

Baraboo Area Brand White Paper 11/27/17

Over the past several years, it has become obvious that the Baraboo Area has much to offer, in part due to glowing articles in Smithsonian Magazine and US News/World Report highlighting our uniqueness and charm. That said, due to the diversity of our amenities, we do not have a unified message to advertise our special places to the touring general public or on-line inquiries. A small Ad-Hoc committee has come together to write a white paper on how the community may consider moving forward with a branding/marketing Initiative. The Committee consists of Lacey Steffes and Todd Wickus (Downtown Baraboo, Inc), Sarah Bohnsack-Fay (Business Improvement District), Mark Hornberger (Village of West Baraboo) Nanci Cafilisch, Scott O'Donnell and Bobbie Boettcher (Baraboo Area Chamber of Commerce), and Mike Palm (City of Baraboo)

Many of our local attractions and organizations such as Circus World, The Baraboo Area Chamber of Commerce, Downtown Baraboo, Devils Lake State Park, International Crane Foundation, Aldo Leopold and the local Ringling Heritage among others, all market individually to their respective patrons. What is missing is an overall brand, such as Wisconsin Dells/Lake Delton's "WATERPARK CAPITAL OF THE WORLD". Several slogans have been discussed for the Baraboo Area with the current top contender is "BARABOO AREA-THE GREATEST PLACE ON EARTH". The group believes that this slogan takes into account our mix of historical, environmental, cultural and natural resources in our zip code. With this umbrella brand, attractions, environmental, natural and downtown each become subsets of the greatest place on earth. We are open to other umbrella brand ideas as they may be identified. For the present, this is how the model might look:

Baraboo Area- The Greatest Place on Earth			
Historical	Environmental	Cultural	Natural Resource
Circus World	Aldo Leopold	Al Ringling Theatre	Devil's Lake
Al Ringling Theatre	Int'l Crane Found.	Circus World	Baraboo Hills
Sauk Co. Historical	Baraboo Range	Ringling Ties	Baraboo River
Historic Downtown	Badger	Concerts	Baraboo River Adaptive Kayak Launches
Al Ringling Mansion	Flyway Museum	Fairs on Square	Pewits Nest
Chas Ringling Mansion	Ice Age Trail	Fall Art Tour	Baxter Hollow
*add	*add	Big Top Parade	Driftless Region
		*add	Bird City
			Baraboo Riverwalk
			Arboretum
			Parfreys Glen
			*add

The umbrella organization to move the initiative forward will be the Baraboo Area Chamber of Commerce. The Chamber is going to lead the project, as they are the one entity in the community that can bring multiple groups of people together. Our next step is to talk with specific marketing companies to help us begin our Branding Initiative.

We have an initial budget with matching funds from the City of Baraboo, the Village of West Baraboo, The Baraboo Area Chamber of Commerce, Downtown Baraboo Incorporated and the Business Improvement District to start the project. The process will begin immediately and the goal is to have an individual or company identified and on board in early 2018. Additional funds will be sought after the initial phase is completed. Measurements of success will be determined after the plan/direction is identified. Measurements discussed to date included room tax revenue, sales tax revenue, digital marketing analytics and other indicators of economic impact. Initial benchmarks for the measured parameters to determine positive or negative impacts will need to be established.