

# **Team Washington**

## Implementation Phase

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# Agenda

- Project Scope
- Problem Statement
- Background
- Timeline
- Market Research - Implications
- Recommendations

# Scope and Background

# Project Scope

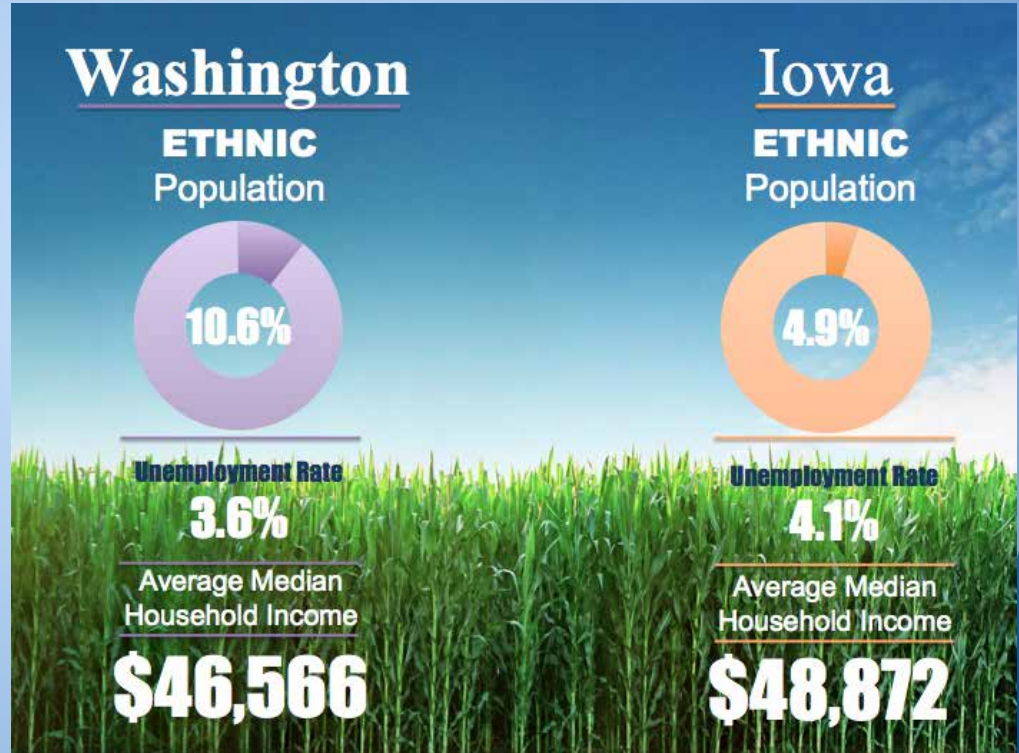
Re-brand Washington, IA as an attractive destination for day-time travel and permanent residence



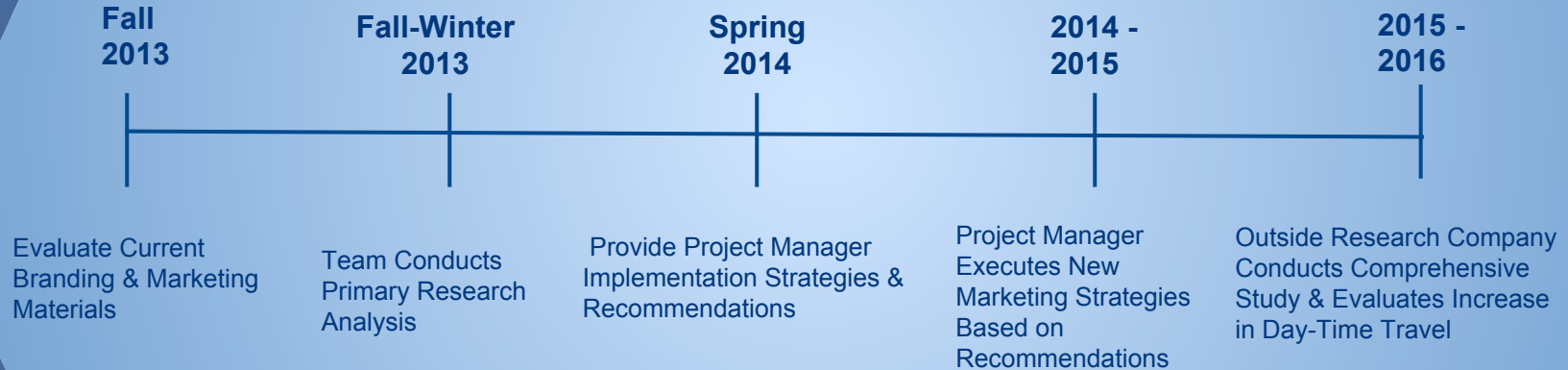
**What Really is the Problem?**

# Background- Washington, IA

- Founded in 1839
- Centrally located in Southeast Iowa
- Population 7,300
- County seat of Washington County



# Timeline: 2013-2016 for Washington, IA



# Secondary Research- Town Tour

## Key Findings:

- Lack of signage
- Mix of modern and historic culture





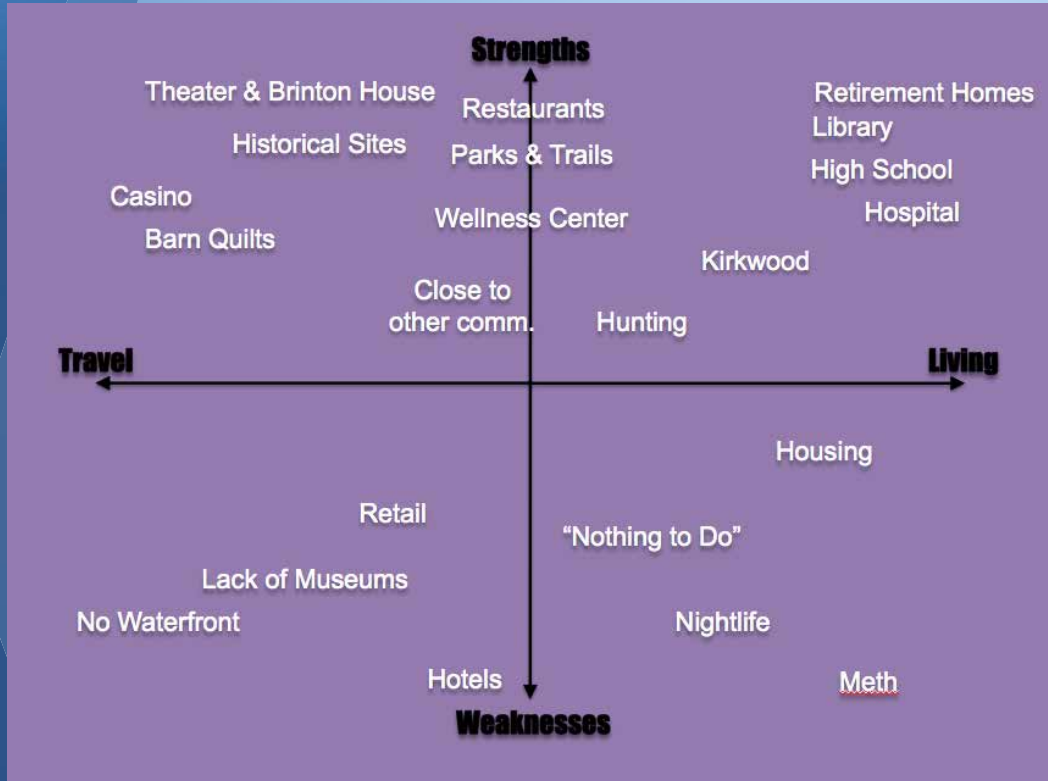
# Secondary Research- Marketing Materials

## Key Findings:

- Multiple taglines
- 7 brochures
- City vs. Chamber website



# Secondary Research- SWOT



## Key Findings:

While Washington offers a rich history and some unique attractions, there is room for improvement, especially in retail, restaurants, museums, and visitor accommodations.

# Secondary Research- Competing Cities

## Key Findings:

Features highlighted on other city websites.

- Events
- Places to Eat
- Places to Stay
- Modern theme to website



# **Key Findings and Implications**

# Primary Research- Non-Washington Residents

**Goal:** Discover Iowa travel and tourism trends.

**Sample frame:** Iowa City/Coralville Convention and Visitor's Bureau e-mail contacts.

N= 5,000

S=161

Response Rate= 3.2%

## Demographics:

35% age 41-55

37% Male, 63%

Female

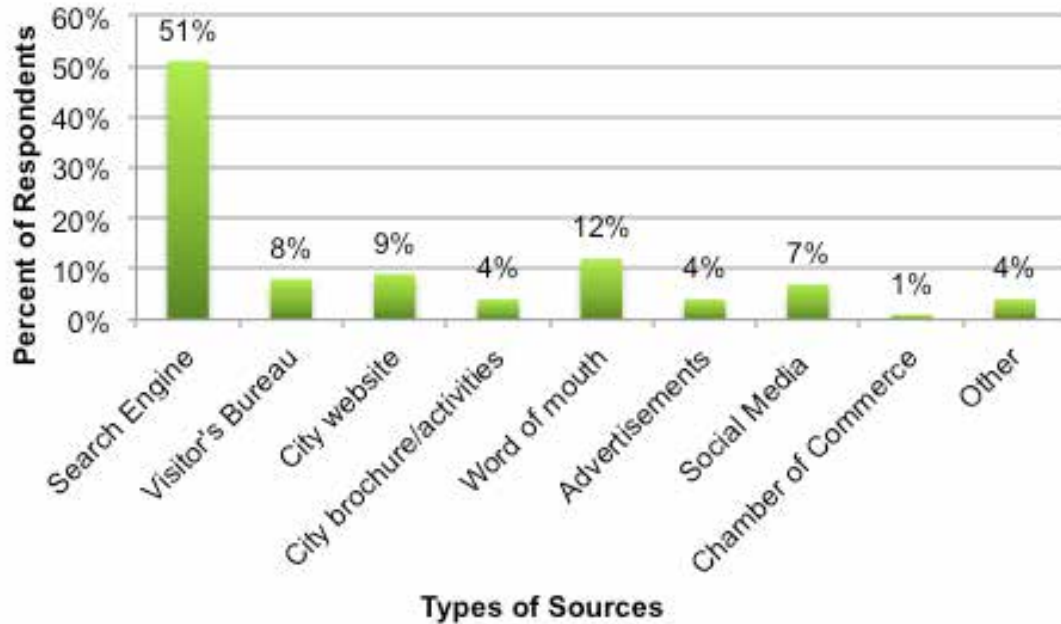
# Key Discoveries

- Sources of travel information
- Important activities/most likely reasons for daytime travel
- Cities visited for daytime travel
- Time willing to travel



**51% of respondents indicated they primarily obtain information from search engines.**

### Sources of Travel Information



### Implications:

- Focus marketing materials on online avenues and SEO as the main tool to reach potential visitors and promote the town.
- Importance of Word of Mouth.

# Majority of travel is for events and for dining.

## Important Activities for Daytime Travel



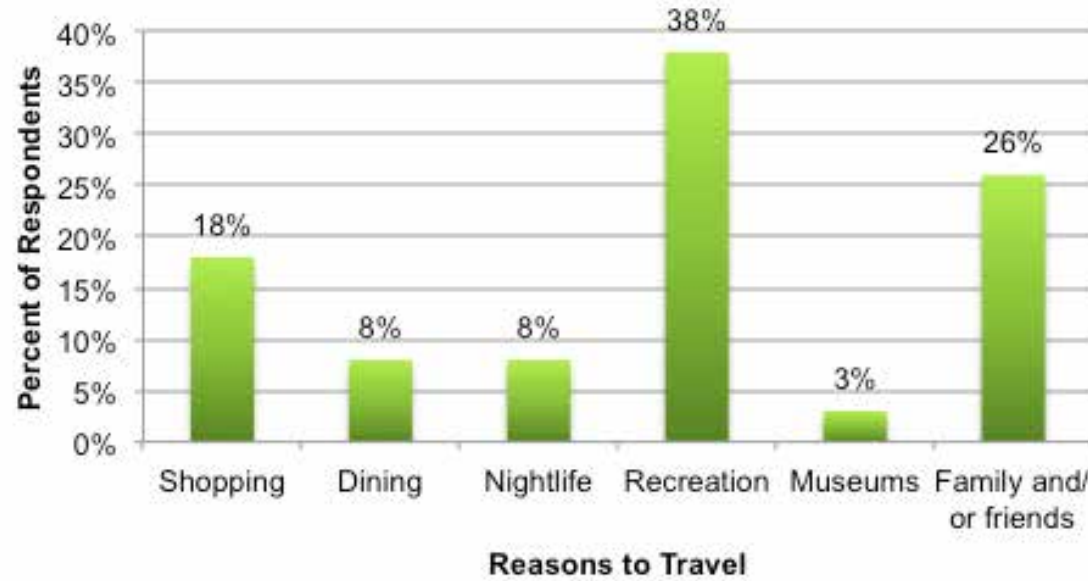
## Implications:

1. Highlight city events and restaurants on activities guide.
2. Use Cafe Dodici menu as “advertising real estate” to promote the city.
3. Promote city events both internally and externally
  - Digital billboard
  - Website



**38% of survey respondents travel for recreation and 26% travel for family and/or friends.**

### Most Likely Reason to Travel

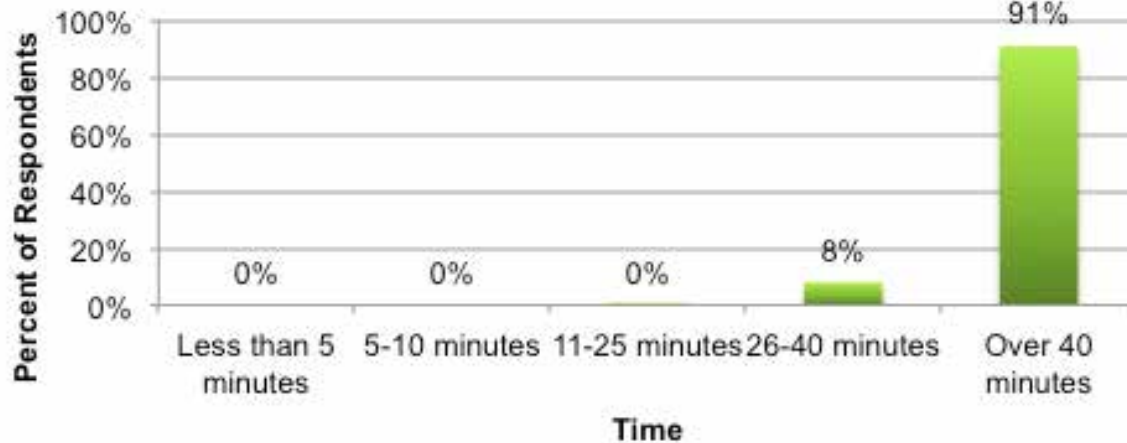


### Implication:

Showcase the variety of recreational activities and highlight recreation by making it a significant part of activities guide and available information for visitors.

# Majority of travelers are willing to travel more than 40 minutes traveling to a destination.

## Time Willing to Travel for Daytime Activities

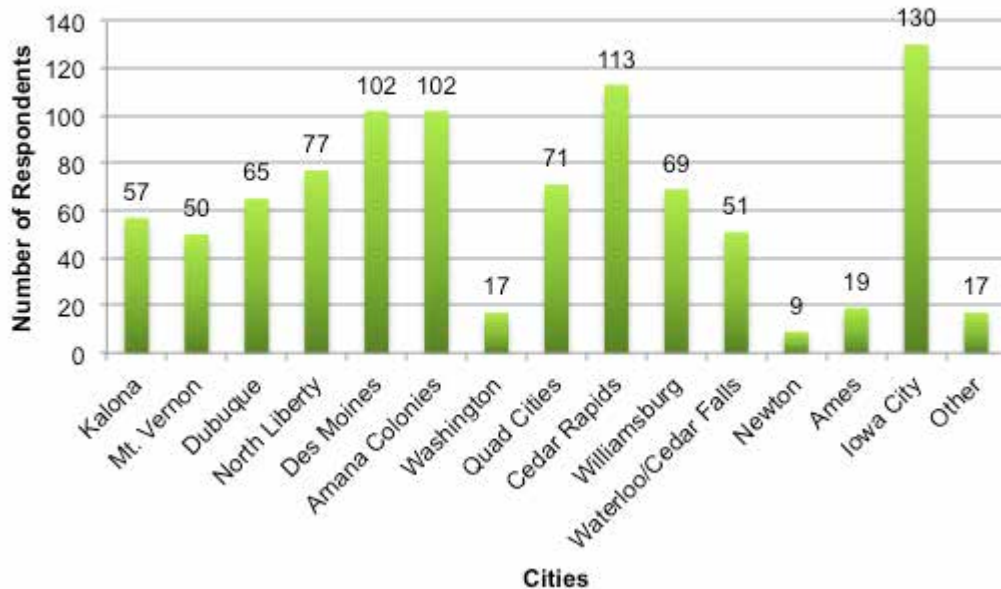


### Implication:

- Market to outside groups within 1 hour radius.
- Promote Washington with tour groups such as Iowa Group Travel Association, AAA of Iowa, and Eastern Iowa Tourism Association in addition to numerous private travel groups (Tri State Travel, Northland Travel, and Legacy Tours to name a few).

In eastern Iowa, the following cities are the most popular travel destinations for day time travel: Iowa City, Cedar Rapids, Des Moines, and Amana Colonies.

**Cities Visited for Daytime Travel**



**Implication:**

1. Utilize these cities visitor's/welcome center to distribute activities guide.
2. Use these cities as inspiration for future marketing endeavors and possible co-marketing of events (for example: creating a "Crafters Weekend" with Washington, Amana, and Kalona: or seeking to be a stop during RAGBRAI with another city).

# Primary Research- Washington Residents Survey

**Goal:** Discover Washington residents' opinions on highlights of town.

**Sample Frame:** Washington Chamber of Commerce Member Database.

N= 1,000

S= 143

Response Rate=14.3%

**Demographic:** Ages 20-76

Median Age: 48.7

# Key Discoveries

- Popular places people take visitors to Washington
- Favorite leisure activities
- Favorite events
- Opinions on taglines



A key finding for Washington survey respondents is their willingness to take a friend to the Downtown area, various restaurants, parks, and trails.



**Implication:** The downtown area is viewed as a main focal point for residents to take visiting family and friends, followed by restaurants, parks and trails. Washington needs to make this one of their main cornerstones in their promotional efforts.

Washington residents' favorite leisure activities include:



A word cloud of leisure activities. The largest word is 'Walking, Hiking, & Biking' in orange. Other words include 'City Concerts & Theater' in green, 'Church' in grey, 'Golfing' in grey, 'Dining' in orange, 'Kewash Trail' in grey, 'Farmer's Market' in green, 'Shopping' in orange, and 'High School Games' in green.

**Implication:** Emphasize information about the recreation options of the city and city events; consider developing walking and hiking events to promote the town. For example: 5k “River Walk” as a way for residents, visitors, and their pets to walk together and tying it in as a fundraiser for the Humane Society of USA.

Washington residents' favorite events to attend include:

# Craft Show

Celebrate Washington Rediculous Day  
Relay for Life Concerts & Performances  
Thursday Night Summer Series  
County Fair Farmer's Market  
Holiday Parade Art in the Park  
Christmas Tour of Homes PAWS

**Implication:** Key events to promote to visitors are the Craft Show, Farmer's Market, and Celebrate Washington. The promotion of these community events can be done at a relatively low cost using social media and radio advertising with local stations who offer reduced rates (or even free) on-air advertising for community events. For example: 106.1 FM Dubuque "Queen Bee" radio has a community event calendar they use to promote local community events on-air; and The Cedar Rapids Gazette offers "Hoopla" to promote on-line community events.



# **Recommendations and Implementations**

# Recommendation #1: Activities Guide

## Implementation:

- Style- Contemporary Layout
- Content
- Distribution



## WHAT WE OFFER

Washington has a live and active community with endless celebrations, festivals, and attractions for all to participate and join in the fun!

### WHERE TO EAT

Washington offers a diverse range of dining options from privately owned cafes to restaurants providing that good ole home-cooked meal complete with love, beef and pork, along with a wide selection of authentic ethnic dishes.

### WHERE TO VISIT

Whether you are looking for a quiet, scenic and country activity or you want to "see it up," Washington has just what you are looking for. Take a drive through Washington's backwoods and discover the Barn Quits of Washington County. We are the proud home to the LEED Certified downtown library as well as the nation's longest running movie theatre which has been showing movies since 1897.

### WHERE TO STAY

The city provides an eclectic array of over night accommodations that range from homesite bed and breakfasts like Docici's Night Suite as well as the Hawkeye Motel's original experience providing their guests with a trouble-free and comfortable stay.

Other hospitality venues in the area include Riverside Casino and Golf Resort, Homestead Inn & Suites and Whitetail Country Estates.

SPRING	SUMMER	FALL	WINTER
<p><b>Farmers Market</b> <i>Thursday evenings from Spring until first frost in Central Park.</i></p>	<p><b>Ridiculous Day</b> <i>First Saturday in June</i> A downtown festival including family friendly games, extreme mini-burgers, food vendors and a parade.</p> <p><b>Thursday Night Live</b> <i>Thursday evenings from June to mid-August</i> Five live bands in Central Park showcasing a variety of genres.</p> <p><b>Washington Municipal Band</b> <i>Thursday evenings from June to mid-August</i> Five band concerts in the park. Bring a lawn chair and enjoy the summer evening.</p> <p><b>Washington County Fair</b> <i>July</i> The Traditional American County Fair. We have music, tractor pull, demo derby, talent shows, cooking contests and more!</p>	<p><b>Celebrate Washington</b> <i>First Saturday in August</i> Summer festival showcasing all we have to celebrate in Washington. Arts, games, food and street dance in the evening.</p> <p><b>Craft Fair</b> <i>First Saturday in September</i> Nearly a 100 vendors in our downtown Central Park!</p> <p><b>Trick or Treat on the Square</b> <i>Halloween</i> Family friendly trick or treating around our downtown retailers with fun games and a hay rack ride.</p> <p><b>Shop &amp; Stroll</b> <i>Friday before Thanksgiving</i> Skip the Black Friday madness and shop for treasures in Washington. Retail deals, food tastings, and live music.</p>	<p><b>Holiday Lighting Ceremony and Lighted Holiday Parade</b> <i>Black Friday</i> Celebrate the kick-off of downtown holiday lighting with food, activities and a completely lit parade at dark. Hot chocolate and Santa arrives at the end of parade.</p> <p><b>Candle Light Tour of Homes</b> <i>First weekend in December</i> Celebrate the holiday season by touring some of the best housing in town.</p>



## COMMUNITY EVENTS

Special thanks to Ballerston Photography, Dish Photography, Elegance Fine Photography, Photography by Michael D., Faithful Flatback, Spotlight Photography, Studio 606 for the use of their photography.

### RECREATION

Washington is beautiful in parks, nature areas and athletic organizations providing sports enthusiasts a variety of options for play.

Among the many impressive recreational areas, Sunset Park is well equipped with numerous recreational activities including rental equipment, a skate park, the impressive New Dawn at Sunset wooden playground, Nature enthusiasts enjoy walking and biking the 14 mile former railroad trail that connects Washington to our nearby communities. In the summer, the zero-depth entry Aquatic Center is full of activity and a great place to cool off.

# Recommendation #2: Tagline

## Implementation:

New tagline- “Discover a Classic”

- Creates an emotion
- Sells an experience
- Call to action
- Ties together current and classic

# Recommendation #3: Brand Standards Guide

## Implementation:

- Adopt basic design and branding concepts
  - Fonts
  - Text
  - Logo
  - Tagline

# Recommendation #4: Signage

## Implementation:

### Increase signage

- Digital billboard to highlight community events
- Welcome Sign

# Recommendation #5: Website

## Implementation:

- Cohesiveness between City and Chamber
- Adapt style of activities guide
- Less text, more pictures

\*Following Brand Standards Guide based on Activities Guide

# Chamber Website



Join | Volunteer | Chamber Events | Contact Us



Home The Chamber About Washington Living & Visiting Events 175th Businesses & Workforce Community Links

## HOME

On behalf of the Washington Chamber of Commerce, I'd like to welcome you to our community. Located in the rolling hills of southeastern Iowa, Washington is rich in community spirit and has much to offer visitors, residents and businesses.



The Chamber of Commerce is proud to represent these multifaceted companies and organizations that make Washington, Iowa, a great place to live and work. From helping companies establish themselves, to supporting favorable legislative actions, to advancing the region's infrastructure and economic assets, the Chamber is helping businesses develop and encouraging civic growth.

Since 1935, the Chamber has been a leader in pursuing economic prosperity and quality of life in our community. Serving a diverse group of participants, our members include individuals, organizations and businesses, and they are the heart of this community. Many volunteer hours are spent working together to create special annual events, networking and educational opportunities, tourism, and community initiatives.

The Chamber works hard every day to fulfill its mission: "To create a progressive business climate and to promote a high quality of life in the Washington Community."

Your Chamber looks forward to serving you as Washington continues to grow and prosper.

Search

Upcoming Events

- Apr 2 Open Conversations with member from Representative Loebbeck's Office
- Apr 2 City Council Meeting
- May 7 Open Conversations with member from Representative Loebbeck's Office
- May 7 City Council Meeting

## VOLUNTEER



Washington County Welcome Center

We love Washington and invite all those who love it as much as we do to be the smile that greets our visitors and tourists. Interested in volunteering at the Welcome Center? [CLICK HERE!](#)

# City Website

City of Flowers and Trees

## Welcome to Washington!

Home About Washington City Council City Departments Boards & Commissions Report a Street Light Outage

- Contact Us
- Job Postings
- City Event Calendar

Search

- Full Site
- This Section

Search Tips

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## Welcome to Washington

The Washington City Council will meet in Regular Session Tuesday, April 1 at 6:00 P.M. in the council chambers at 120 E. Main Street. See agenda below. Full packet available under city council drop down menu.

The Iowa Valley Habitat for Humanity phone number is **319-337-8949**. The number in the Neighborhood Renewal Flyer is incorrect. See flyer below.

Curbside yard waste pick-up will begin week of April 7. See information below.

Washington's 175th Birthday Celebration coming June 1-8. Activities each day.

Summer job openings are available in Cemetery and Parks

Departments. Application form available on website.

The City of Washington is seeking volunteers for appointed boards and commissions. See notice below with descriptions of the boards and commissions and application to apply.

The full report of the Facilities Study for Fire, Police, and City Hall is available below.

Notice of Cemetery Spring clean-up for Elm Grove and Woodlawn. See list of approved decorations below.

\*\*\*Citizens are reminded to clear their sidewalks of snow and ice within 24 hours after it quits snowing. See ordinance below.

- Agenda\_04-01-2014.pdf
- Yard\_Waste\_Pick-up\_Regulations.pdf
- Garbage\_Collection\_Information.pdf
- Recycling\_Information.pdf
- Neighborhood\_Renewal\_Project\_Flyer.pdf
- Notice\_for\_Boards\_and\_Commissions.pdf
- Board\_and\_Commission\_Application.pdf
- Summary\_of\_Landlord\_and\_Tenant\_Law.pdf
- Nuisance\_Abatement.pdf
- Nuisance\_Codes\_Updates.pdf

Printer-friendly Version

## Property Records Downtown Research 2012

For online digital copy of the records (go to Washington Public Library Site) for property history for each downtown building prepared for the HRDP Grant 2012.

Community Links:

- Washington Public Library
- Washington Community Schools
- Kirkwood Community College - Washington Campus
- Washington County Hospital
- Washington County Public Health
- Washington Chamber of Commerce
- Washington Economic Development Group

Local Media:

- KCII Radio
- Washington Evening Journal

Local Media

## **Additional Recommendations:**

- Progressive town tours
- Travel Writers' packets
- Film Museum/Festival
- Small business loan
- City events



# Recommendations

1. Update to one “Activities Guide”
2. Utilize new tagline
3. Brand Standards Guide
4. Increase signage
5. Update website
6. Progressive Town Tours
7. Travel Writers’ packets
8. Film Museum
9. Small business loan
10. City Events

# Thank You

Questions?

Alivia Cannistra  
Corey Collins  
Dylan Diewold  
Kristi Roehr



# **Washington, Iowa Comprehensive Report and Recommendations**

**Alivia Cannistra, Corey Collins, Dylan Diewold, and Kristi Roehr**

**Date:** May 5th, 2014

**To:** Michelle Redlinger, Executive Director; Nick Benson, Project Co-Sponsor  
Washington Chamber of Commerce

**From:** Corey Collins

**cc:** Alivia Cannistra; Dylan Diewold; Kristi Roehr;  
Peggy Stover; Jason Brummond

**Re:** Final Report & Recommendations

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## I. Executive Summary

In this report, we will give our research findings, along with our final recommendations and implications for the rebranding of Washington, Iowa.

### The Problem

Washington, Iowa is currently struggling with a muddled branding of the town. The overall marketing message lacks consistency and focus throughout the various entities involved in representing and promoting Washington. The lack of internal consistency has made it difficult to promote the town externally to potential visitors and prospective citizens.

### The Goal

The aim of our project was provide recommendations to rebrand the town of Washington, Iowa to increase the attractiveness of daytime travel and permanent residence. To achieve this overarching goal, we implemented the following timeline.

- **Fall 2013:** Evaluate Current Branding & Marketing Materials
- **Fall/Winter 2013:** Conduct Primary Research Analysis
- **Spring 2014:** Provide Implementation Strategies & Recommendations to Project Manager
- **2014-2015:** Project Manager Executes New Marketing Strategies Based on Recommendations
- **2015-2016:** Outside Research Firm Conducts Comprehensive Study to Evaluate Increase of Daytime Travel

### The Recommendations

From our research and analysis of the current marketing situation in Washington, we have developed the following recommendations to help achieve the goal of increasing the attractiveness of daytime travel and permanent residence in Washington.

1. Condense necessary information from current marketing brochures to one “Activities Guide”
2. Utilize a new tagline
3. Implement a brand standards guide
4. Increase signage
5. Update website
6. Bring in town tours to Washington
7. Provide information about the town to travel writers
8. Create and promote a film museum
9. Encourage banks to provide small business loans
10. Promote and develop more city events

## **II. Overview of Research Methodology – Secondary Research**

Secondary research conducted for re-branding Iowa include a town tour, analysis of marketing materials, SWOT analysis, and research of competing cities.

### *Town Tour*

In our initial town visit, it became apparent the lack of signage and display advertising made finding the city of Washington a difficult task. Coming off of Highway 218, there are no official welcome signs for visitors to know where or how to enter into the city. However, once you make it into Washington, the city has a very modern, yet historical feel.

The downtown area is centrally located with a sentential fountain as the main focal point. Washington is also home to the popular restaurant Cafe Dodici, which draws customers throughout the Northeast region. One of the other main attractions that draw visitors into the town are the revamped parks and trails that have been embedded throughout the town. Lastly, the city hosts multiple events throughout the-year that have become cherished by locals such as Celebrate Washington, craft shows, and summertime Farmer's Markets.

Overall, Washington is a great environment for growing families and local entrepreneurs who seek to live and travel in an area that has much potential against the back drop of a rich historical background.

### *Marketing Materials*

Washington's biggest Marketing problem is it's non-cohesive marketing materials. It currently has over seven different brochures, two separate city websites each with mismatching branding, and multiple taglines that dilute the town's identity to potential visitors and other neighboring cities.

### *SWOT*

A SWOT analysis was conducted segmenting key strengths, weaknesses, opportunities, and threats that forged Washington as a complete community. Based on findings, the SWOT strengthens the statement that the city offers a rich history with many unique attractions. However, to improve the possibilities of daytime travel and permanent living, Washington must look to enhance its retail options, restaurant's offerings, and visitor accommodations.

*SWOT Analysis Graph:* See Appendix A

### *Competing Cities*

In order to fully understand Washington's marketing strategy, our team researched the marketing efforts of competing town's in an effort to capture opportunities not currently utilized by Washington, IA. Competing cities included: Amana Colonies, Dubuque, Davenport, Cedar Rapids, and Iowa City.

Overall, each city's website and marketing materials displayed a modern-day theme with consistent branding of town events, restaurants, and annual attractions. The use of high-definition photos also creates a professional and emotional feel that enhances each town's identity.

## **II. Overview of Research Methodology – Primary Research**

For our primary research, we conducted two surveys: one sample of Washington residents and one sample of Non-Washington residents.

### *Survey Overview*

#### ***Washington Residents***

The first survey was sent to Washington residents through the Washington Chamber of Commerce membership database. The goal was to discover Washington residents' attitude and opinions of the highlights of the town.

#### *Survey Sample:*

- Sample frame: 1,000
- Sample size: 143
- Response rate: 14.3%

#### *Demographics:*

- Ages
  - Range: 20-76
  - Median age: 48.7
- Gender
  - 77% Female
  - 23% Male
- Marital Status
  - 17% Single
  - 75% Married
  - 7% Divorced
  - 2% Widowed

*Survey Questions:* See Appendix B

#### *Key Discoveries:*

- Popular places people take visitors to Washington
- Favorite leisure activities
- Favorite events
- Opinions on taglines

### Survey Overview

#### ***Non-Washington Residents***

The second survey was sent to non-Washington residents through the Iowa City/Coralville Convention and Visitor's Bureau. The goal was to discover current Iowa travel and tourism trends.

#### *Survey Sample:*

- Sample frame= 5,000
- Sample size= 161
- Response rate= 3.2%

#### *Demographics:*

- Ages
  - 1% 18-25
  - 28% 26-40
  - 35% 41-55
  - 30% 53-70
  - 6% 70+
- Gender
  - 37% Male
  - 63% Female

*Survey Questions:* See Appendix C

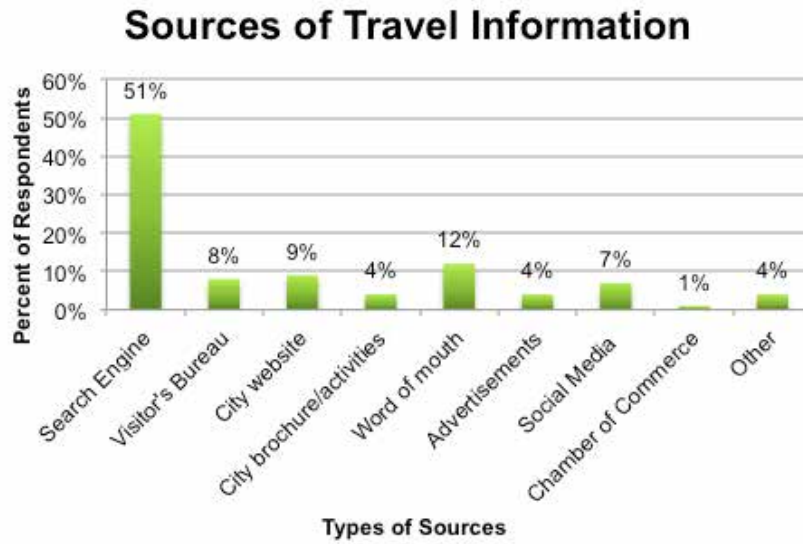
#### *Key Discoveries:*

- Sources of travel information
- Important activities/most likely reasons for daytime travel
- Cities visited for daytime travel
- Time willing to travel



### **III. Survey Key Findings**

1. 51% respondents indicated they primarily obtain information from search engines.



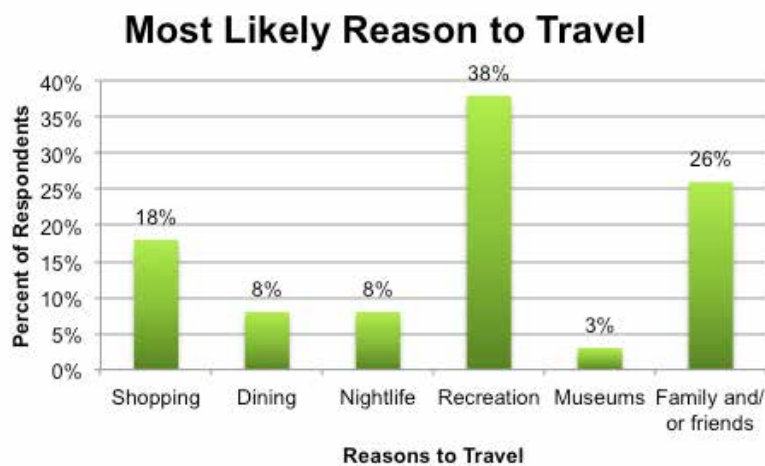
- Implications:
  - Focus marketing materials on online avenues and SEO as the main tool to reach potential visitors and promote the town.
  - Importance of Word of Mouth.

2. Majority of travel is for events and for dining.



- Implications:
  - Highlight city events and restaurants on activities guide.
  - Use Cafe Dodici menus as “advertising real estate” to promote the city.
  - Promote city events both internally and externally.
    1. Digital Billboard
    2. Website

3. 38% of survey respondents travel for recreation and 26% travel for family and/or friends.

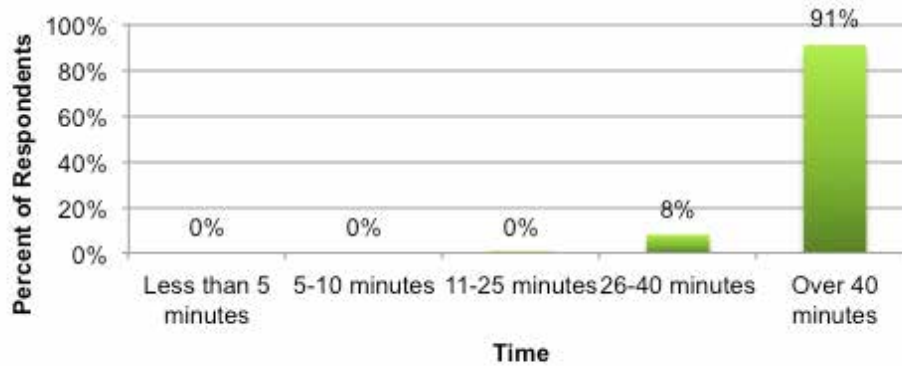


- Implications:
  - Showcase the variety of recreational activities and highlight recreation by

making it a significant part of activities guide and information for visitors.

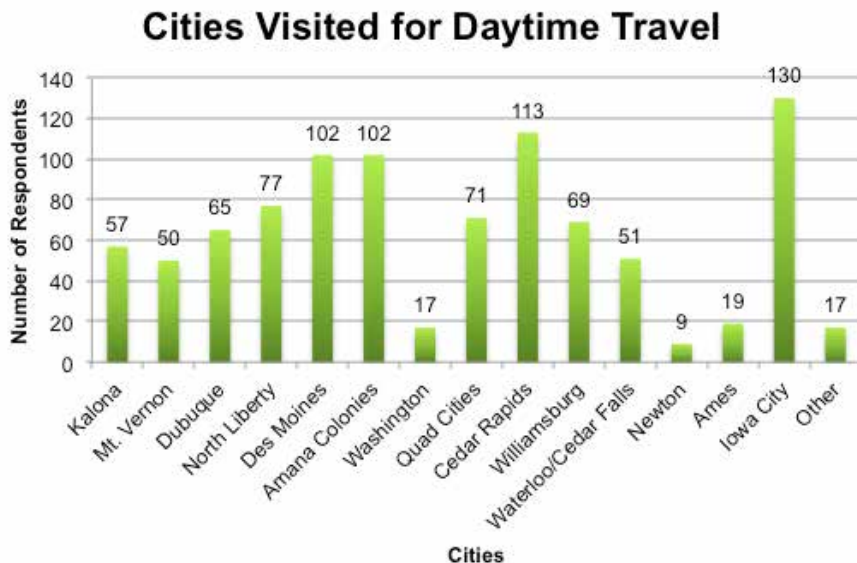
4. Majority of travelers are willing to spend more than 40 minutes traveling to a destination.

### Time Willing to Travel for Daytime Activities



- Implication:
  - Market to outside groups within 1-hour radius.
  - Promote Washington with tour groups such as Iowa Group Travel Association, AAA of Iowa, and Eastern Iowa Tourism Association in addition to numerous private travel groups (Tri State Travel, Northland Travel, and Legacy Tours to name a few).

5. In eastern Iowa, the following cities are the most popular travel destinations for day time travel: Iowa City, Cedar Rapids, Des Moines, and Amana Colonies.



- Implication:
  - Utilize these cities visitor’s/welcome center to distribute Washington’s activities guide.
  - Use these cities as inspiration for future marketing endeavors and possible co-marketing of events (for example: creating a “Crafters Weekend” with Washington, Amana, and Kalona: or seeking to be a stop during RAGBRAI with another city).

6. A key finding for Washington survey respondents is their willingness to take a friend to the Downtown area, various restaurants, parks, and trails.



- Implication:
  - The downtown area is viewed as a main focal point for residents to take

visiting family and friends, followed by restaurants, parks and trails. Washington needs to make this one of their main cornerstones in their promotional efforts.

7. Washington residents' favorite leisure activities include:



- Implication:
  - Emphasize information about the recreation options of the city and city events; consider developing walking and hiking events to promote the town. For example: 5k “River Walk” as a way for residents, visitors, and their pets to walk together and tying it in as a fundraiser for the Humane Society of USA.

8. Washington residents' favorite events to attend include:



- Implication:
  - Key events to promote to visitors are the Craft Show, Farmer's Market, and Celebrate Washington. The promotion of these community events can

be done at a relatively low cost using social media and radio advertising with local stations who offer reduced rates (or even free) on-air advertising for community events. For example: 106.1 FM Dubuque “Queen Bee” radio has a community event calendar they use to promote local community events on-air; and The Cedar Rapids Gazette offers “Hoopla” to promote on-line community events.

## **VI. Recommendations & Implementations**

### ***1. Activities Guide***

- **Style**

The new activities guide is an 11 in. by 17in. brochure that folds into a standard 8.5 in x 11in. tri-fold brochure. This format allows for a traditional look of a brochure that will fit nicely in travel center displays while offering a creative use of space on the inside to place additional content and pictures not normally offered by a traditional tri-fold. The guide is picture focused to create emotion and connections with the town. The design is very modern with the use of blocking and bold colors and contains clean lines, fonts, and minimal text.

- **Content**

The content contained within this guide highlight a variety of annual festivals and events taking place throughout the year in the city of Washington as well as important information for any activities guide to include such as where to eat, where to stay, and where to visit. The brochure uses a variety of large photos to visually illustrate and enhance the content listed in each section.

- **Distribution**

Distribution of the activities guide should be available to every possible travel and tourism center across Iowa – especially towns within an hour radius of Washington. The guide is a great way to establish a relationship with other Iowa towns and offers insight into what Washington has to offer. This will positively influence word of mouth communication that can help promote the city. In addition, the activities guides should be made available at all city entities around Washington. Lastly, the activities guide should be included and available in any and all tourism events or promotions.

### ***2. Tagline***

The city of Washington has accumulated several taglines throughout the past century all of which have contextually emphasized the differentiating features of the town. Upon our teams mission to rebrand the city, we’ve developed a new example that truly captures the towns the inner essence. “Discover a Classic,” not only creates an emotional tie to the city but also sells a unique experience with a direct call to action by tying together both the current and classic atmosphere the city creates. The tagline should be included on all marketing materials and follow the guidelines set by the brand standards guide.

### 3. *Brand Standards Guide*

Our brand standards guide provides technical guidelines that, when followed, will help keep all marketing and advertising materials for Washington consistent in terms of:

- Fonts used
- Color schemes
- Proper usage of Washington affiliated logos
- General city attractions

The brand standards guide should be referenced when creating any and all print and digital advertising or marketing materials.

### 4. *Future Signage*

As the city of Washington continues to grow, there are two immediate upgrades the Chamber of Commerce will need to consider:

1. A digital billboard that is centrally located in an area with high foot/vehicle traffic.
  - a. This billboard will serve the purpose of inner-city advertising by displaying information pertaining to any and all community events.
2. Welcome Sign: “Welcome to Washington!”
  - a. Washington, IA is located approximately 8 miles east of Interstate 280. Being a rural Iowa town, it is easy to drive directly through the town without recognizing the exact moment you enter city limits. Many small towns will have signage on all streets that enter its town’s city limits officially notifying commuters of their arrival into town.

### 5. *Website*

As Washington continues to update their marketing and advertising strategies, it is important that the Washington Chamber of Commerce website adopts the style that is illustrated throughout the brand standards guide. Future objectives for the Chamber will include their increased efforts to push the Washington City Council to accept the new marketing strategy for the city by implementing all guidelines set forth by the brand standards guide not only in the form of physical print material but also all digital elements including the Washington Iowa City Council website.

### 6. *Additional Recommendations*

- *Progressive Town Tours*

Many rural Iowa communities offer progressive town tours that will travel to neighboring communities, partnering with city organizations such as the Chamber of Commerce, allowing citizens to explore the attractions their local towns offer. While exploring this option with Michelle, we discovered that there are times when neighboring city tour

buses will arrive unexpectedly to the Washington Chamber of Commerce requesting an agenda or other comprehensive list of community attractions. With the activities guide sufficing the requesting party's need for an agenda, it's also important for the Chamber to continue their efforts in seeking out other local towns that offer such tours and creating relationships with them in order to encourage the city of Washington's inclusion on calendar tours.

- ***External Press Promotions***

- *Travel Writers' Packets*

In order for Washington to gain awareness as an attractive place for daytime travel, we recommend reaching out to travel writers to develop articles that can help capture the unique offerings of Washington, Iowa. This publicity will help to spread the word about what Washington has to offer and likely contribute to an increase in tourism and living.

- *Press Releases*

To promote and encourage outside participation in the city's events and festivals, it is important to send out the information in the form of a press release to outside media outlets. This will help garner attention toward Washington through the variety of events held throughout the year.

- ***Film Museum/Festival***

Washington Iowa's newly discovered collection of silent films has unofficially earned the city a new spot on the international map. Although continued research is being conducted on these films, there lies a potential for these films to be named the oldest collection of silent films ever created. Our team, as well as the Chamber of Commerce, has recognized the potential opportunity this could bring to Washington, IA. With the city's 175th birthday approaching in June of 2014, we suggest that the town seriously consider developing a special museum or annual festival highlighting these artifacts.

- ***Small Business Loan***

As commerce continues to develop in the downtown area of Washington, the Chamber of Commerce and city government need to explore the option of private and government loans for local entrepreneurs looking to start new business in the town.

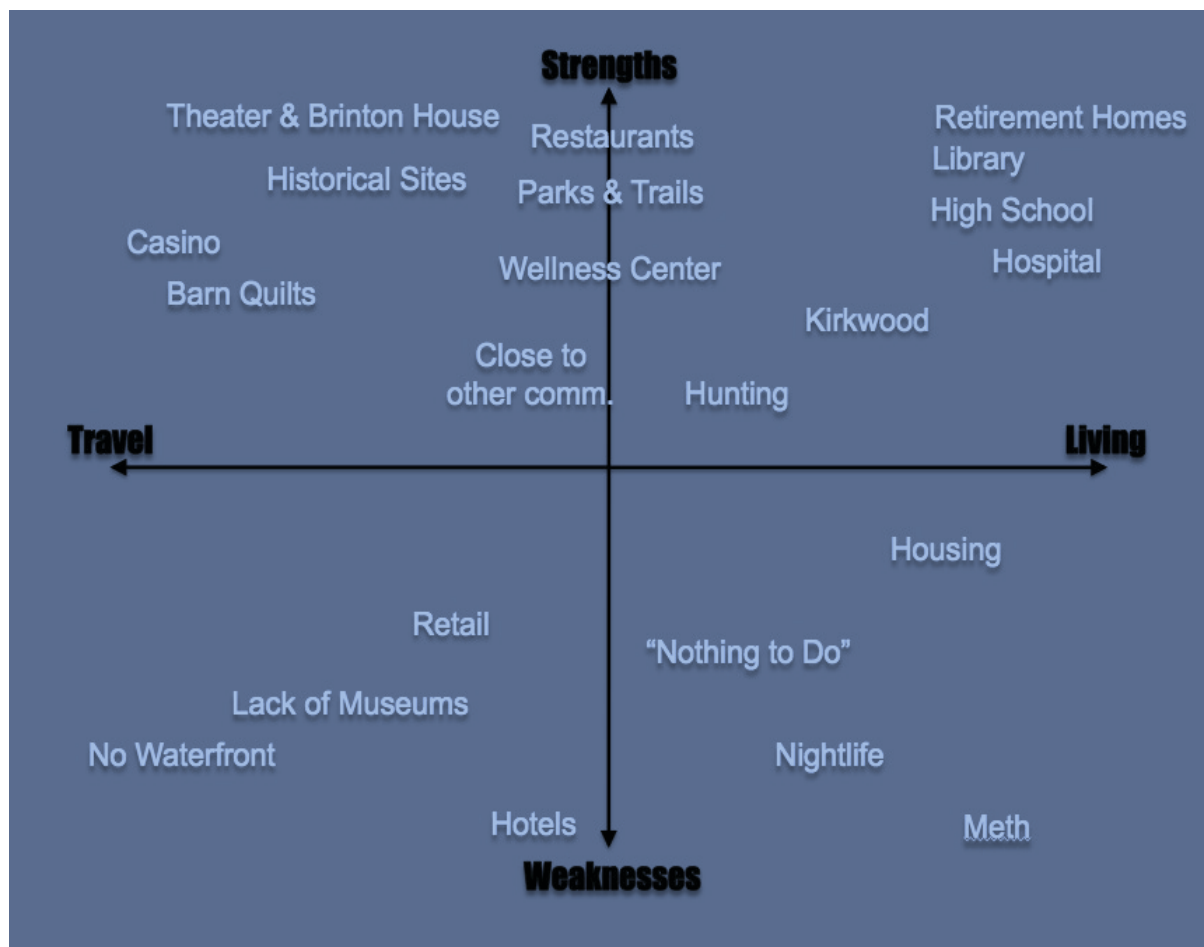
- ***Continued development of city events***

As Washington, IA ventures down the road of reinvention our team wants to encourage the continued development of new community events and festivals for the community. As Washington's competing cities continue to grow at exponential rates, it's important for Washington to highlight current events and focus on the development of new events to draw in attention to the town.



## Appendix A

### Washington SWOT Analysis



## Appendix B

### Washington Residents Survey

**Do you currently live in the city of Washington, IA?**

---

- Yes  
 No

**Do you currently work in the city of Washington, IA?**

---

- Yes  
 No

**What best describes you?**

---

- Born in Washington, currently reside  
 Born elsewhere, currently reside  
 Born in Washington, left, came back  
 Other

**Please rank the following assets of Washington, IA with 1 being the most favorable and 7 being the least favorable.**

---

- Restaurants  
 Downtown  
 Retail/Shopping  
 Festivals  
 Parks/Trails  
 Historic Sites  
 Other

Where would you take a friend who was visiting Washington, IA?

What are your favorite leisure activities in Washington, IA?

What is your favorite event to attend in Washington, IA?

Rank your favorite slogan for the city of Washington, IA with 1 being the most favorable and 3 being the least favorable.

- An American Classic
- Classic Town. Contemporary Living.
- Discover a Classic

What is your age?

What is your gender?

- Male
- Female

What is your marital status?

- Single
- Married
- Divorced
- Widowed

## Appendix C

### Non-Washington Residents Survey

#### Where do you primarily obtain information about nearby Iowa towns when looking to travel?

---

- Search Engine (Google, Yahoo, Bing, etc.)
- Visitor's Bureau
- City website
- City brochure/activities guide
- Word of mouth
- Advertisements
- Social Media (Facebook, Twitter, Blogs, etc.)
- Chamber of Commerce
- Other

#### How likely are you to travel to a nearby city for daytime activities?

---

- Very Unlikely
- Unlikely
- Somewhat Unlikely
- Undecided
- Somewhat Likely
- Likely
- Very Likely

**Please rank the following activities in order of importance for a city to offer for daytime travel (1 being most favorable and 8 being least favorable.)**

---

- Shopping
- Restaurants
- Nightlife/concerts
- Trails and parks
- Historical sites
- Festivals and city events
- Museums
- Tours and conferences

**How far are you willing to travel for a day trip to a different Iowa town from which you live and/or work?**

---

- Less than 5 minutes
- 5-10 minutes
- 11-25 minutes
- 26-40 minutes
- Over 40 minutes

**What makes you most likely to travel to a town in Iowa different from where you live and/or work?**

---

- Shopping
- Dining
- Nightlife
- Recreation
- Museums
- Family and/or friends

**What nearby cities do you visit for day time activities? Check all that apply.**

---

- Kalona
- Mt. Vernon
- Dubuque
- North Liberty
- Des Moines
- Amana Colonies
- Washington
- Quad Cities
- Cedar Rapids
- Williamsburg
- Waterloo/Cedar Falls
- Newton
- Ames
- Iowa City
- Other

**What is your age?**

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- 18-25
- 26-40
- 41-55
- 56-70
- 70+

**What is your gender?**

---

- Male
- Female

**What is your current zip code?**

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