

Branding Sub-Committee Report

April 11, 2011

Improving prosperity and quality of life for both residents and guests is the Branding Sub-Committee's mission. The Sub-Committee has met twice. Lively discussion and remarkable ideas have dominated both meetings. During the last four weeks and two meetings committee members identified 17 possible no cost or low cost action steps that will likely increase the amount of dollars being spent in our valley.

Once the Branding Sub-Committee has a plan that is complete enough to provide direction, but flexible enough to adopt improvements, we will be ready for the most important steps. The most important and perhaps the most challenging steps will be to:

- share our brand building plan with community members
- listen and react to feedback
- incorporate enhancements as we proceed
- determine how to best implement our brand building plan

There is no question we have a superior "product" to sell. It's clear we have the talent and energy in our valley to share our message with current and potential guests. As the mission of building our brand, or making our valley an even more desirable place to visit and to live in progresses, we need two things from all community members, *Suggestions* and *Support*. Thank you.

A. Lee Boman
Branding Sub-Committee Chair