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 IT'S 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

Lewiston Auburn Economic Growth Council

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