outside LA
 - Quietly, inside LA



REVISED 2015

- Community Brand
 - True, Valid to Community, Research based
 - “Why” statement
 - For use by many
 - Social, Cultural
 - Business attraction
 - Expansion
 - Tourism, retail, etc.



IN DEPTH REVIEW

- Survey of past efforts
- Focus on authenticity, longevity
- A thought...



LA MAINE, MAKE IT HERE

- More than logo
 - Make _____ Here (multi-use)
 - #LA Maine
- Logo too
- Challenge—to roll out, build support
- LAEGC adopts the “brand” and look
- Critical—political, financial, support



NEW LAEGC LOOK

- Web—Make it here (www.laegc.org)
- Logo



- Local Support—long term
 - Political, Focus
 - Funding