

## Press Release

For Immediate Release

Contact:

Wendy Redland

clacc@frontiernet.net

651-257-1177

### **Chisago Lakes Area Prepares to Launch Marketing Initiative**

The Chisago Lakes Area will be launching a new regional marketing approach to attract visitors, residents and businesses to the community. The marketing initiative is one of the strategies that the Chisago Lakes Area is undertaking as part of the America's Best Communities competition.

An area logo representing the four seasons, recreational opportunities, arts, agricultural, and cultural heritage is a visual piece of the marketing plan. Olive & Company, a Minneapolis-based marketing firm, developed the marketing plan and created the new Chisago Lakes Area logo with guidance from a team of residents and businesses.

At the marketing plan presentation, Tieran Haskins, a manager with Olive & Company and Chisago Lakes resident said, "It was so fun to work with the ABC team to develop this new logo and marketing plan for my home community. It made me look at the area with fresh eyes and rediscover all of our great community assets!" Tieran's husband Rob, who is a partner in the firm, also played a significant role in this project.

The marketing plan calls for development of an enhanced visitor-oriented web site and an active social media presence to be managed by the Chisago Lakes Chamber. This site will host a calendar of events, sample itineraries based on visitor interest, a blog and other features. Wendy Redland, chamber executive director, is excited about the new logo and the collaborative approach. "It will be wonderful for our area to have a central hub, of sorts, through the Chamber; an all inclusive tourism website showcasing the events in our community for visitors and residents alike."

"As an area, we have so much to offer," says Amy Frischmon of Wild Mountain. "The attraction list in the marketing plan is long and offers plenty of variety that will let visitors and locals plan a day, a weekend or a longer visit. We have recreation and natural scenery, local wine and food, shopping and plenty of arts and history," according to Frischmon who chairs the ABC Tourism/Arts & Culture team. "It is now up to us to implement these strategies so that visitors can find us and locals can realize all of the opportunities there are right in their own backyards."

In addition to marketing, strategies are being developed that include plans for a community technology center, water and bike trails, workforce of the future initiatives, business attraction strategies, community health, and savings through alternative energy use. These projects were highlighted at the ABC celebration event hosted by Frontier Communications on September 30<sup>th</sup> at Winehaven. Participants also heard the preliminary results of the walkability reviews conducted by consultants hired using ABC grant dollars.

These strategies will position the Chisago Lakes Area to advance to the next round of the ABC competition where eight communities will win a \$100,000 implementation grant. Tangi Shaapveld who is coordinating the ABC effort for the Chisago Lakes Chamber of Commerce, said “It is amazing how all of these initiatives are linked together across our communities, with business, education and government all working together. We constantly have more people joining in on this initiative and more are welcome!”

Frontier Communications, Dish Network, the Weather Channel and Co-Bank are jointly sponsoring the ABC competition. The Chisago Lakes Area also received corporate mentoring assistance from KPMG.



# CHISAGO LAKES