

Economic Development Committee- Branding Seeley Swan February 11, 2011

A group of community members came together to begin the complex task of branding the community of Seeley Lake. Branding is the identity and personality of a product or service, in this case Seeley Lake. Part of the branding process includes developing a slogan(s), dependent on use as well as a logo(s).

The results of their brainstorming is as follows:

Geographic area:

- Clearwater Junction to the Swan Divide

Why would people choose us over another area:

- Outdoor recreation
- Not redneck
- Small town
- Close to a city with cultural
- Authentic Montana small town that changes with time
- Crown of the Continent
- Community visibility

Target market:

- International market
- Regional
- Families with children to keep our schools open

Identity - What residents & visitors think of the community

- WOW
- Logging
- "Cabin on the Lake"
- Scenic views
- Environmentally conscious

- Stewards of the land
- Tourist center, includes 2nd homers
- Timber community
- Government major player
- Technology is part of life style, including a great number of telecommuters
- Resilience
- Work Ethic
- Art

Slogans:

- Savor authentic Montana in the Seeley Swan
- The art of Montana in the Seeley Swan
- Seeley Lake, the jewel of Montana's Crown of the Continent

NOTES:

- Add "Montana" to all our phrases, ie. Seeley Lake, *Montana*
- Need activities to increase community member involvement
- Integrate UM, scenic loop and technology
- Capitalize on Blackfoot Challenge, UM, and Swan Ecosystem
- Need a Hospitality School- this is the place to implement a hands-on training component