

**Wood County, TX  
BrandPrint Final Report  
December 5, 2011**



**BEYOND THE LURE OF BIG FISH.**



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### **ABOUT NORTH STAR DESTINATION STRATEGIES**

North Star Destination Strategies comprises over two dozen talented individuals dedicated to growing community brands through integrated destination marketing solutions. North Star offers communities a combination of research, strategy, creativity and action. This process – called Community BrandPrint – provides direction for the destination’s brand development, like a blueprint guides the construction of a home. And just like a blueprint, the priorities and targets of each Community BrandPrint are stated in clear and unambiguous language. The resulting brand personality is as revealing as an individual's fingerprint, and just as unique.

### **ABOUT THE BRANDPRINT PROCESS**

Through the Community BrandPrint process, North Star determines Wood County’s most relevant and distinct promise. From that promise, we create a strategic platform intended to generate a brand position in the minds of residents and visitors. We then develop a Brand Identity Package (creative expressions) and powerful Brand Action Ideas (action plan), all of which reinforce the positioning and ensure brand equity and growth.

This process is divided into four stages: Understanding, Insights, Imagination and Evaluation.

- **BRANDING PARTNERS:**

The Wood County Industrial Commission contracted with North Star Destination Strategies to determine Wood County's true, unique and relevant brand position to help the area stand out in the destination marketplace. This Executive Summary represents a snapshot of the critical highlights from all phases of the BrandPrint process: Understanding, Insights and Imagination. Detailed findings are compiled in the report that follows.

- **UNDERSTANDING** (*Research findings*):

North Star conducted more than a dozen pieces of research to identify what differentiates Wood County from its neighbors and competitors. By examining the community (stakeholders, residents), consumers (visitors along with regional and state officials in tourism) and the competition (neighboring communities and Texas fishing lakes), North Star determined a strategy for Wood County to assert across all county assets to implement an effective, meaningful and relevant destination brand. Important findings are summarized below.

Research confirmed many expectations with Lake Fork and its record bass fishing named as the area's greatest asset. Along with the accolades for Lake Fork came high praise for the fishing guides working at the lake. Both locals and state level officials identified Lake Fork as an exemplary, well managed fishery for the long term. While much of the focus is on Lake Fork, the top six Texas bass records, and 32 of the top 50 state record holders, our extensive research revealed a county full of interesting yet widely undiscovered experiences awaiting visitors beyond the lake.

Conveniently located just east of Dallas as you enter the Piney Woods of East Texas, Wood County offers a spectacularly beautiful outdoor playground set among additional lakes for varied interests beyond fishing and a handful of charming East Texas towns with distinct personalities all their own. We learned of the Mineola Nature Preserve, catfish and golf tournaments in Yantis, Winnsboro's Cultural District, rest and relaxation at Holly Lake Ranch, Quitman's Settlers' Reunion, church retreats in Hawkins, and sweet potatoes in Alba all presenting a roster of fun and adventure for friends and families to enjoy, sometimes without even getting on one of the County's beautiful lakes. The County itself is an outdoor destination whether for sport (golf/fish/hunt) or for scenic drives. Motorcyclists and cyclists love the scenic beauty along the open roads of Wood County. And with such easy access from Dallas, Houston, and points east, it is the perfect getaway from urban madness.

With such a lengthy list of assets and tourism opportunities, you might expect long lines and traffic headed into Wood County, but the key challenge for the destination is awareness. Lake Fork has significant name recognition, particularly among hardcore anglers, but most are unaware that Lake Fork is in Wood County. And therefore are unaware of offerings elsewhere in the County.

Research revealed that there is a disconnect between Lake Fork interests and the communities throughout the County. Each thinks the other is underappreciated. And everyone is correct. Lake Fork is perceived as only focusing on hardcore anglers and not encouraging even those to

enjoy the rest of the County during their stay at the Lake. Wood County communities and the Lake Fork Chamber and Sportsman Association do not demonstrate a long-term commitment to cooperation and collaboration on behalf of the whole County. Communities in Wood County do not promote the County's lakes, its greatest assets. No community or entity is speaking in a cohesive manner in promoting the region. We learned that separately Wood County communities do not offer enough but together there is strength as a destination if duly promoted. And there seems to be turf wars over promotional efforts and Hotel Occupancy Tax allocations. Respondents throughout research also commented about Wood County's deficits in lodging (variety and amenities) as well as cell service and broadband infrastructure.

Much of the research identified marketing and promotion as the single greatest opportunity for the destination. Many respondents recommend broadening the appeal of the destination beyond hardcore fishermen. We learned that this is a huge growth area based on feedback gathered. Families and spouses represent large segments that warrant promotions and asset development. The scenic setting filled with outdoor pursuits from the Nature Preserve to Autumn Trails events offers the best way to connect Lake Fork with the rest of the County's natural playground.

- **INSIGHTS:** *(Conclusions based on research)*

While Wood County presents a wealth of interesting tourism experiences, its greatest asset and draw is Lake Fork. The challenge is how to leverage your greatest asset in the promotion of the rest of the County. And Lake Fork overshadows the many other lakes in the County. By promoting Wood County as a natural playground including Lake Fork, Wood County can present a cohesive message that extends county-wide. Everything is not about fishing but it is important initially to lead with what is known as you begin to introduce all of the interesting parts throughout the County.

Cooperation and collaboration are going to be imperative to Wood County's success as a destination. Both Lake Fork and the communities across the County need to demonstrate a commitment to cross-promotion so every audience that is encountered can know about the full list of experiences available. Beyond leading entities, residents in all parts of the County need to be aware of what is in their backyard. Guides and residents around Lake Fork must venture out to Winnsboro and Holly Lake Ranch. Mineola and Quitman residents need to know about the guides and interests on all of the lakes in Wood County. Hospitality training for all front line staff in any tourism sector should become a priority. These employees should serve as County concierges but need regular and accurate information about what is going on, and it is valuable for them to have experienced as much first-hand as possible so they can speak well of the whole County.

Wood County has much to offer, but change is warranted in how it is communicated. There are big fish to be caught and big tales to be told of the fun had in Wood County. Wood County has to come together to affect the change it wants for its destination. Each part of the County needs the rest to round out the experience. The Wood County Industrial Commission and its partners are making strides in advancing the awareness of the destination, but it will take a county-wide commitment. There is little risk in traveling to Wood County, but big rewards.

- **STRATEGIC BRAND PLATFORM:**

North Star funnels these strategic insights for the brand into a single sentence, the brand platform. The brand platform is used as a filter for the formation of creative concepts and implementation initiatives. All communications, actions and product development should connect to the essence of this relevant and defining statement.

Target Audience: For those wanting a big fish and a bigger tale,

Frame of Reference: the Lake Fork and Wood County area, 90 relaxing miles east of Dallas,

Point of Difference: offers the best bass fishing in Texas nestled in a scenic, natural playground

Benefit: where you can catch a rewarding experience.

- **IMAGINATION** (*Creative ideas for building the brand*):

The brand platform serves as a guide for the positioning of the Wood County brand. From this statement, a creative concept is born; a concept that aligns creative treatments of the brand in a variety of communication mediums and action plan ideas.

The creative concept developed by North Star is based on the approved brand platform positioning Wood County as the best bass fishing in Texas amidst a scenic, natural playground. The concept draws inspiration from Wood County's lakes and natural beauty.

Wood County chose to celebrate its strategy with a creative concept focused on scale, a literal nod to the record breaking fish as well as the record breaking fun available on the golf courses, music venues, or charming downtowns across the County. Big fun and big flavor await all who visit. The County is filled with interesting lures for visitors, many of which are not even on the water.

In the visual executions of the brand, imagery, graphics, and language reinforce the central idea of scale and outdoor fun in Wood County. Headlines and copy point to the many benefits of relaxing and having the experience of a lifetime on or off the water. The strapline for the concept communicates Wood County's most well known asset in Lake Fork's trophy fishing while inviting visitors to enjoy all the fun beyond the fish.

## LOGO & STRAPLINE

“Beyond the Lure of Big Fish.”



**BEYOND THE LURE OF BIG FISH.**

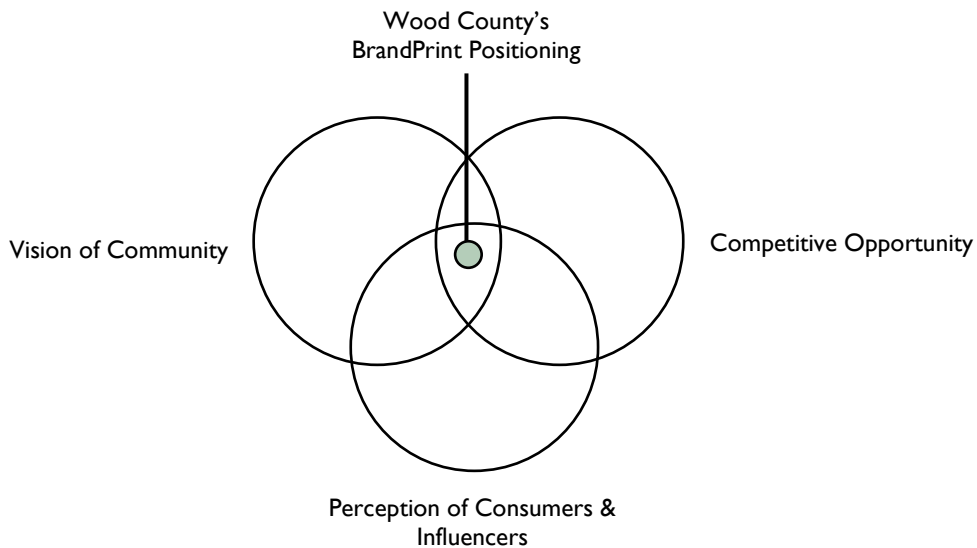
## SAMPLE CREATIVE DELIVERABLES



### WHERE THE BRAND HAS BEEN AND WHY

This stage addresses the destination’s current brand positioning. We assess the environment; demographics and psychographics of residents; perceptions of visitors, residents and stakeholders; current communications and the competition. Most importantly, we gather input from Wood County’s constituents.

We are looking for current attitudes regarding the brand. We are also trying to spot behavioral trends that exist around that brand. This stage is critical because it uncovers the relationship between three factors – the community’s physical qualities, communication materials and the position the community holds in the minds of its consumers.



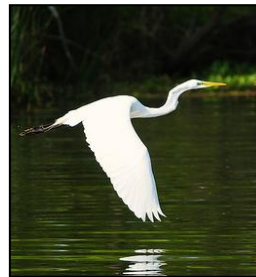
## IN-MARKET STUDY

### **Purpose**

The purpose of the In-Market Study is to gain understanding of the perceptions and attitudes of Wood County residents and stakeholders towards their community and to experience first-hand what makes it a unique destination for visitors and residents.

### **Methodology & Results**

The following summary reflects observations and input received from the North Star Destination Strategies' In-Market visit on January 17-21, 2011. The information is not meant to be all-inclusive, but rather highlight the most common themes experienced on the trip. This includes an area FAM tour, stakeholder focus groups, stakeholder one-on-one interviews and local community one-on-one intercept interviews.



### **RESEARCH & MATERIALS REVIEWED:**

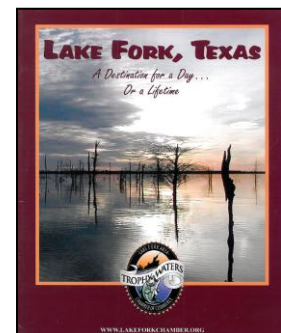
*As part of the Research & Materials Audit, prior to the In-Market Visit*

#### **Lake Fork materials**

- Lake Fork Bounty Bonanza attraction card
- Lake Fork information booklets
- Lake Fork Area news magazine (Jan 2011)
- Economic data update for Lake Fork Reservoir (July 2005)

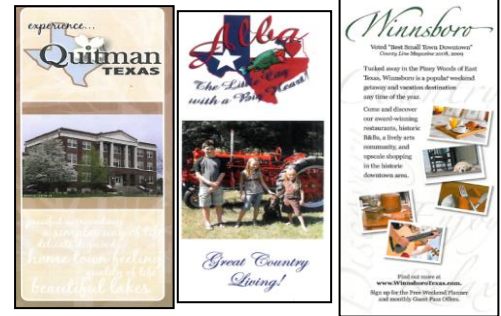
#### **Community materials**

- Canton, TX market data cards
- Quitman, TX brochure
- Mineola Civic Center brochure



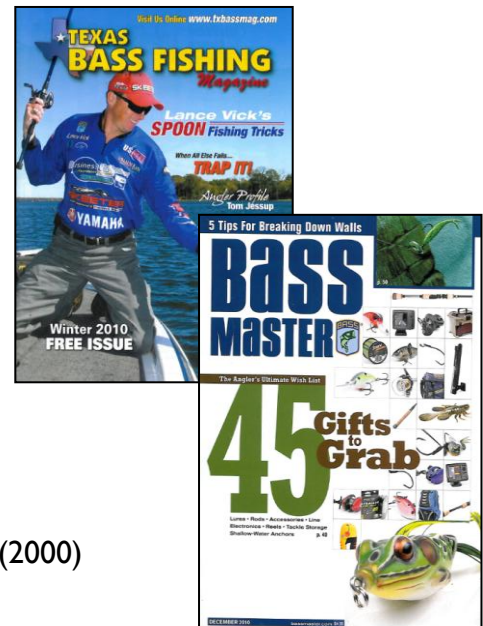


- Winnsboro, TX attraction card
- Alba, TX brochure
- Canton, TX attraction card
- Best Western Mineola Inn information card
- Mineola, TX attraction map
- Hawkins, TX brochure
- Mineola, TX attraction brochures
- Greater Quitman Chamber of Commerce Directory
- Mineola Monitor newspaper (Jan 2011)



### **Magazines and publications**

- Texas Bass Fishing magazine
- Texas Real Estate magazine (Feb 2011)
- County Line magazines (Jan 2011)
- Piney Woods Live magazine (Sept-Oct)
- East Texas Homes & Farms magazine (Jan 2011)
- East Texas guide (Jan 2011)
- Fall Sports Preview magazine (2010)
- Holiday Gift Guide (2009)
- Bass Master magazine (Dec 2010)
- This Is Wood County



### **Tourism brochures and information**

- Lott Home information cards
- 15 Acres Retreat information card
- Holly Lake Ranch registration brochure
- English House information card

### **Miscellaneous materials**

- Wood County Tourism Strategy and Marketing Plan (2000)
- Economic impact of different areas in Texas
- Sales data
- Wood County tourism economic impact chart
- Map of State of Texas
- Classified advertisements



The following represents information gathered during North Star's In-Market Visit.

**MOST-MENTIONED ASSETS:**

- Lake Fork
- Scenic beauty
- Proximity to DFW Metroplex
- Friendly people
- Interesting, charming small towns
- Mineola Nature Preserve
- Winnsboro Cultural Arts District
- Events: music, heritage, arts, cars, Autumn Trails
- Fishing tournaments
- Fishing records and personal bests
- Fishing and hunting
- Golf
- KMOO radio station
- Lake homes
- Mineola Best Western
- Holly Lake Ranch
- Champion fly makers
- Amtrak passenger service
- Wood County Airport
- Oil exploration
- Ozarka
- National and international reputation
- Retirement community
- Lake lifestyle
- Access to Tyler healthcare
- Proximity to Canton Trade Days
- Affordable real estate
- Wineries.



**MOST-MENTIONED CHALLENGES:**

- Towns: competitive, territorial, uncooperative
- Chambers have limited interaction
- Few good chain restaurants (visitors expect)
- Weak lodging stock (few chains; only fish camps)
- Tired aesthetics
- Dry County
- No cohesive message or vision
- No expo or event center
- Weak web presence and no central calendar
- Lake Fork is overemphasized
- Lake Fork is underappreciated
- Lake Fork wants all of the monetary resources

- Disagreement on how to spend HOT funds
- Lake Fork Chamber is only volunteers
- Lake Fork no responsibility in promoting County (not forward thinking)
- Few events motivate commerce/visitation
- No family or kids attractions
- Lack of entertainment and shopping
- No marketing and promotion (especially outside)
- No awareness in DFW
- No attention to upgrading facilities (including lakes)
- Little focus on development/asset improvement
- Residents do not value importance of tourism
- Only appealing to aging population (retirees)
- Sportsman Association and Lake Fork Chamber conflict
- Nothing for under 40 (not antiques)
- Loss of Toyota tournament
- Weak broadband and WiFi infrastructure
- Business owners lack marketing experience
- Outside ideas ridiculed (decision makers 65+)
- Few entrepreneurs
- County is just a utility provider
- Waning fishing prominence
- Few return visitors
- No 4-lane roads.



**MOST MENTIONED OPPORTUNITIES:**

- Event and Expo Center
- Marketing and promotion including new media
- Tour de Fork (sport events beyond fishing year-round: marathon, biker rally)
- Event and Expo Center near Lake
- Attract businesspeople for sporting events to showcase ECD opportunities
- Quitman Artisan Incubator
- Education/outreach among WCIC
- Hunting audiences
- Golf courses
- Lake Fork guides as County ambassadors
- County-wide Chamber (WCIC lead)
- Connect Lake Fork with towns
- Retirement communities
- Lake Fork should take the lead
- Leadership exchange between communities and organization (rotating meetings)
- Private club licenses for preferred chains
- KMOO promotion
- Entertainment assets
- Winnsboro hotel; better County lodging



- Change WCIC name to visitor friendly
- Need hospital branch to attract retirees
- Events that draw from outside County
- Promote nature and adventure (birding)
- Broaden base beyond fishing
- Towns should promote airport
- Promote escapes and getaways from large metros
- Better web presence and central calendar
- Conference facility
- NETX community college branch
- Reason for major fishermen to return
- Package arts with nature
- Inform lake operators about assets and events throughout the County
- Quality of life factors
- Youth and interactive experiences.



#### IN-MARKET QUOTES:

- *“Not much forward thinking here. We focus on today and tomorrow only.”*
- *“We are just another plank in the divorce proceedings. He took me to the middle of nowhere.”*
- *“People come here to catch the biggest fish of their lives.”*
- *“Responsibility to communicate with audiences is the County not Lake Fork.”*
- *“WCIC are not all innovative thinkers. They participate for prestige.”*
- *“We need to change our hopes and invest in quality of life interests. Big industry is not coming.”*
- *“A-type personalities should stay in Dallas. They will find much that conflicts with them: not on time, relaxed, quiet, calm and aw shucks.”*
- *“We have motels here that I would never stay in.”*
- *“We have the best fishing in the country.”*
- *“There are turf wars. The Commission should pull everyone together and all should contribute.”*
- *“Old rivals die hard. We need a new generation to take control.”*
- *“Lake Fork needs to take the lead and accept responsibility of introducing the County.”*
- *“No one focuses on the County. Let me outdo my neighbor is the mantra.”*
- *“Towns do not value Lake Fork and vice versa.”*
- *“The County only comes together to count money.”*
- *“Lake Fork and scenic beauty is our reputation.”*
- *“Residents yawn about tourism.”*

## ONLINE STAKEHOLDER VISION SURVEY

### **Purpose**

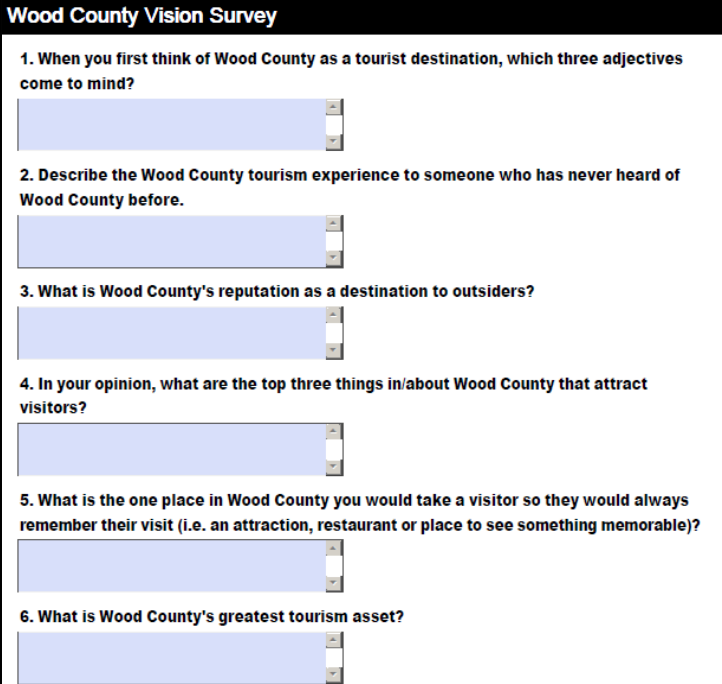
Part of the Understanding stage includes collecting stakeholder perceptions of Wood County. What do your stakeholders like and dislike about their community? How would they make it better? What kind of things do they associate with the community as a destination? After all, no one knows Wood County better than those that form its backbone.

### **Methodology & Results**

To understand stakeholder perceptions, a Vision Survey was emailed to key stakeholders in the community, identified by the brand drivers. All questions were open-ended, allowing for a qualitative measure of stakeholder perceptions. Many of the questions in the survey focused on Wood County's direct strengths, weaknesses, opportunities and threats as a destination. Other questions focused on brand perception, allowing the respondent to translate the intangible elements of a brand into a tangible noun.

134 stakeholders responded to the survey. The top answers most reflective of all stakeholders are shown below.

Please see **Appendix A** for a copy of the Stakeholder Vision Survey and the unabridged results from that survey.



**Wood County Vision Survey**

1. When you first think of Wood County as a tourist destination, which three adjectives come to mind?
2. Describe the Wood County tourism experience to someone who has never heard of Wood County before.
3. What is Wood County's reputation as a destination to outsiders?
4. In your opinion, what are the top three things in/about Wood County that attract visitors?
5. What is the one place in Wood County you would take a visitor so they would always remember their visit (i.e. an attraction, restaurant or place to see something memorable)?
6. What is Wood County's greatest tourism asset?

*Wood County Vision Survey*

*DEFINING WOOD COUNTY:*

**When you first think of Wood County which three words come to mind?**

- Beautiful
- Friendly
- Fishing
- Relaxing.

**Describe the Wood County tourism experience to someone who has never heard of Wood County before.**

- Nature, outdoors
- Fishing destination
- Slow-paced, quaint, small town.

*ATTRACTING PEOPLE TO WOOD COUNTY:*

**What is Wood County's reputation as a destination to outsiders?**

- World-class bass fishing
- Unknown, don't know
- Easy way of life, laid back.

**In your opinion, what are the top three things in/about Wood County that attract visitors?**

- Lakes (Lake Fork)
- Fishing
- Antiques
- Peaceful getaway, beautiful.

**What is the one place in Wood County you would take a visitor so they would always remember their visit?**

- Wood County lakes
- Downtown Mineola
- Mineola Nature Preserve.

**What is Wood County's greatest tourism asset?**

- Lake Fork, lakes
- Friendliness, small town
- Natural beauty
- Fishing.

*WOOD COUNTY TOURISM:*

**What tourism activity in Wood County do residents appreciate most? What is the best way to engage residents in Wood County tourism?**

- Water activities (fishing, boating)
- Support local activities
- Nature (walking trails, lakes).

**Describe the typical Wood County visitor.**

- “A typical visitor is usually from the Metroplex, wife wants to browse the shops, husband wants to fish or engage in an outdoor activity. They are all ages, some come just to get away from the stress of living in a metropolitan area.”
- “City folks, mid-age to retirement, coming with both friends/family and wanting to see what Wood County has to offer now and in the future.”
- “Lake Fork attracts people from around the world, primarily for trophy bass fishing. Wood County attracts adults who can appreciate the scenery. Many bring their friends or family members.”

**COMPETITION:**

**How does Wood County differ than other destinations in the region?**

- Lake Fork
- Less traffic and population
- Variety of outdoor activities.

**What adjectives would you use to describe the following cities/areas?**

- **Jefferson, TX**
  - Historic
  - Antiques
  - Quaint.
- **Nacogdoches, TX**
  - Historic
  - College, education
  - Never been, no opinion.
- **Pittsburg, TX**
  - Bland, dirty
  - Not interesting
  - Dying.
- **Emory, TX**
  - Growing
  - Not much
  - Lake Fork.
- **Gilmer, TX**
  - Boring, forgettable
  - Nothing
  - Small.

**What adjectives would you use to describe the following lakes/areas?**

- **Lake Sam Rayburn**
  - Fishing
  - Never been, unknown
  - Big, large.
- **Lake Alan Henry**
  - Don't know, never been
  - Fishing
  - Serene.
- **Toledo Bend Reservoir**
  - Fishing
  - Don't know
  - Remote.
- **Lake O.H. Ivie**
  - Don't know
  - Remote
  - Fishing.
- **Lake Conroe**
  - Crowded, overdeveloped
  - Don't know
  - Expensive, upscale.

**CHALLENGES AND OPPORTUNITIES:**

**What are the biggest challenges currently facing Wood County as it relates to growing tourism?**

- Lack of funding, money, bad economy
- Lack of accommodations
- Limited advertising, communications.

**What are the biggest opportunities for tourism growth in Wood County?**

- Lake Fork, Nature Preserve, natural environment
- Restaurants and shopping
- Advertising and promotion.

**If you could add something to Wood County to make it more attractive to visitors, what would you add?**

- Hotel accommodations and lodging
- Fine dining
- Mall, shopping, retail.

**If you could remove something from Wood County to improve its tourism situation, what would you remove?**

- Neglected areas, trash, blight
- Negative attitude
- Crime
- Lack of alcohol.

*DESCRIBING WOOD COUNTY:*

**What ONE WORD best describes what Wood County is known for?**

- Fishing
- Lakes
- Outdoors
- Events.

**What is the greatest hidden gem or most under-appreciated/unrecognized trait, characteristic, or resource in Wood County?**

- Natural beauty
- Friendly people
- I don't know
- Art and culture.

*PROMOTING WOOD COUNTY:*

**What outlets do you recommend for increasing awareness and regard for Wood County?**

- Internet
- Magazines
- Events
- Outdoor boards.

**If \$10 million dollars were added to the WCIC budget, what should it be spent on?**

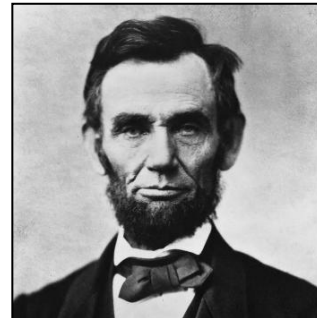
- Attract businesses
- Advertising, marketing
- Facilities (art galleries, education facilities, venues, etc.)
- Downtown facelifts.



## PERSONIFICATION OF WOOD COUNTY:

### ***If Wood County were a famous person, who would it be? Why?***

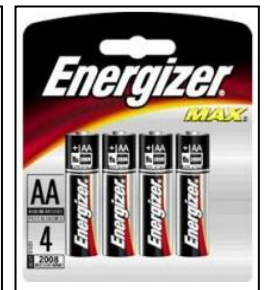
- John Wayne
  - “John Wayne – He’s easy going, simple, ‘what you see is what you get’ attitude – i.e., no pretensions.”
- Davy Crockett
  - “Davy Crockett - Lives in the woods, lives off of fish and game, likes the great outdoors and not yet reached its full potential.”
- Abe Lincoln
  - “Abraham Lincoln – He was a man who lived simply and appreciated all the natural beauty and the people.”



## WOOD COUNTY AS A BRAND:

### ***If Wood County were a consumer product brand, what would it be? Why?***

- Not sure, don’t know
- Ozarka Water
  - “Ozarka Water because it is pure, fresh and fulfilling.”
- Energizer batteries
  - “Wood County people just keep on keepin’ on.”



## INQUIRY ORIGIN STUDY

### **Purpose**

An Inquiry Origin Study was conducted to understand the markets from which inquiries about Wood County originate.

### **Methodology & Results**

We collected 2,072 visitation records from the Wood County Industrial Commission. Each record was geocoded (assigned) to a Core Based Statistical Area (CBSA) – the geographic area used to define advertised markets. The following information should be considered when selecting markets for brand communications. Additional variables like cost of advertising and distance from Wood County should also be taken into account.

The complete set of results and associated reports for the Inquiry Origin Study can be found on the Final BrandPrint CD.

Please see **Appendix B** for a larger version of the origin map and a Customer Geographic Summary, detailing the top 20 states, zip codes, counties and CBSAs for inquiries.

### TOP 5 INQUIRY STATES OF ORIGIN:

Almost half of inquirers originated from within the state of Texas.

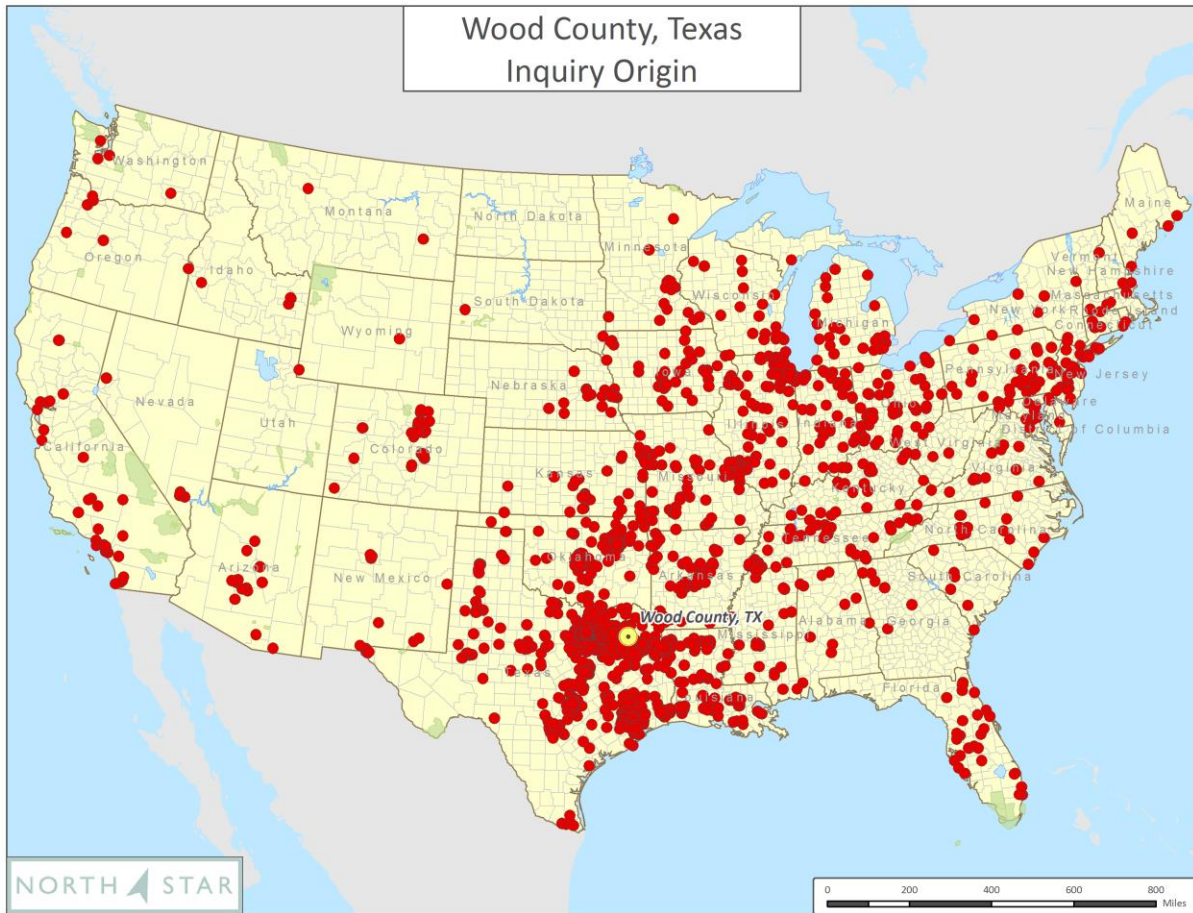
1. Texas	47.8%
2. Louisiana	5.4%
3. Oklahoma	5.1%
4. Missouri	3.8%
5. Illinois	3.7%

### TOP 10 INQUIRY CBSAs OF ORIGIN:

The area with the highest inquiry rate are Dallas-Fort Worth-Arlington, TX.

1. Dallas-Fort Worth-Arlington, TX	24.1%
2. Houston-Baytown-Sugar Land, TX	5.2%
3. Chicago-Naperville-Joliet, IL/IN/WI	2.3%
4. Tulsa, OK	1.9%
5. Austin-Round Rock, TX	1.7%
6. St. Louis, MO/IL	1.6%
7. Shreveport-Bossier City, LA	1.5%
8. Oklahoma City, OK	1.4%
9. Longview, TX	1.3%
10. Beaumont-Port Arthur, TX	1.3%

INQUIRY ORIGIN DOT-DENSITY MAP:



## OVERNIGHT VISITOR ORIGIN STUDY

### *Purpose*

An Overnight Visitor Origin Study was conducted to understand the markets from which visitors to Wood County originate. We proceeded to map both overnight visitor and area attraction visitor record sets to give you a clear understanding from where your visitors are coming.

### *Methodology & Results*

We collected over 5,000 records from the following locations:

- Lake Fork Bass Tourney Contestants
- Lake Fork Marina Contacts
- Holly Lake Ranch Vacation Rentals

The records were then geocoded (assigned) to a Core Based Statistical Area (CBSA) – the geographic area used to define advertised markets.

The complete set of results and associated reports for the Overnight Visitor Origin Study can be found on the Final BrandPrint CD. Please see **Appendix C** for a larger version of the origin map and a Customer Geographic Summary, detailing the top 20 states, zip codes, counties and CBSAs for visitors.

The following map and information should be considered when selecting markets for brand communications. Additional variables like cost of advertising and distance from Wood County should also be taken into account.

#### TOP 5 OVERNIGHT VISITOR STATES OF ORIGIN:

Over three-fourths of the overnight visitors originated from Texas.

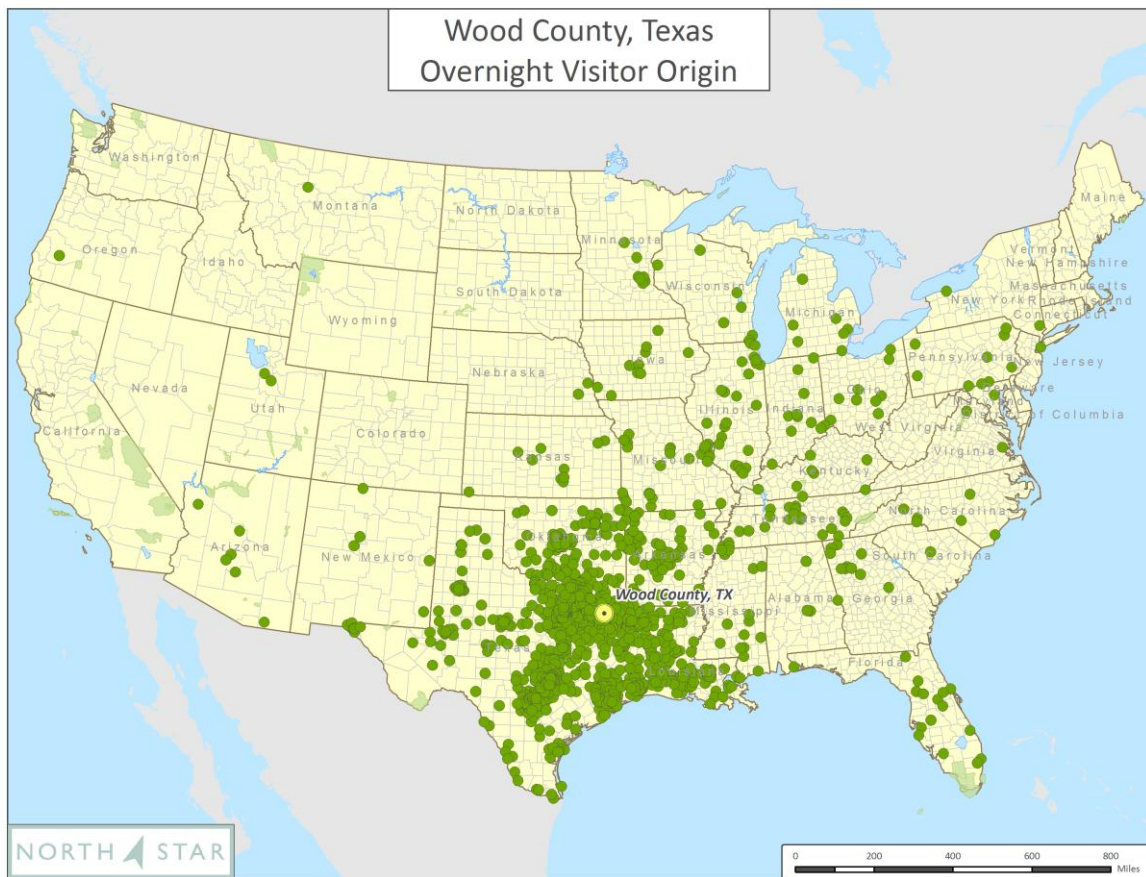
1. Texas	83.9%
2. Louisiana	4.8%
3. Oklahoma	4.0%
4. Arkansas	1.8%
5. Missouri	0.6%

## TOP 10 OVERNIGHT VISITOR CBSAs OF ORIGIN:

The CBSA with the highest occurrence of overnight visitors originate from Dallas-Fort Worth-Arlington, TX. The top 10 areas for visitor origin are within the state of Texas.

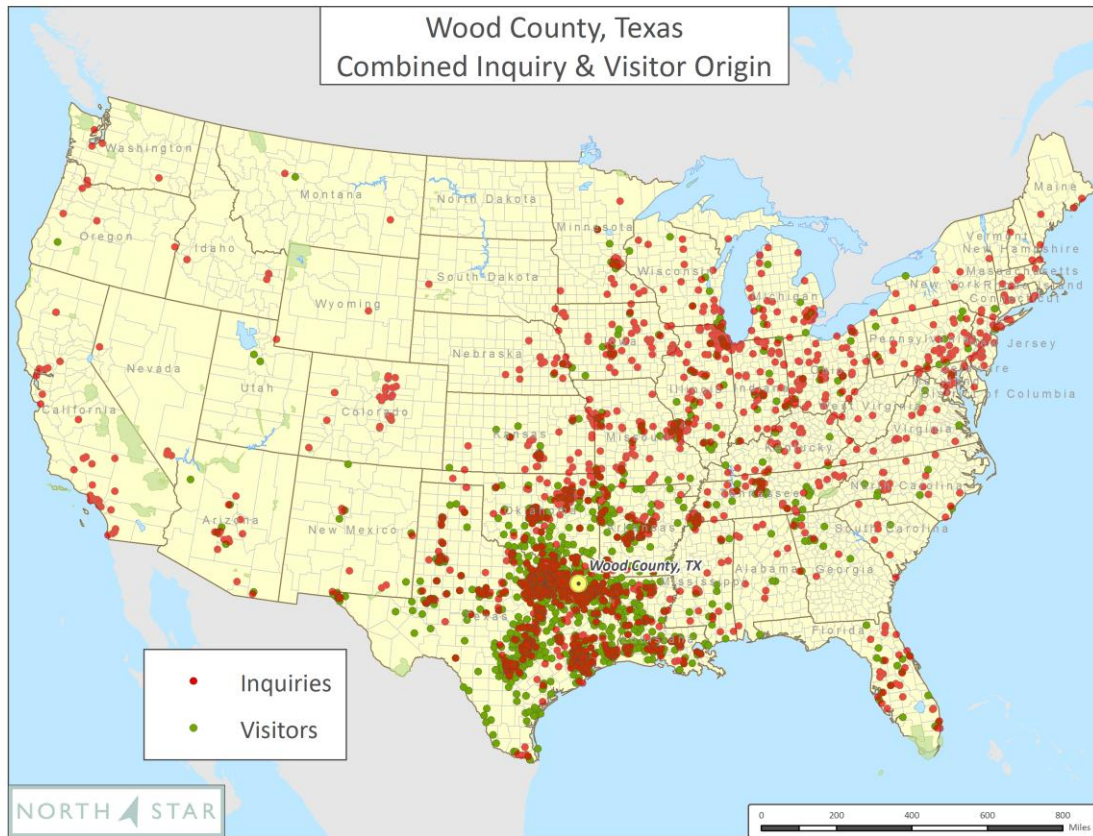
1. Dallas-Fort Worth-Arlington, TX	26.8%
2. San Antonio, TX	9.7%
3. Austin-Round Rock, TX	8.4%
4. Houston-Baytown-Sugar Land, TX	5.0%
5. Longview, TX	3.1%
6. Killeen-Temple-Fort Hood, TX	1.7%
7. Beaumont-Port Arthur, TX	1.7%
8. Midland, TX	1.6%
9. Tyler, TX	1.5%
10. San Angelo, TX	1.5%

## OVERNIGHT VISITOR ORIGIN DOT-DENSITY MAP:





COMBINED INQUIRY AND VISITOR ORIGIN DOT-DENSITY MAP:



CBSA COMPARISON:

	Inquiry Profile		Overnight Visitors	
1	Dallas-Fort Worth-Arlington, TX	24.1%	Dallas-Fort Worth-Arlington, TX	26.8%
2	Houston-Sugar Land-Baytown, TX	5.2%	San Antonio, TX	9.7%
3	Chicago-Naperville-Joilet, IL/IN/WI	2.3%	Austin-Round Rock, TX	8.4%
4	Tulsa, OK	1.9%	Houston-Sugar Land-Baytown, TX	5.0%
5	Austin-Round Rock, TX	1.7%	Longview, TX	3.1%
6	St. Louis, MO/IL	1.6%	Killeen-Temple-Fort Hood, TX	1.7%
7	Shreveport-Bossier City, LA	1.5%	Beaumont-Port Arthur, TX	1.7%
8	Oklahoma City, OK	1.4%	Midland, TX	1.6%
9	Longview, TX	1.3%	Tyler, TX	1.5%
10	Beaumont-Port Arthur, TX	1.3%	San Angelo, TX	1.5%

**Observations:**

- Five of the top ten CBSAs are shared between the Inquiry and Overnight Visitor profiles. Visitor conversion for your inquirers is strong.
- The top five Overnight Visitor CBSAs are from the largest markets in the State of Texas, suggesting a large visitor population opportunity. Concentrating your marketing and promotion efforts in these markets will likely produce positive results.
- Note that those in San Antonio are visiting but not inquiring. They are learning and gathering information about Wood County from other sources.

## COMMUNITY TAPESTRY STUDY

### *An Introduction to Community Tapestry™*

For the past 30 years, companies, agencies and organizations have used segmentation to divide and group their markets to more precisely target their best customers and prospects. This targeting method is superior to using “scattershot” methods that might attract these preferred groups. Segmentation explains customer diversity, simplifies marketing campaigns, describes lifestyle and lifestage, and incorporates a wide range of data.

Segmentation systems operate on the theory that people with similar tastes, lifestyles and behaviors seek others with those same tastes (hence the phrase “like seeks like”). These behaviors can be measured, predicted and targeted. The Community Tapestry™ segmentation system combines the *who* of lifestyle demography with the *where* of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods, identifying distinct behavioral market segments.

Based on the foundation of proven segmentation methodology introduced more than 30 years ago, the Tapestry system classifies U.S. neighborhoods into 65 market segments. Neighborhoods with the most similar characteristics are grouped together while neighborhoods showing divergent characteristics are separated.

Understanding your customers (residents and visitors), knowing customers’ shopping patterns, assessing the media preferences of customers, cross-selling to customers, and successfully retaining existing customers for a lifetime are just some activities that are supported by mining customer files. Some of these marketing activities include:

- Customer profiling
- Media targeting
- Direct mail
- Site analysis.

A customer profile reveals the demographics, lifestyles and product preferences of an organization’s customers. By understanding who its customers are, more appropriate responses can be formed to address their needs with better messaging, products and services.

Said simply, the more you can learn about your customers (in this case your residents and visitors), the better you can serve them, keep them and find more like them.

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## **Purpose**

A Community Tapestry Study was conducted to understand the target audience's lifestyle in detail. This included profiling reports for Wood County residents, inquirers, and overnight guests.

## **Methodology & Results**

Tapestry represents the fourth generation of market segmentation systems that began 30 years ago. This powerful tool classifies U.S. neighborhoods in several ways, including:

- LifeMode Groups:
  - 12 summary groups based on lifestyle and lifestage
  - Members share an experience (being born in the same time period, facing the same lifestage, having a certain level of affluence, etc.)
- Urbanization Groups:
  - 11 summary groups based on geographic/physical features and income
  - Members share a physical location and the traits of that physical location (population density, size of city, proximity to a metropolitan area, etc.)
- Community Tapestry Segments:
  - 65 groups based on sociographic and demographic composition
  - Considers income, occupation, educational attainment, ethnic origin, household composition, marital/living arrangements, patterns of migration, mobility and communication, lifestyle and media patterns
  - Most distinct level of segmentation

The results from the Tapestry studies can be classified into two main reports:

- Who Report:
  - Profiles the demographic and lifestyle segmentation of the population
  - Classifies the population in each of the ways outlined above and indexes the population under study against national averages
- What Report:
  - Provides a detailed profile of the core population for 37 separate lifestyle and media groups in over 2,200 sub-categories
  - Each category is indexed against the average U.S. resident to determine whether a member of the population under study is more or less likely to exhibit the specific behavior (100 represents the national average)

Key findings from the Community Tapestry reports are shown on the following pages.

For the comprehensive Tapestry Who and What reports, please refer to the Final BrandPrint CD. For further explanation of any data or methodologies used to analyze the Tapestry reports, please refer to the supplemental Community Tapestry Poster and to this link:

<http://www.esri.com/library/brochures/pdfs/tapestry-segmentation.pdf>

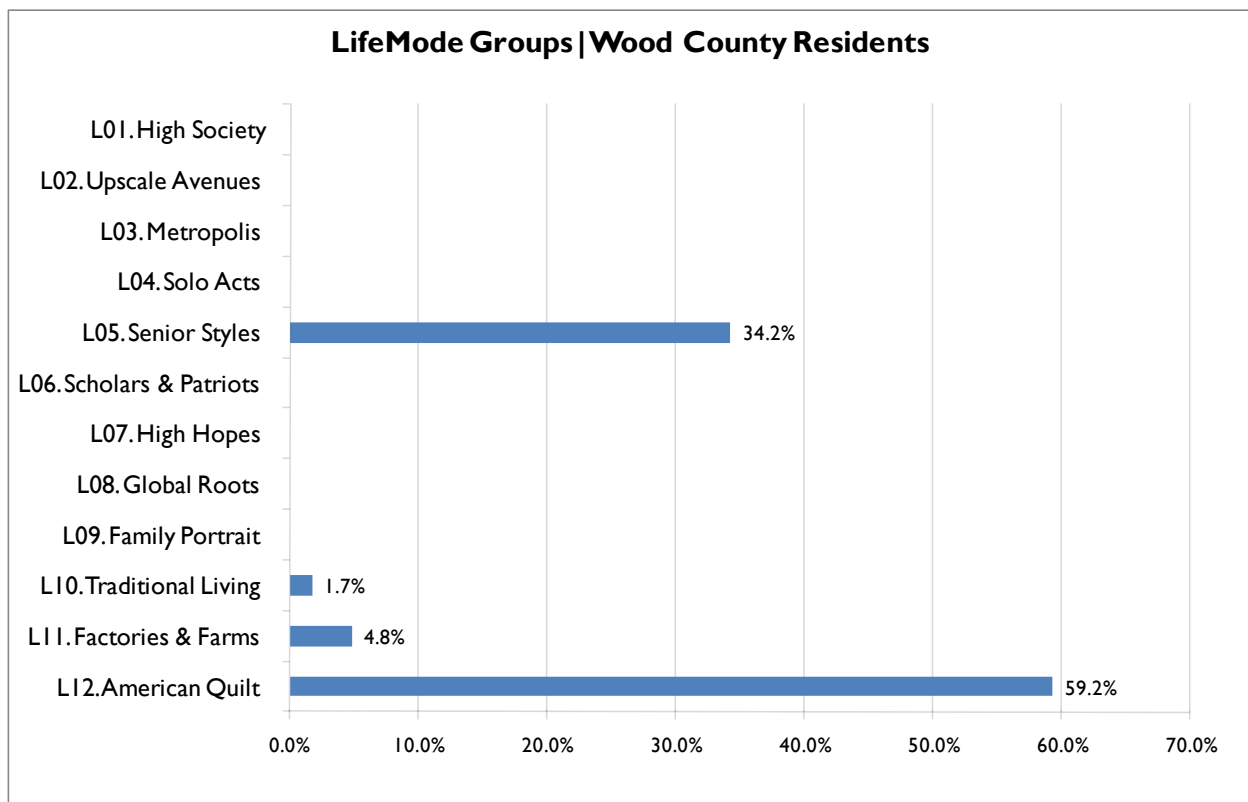


## COMMUNITY TAPESTRY WHO REPORT | LIFEMODE GROUPS

The charts below highlight some of the key findings about Wood County residents as they relate to LifeMode Groups and Tapestry Segments. Remember, members in a LifeMode Group share an experience such as being born in the same time period, facing the same lifestage, having a certain level of affluence, etc.

The number in front of each LifeMode corresponds with the LifeMode Group designation outlined on the community Tapestry Poster. Please refer to the Community Tapestry Poster that North Star provided for more in-depth information on each LifeMode Group.

Below you can see how Wood County residents are divided into each of the 12 LifeMode Groups.



**OBSERVATION:** Wood County residents fall into four LifeModes suggesting singular lifestages and preferences.

**Top Resident LifeMode Groups:** The U.S. average sits at 100.

**American Quilt (59.2%): Indexed 633 against the U.S. average**

- Live in small towns and rural areas and own modest houses.
- Work as skilled laborers in Manufacturing, agriculture, local government, service, construction, and farming industries
- American Quilt includes the Rural Resort Dwellers segment, an older population that is retiring to seasonal vacation spots, and the Crossroads segment, a younger, family population that favors mobile homes.

- Households in American Quilt are also more affluent, with a median income of \$44,478, and more are homeowners.
- However, the rural lifestyle is also evident, with fishing and hunting (and power boats) and a preference for pickups and country music.

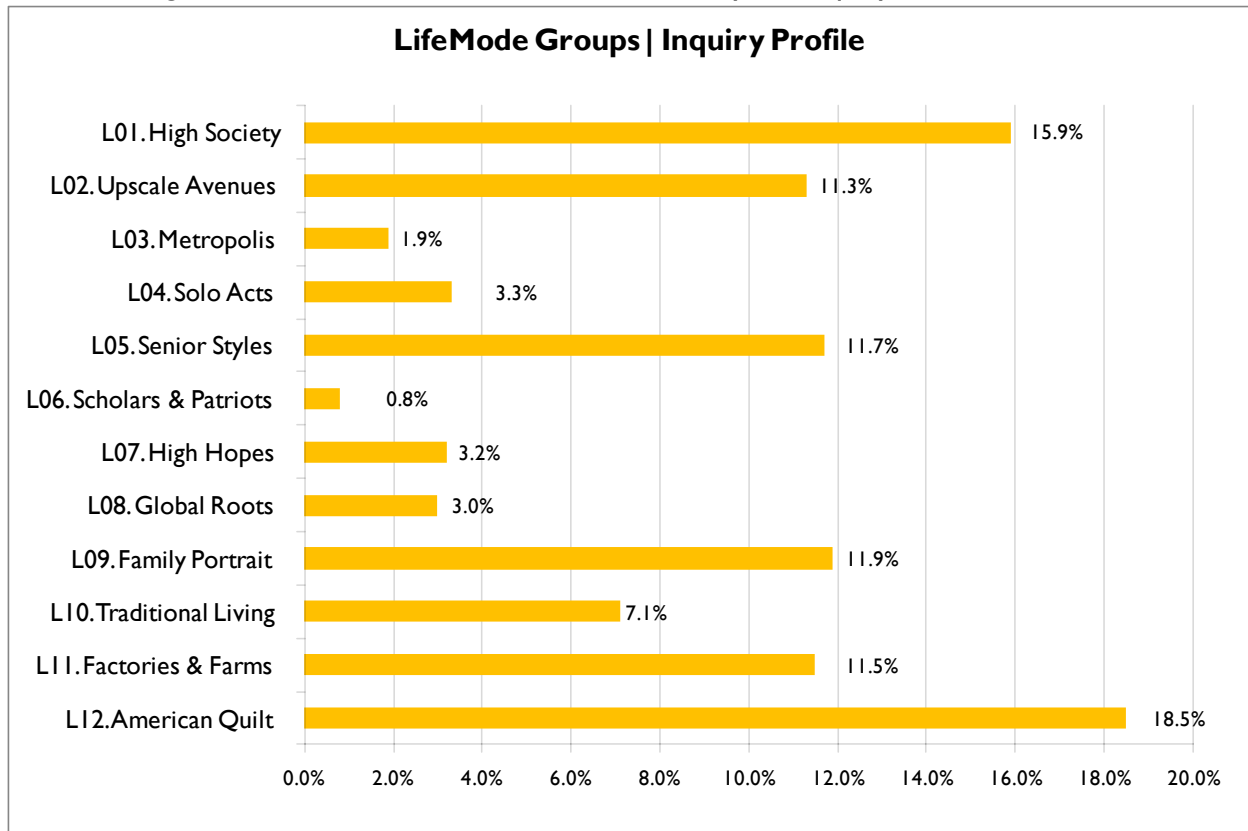
***Senior Styles (34.2%): Indexed 279 against the U.S. average***

- More than 14.4 million households comprise Tapestry's largest summary group
- Incomes in this group cover a wide range, but the median is \$40,000
- Younger, more affluent seniors, freed of child rearing responsibilities, are traveling and relocating to warmer climates
- Less affluent, settled seniors are looking forward to retirement and remaining in their homes.
- Residents in some of the older, less privileged segments live alone and collect Social Security and other benefits. Their choice of housing depends on their income. This group may reside in single-family homes, retirement homes, or highrises.
- Golf is their favorite sport; they play and watch golf on TV. They read the newspaper daily and prefer to watch news shows on television.
- Although their use of the Internet is nearly average, they are more likely to shop through QVC than online.

***Factories & Farms (4.8%): Indexed 52 against the U.S. average***

- Employment in manufacturing and agricultural industries is typical in these small, settled communities across America's breadbasket.
- The rural South and Rustbelt areas change little over time, which often hinders area growth.
- Married couples (some with children), most own their homes.
- Median household incomes are \$37,000.
- Population change is nominal, and the profile is classic.
- Their lifestyle reflects their locale, emphasizing home and garden care, fishing and hunting, pets, and membership in local clubs.

The following chart examines the LifeMode breakout of your Inquiry Profile.



**OBSERVATION:** The Inquiry Profile chart above shows that every LifeMode is represented and there is no skewing based on age or affluence.

Top Inquiry LifeMode Groups: The U.S. average sits at 100.

**American Quilt (18.5%): Indexed 199 against the U.S. average**

- See page 29 for description

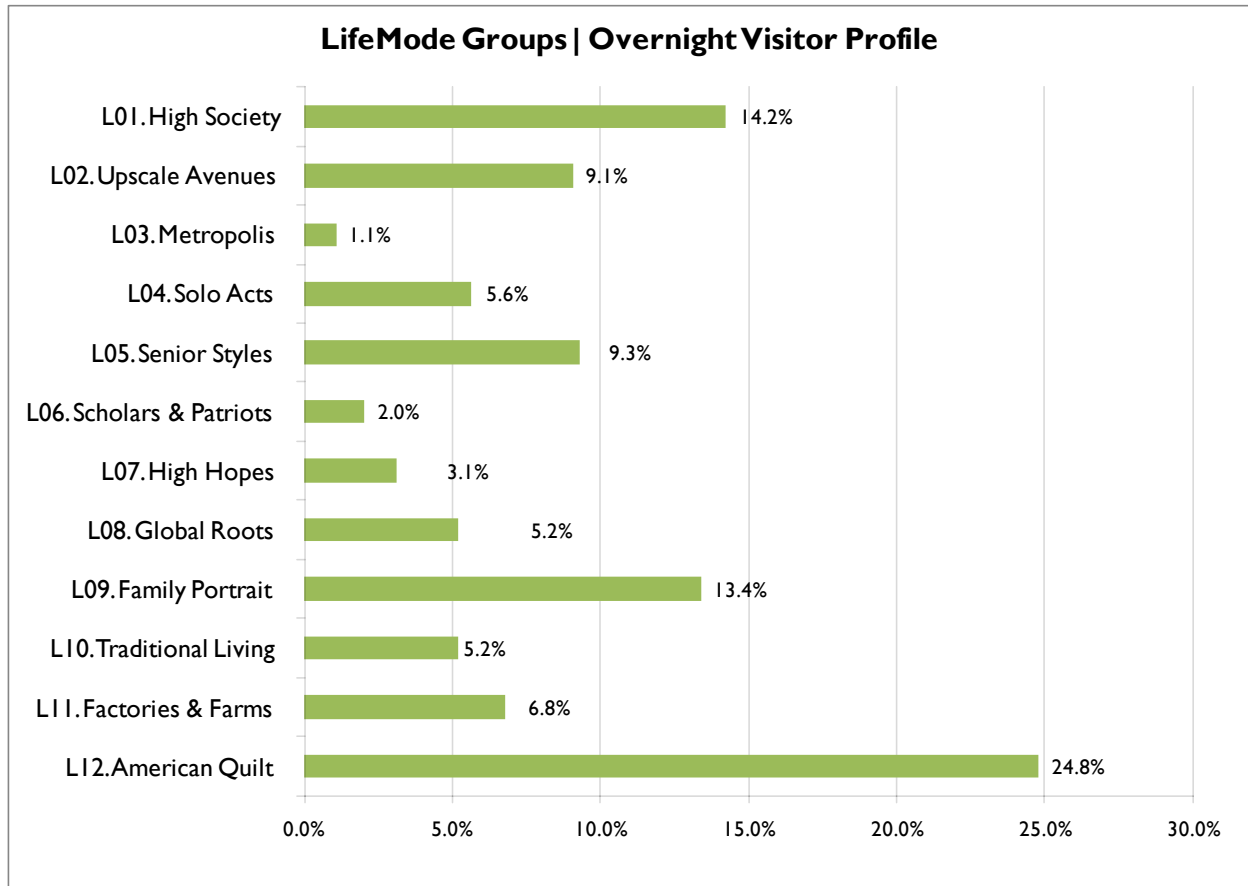
**High Society (15.9%): Indexed 125 against the U.S. average**

- The markets in High Society are affluent and well educated.
- The median household income for this group, \$94,000, is almost twice that of the national median.
- Most households are married-couple families residing in affluent neighborhoods where the median home value approaches \$290,000.
- Residents of High Society are affluent and active—financially, civically, and physically. They participate in a wide variety of public activities and sports and travel extensively.
- Try the Internet or radio instead of television to reach these markets.

***Family Portrait (13.5%): Indexed 153 against the U.S. average***

- Defined by youth, family and the presence of children.
- The median age is less than 33 and median HHI is \$58,000+.
- The group is also ethnically diverse: more than 30 percent of the residents are of Hispanic descent.
- The neighborhoods are predominantly composed of homeowners who live in single-family homes.
- Most households include married couples with children who contribute to the group's large household size, averaging more than 3.1 persons per household.
- Their lifestyle reflects their youth and family orientation—buying infant and children's clothing and toys and visiting theme parks and zoos.

The following chart examines the LifeMode breakout of your Overnight Visitor Profile.



**OBSERVATION:** The Wood County Overnight Visitor Profile suggests that your visitors are somewhat older and of average affluence.

Top Overnight Visitor LifeMode Groups: The U.S. average sits at 100.

**American Quilt (24.8%): Indexed 267 against the U.S. average**

- See page 29 for description

**High Society (14.2%): Indexed 112 against the U.S. average**

- See page 31 for description

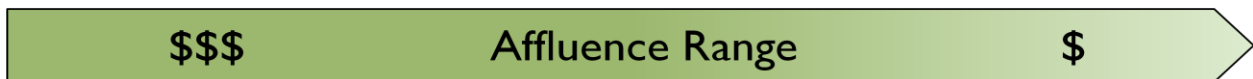
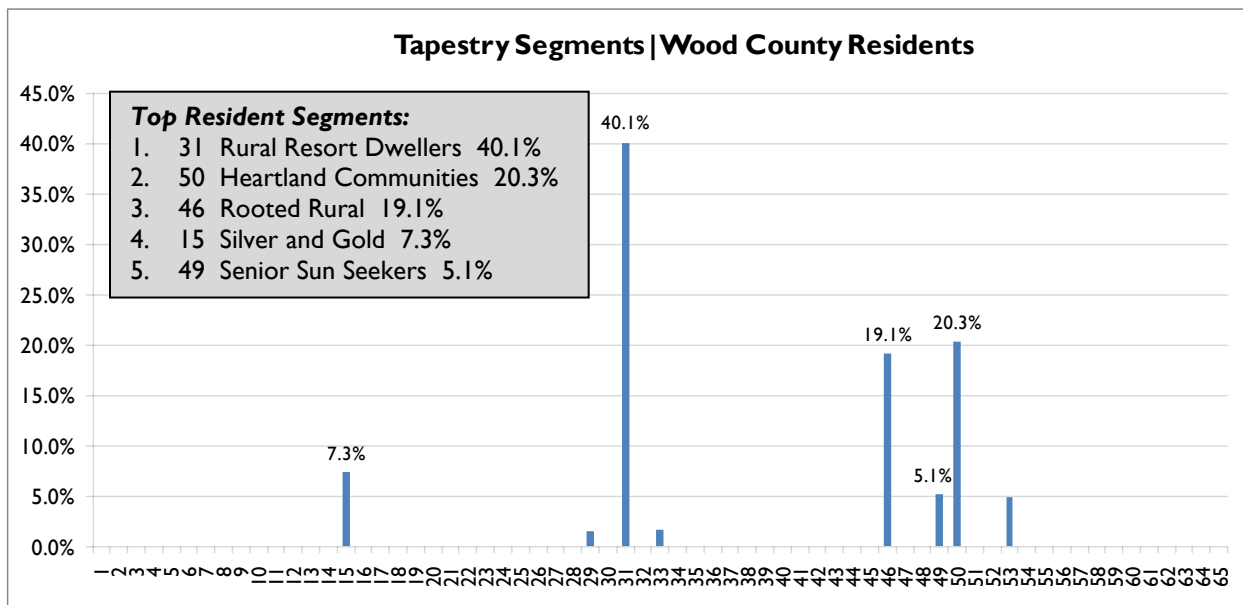
**Family Portrait (13.4%): Indexed 173 against the U.S. average**

- See page 32 for description

## COMMUNITY TAPESTRY WHO REPORT | SEGMENTS

Community Tapestry Segments are the most distinct level of segmentation within the Tapestry System, dividing members of a population into 65 groups based on sociographic and demographic composition. Tapestry Segments take into consideration things like income, occupation, educational attainment, ethnic origin, household composition, marital/living arrangements, patterns of migration, mobility, communication and lifestyle and media patterns.

The chart below illustrates delivery within all the Segments for Wood County residents. The Segments are organized by level of affluence – Segment one is the most affluent and Segment 65 is the least affluent Segment.



**OBSERVATION:** The Resident Profile shows that Wood County skews to the right, less affluent side of the chart. Also, preferences are somewhat singular.

Top Resident Tapestry Segments: The U.S. average sits at 100.

**31 Rural Resort Dwellers (40.1%) – Indexed 2477 against the U.S. average**

- Favoring milder climates and pastoral settings, these residents live in rural nonfarm areas.
- The median age is 46 and the median HHI is \$43,400; many are married with no children.
- There is little diversity.
- Modest living and simple consumer taste defines these residents who enjoy home improvement, baking, listening to country music, and hunting.
- Financial and retirement related matters are a big concern for this group.

**50 Heartland Communities (20.3%) – Indexed 958 against the U.S. average**

- Well-settled and closely knit, these residents are older than average with a median age of 41 years. These small town communities are scattered across the Midwest and South.
- Half of these residents have already retired. Mostly married couples, half of which whose children have already left home.
- The median household income for these residents is \$32,200.
- They invest time and money into their homes and communities.
- Avid gardeners who take pride in their vegetables.
- They attend country music shows, go bowling and enjoy outdoor activities.
- They participate in local religious and civic activities and take an interest in local politics.
- Internet use is limited to email and games.

**46 Rooted Rural (19.1%) – Indexed 791 against the U.S. average**

- Older, with a median age of 40.6 years.
- Mostly married couples who are empty nesters.
- Median income for Rooted Rural households is \$36,000.
- Located in rural areas of the South and do not move very often.
- These people are do-it-yourselfers. Most people do their own house and car maintenance and repair.
- They take pride in their gardens; prefer to cook their own food rather than dine out.
- They prefer driving trucks to sedans.
- They shop at Wal-mart if there is a convenient location.
- Internet and PC usage is not popular among these residents.
- 

**15 Silver and Gold (7.3%) – Indexed 775 against the U.S. average**

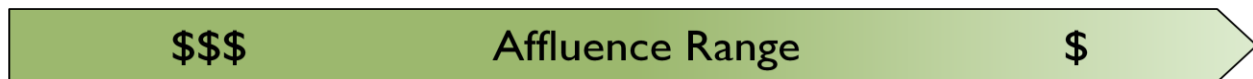
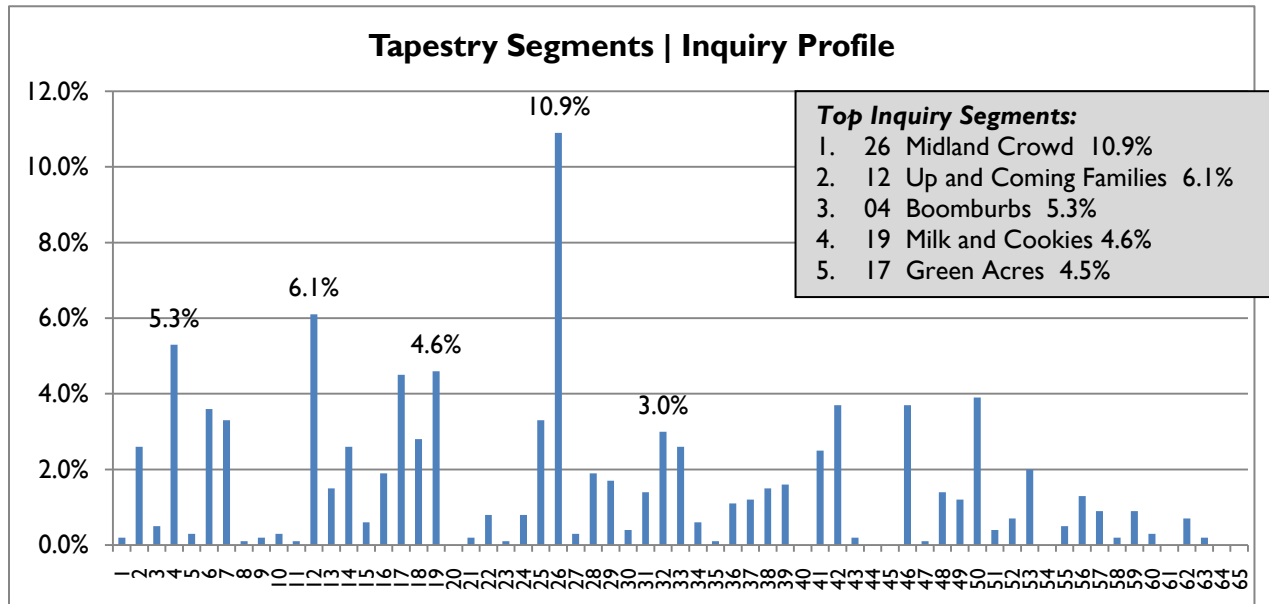
- Wealthy senior citizens with a median age of 58 and median HHI of \$65,000+.
- Not ethnically diverse, these residents are educated and prosperous and have relocated to sunnier climates.
- With the resources and free time to pursue their interests, they travel, read, and eat out frequently.
- Golf is a way of life for these residents who play the sport themselves, attend tournaments, and watch the Golf Channel. They also enjoy deep-sea fishing, riding motorcycles, and reading books, newspapers, and magazines.

**49 Senior Sun Seekers (5.1%) – Indexed 427 against the U.S. average**

- Retirees who have permanently relocated to warmer areas or who move south for the winter.
- Median age is 51.5 and many are receiving Social Security benefits and retirement income.
- Travel long distances frequently, usually by car.
- Gardening and home improvement are hobbies.
- Television is part of their daily routine; enjoy reading the newspaper and books.
- Many do volunteer work as part of religious or veterans' club activities.
- Enjoy swimming, walking, golfing, and bicycling.



## INQUIRY PROFILE TAPESTRY SEGMENTS



**OBSERVATION:** The Inquiry Profile represents a much greater range of Segments than the Resident Profile, suggesting a wider variety of lifestyles and preferences. This is typical of a larger population sample such as an Inquiry Profile. Those who travel often tend to be in the more affluent segments.

Top Inquiry Tapestry Segments: The U.S. average sits at 100.

### **26 Midland Crowd (10.9%) – Indexed 292 against the U.S. average**

- Largest market with nearly 4% of the US population.
- Majority in married-couple families, half with children and half without.
- Median age is 36 years and median HHI is \$47,000.
- Rural location and traditional lifestyle fuels their do-it-yourself attitude when it comes to taking care of homes and vehicles.
- A Chevrolet or Ford truck is the vehicle of choice.
- High demand for children's products. Very high TV viewership of NASCAR, fishing programs and CMT.
- Politically conservative; devoted pet lovers; domestic travelers; and dependent on fast-food, cell phones and the internet.

### **12 Up and Coming Families (6.1%) – Indexed 180 against the U.S. average**

- Young, affluent families with small children; own new single-family homes.
- 65% have attended college.
- Median age is < 32 and median HHI \$67,000.
- Fast food is a staple in the family diet. Leisure includes attending ball games, going to the zoo, etc.
- If these families travel, they only do so domestically.



- Since many are first time homeowners, they still purchase household basics.
- Up and Coming Families are starting or expanding their families so they purchase baby equipment, toys, etc.

**04 Boomburbs (5.3%) – Indexed 237 against the U.S. average**

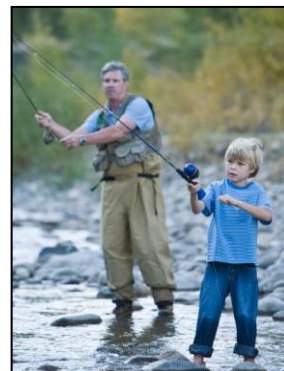
- Newest additions to the suburbs; younger families with a busy upscale lifestyle.
- Fastest growing market in US at 6% annually.
- Median age is < 34 and median HHI is \$100,000+.
- Little ethnic diversity; population is predominantly white.
- Product preferences reflect suburban lifestyle. Purchase everything from household furnishings and baby furniture to cars and camcorders.
- Boomburbs drive SUV's and are very active; they favor golf, tennis and swimming.
- Buy food at upscale grocery stores like Harris Teeter.
- Technically savvy; own PDAs, computers, MP3 player, etc. Their children represent top market for video game and PC use.

**19 Milk and Cookies (4.6%) – Indexed 238 against the U.S. average**

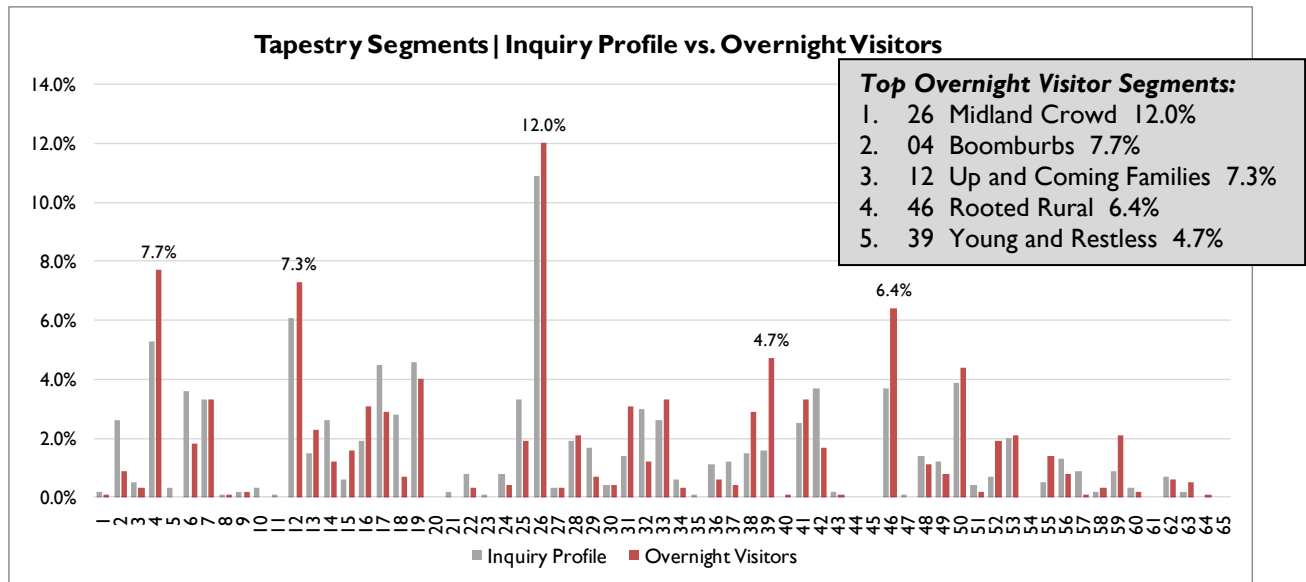
- Upscale living with a family allowance, these are married couples who are starting their families.
- The median age is less than 33 and median HHI is \$58,000+.
- These residents are focused on their family and future. They are building their portfolios and contributing to their 401(k).
- They go to the zoo, visit theme parks, and watch family channels like Cartoon Network and the Disney Channel. They make large purchases of baby and children's products.

**17 Green Acres (4.5%) – Indexed 143 against the U.S. average**

- Married couples with and without children, the median age is 39 and the median HHI is \$61,000+.
- A little bit country, these residents live in pastoral settings of developing suburban fringe areas.
- Most own two or more vehicles (four door sedans or trucks) in addition to their lawn or garden tractors.
- They are interested in home improvement, gardening, motorcycles, hunting, and hiking.
- Favorite channels include HGTV, ESPN, and the Speed Channel.



## WOOD COUNTY OVERNIGHT VISITORS



**OBSERVATION:** The Overnight Visitor Profile mimics that of the Inquiry Profile, suggesting positive conversion rates. However, Overnight Visitors tend to be more affluent overall than do Inquirers.

Top Overnight Tapestry Segments: The U.S. average sits at 100.

**26 Midland Crowd (12.0%) – Indexed 323 against the U.S. average**

- See page 36 for description.

**04 Boomburbs (7.7%) – Indexed 345 against the U.S. average**

- See page 37 for description.

**12 Up and Coming Families (7.3%) – Indexed 217 against the U.S. average**

- See page 36 for description.

**46 Rooted Rural (6.4%) – Indexed 260 against the U.S. average**

- See page 35 for description.

**39 Young and Restless (4.7%) – Indexed 330 against the U.S. average**

- Young single professionals pursuing their careers and living a busy lifestyle.
- Median age is less than 29 and median HHI is \$40,000.
- Diverse neighborhoods.
- Technologically savvy.
- Read magazines, watch TV, and listen to the radio, especially contemporary hit and urban.
- Enjoy watching movies, going to bars and nightclubs, working out at the gym and playing sports.
- More politically liberal.
- Some still paying off school loans.



## SEGMENT COMMONALITIES

Seven out of ten Segments are common between the Inquiry and Overnight Visitor Profiles.

	Residents		Inquiry Profile		Overnight Visitors	
1	31 Rural Resort Dwellers	40.1%	26 Midland Crowd	10.9%	26 Midland Crowd	12.0%
2	50 Heartland Communities	20.3%	12 Up and Coming Families	6.1%	04 Boomburbs	7.7%
3	46 Rooted Rural	19.1%	04 Boomburbs	5.3%	12 Up and Coming Families	7.3%
4	15 Silver and Gold	7.3%	19 Milk and Cookies	4.6%	46 Rooted Rural	6.4%
5	49 Senior Sun Seekers	5.1%	17 Green Acres	4.5%	39 Young and Restless	4.7%
6	53 Home Town	4.8%	50 Heartland Communities	3.9%	50 Heartland Communities	4.4%
7	33 Midlife Junction	1.7%	42 Southern Satellites	3.7%	19 Milk and Cookies	4.0%
8	29 Rustbelt Retirees	1.5%	46 Rooted Rural	3.7%	07 Exurbanites	3.3%
9			06 Sophisticated Squires	3.6%	33 Midlife Junction	3.3%
10			07 Exurbanites	3.3%	41 Crossroads	3.3%

### OBSERVATIONS:

- The top ten Segments for the Resident population differs significantly from the segment breakdowns for inquirers and visitors. This suggests a disconnect between residents desires and what visitors are looking for in a destination.
- On a positive note, seven out of ten segments are similar between the Inquiry and Overnight visitor profiles. Although residents differ from your visitors, your inquirers are finding what they are looking for and deciding to visit Wood County. Identifying and promoting these assets will produce positive visitor conversion.

## COMMUNITY TAPESTRY WHAT REPORT | UNDERSTANDING THE WHAT REPORT

The Wood County Resident and Inquiry, Area Attraction and Overnight Visitor What Reports can be found in their entirety on the Final BrandPrint CD. The information below (and on the following pages) can be used as a guide to help you more fully understand the What Report. When used correctly, this report will help you gain a much deeper understanding of the resident and visitor populations *and* serve as a valuable tool for economic development.

We encourage you to familiarize yourself with the What Reports and challenge economic development entities to focus recruitment efforts on businesses frequented by populations with the same demographic composition as Wood County.

As explained previously, the Tapestry What Report provides a detailed analysis of the audience under study for 37 separate Lifestyle and Media groups (see list below) in over 2,200 categories. Lifestyle and media groups are very broad (“Shopping”) while sub-categories are much more specific (“shopped at The Gap in the past 3 months”).

Complete list of all Tapestry Lifestyle and Media groups:

- Apparel
- Appliances
- Attitudes
- Automobiles
- Automotive/Aftermarket
- Baby Products
- Beverage Alcohol
- Books
- Cameras
- Civic Activities
- Convenience Stores
- Electronics
- Financials
- Furniture
- Garden Lawn
- Grocery
- Health
- Home Improvement
- Insurance
- Internet
- Leisure
- Mail/Phone/Yellow Pages
- Watch
- Read
- Listen
- Personal Care
- Pets
- Restaurant
- Shopping
- Smoking
- Sports
- Telephone
- Tools
- Toys/Games
- Travel
- Video/DVDs
- Miscellaneous

## READING THE WHAT REPORT CHARTS:

All categories are indexed against the national average of people who exhibit that certain lifestyle trait. An index of 100 is average, thus anything above a 100 index is above average and anything below a 100 index is below average. The sample below is pulled from the Wood County Resident What Report and can help you understand this indexing system.

As an example, your residents index 313 in eating at Ryan's within the last six months. This means your residents are 3 times more likely to eat at Ryan's than the U.S. average.

Economic development entities in your community can use this information as a sales tool to recruit potential businesses with cold hard numbers. Let's return to the Ryan's example: If Wood County currently has a Ryan's operating within its county limits, you are satisfying your residents' desire to eat at this family restaurant. However, if for some reason Wood County is without a Ryan's, you can use this information to entice Ryan's to open a location within the county limits. Businesses will be more likely to partner with Wood County if they are given data to support such a decision.



<b>Restaurants</b>	<b>Index</b>
Fam rest/steak hse last 6 mo: Ryan`s	313
Fast food/drive-in last 6 mo: Captain D`s	172
Fam rest/steak hse last 6 mo: Cracker Barrel	136
Fam rest/steak hse last 6 mo: Red Lobster	56
Fast food/drive-in last 6 mo: Starbucks	30

## RESIDENT WHAT REPORT:

Below you will find a summary of the What Report for Wood County residents. The following page contains selected charts that highlight some of your residents' key preferences. For all of the results from the Tapestry What Reports, refer to the Final BrandPrint CD.

### **Summary of Resident What Report:**

#### **Value, outdoor interests, and do-it-yourself projects dictate many preferences among residents:**

- **Leisure:** Residents are likely to have done woodworking in the last 12 months. They are also likely to be a member of a church board and tend to dine out less than once a month. Also, very unlikely to have attended the movies in the last 90 days or a rock performance in the last 12 months.
- **Watch:** Likely to watch rodeo/bull riding and fishing shows on TV. Residents are also likely to have watched shows like CMT in the last week. Unlikely to subscribe to digital cable TV or have watched MTV in the last week.
- **Restaurants:** Residents are likely to have dined at family restaurants/steak houses like Ryan's and Cracker Barrel or fast food/drive in restaurants like Captain D's within the last 6 months. Residents are very unlikely, however, to go to places like Red Lobster or Starbucks.
- **Shopping:** Likely to have visited hardware store True Value in the last 12 months and Wal-Mart Pharmacy in the last 6 months. Very unlikely to have shopped at either Costco or Express.
- **Sports:** Residents are likely to have participated in horseback riding, gone freshwater fishing, or hunted with a rifle. Very unlikely to have participated in downhill skiing.



# CMT



**Example charts from the Resident What Report:**

<b>Leisure</b>	<b>Index</b>
Did woodworking in last 12 months	286
Member of church board	193
Dine out < once a month	143
Attended movies in last 90 days: 2-3 times a month	33
Attended rock music performance in last 12 months	29



<b>Watch</b>	<b>Index</b>
Watch on TV: rodeo/bull riding	320
Watched last week: CMT (Country Music Television)	231
Watch on TV: fishing	154
HH subscribes to digital cable TV	45
Watched last week: MTV	35



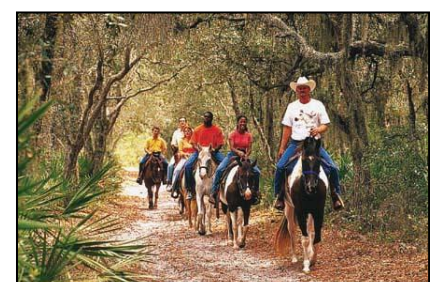
<b>Restaurants</b>	<b>Index</b>
Fam rest/steak hse last 6 mo: Ryan`s	313
Fast food/drive-in last 6 mo: Captain D`s	172
Fam rest/steak hse last 6 mo: Cracker Barrel	136
Fam rest/steak hse last 6 mo: Red Lobster	56
Fast food/drive-in last 6 mo: Starbucks	30



<b>Shopping</b>	<b>Index</b>
Appl/hardware/electr store/12 mo: True Value	415
Drug store shopped at last 6 mo: Wal-Mart Pharmacy	200
Ordered last 12 mo from: J.C. Penney	166
Warehouse/club store/6 mo: Costco	29
Dept/clothing/variety store/3 mo: Express	26



<b>Sports</b>	<b>Index</b>
Participated in horseback riding	379
Participated in hunting with rifle	327
Participated in fishing (fresh water)	184
Play golf 1+ times a month	154
Participated in downhill skiing	28





## INQUIRY PROFILE WHAT REPORT:

Below you will find a summary of the What Report for the Inquiry Profile. The following page contains selected charts that highlight some of the inquiries' key preferences. For all of the results from the Tapestry What Reports, refer to the Final BrandPrint CD.

### **Summary of Inquiry What Report:**

#### **Outdoor interests and home improvement inform many preferences among inquirers.**

- **Leisure:** Inquirers are likely to have gone birdwatching or done woodworking in the last 12 months. They are also likely to have attended a country music performance in the last 12 months. It is unlikely that inquirers have gambled in Atlantic City in the last 12 months.
- **Watch:** Likely to have a satellite dish in the household. Also, inquirers are likely to watch Nascar and to have watched shows like CMT and Home & Garden Television in the last week.
- **Restaurants:** Inquirers are likely to have dined at fast food/drive in restaurants like Whataburger or at family restaurants/steak houses like Ryan's and Cracker Barrel in the last 6 months.
- **Shopping:** In the last 6 months, inquirers are likely to have shopped at Wal-Mart Pharmacy for their drug store needs. Also, inquirers likely to have visited hardware stores like Lowe's and True Value in the last 12 months.
- **Sports:** Inquirers tend to enjoy many outdoor activities. It is likely that they have participated in hunting with a rifle or a shotgun, gone fishing (in freshwater), gone horseback riding, or played golf.



**Example charts from the Inquiry What Report:**

<b>Leisure</b>	<b>Index</b>
Did birdwatching in last 12 months	138
Did woodworking in last 12 months	129
Attended country music performance in last 12 mo	129
Gambled in Atlantic City in last 12 months	64



<b>Watch</b>	<b>Index</b>
HH has satellite dish	164
Watched last week: CMT (Country Music Television)	160
Watch on TV: auto racing (NASCAR)	137
Watched last week: Home & Garden Television	130



<b>Restaurants</b>	<b>Index</b>
Fast food/drive-in last 6 mo: Whataburger	190
Fam rest/steak hse last 6 mo: Ryan`s	169
Fam rest/steak hse last 6 mo: Cracker Barrel	145
Fast food/drive-in last 6 mo: Fuddrucker`s	137
Fast food/drive-in last 6 mo: Panera Bread	130



<b>Shopping</b>	<b>Index</b>
Drug store shopped at last 6 mo: Wal-Mart Pharmacy	145
Appl/hardware/electr store/12 mo: Lowe`s	135
Appl/hardware/electr store/12 mo: True Value	130
Drug store shopped at last 6 mo: Rite Aid	74



<b>Sports</b>	<b>Index</b>
Participated in hunting with rifle	158
Participated in hunting with shotgun	147
Participated in fishing (fresh water)	141
Participated in horseback riding	130
Participated in golf	128



## OVERNIGHT VISITOR PROFILE WHAT REPORT:

Below you will find a summary of the What Report for the Overnight Visitor Profile. The following page contains selected charts that highlight some of the visitors' key preferences. For all of the results from the Tapestry What Reports, refer to the Final BrandPrint CD.

### **Summary of Overnight Visitor What Report:**

**A higher level of affluence affords visitors to enjoy travel, greater outdoor pursuits, and more expensive dining than residents.**

- **Leisure:** Overnight visitors are likely to be members of the veterans club and to have visited Sea World or Disney World: Magic Kingdom in the last 12 months. It is unlikely that overnight visitors have gambled in Atlantic City in the last 12 months.
- **Watch:** Likely to have a satellite dish in the household. Also, overnight visitors are likely to watch rodeo/bull riding on TV and to have watched shows like CMT in the last week.
- **Restaurants:** Members of the overnight visitor segment are likely to have dined at fast food/drive in restaurants like Whataburger, Sonic Drive-In, or Fuddruckers. It is unlikely that members of this profile have visited White Castle or Dunkin' Donuts in the last 6 months.
- **Shopping:** In the last 3 months, overnight visitors are likely to have shopped at Dept/clothing/variety store Dillard's. Also, it is likely that these visitors have shopped at the Wal-Mart Pharmacy and Sam's Club in the last 6 months. It is unlikely, however, that they have shopped at BJ's Wholesale Club or drug store Rite Aid in the last 6 months.
- **Sports:** It is likely members of the overnight visitor profile have participated in hunting with a rifle or a shotgun, been water skiing, gone horseback riding, and spent at least \$250 in the past 12 months on high end recreational equipment.



**Example charts from the Overnight Visitor What Report:**

<b>Leisure</b>	<b>Index</b>
Member of veterans club	150
Visited any Sea World in last 12 months	142
Visited Disney World (FL)/12 mo: Magic Kingdom	137
Did woodworking in last 12 months	129
Gambled in Atlantic City in last 12 months	66



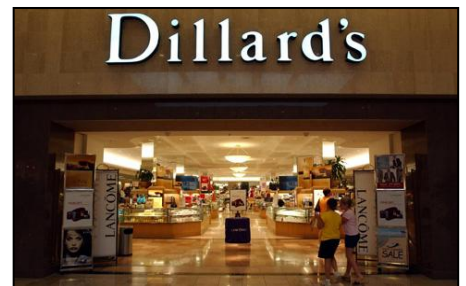
<b>Watch</b>	<b>Index</b>
HH has satellite dish	160
Watched last week: CMT (Country Music Television)	158
Watch on TV: rodeo/bull riding	148
Watch on TV: truck and tractor pull/mud racing	145
Watch on TV: auto racing (NASCAR)	137



<b>Restaurants</b>	<b>Index</b>
Fast food/drive-in last 6 mo: Whataburger	275
Fast food/drive-in last 6 mo: Sonic Drive-In	178
Fast food/drive-in last 6 mo: Fuddruckers	174
Fast food/drive-in last 6 mo: White Castle	69
Fast food/drive-in last 6 mo: Dunkin` Donuts	68



<b>Shopping</b>	<b>Index</b>
Dept/clothing/variety store/3 mo: Dillard`s	152
Drug store shopped at last 6 mo: Wal-Mart Pharmacy	152
Warehouse/club store/6 mo: Sam`s Club	133
Warehouse/club store/6 mo: BJ`s Wholesale Club	68
Drug store shopped at last 6 mo: Rite Aid	67



<b>Sports</b>	<b>Index</b>
Participated in hunting with rifle	172
Participated in water skiing	162
Participated in hunting with shotgun	161
Spent on high end sports/rec equip/12 mo: \$250+	141
Participated in horseback riding	139



## WHAT ELSE REPORT: CROSS CORRELATION INDEX

Using the behavioral variable indices associated with ESRI's Community Tapestry Segmentation system, North Star can identify consumer behaviors that correlate to the driving and defining behaviors of Wood County fishing target segments. The following behavioral variable was chosen to represent each target segment, and cross correlated with all of the 3,000+ behavioral variables in ESRI's consumer database. These are the same as those presented in Wood County's "What Report," although the variable has been considered independently rather than associated with Wood County residents as a group.

### Fishing:

- Participated in fresh water fishing

Presented here are behavioral variables that correlate highly with all segments according to the criterion of fishing in fresh water. In other words, the information below showcases what behaviors and activities someone who participates in fresh water fishing is likely to exhibit. A complete set of correlating behaviors for each segment can be found in the accompanying BrandPrint CD. Data can be sorted according to numeric index. As with the What Report indices, 100 represents the US average. Thus, an index that ranks higher than 100 indicates a higher likelihood of this group engaging in that behavior, while an index that ranks lower than 100 indicates a lower likelihood of this group engaging in that behavior. Results can be used to target opportunities such as advertising media and sponsors for the fishing user segments.

For the complete What Else Report, see the BrandPrint CD that accompanies this report.



### **Segments likely to fresh water fish:**

High volume segments suggest that a high percentage of those individuals included in each segment is likely to participate in fresh water fishing. High index segments suggest a high probability that the individuals included in each segment is likely to participate in fresh water fishing compared to the nation average (which sits at 100).

### **High Volume/High Index Segments:**

- *17 Green Acres*
  - Married couples with and without children, the median age is 39 and the median HHI
  - is \$61,000+.
  - A little bit country, these residents live in pastoral settings of developing suburban fringe areas.
  - Most own two or more vehicles (four door sedans or trucks) in addition to their lawn or garden tractors.
  - They are interested in home improvement, gardening, motorcycles, hunting, and hiking.
  - Favorite channels include HGTV, ESPN, and the Speed Channel.
- *26 Midland Crowd*
  - Largest market with nearly 4% of the US population.
  - Majority in married-couple families, half with children and half without.
  - Median age is 36 years and median HHI is \$47,000.
  - Rural location and traditional lifestyle fuels their do-it-yourself attitude when it comes to taking care of homes and vehicles.
  - A Chevrolet or Ford truck is the vehicle of choice.
  - High demand for children's products. Very high TV viewership of NASCAR, fishing programs and CMT.
  - Politically conservative; devoted pet lovers; domestic travelers; and dependent on fast-food, cell phones and the internet.

### **High Index Segments:**

- *25 Salt of the Earth:*
  - Married couples with and without children, this segment is one of the least diverse.
  - These residents live in rural areas and are rooted in their traditional hardworking lifestyles.
  - They enjoy home improvement and do their own car maintenance.
  - They participate in veteran's clubs, and church. They enjoy fishing and hunting and have pets, usually dogs.
- *37 Prairie Living*
  - Small, family-owned farms in the Midwest.
  - Buy work boots and hunting clothes.
  - Undertake home improvement projects.
  - Loyal country music fans, they listen to the radio and watch TV via satellite dish.
  - Civic minded, they serve on church boards and volunteer for charitable organizations.

- **42 Southern Satellites**
  - Primarily found in the rural south, it is one of the most sparsely populated market segments in the US.
  - Fishing and hunting are two of the favorite activities and they spend money on magazines and gear to support those interests.
  - They are likely to own mowers, tractors and trucks.
  - Home activities typically include gardening but not home improvement projects.
  - Home PCs and the Internet have not made inroads in this market.
- **49 Senior Sun Seekers**
  - Retirees who have permanently relocated to warmer areas or who move south for the winter.
  - Median age is 51.5 and many are receiving Social Security benefits and retirement income.
  - Travel long distances frequently, usually by car.
  - Gardening and home improvement are hobbies.
  - Television is part of their daily routine; enjoy reading the newspaper and books.
  - Many do volunteer work as part of religious or veterans' club activities.
  - Enjoy swimming, walking, golfing, and bicycling.
- **46 Rooted Rural**
  - Older, with a median age of 40.6 years.
  - Mostly married couples who are empty nesters.
  - Median income for Rooted Rural households is \$36,000.
  - Located in rural areas of the South and do not move very often.
  - These people are do-it-yourselfers. Most people do their own house and car maintenance and repair.
  - They take pride in their gardens; prefer to cook their own food rather than dine out.
  - They prefer driving trucks to sedans.
  - They shop at Wal-mart if there is a convenient location.
  - Internet and PC usage is not popular among these residents.

**WHAT ELSE SEGMENT COMPARISON:**

*Blue shaded segments represent high volume/high index segments for fishing in fresh water. Green shaded segments represent high index segments.*

	Residents		Inquiry Profile		Overnight Visitors	
1	31 Rural Resort Dwellers	40.1%	26 Midland Crowd	10.9%	26 Midland Crowd	12.0%
2	50 Heartland Communities	20.3%	12 Up and Coming Families	6.1%	04 Boomburbs	7.7%
3	46 Rooted Rural	19.1%	04 Boomburbs	5.3%	12 Up and Coming Families	7.3%
4	15 Silver and Gold	7.3%	19 Milk and Cookies	4.6%	46 Rooted Rural	6.4%
5	49 Senior Sun Seekers	5.1%	17 Green Acres	4.5%	39 Young and Restless	4.7%
6	53 Home Town	4.8%	50 Heartland Communities	3.9%	50 Heartland Communities	4.4%
7	33 Midlife Junction	1.7%	42 Southern Satellites	3.7%	19 Milk and Cookies	4.0%
8	29 Rustbelt Retirees	1.5%	46 Rooted Rural	3.7%	07 Exurbanites	3.3%
9			06 Sophisticated Squires	3.6%	33 Midlife Junction	3.3%
10			07 Exurbanites	3.3%	41 Crossroads	3.3%

**County breakdown for Texas and Louisiana:**

As identified above, the Green Acres and Midland Crowd segments include the largest number of people who fish in fresh water with the greatest frequency or likelihood. The charts below identify the percentage of populations by county or parish in those two attractive segments.

Texas Counties			
<b>Green Acres</b>		<b>Midland Crowd</b>	
Johnson County	17.84%	Somervell County	73.84%
Kendall County	17.68%	Wise County	63.36%
Warren County	14.52%	Bastrop County	52.15%
Parker County	13.63%	Parker County	49.20%
Austin County	12.90%	Stone County	47.25%
Bandera County	12.17%	Titus County	43.38%
Lamar County	11.22%	Hardin County	41.07%
Madison County	11.22%	Waller County	38.93%
Archer County	10.80%	Medina County	38.58%
Erath County	10.72%	Lampasas County	37.00%
Louisiana Parishes			
West Baton Rouge Parish	17.27%	Livingston Parish	52.69%
Plaquemines Parish	12.38%	Ascension Parish	51.98%
St. Tammany Parish	8.29%	West Feliciana Parish	43.95%



**Example of What Else Report charts:**

13.2% of the U.S. population participates in fresh water fishing. The following behaviors are popular among those who fish in fresh water.

<b>Recreational Behavior</b>	<b>Index</b>
Participated in water skiing	247
Participated in hunting with rifle	214
Bought hunting apparel in last 12 months	203
Participated in hunting with shotgun	196
HH owns ATV/UTV	181
Participated in downhill skiing	157
Participated in target shooting	148
Participated in canoeing/kayaking	143
Did birdwatching in last 12 months	143

<b>Media Behavior</b>	<b>Index</b>
Used Internet in last 30 days: at school/library	207
Radio format listen to: country	166
Watched last week: CMT (Country Music Television)	161
Connection to Internet from home: wireless	158
Radio format listen to: Hispanic	156
Radio listening: auto racing	146
Read fishing/hunting magazines	144

<b>Home Improvement Behavior</b>	<b>Index</b>
HH owns welder	210
Participated in hunting with shotgun	196
HH owns riding lawn mower	195
HH owns garden tiller	179
HH owns chain saw (gas)	167
Bought 4+ cans of gas additives in last 12 months	162
HH owns stationary radial arm saw	160
Purchased vegetable seeds in last 12 months	159
Bought motor oil: at Kmart/Wal-Mart	156
HH owns stationary drill press	155
HH owns stationary band saw	151
Bought exterior stain in last 12 months	151
HH owns stationary table saw	148
HH owns jig/sabre saw (portable)	148
Appl/hardware/electr store/12 mo: True Value	148

<b>Restaurant and Eateries</b>	<b>Index</b>
Fam rest/steak hse last 6 mo: Perkins	176
Fam rest/steak hse last 6 mo: Ryan`s	175
Fast food/drive-in last 6 mo: Hardee`s	162
Fast food/drive-in last 6 mo: Fuddruckers	155

## **CONSUMER AWARENESS AND PERCEPTION STUDY (CAP STUDY)**

### ***Purpose***

The purpose of this study is to gain insight into consumer awareness, visitation and perceptions of Wood County. Specifically, the survey measures:

- Overall top-of-mind perceptions of Wood County and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends and family)
- Strengths and weaknesses of Wood County identified within community attributes
- Consumer suggestions on what is missing from Wood County
- Measurements of Wood County delivery of hospitality
- Measurements of Wood County quality of life indicators

### ***Methodology & Results***

An internet survey was conducted among residents within Dallas, TX DMA (108 responses) and Austin/San Antonio, TX DMA (96 responses).

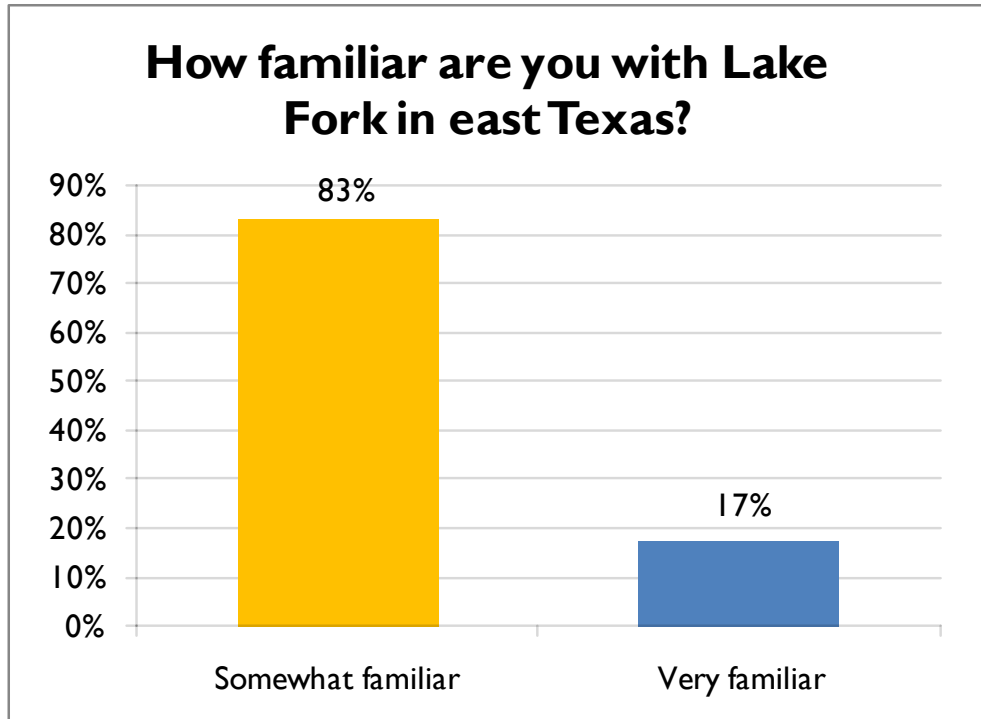
A total of 204 surveys were completed, allowing for a margin of error of +/- 6.86 at the 95% confidence level.

**Note:** To view all open-ended responses, please see **Appendix D**.

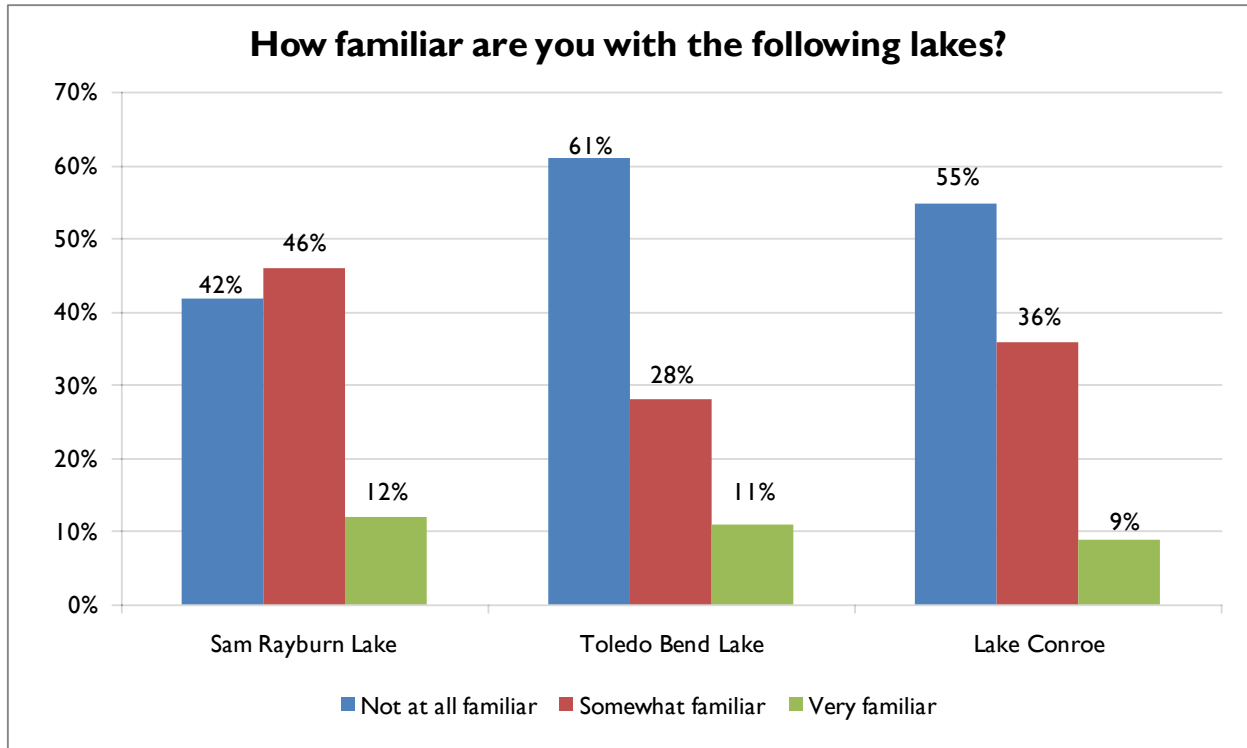
**FAMILIARITY WITH LAKE FORK:**

**How familiar are you with the Lake Fork in east Texas?**

- **This was the terminating question for the survey.**
- **204 responses** were collected for the CAP Study
  - 108 – Dallas, TX
  - 96 – Austin/San Antonio, TX
- The combined termination rate was 87%, which is significantly higher than normal.
- **1,352 respondents were Not at all familiar with Lake Fork.**
- Of those not terminated, 83% were Somewhat Familiar and 17% were Very Familiar.



**Familiarity with competition:** Respondents reported as being most familiar with Sam Rayburn Lake. Over 50% of respondents said they were not at all familiar with either Toledo Bend Lake or Lake Conroe.



**DEFINING THE COMPETITION:**

**When you think of Lake Fork, TX, what comes to mind?**

- Bass fishing
- In east Texas
- Beautiful scenery.

**When you think of Sam Rayburn Lake, what comes to mind?**

- Bass fishing
- Boating activities
- Camping, outdoor recreation.

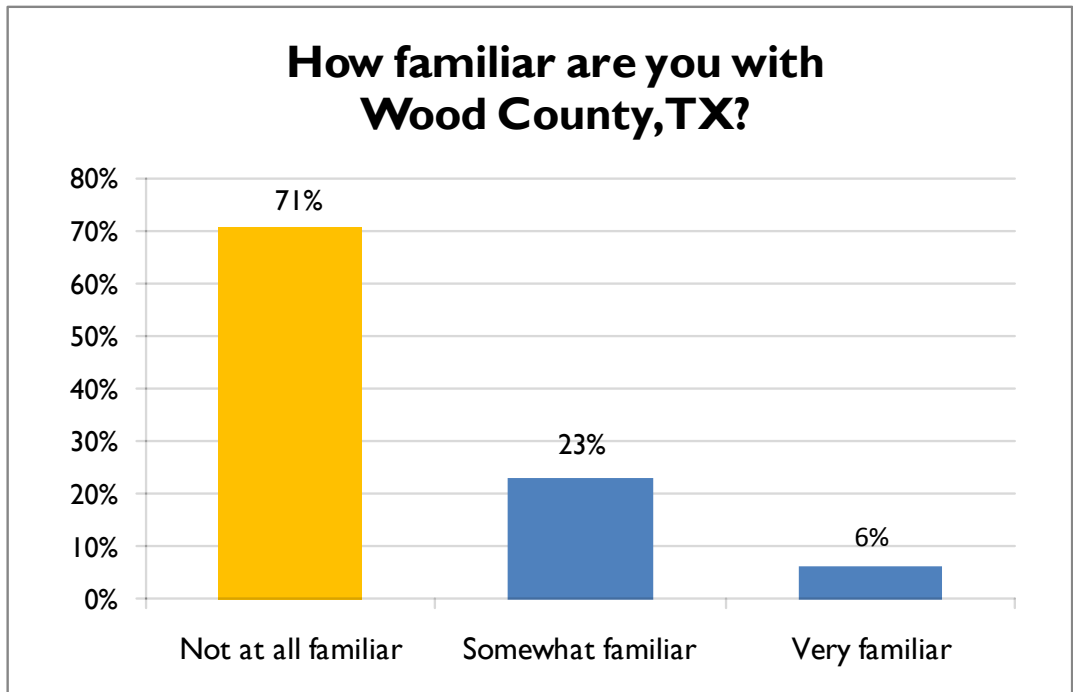
**When you think of Toledo Bend Lake, what comes to mind?**

- Bass fishing
- Camping, outdoor recreation
- Scenic beauty.

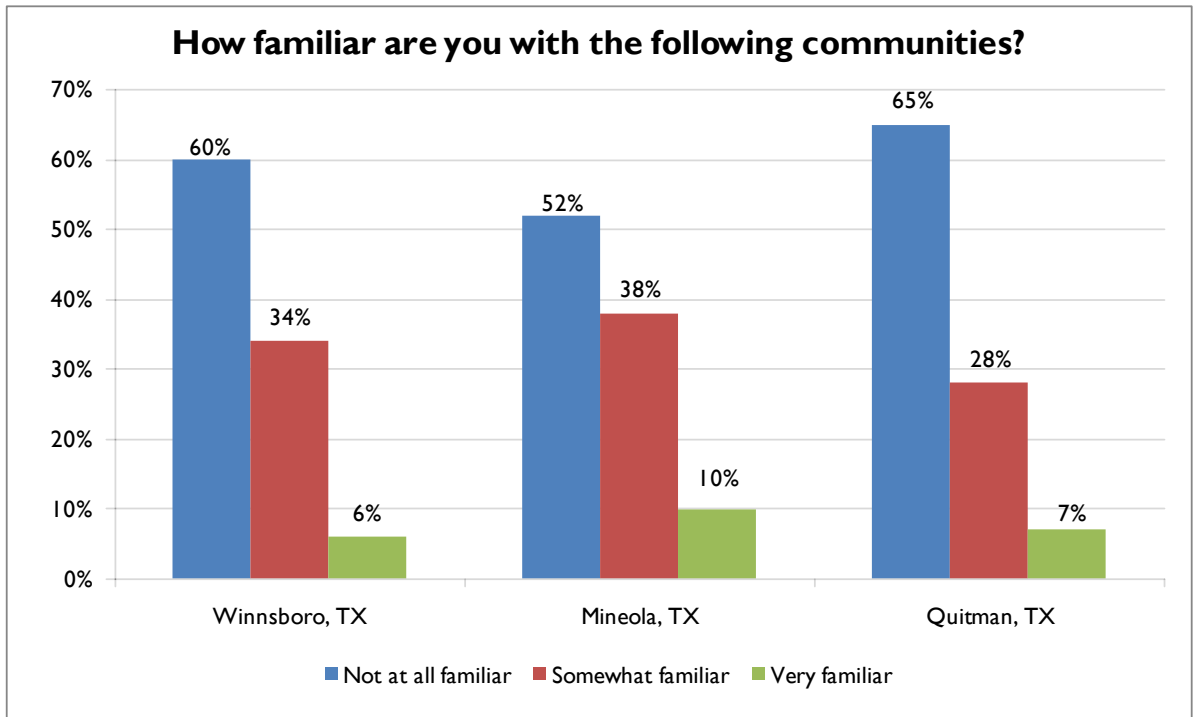
**When you think of Lake Conroe, what comes to mind?**

- Bass fishing
- Proximity to Houston
- Gorgeous lake scenery.

**Familiarity with Wood County:** The majority of respondents reported as being not at all familiar (71%) with Wood County, TX even though they are somewhat familiar with Lake Fork.



**Familiarity with competition:** Respondents had the greatest familiarity with Mineola (10%) while Quitman had the least familiarity (65%).



**DEFINING WOOD COUNTY:**

**When you think of Wood County, TX, what comes to mind?**

- Country, rural
- Nice, great place
- Nothing comes to mind.

**When you think of Winnsboro, TX, what comes to mind?**

- Small town, country
- Nothing comes to mind
- Scenic beauty.

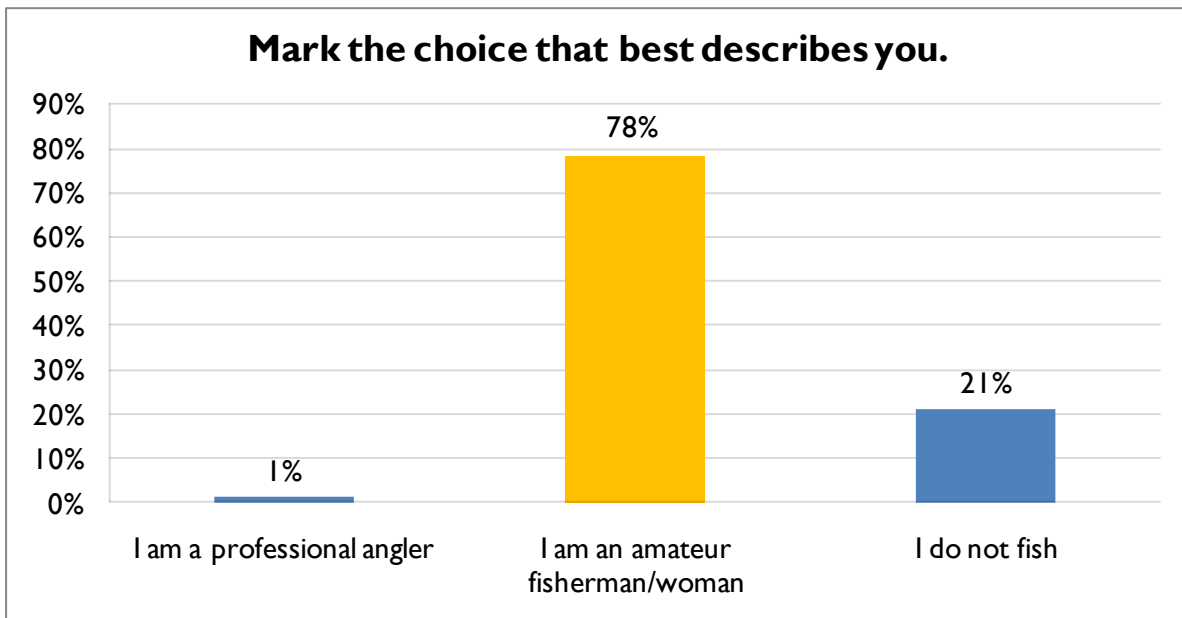
**When you think of Mineola, TX, what comes to mind?**

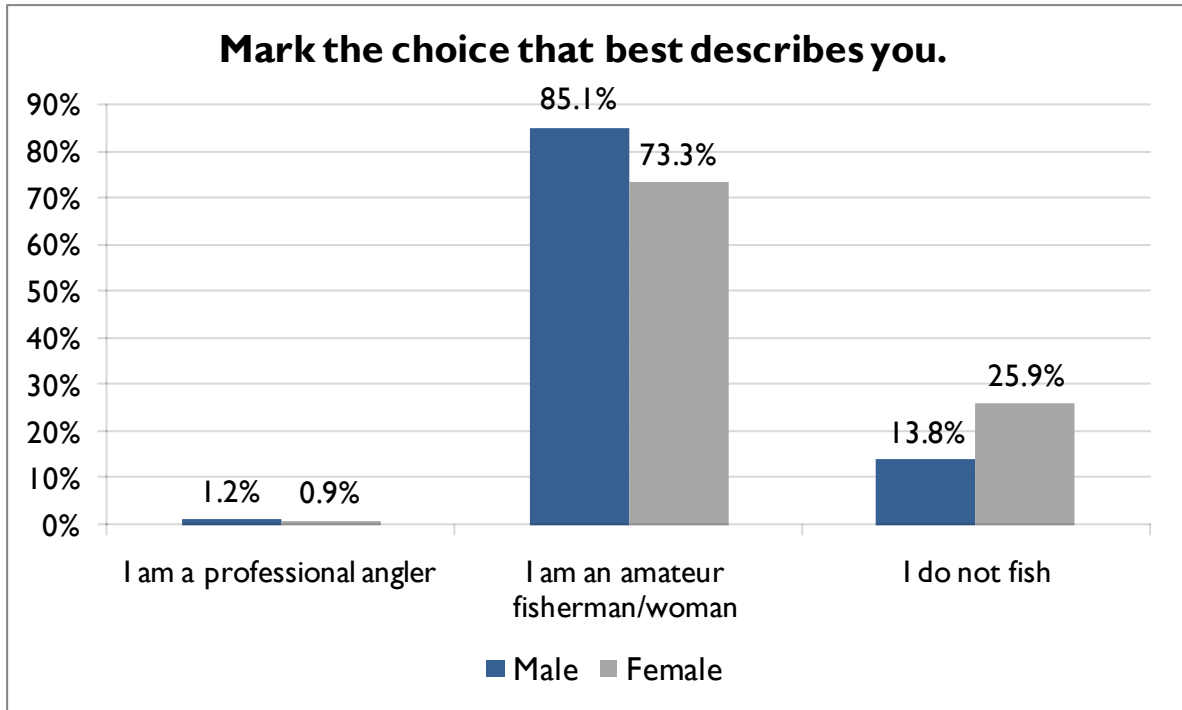
- Small town
- A town in east Texas
- Family friendly.

**When you think of Quitman, TX, what comes to mind?**

- Small town
- Nice people
- Nothing comes to mind.

**Categorizing respondents:** 78% of respondents cited themselves as being an amateur fisherman/fisherwoman.





**BASS FISHING LAKES:**

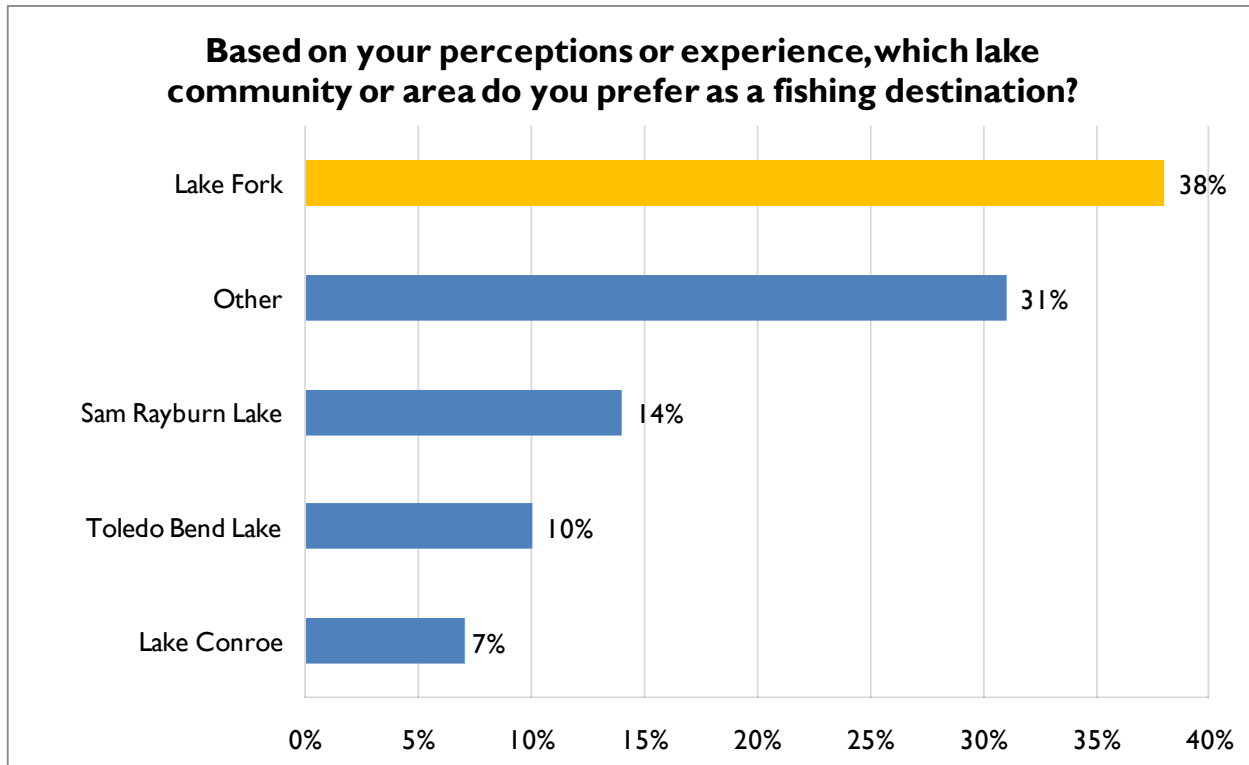
***In your opinion, what is the best bass fishing lake in Texas?***

- Lake Fork – 11%
- Don't know – 6%
- Lake Texoma – 5%

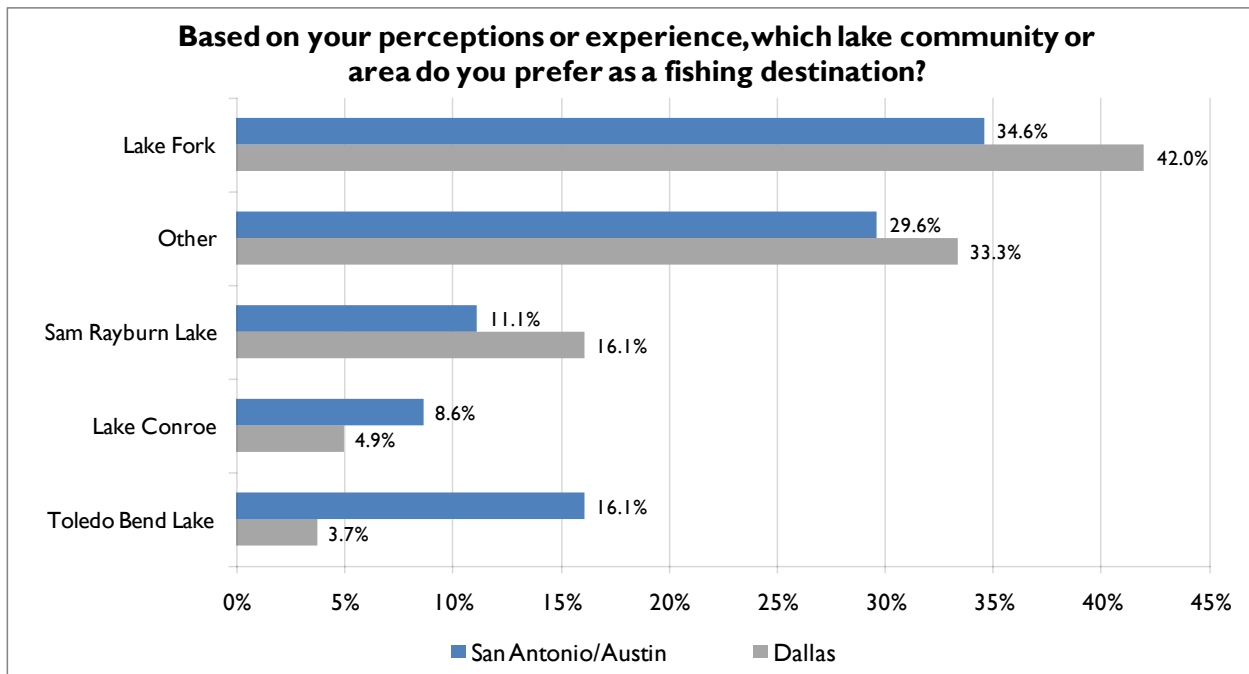
***Which small east Texas town offers the best getaway destination?***

- Tyler, TX – 8%
- Don't know – 7%
- Jefferson, TX – 4%

**Preferred fishing destination:** 38% of respondents reported that Lake Fork was their preferred fishing destination.

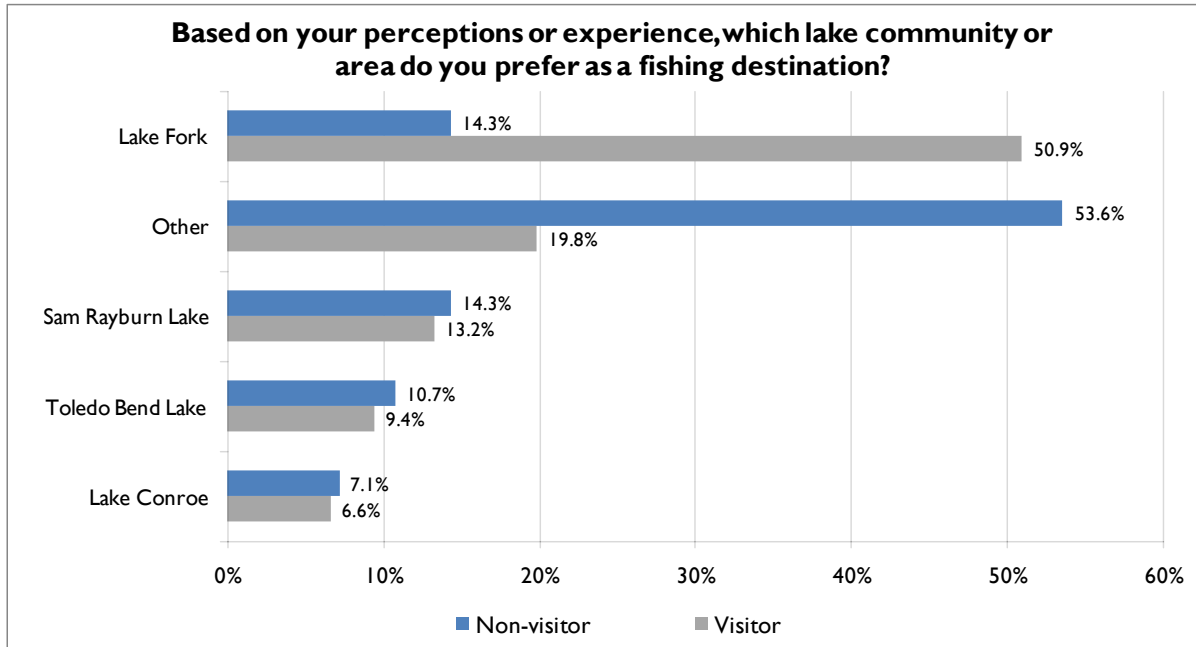


Other: Canyon Lake, Lake Amistad, Lake of the Pines, Lake Texoma, Lake Travis, Lake Ray Hubbard, Lake Tawakoni



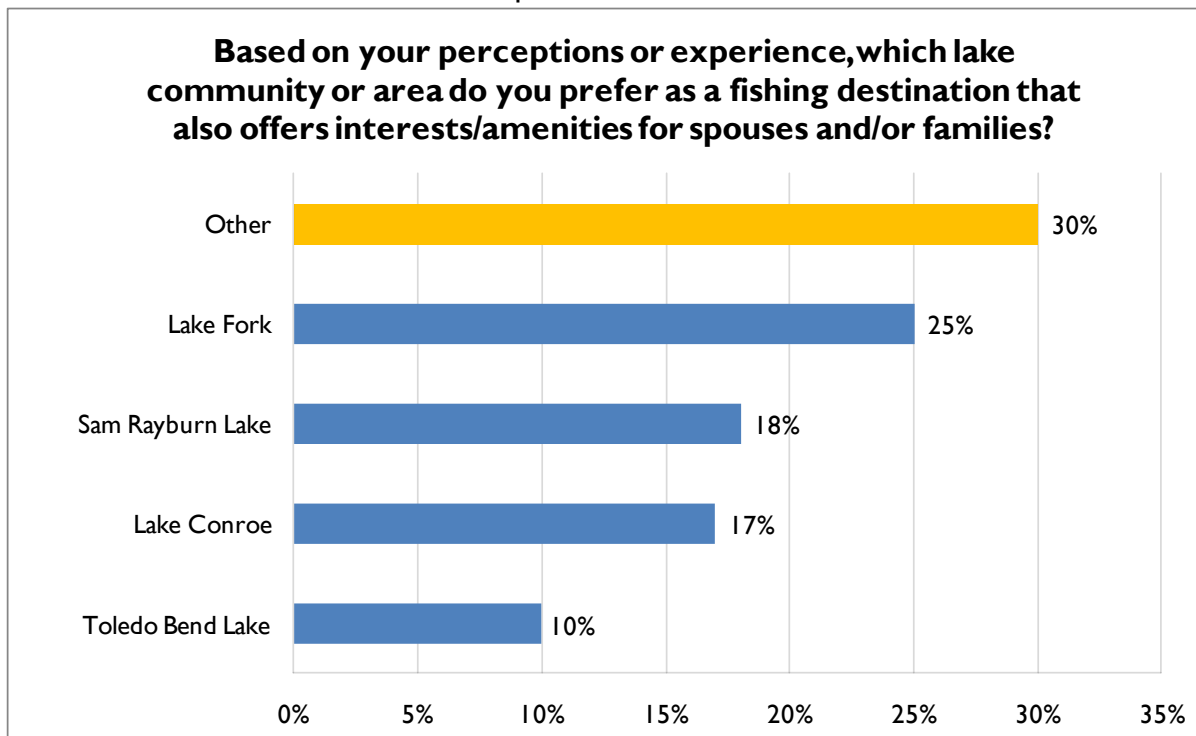


**Fishing destination:** Visitors to Wood County claimed Lake Fork as their preferred fishing destination (50.9%) while non-visitors believed another lake to be their choice for a preferred fishing destination (53.6%).



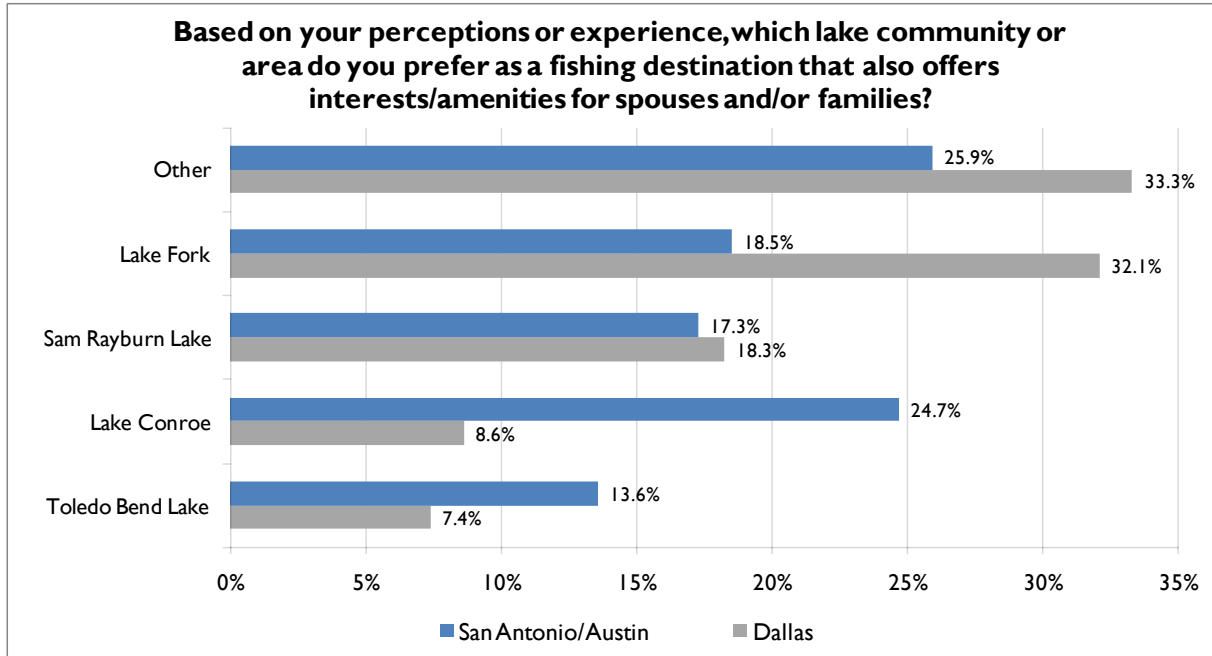
*Other:* Canyon Lake, Lake Amistad, Lake of the Pines, Lake Texoma, Lake Travis, Lake Ray Hubbard, Lake Tawakoni

**Preferred fishing destination:** 30% of respondents chose “Other” as the fishing destination that also offers interests/amenities for spouses and/or families.



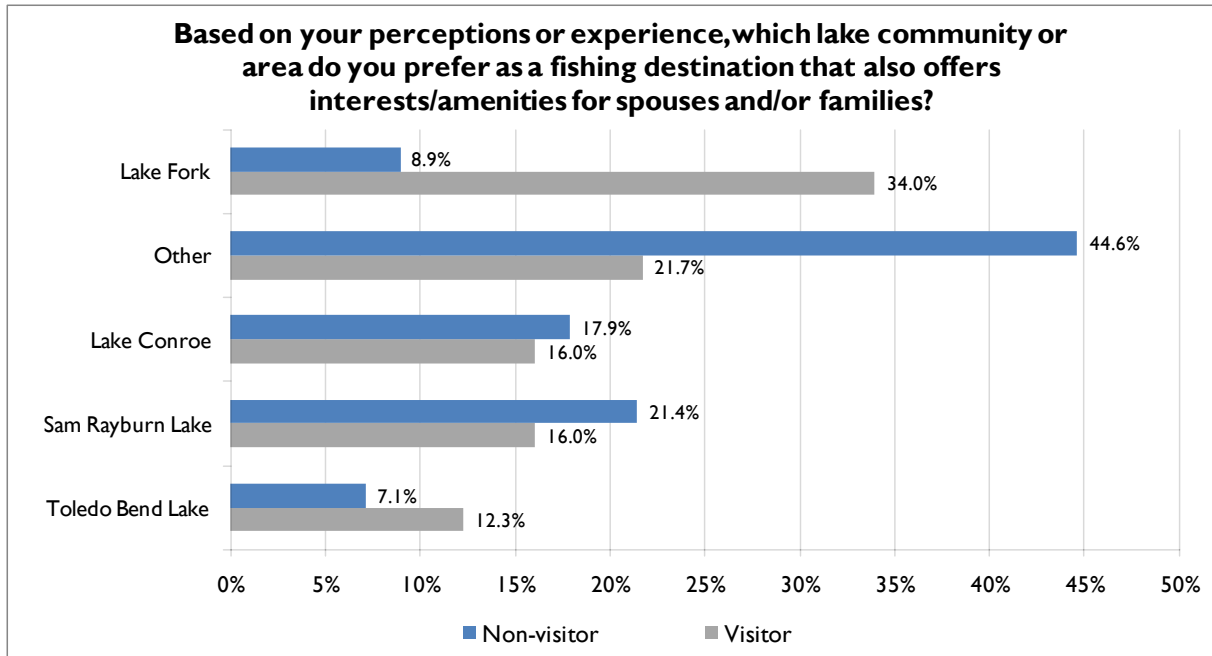
*Other:* Lake Ray Hubbard, Lake Travis, Lake Whitney, not sure

**Preferred fishing destination:** Respondents from Dallas chose “Other” (33.3%) and Lake Fork (32.1%) as the preferred fishing destinations that also offer interests/amenities for spouses and/or families. Respondents from San Antonio/Austin also chose “Other” (25.9%) followed by Lake Conroe (24.7%).



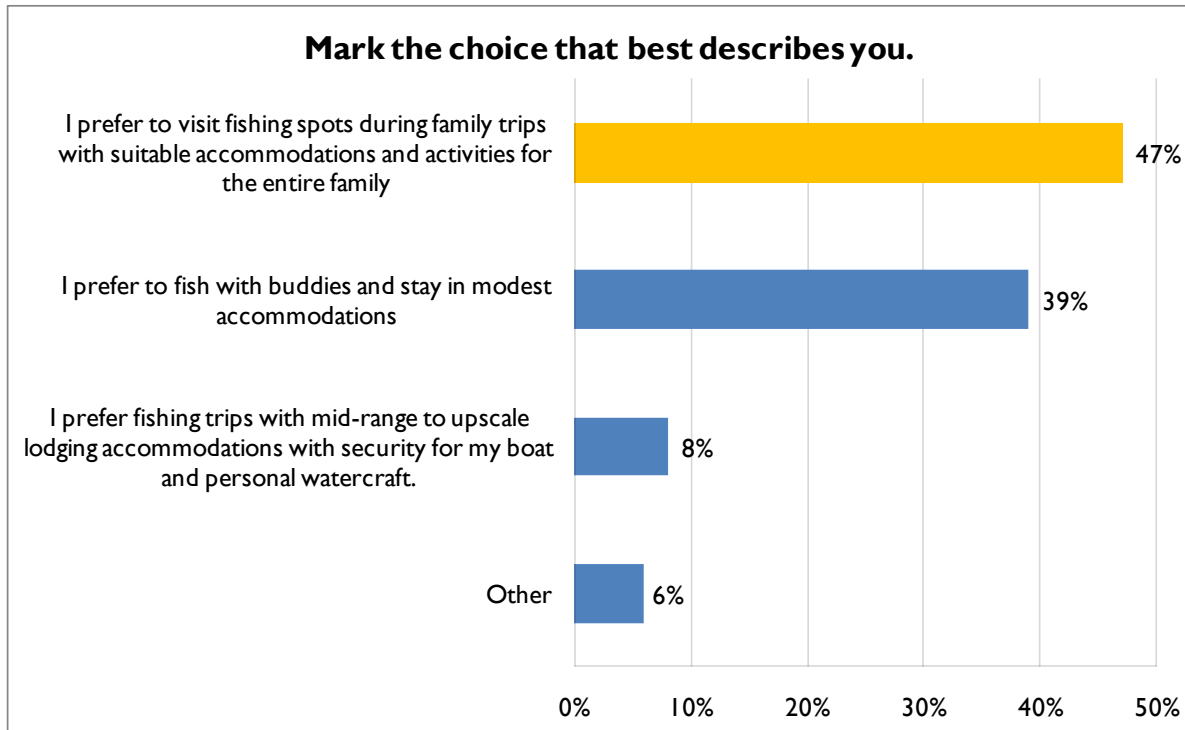
*Other:* Lake Ray Hubbard, Lake Travis, Lake Whitney, not sure

Visitors of Wood County described Lake Fork as being the preferred fishing destination that also offers interests/amenities for spouses and/or families (34.0%) while non-visitors cited “Other” as their preferred destination (44.6%).



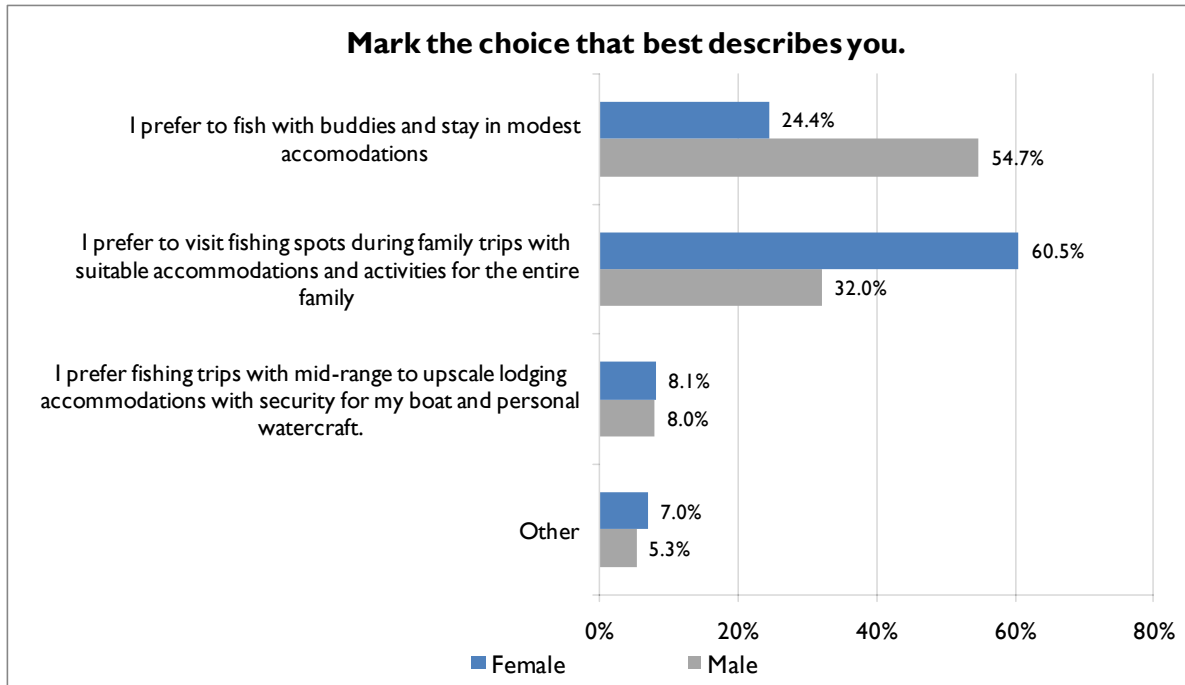
*Other:* Lake Ray Hubbard, Lake Travis, Lake Whitney, not sure

**Describing respondents:** Almost half of respondents (47%) prefer to visit fishing spots during family trips with suitable accommodations and activities for the entire family.



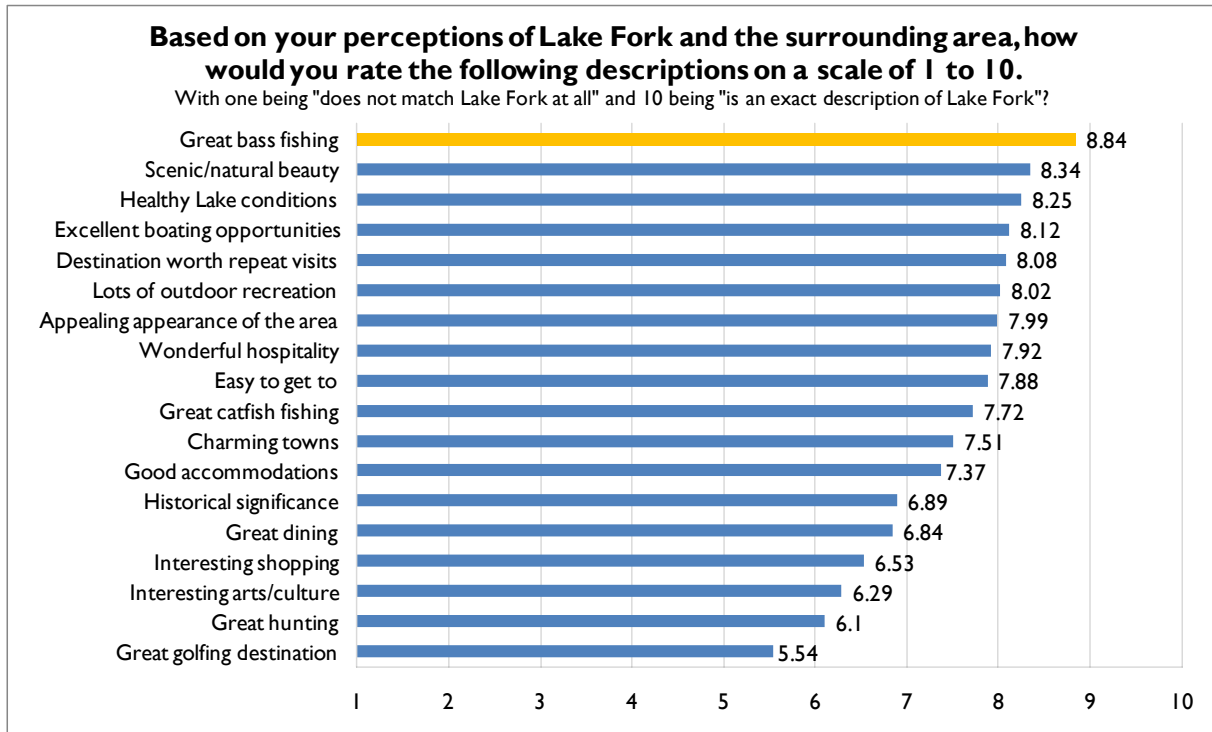
*Other:* Do not stay overnight, fish with my kids, don't fish anymore

**Respondent preferences:** Males tended to prefer to fish with buddies and stay in modest accommodations (54.7%) while female respondents tended to prefer visiting spots with suitable accommodations for the entire family (60.5%).

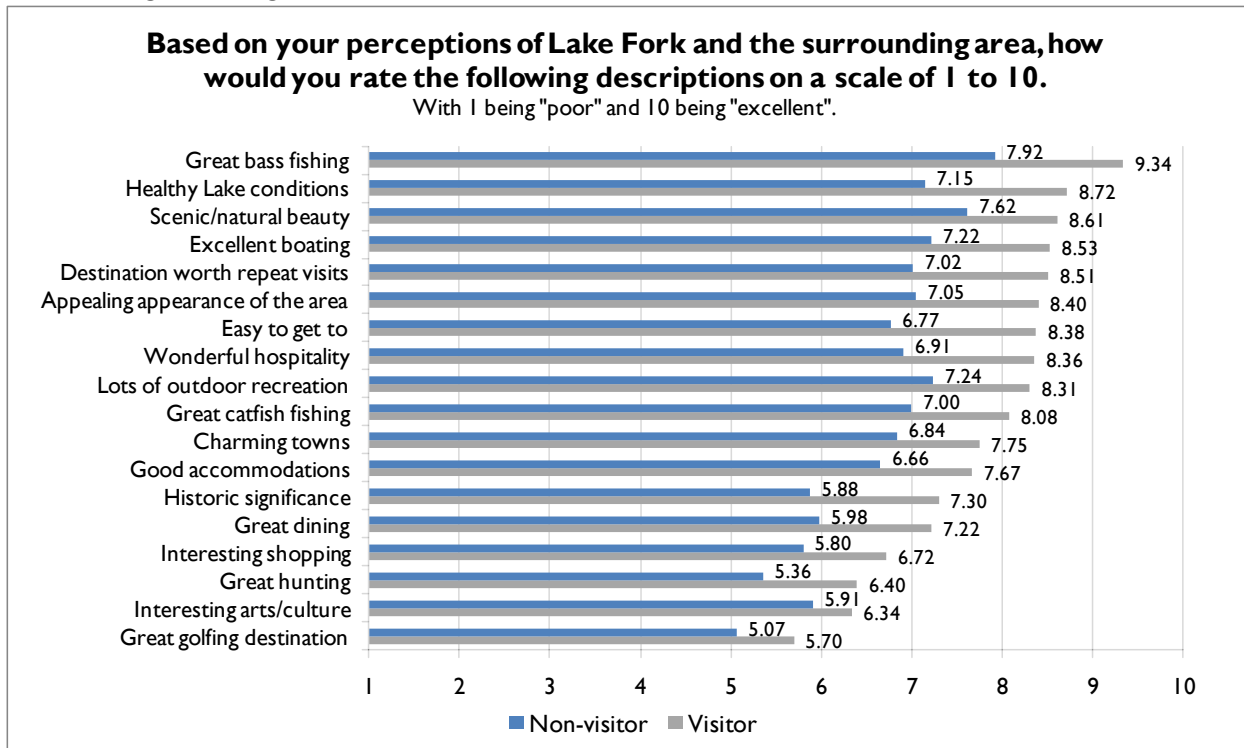


*Other:* Do not stay overnight, fish with my kids, don't fish anymore

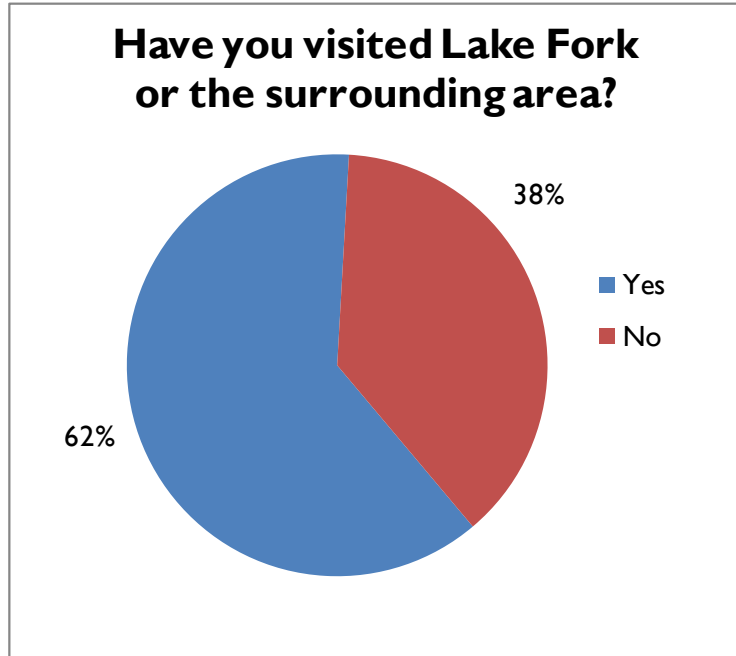
**Lake Fork attributes:** Respondents' perception of Lake Fork and the surrounding area focused on great bass fishing (8.84) followed by scenic/natural beauty (8.34).



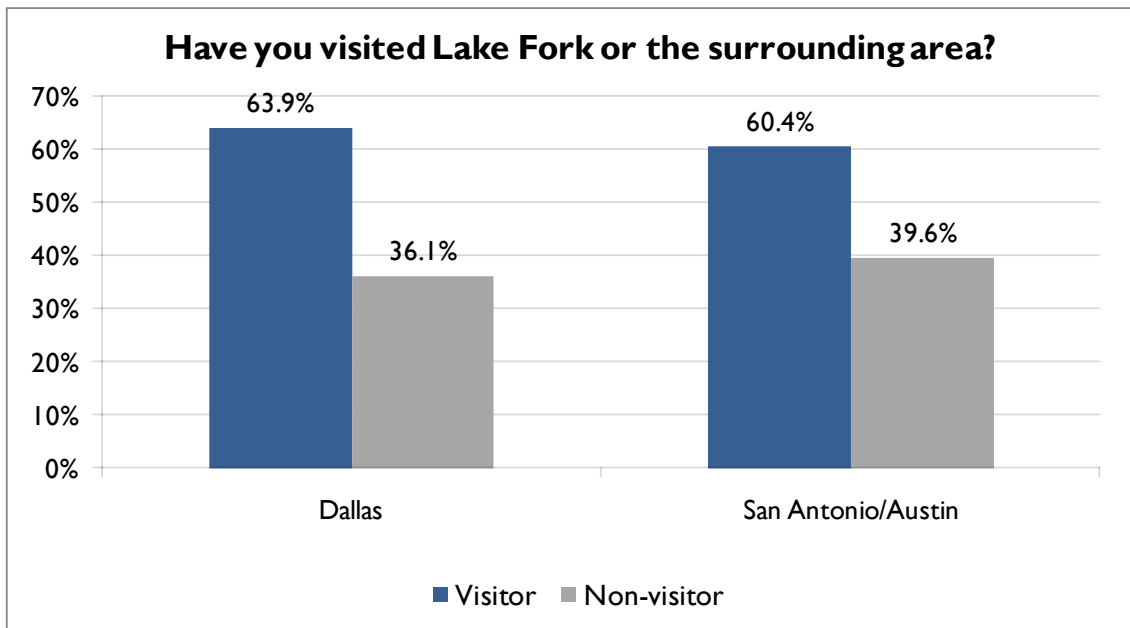
**Describing Lake Fork:** Overall, visitors rated the following descriptions of Lake Fork and the surrounding areas higher than non-visitors.



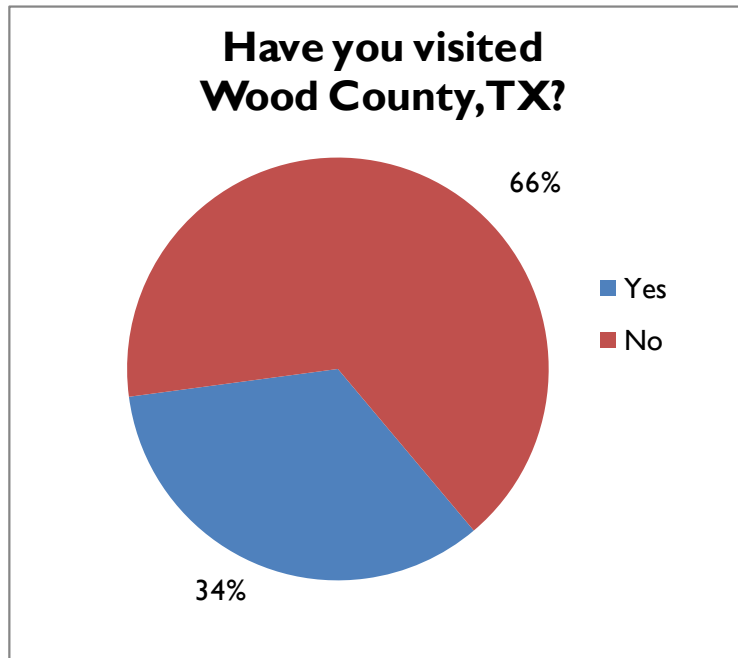
**Visiting Lake Fork:** Over half of respondents (62%) have visited Lake Fork or the surrounding area.



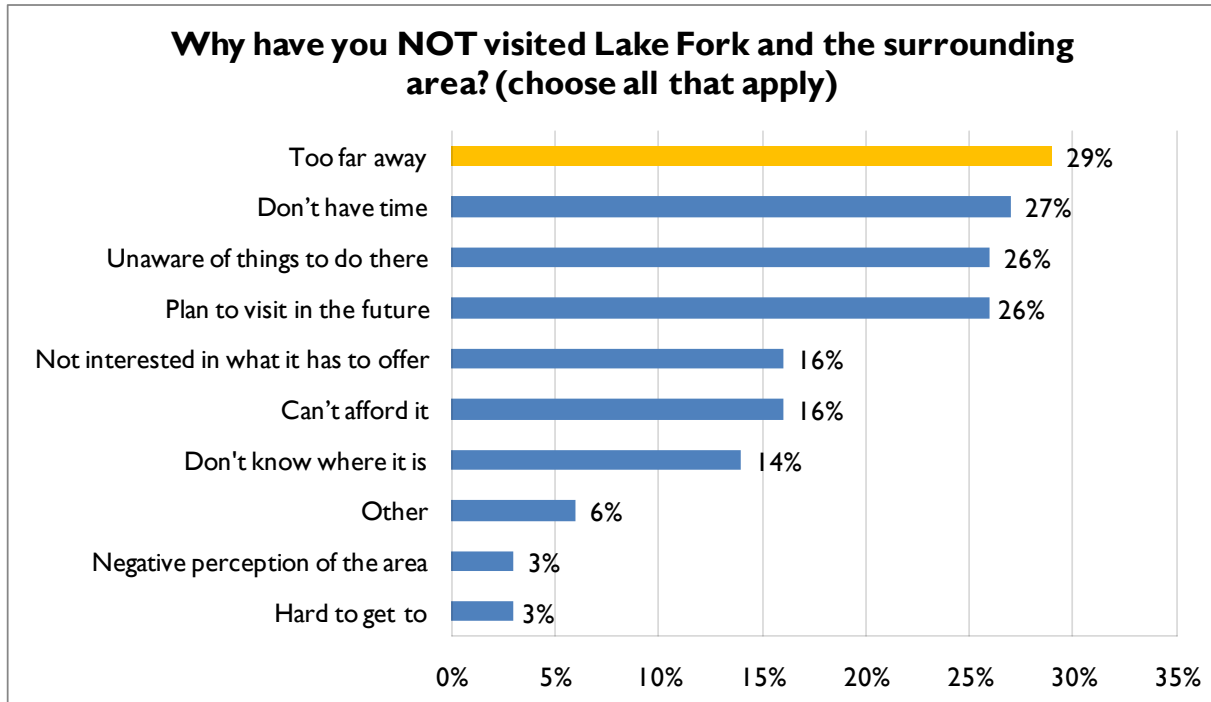
**Visiting Lake Fork:** Almost two-thirds of the respondents in each market have visited Lake Fork.



**Visiting Wood County:** Although two-thirds (62%) of respondents have visited Lake Fork only one third know they have visited Wood County, TX.

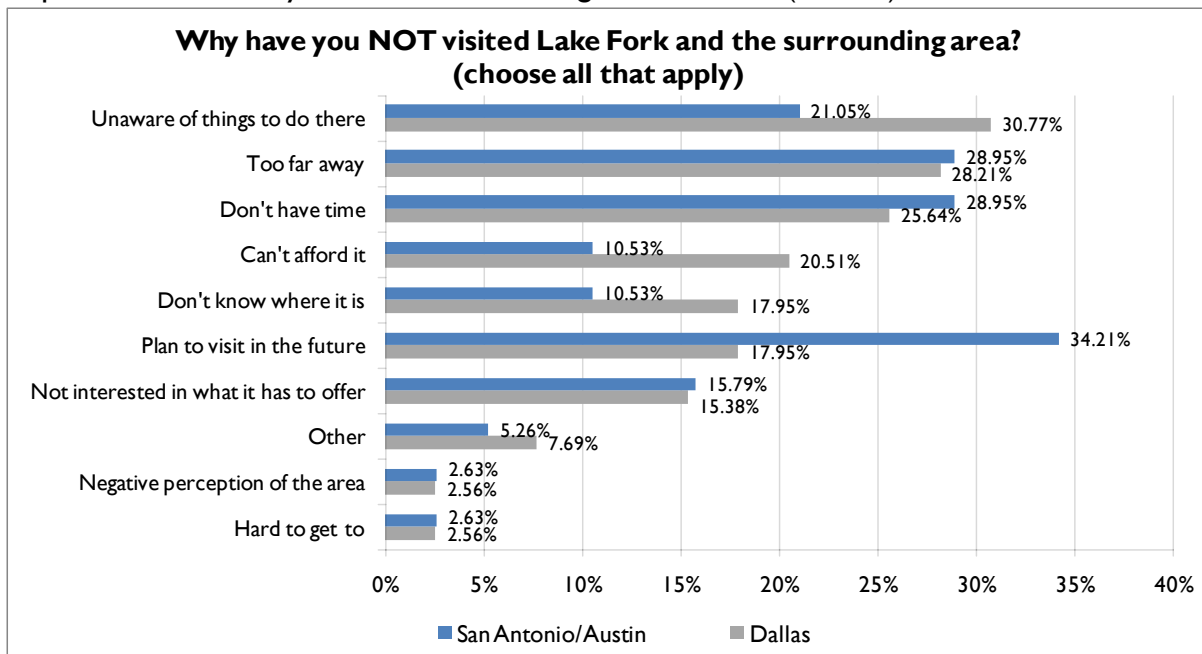


**Reason for not visiting:** 29% of respondents cited “too far away” (29%) as why they had not visited Lake Fork and the surrounding area. This is followed by “don’t have time” (27%) and “unaware of things to do” (26%).



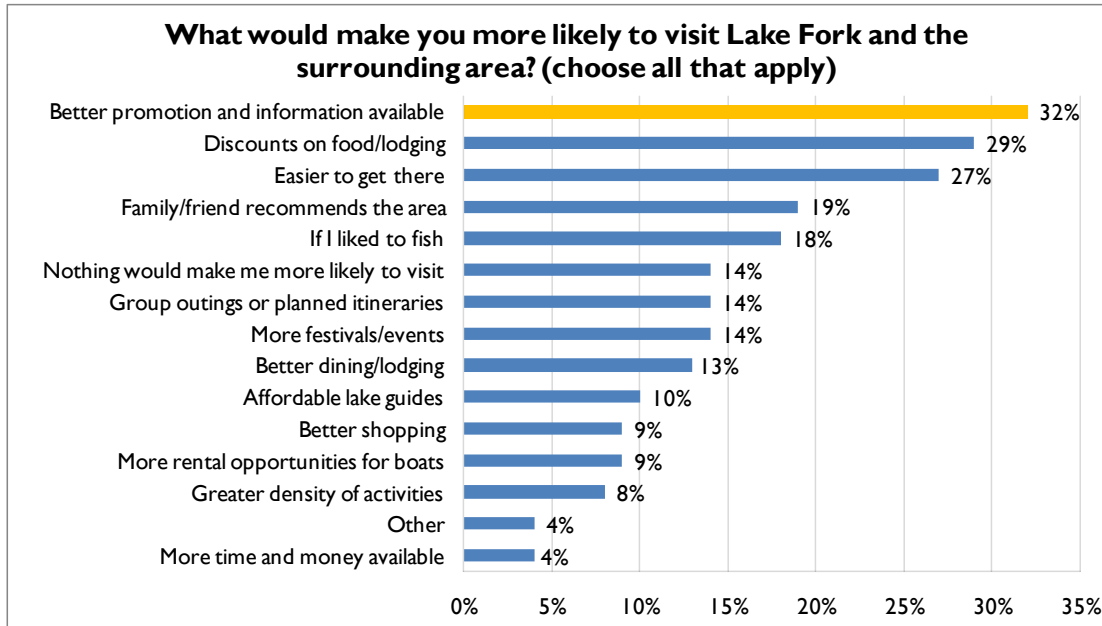
Other: Would prefer to stay close to home

**San Antonio vs. Dallas reasons for not visiting:** Respondents from San Antonio/Austin reported that they “plan to visit in the future” (34.21%) while respondents from Dallas’ top response was that they are “unaware of things to do there” (30.77%).



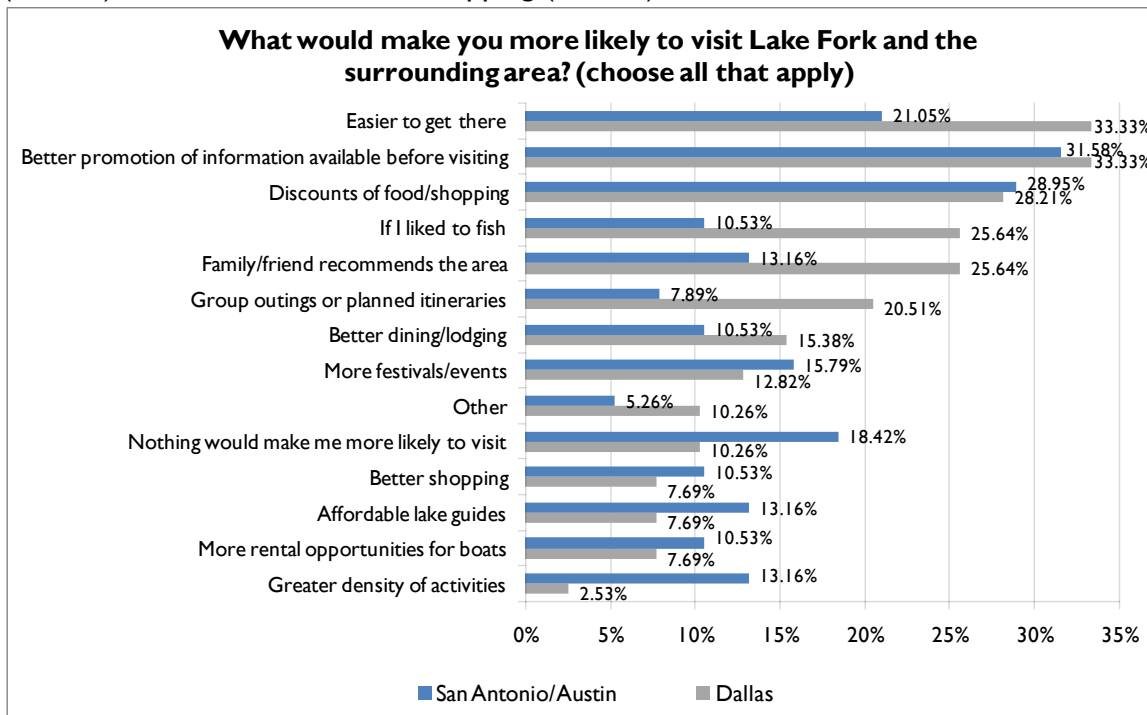
Other: Would prefer to stay close to home

**Attracting visitors:** 32% of respondents said that better promotion and availability of information would make them more likely to visit Lake Fork and the surrounding area. This was followed by discounts on food/lodging (29%).



*Other:* Additional information, if friends went with me

**Attracting visitors:** Dallas respondents cited “easier to get there” (33.33%) and “better promotion of information available before visiting” (33.33%) as what would make them more likely to visit Lake Fork. Respondents from San Antonio/Austin reported better promotion (31.58%) and discounts on food/shopping (28.95%).

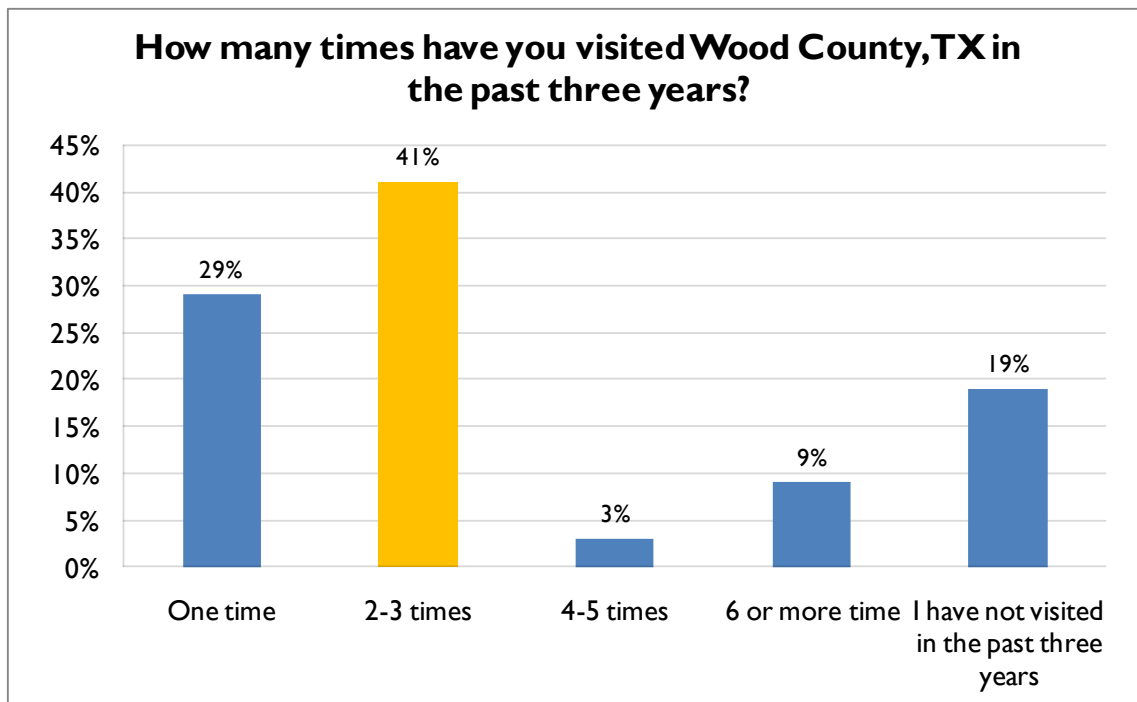
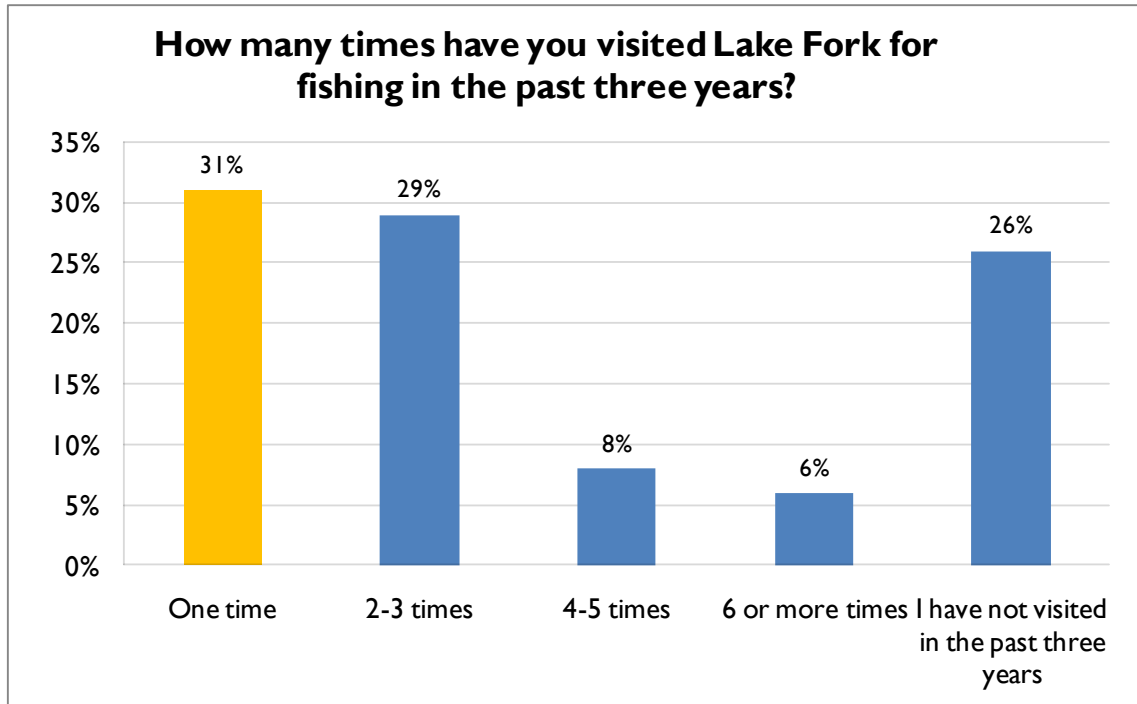


*Other:* Additional information, if friends went with me

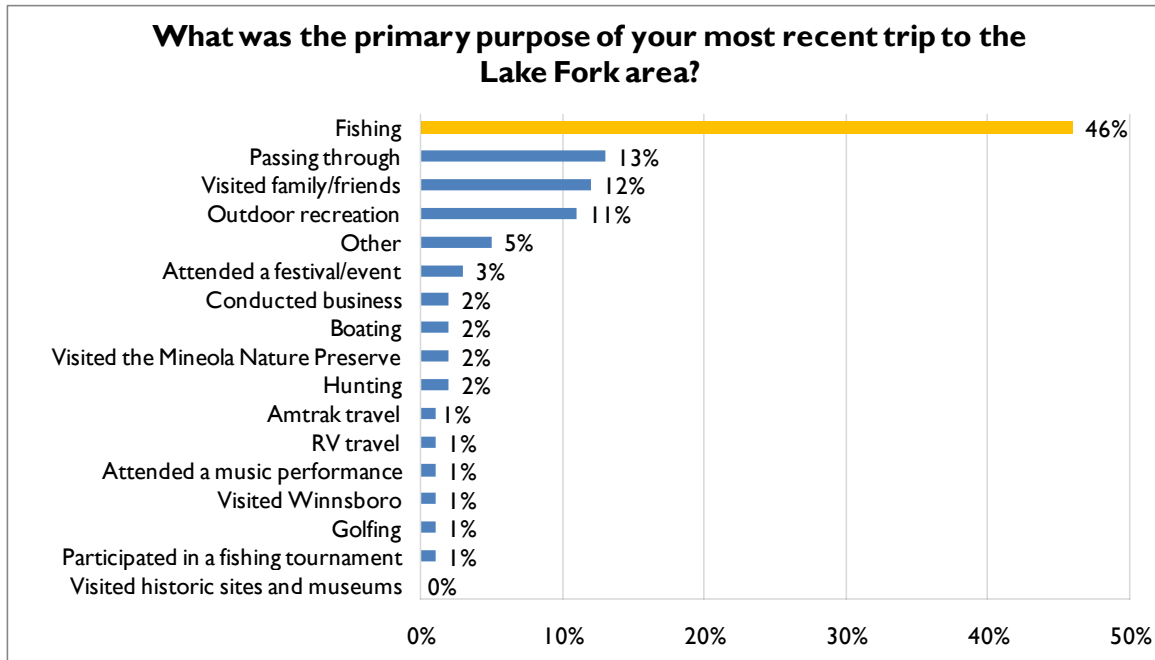


## VISITOR ATTRIBUTES

The following questions were asked only of visitors to Lake Fork and Wood County.

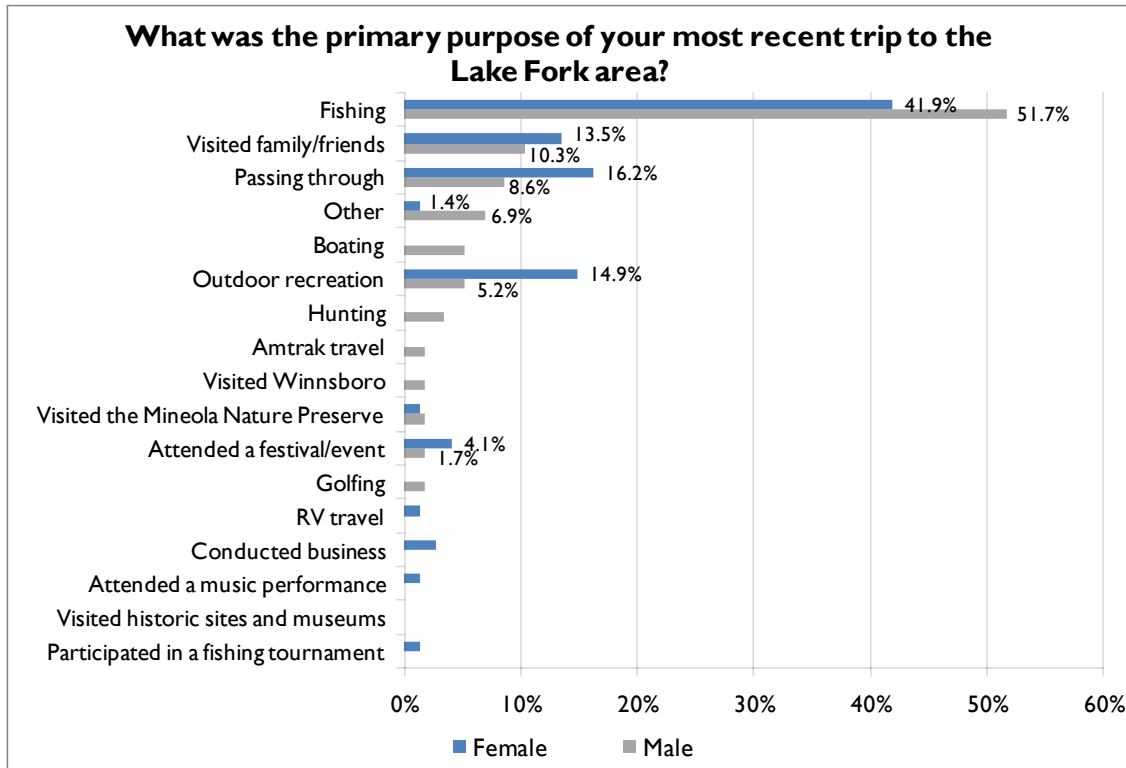


**Primary purpose of visit:** The primary purpose of the most recent trip of the majority of respondents was fishing (46%).



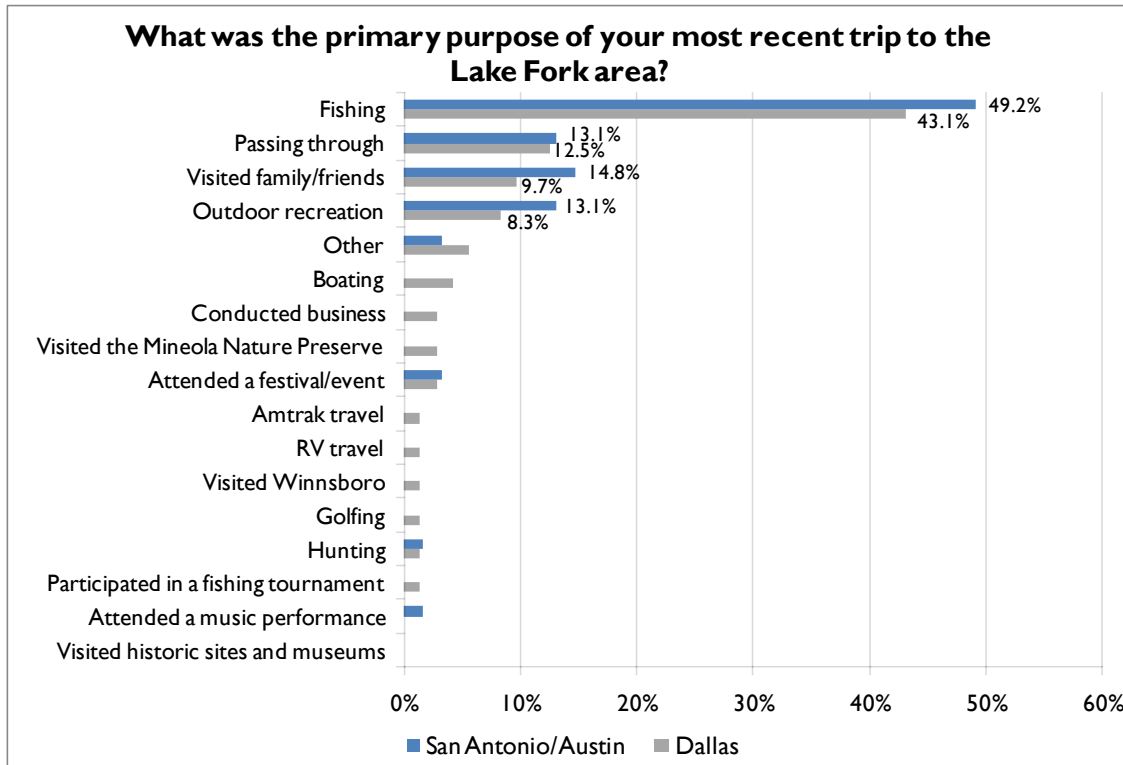
*Other:* Camping and fishing, funeral, visited a church

**Primary purpose of visit:** 51.7% of male respondents 41.9% of females cited fishing as the primary purpose of their trip.



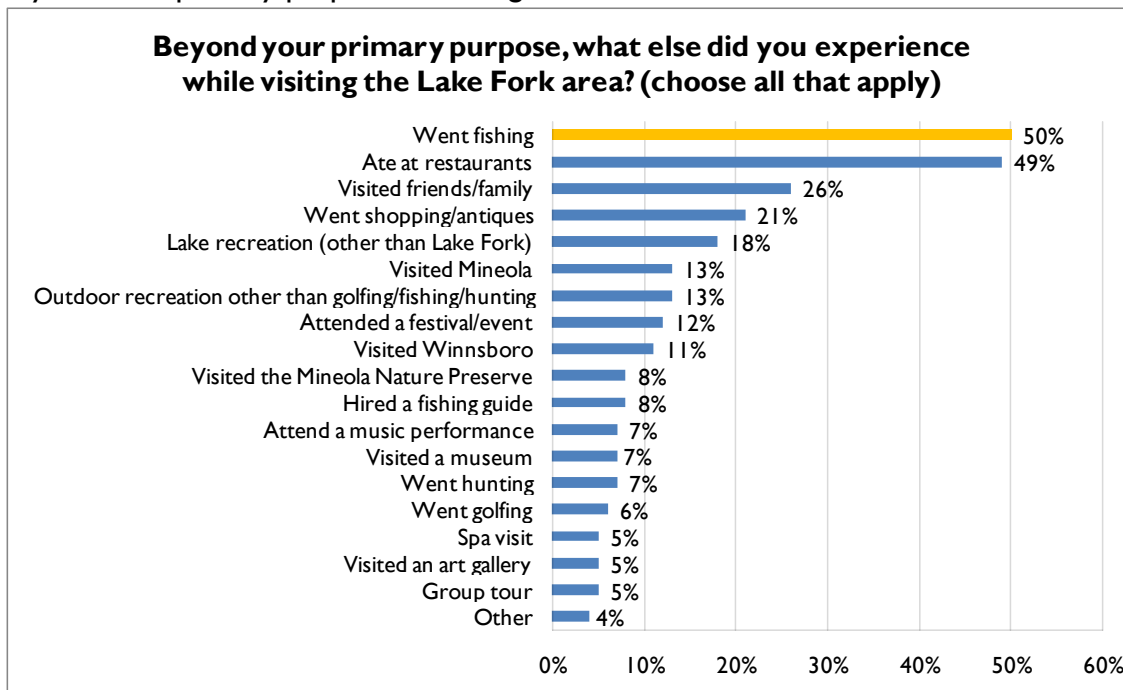
*Other:* Camping and fishing, funeral, visited a church

**Primary purpose of visit:** 49.2% of San Antonio/Austin respondents and 43.1% of Dallas respondents cited fishing as the primary purpose of their most recent trip.



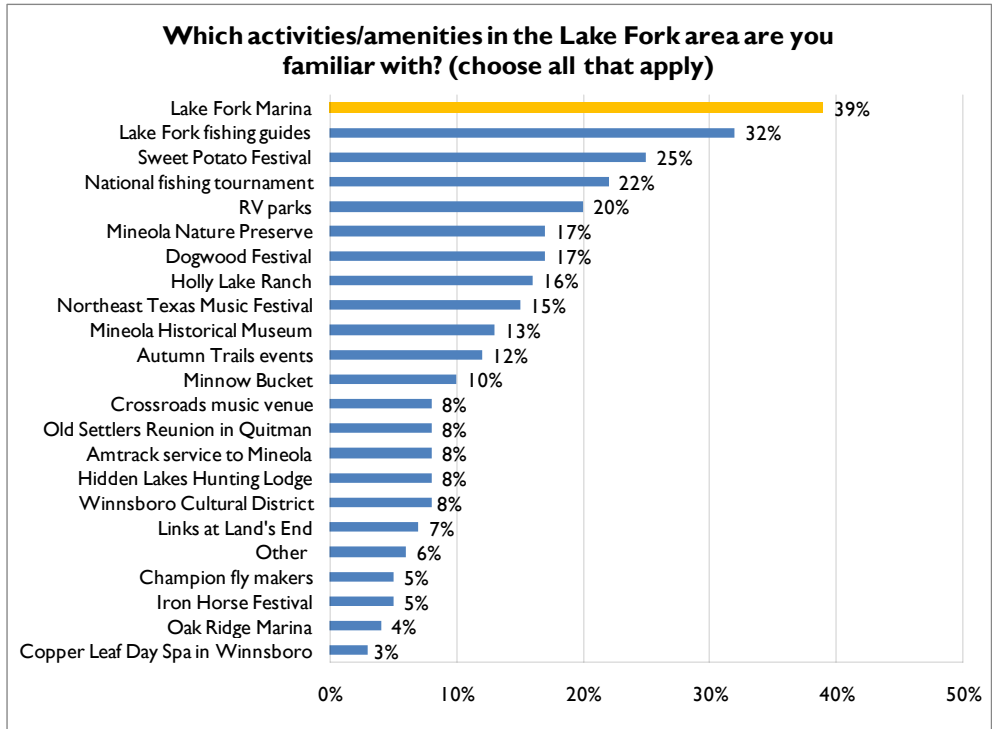
*Other:* Camping and fishing, funeral, visited a church

**Trip activities:** 50% of respondents reported going fishing and 49% cited eating at restaurants beyond their primary purpose of visiting the Lake Fork area.



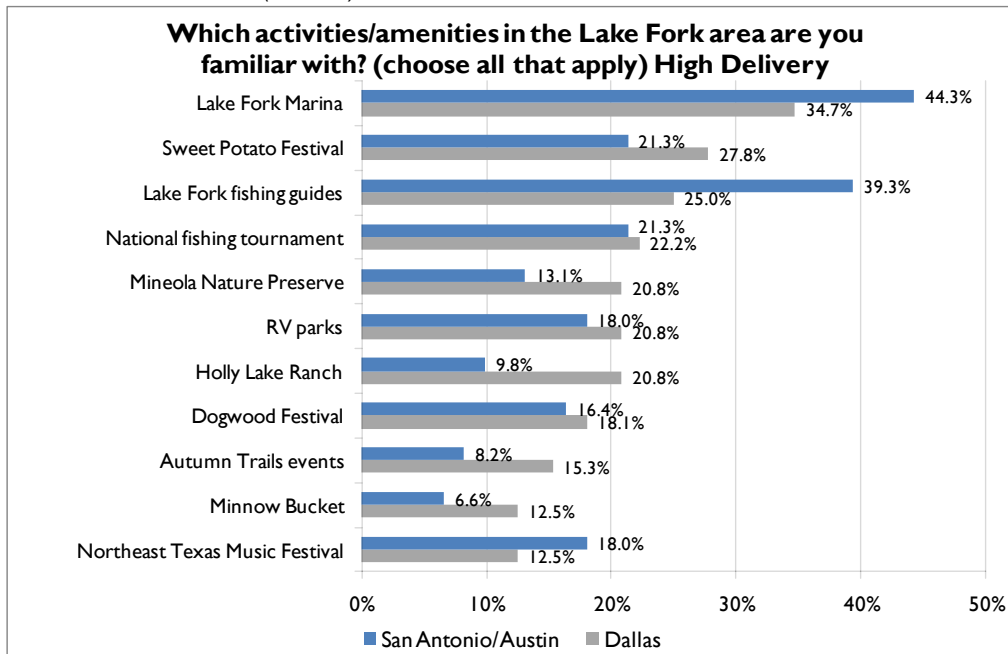
*Other:* Passing through, don't remember

**Activities/Amenities in Lake Fork:** 39% of respondents said they were familiar with the Lake Fork Marina.



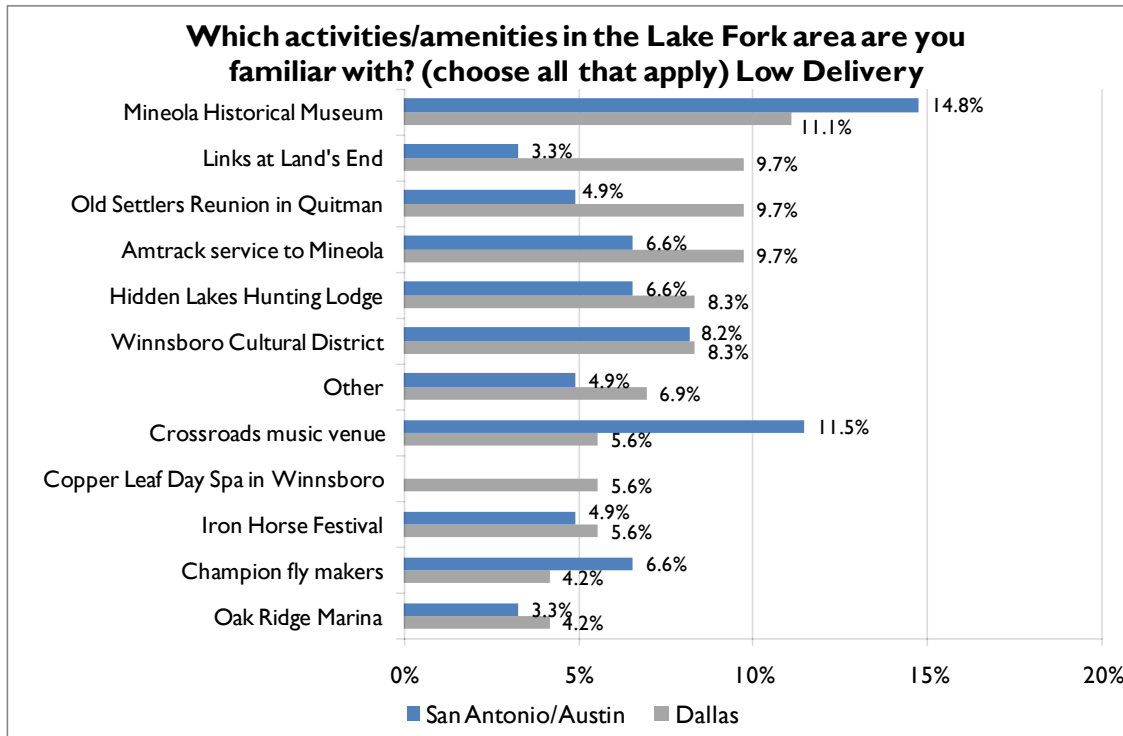
Other: None of the above

**Activities/Amenities in Lake Fork:** San Antonio/Austin respondents cited Lake Fork Marina (44.3%) and Lake Fork fishing guides (39.3%) while Dallas respondents said Lake Fork Marina (34.7%) and Sweet Potato Festival (27.8%).



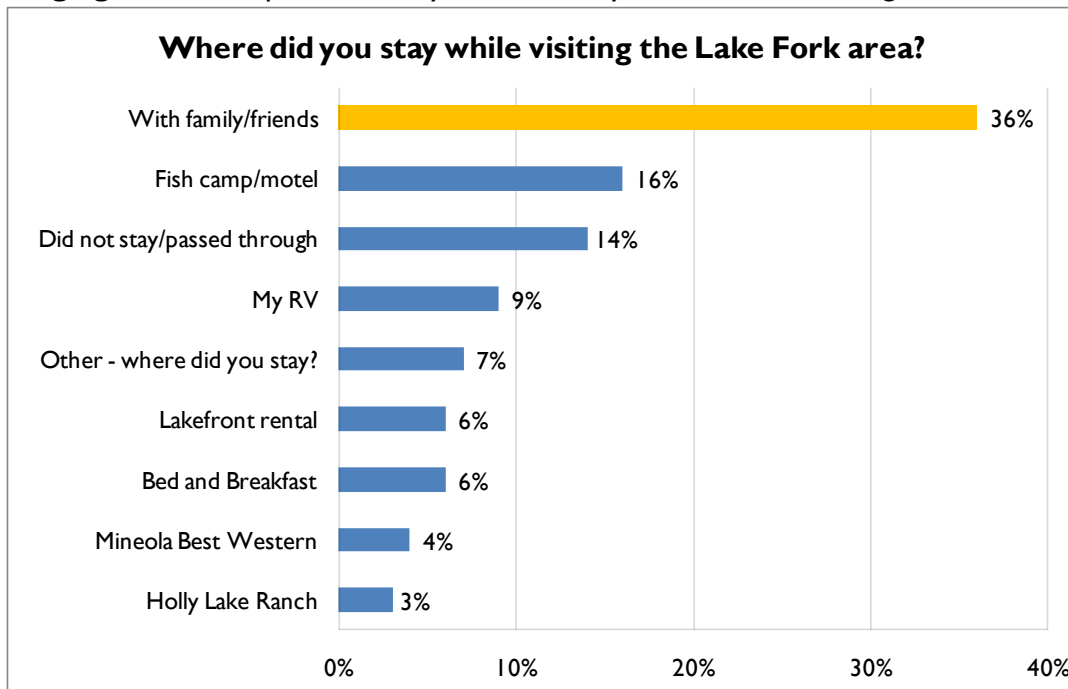
Other: None of the above

**Activities/Amenities in Lake Fork:** San Antonio/Austin respondents cited Mineola Historical Museum (14.8%) and Crossroads music venue (11.5%) while Dallas respondents said Mineola Historical Museum (11.1%), Links at Land's End (9.7%), Old Settlers Reunion in Quitman (9.7%), and Amtrack service to Mineola (9.7%).



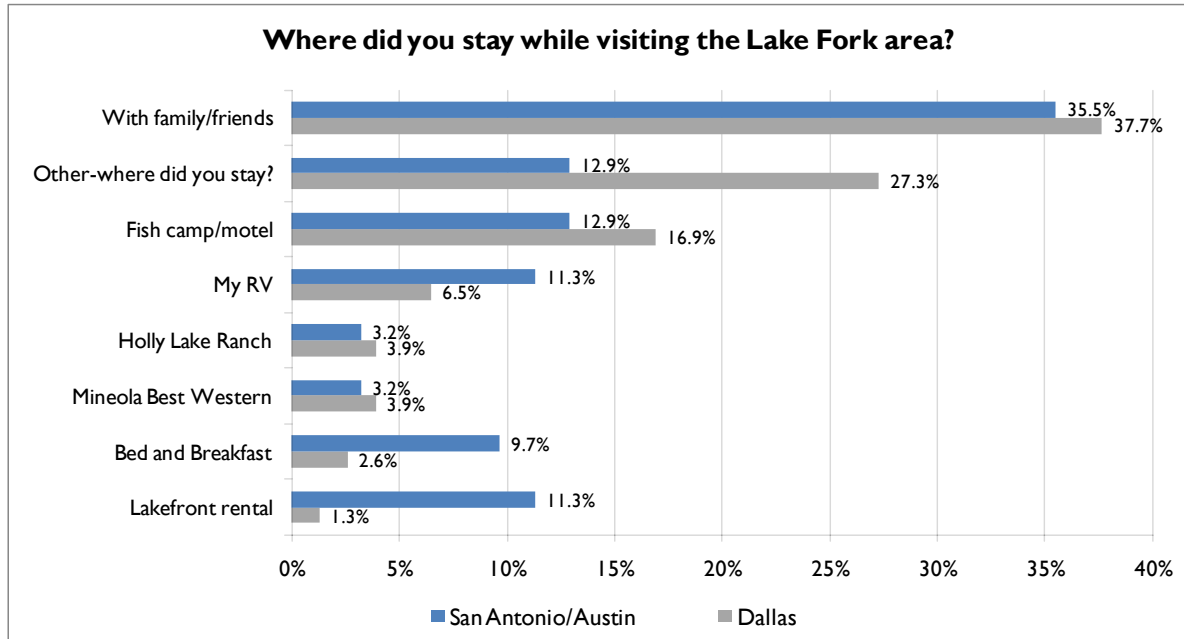
Other: None of the above

**Lodging:** 36% of respondents stayed with family/friends while visiting the Lake Fork area.

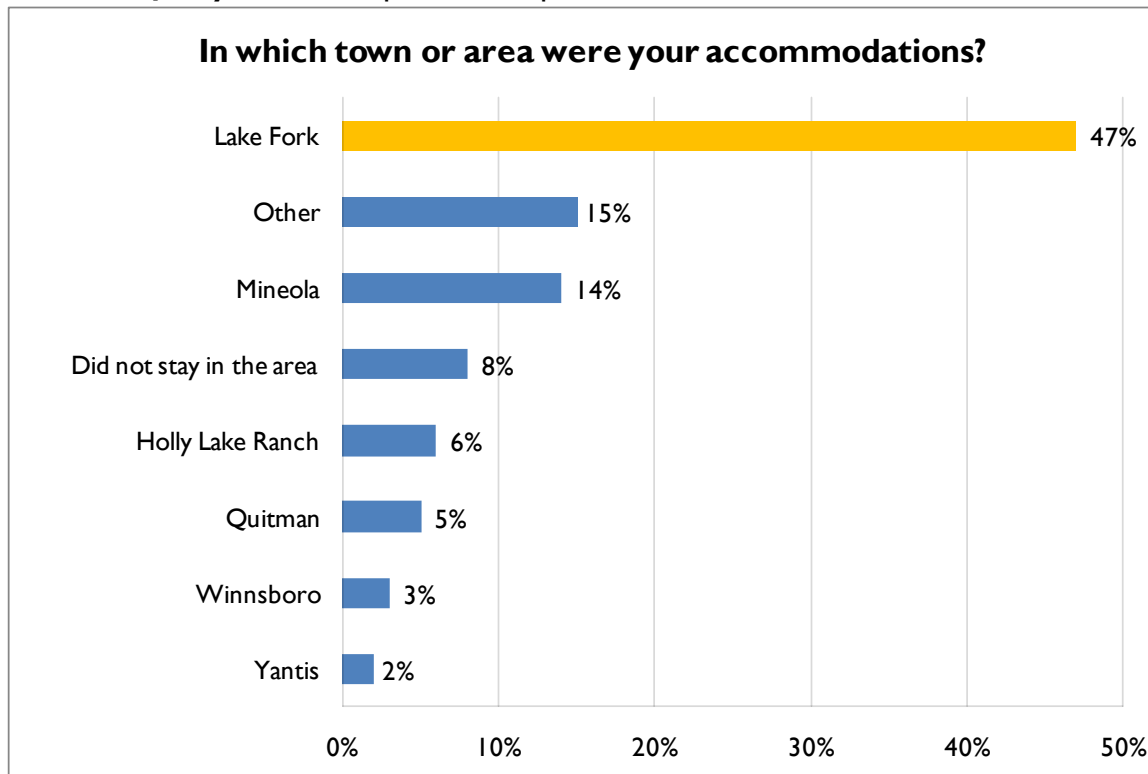


Other: Day trip to the area

**Lodging during visit:** 35.5% of San Antonio/Austin respondents stayed with family/friends while Dallas respondents cited staying with family/friends (37.7%) and other (27.3%) while visiting the Lake Fork area.

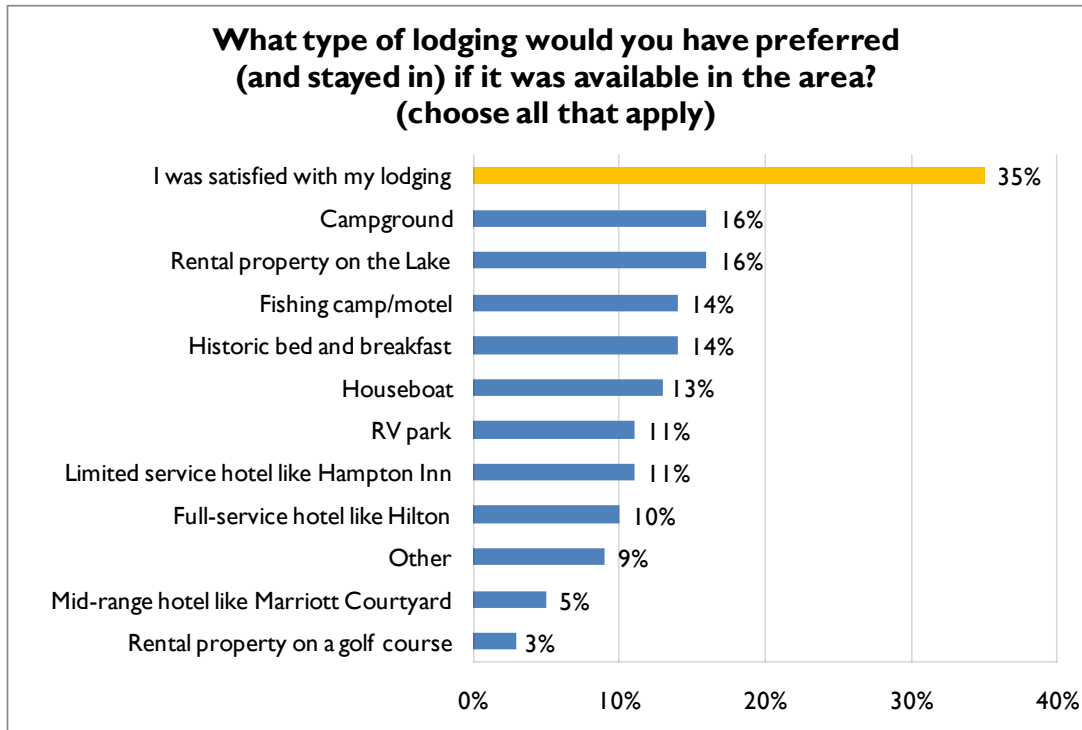


**Location of stay:** 47% of respondents reported that their accommodations were at Lake Fork.



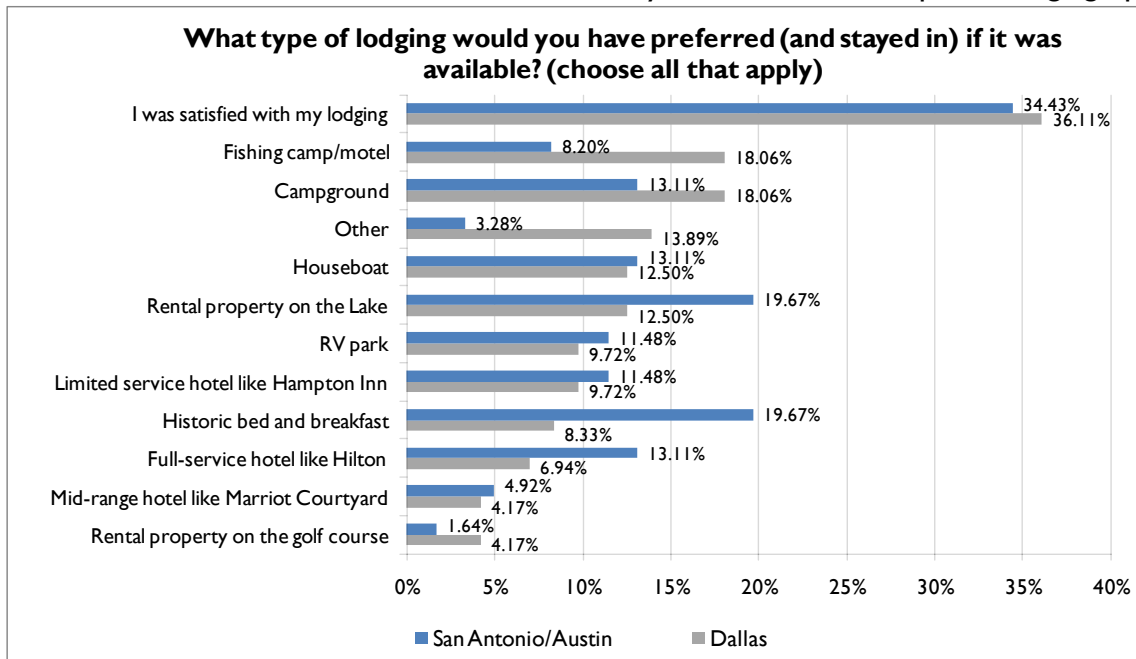
*Other:* Did not stay, don't remember, with friends and family

**Type of lodging:** 35% of respondents said they were satisfied with their lodging. Others said they would have preferred a campground (16%) or even a rental property on the lake (16%).



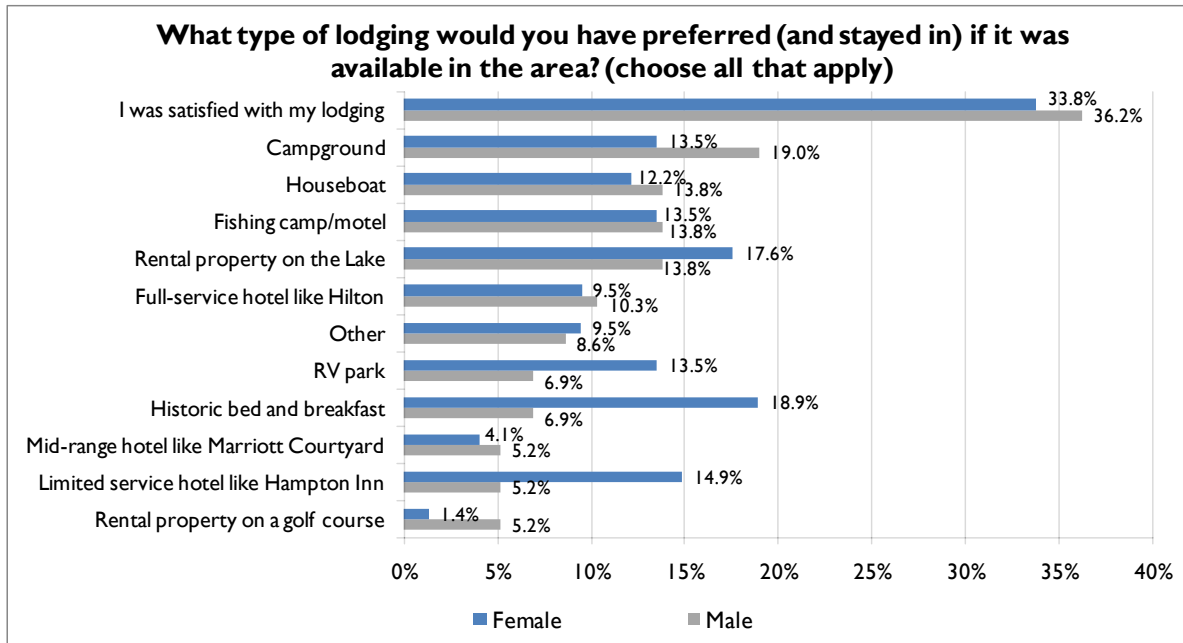
Other: None, did not stay in the area

**Type of lodging:** Both San Antonio/Austin and Dallas had respondents that were satisfied with their visits (34.43% and 36.11%, respectively). Dallas respondents seem drawn to more rustic accommodations while Austin/San Antonio identify interests in more upscale lodging options.



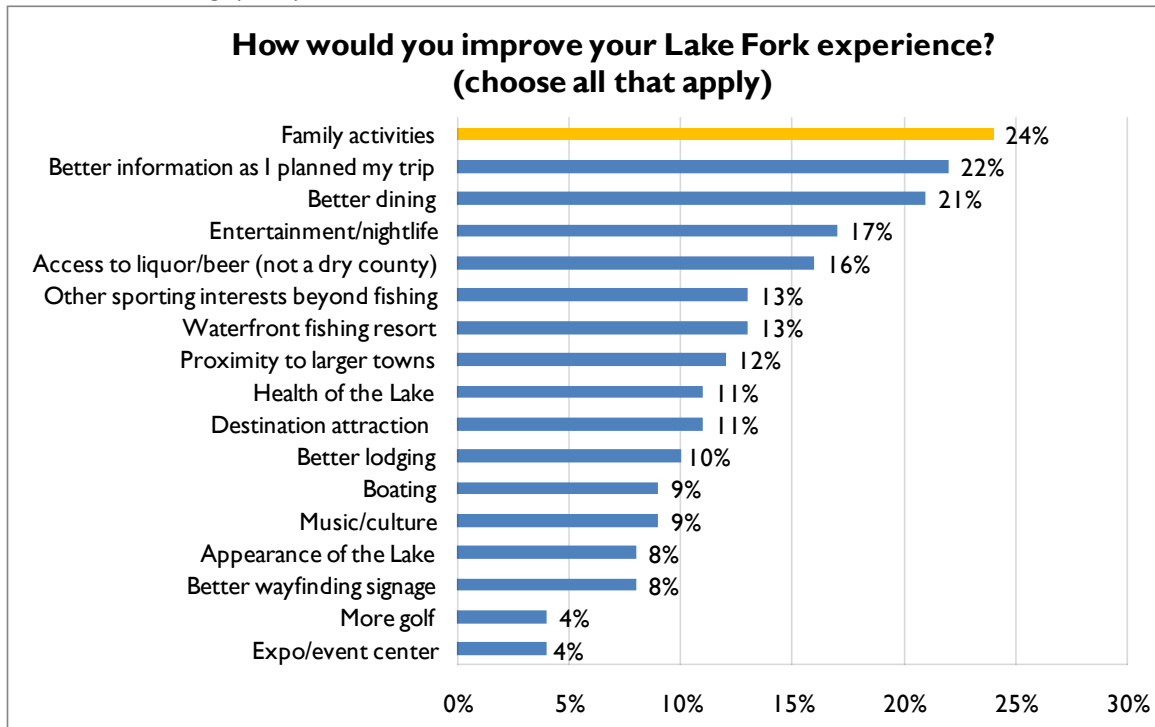
Other: None, did not stay in the area

**Type of lodging:** Both male and female respondents were satisfied with their lodging (36.2% and 33.8%, respectively). Some men would have preferred a campground (19.0%) while some females would have preferred a historic bed and breakfast (18.9%) or a rental property on the Lake (17.6%).



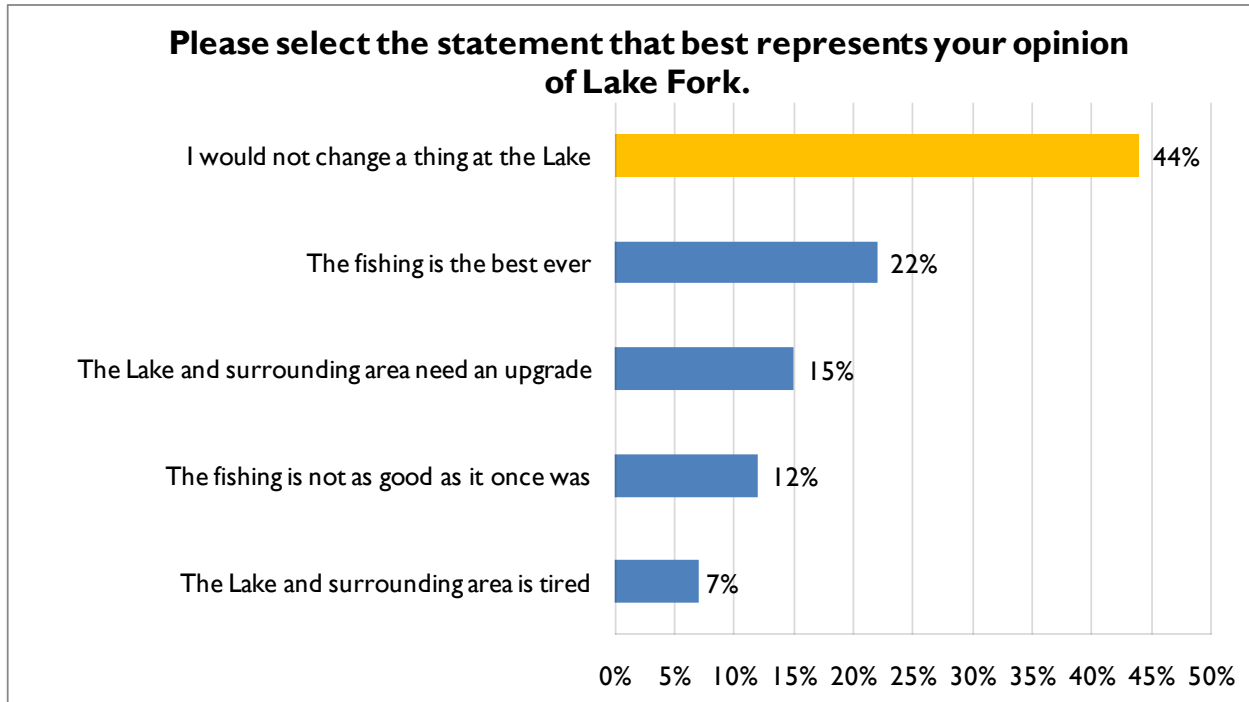
Other: None, did not stay in the area

**Improving Lake Fork:** 24% of respondents believe that family activities would improve the Lake Fork experience. Other choices included better information as I planned my trip (22%) and better dining (21%).

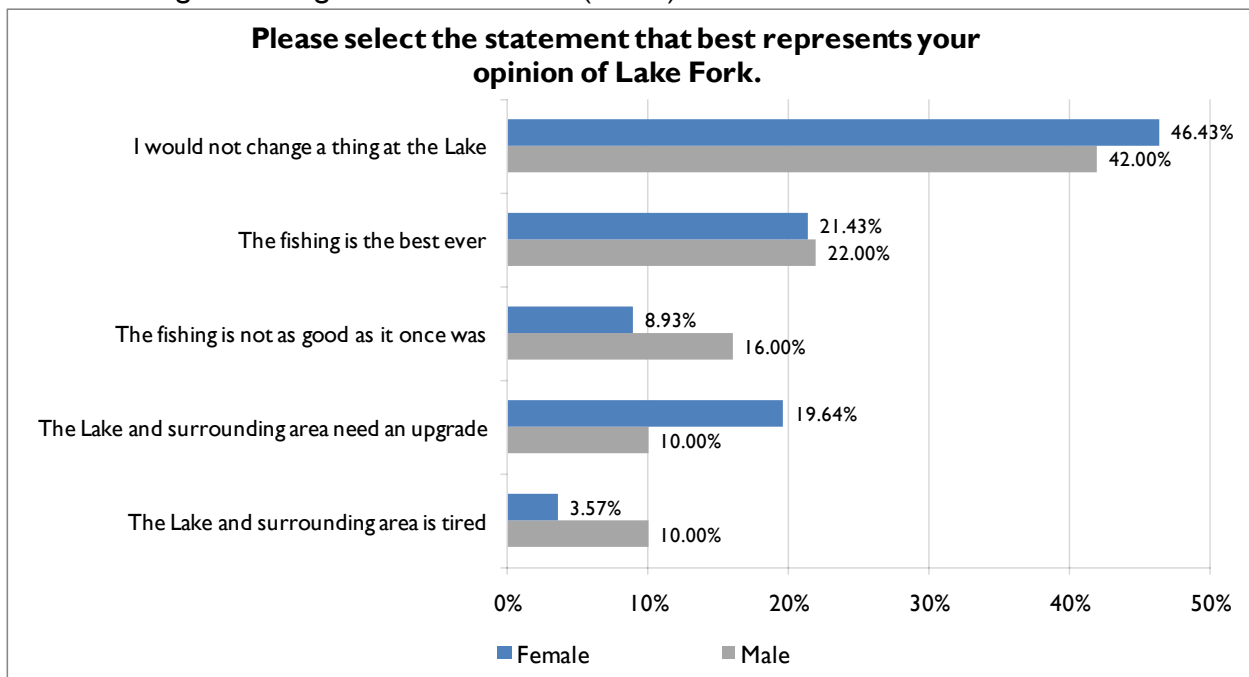




**Opinion of Lake Fork:** When asked what statement best represents their opinion, 44% responded that they would not change a thing at the lake, 22% said the fishing is the best ever and 15% of respondents believed the Lake and surrounding area need an upgrade.



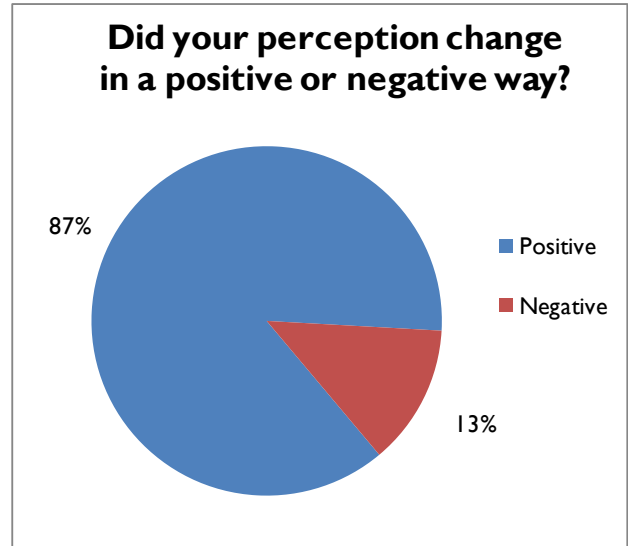
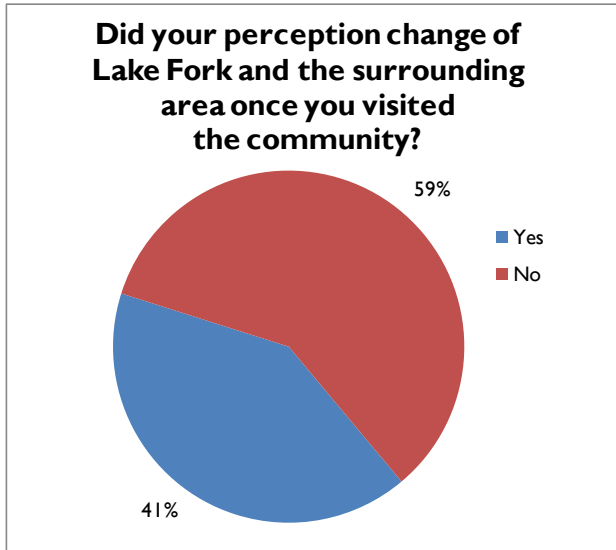
**Opinion of Lake Fork:** Many of the male and female responses were very similar in that they would not change a thing about the Lake and that the fishing is the best ever. Some of the females did say that the Lake and surrounding area need an upgrade (19.64%) while some men said the fishing is not as good as it once was (16.0%).



**PERCEPTION OF LAKE FORK**

**What was your perception before you visited?**

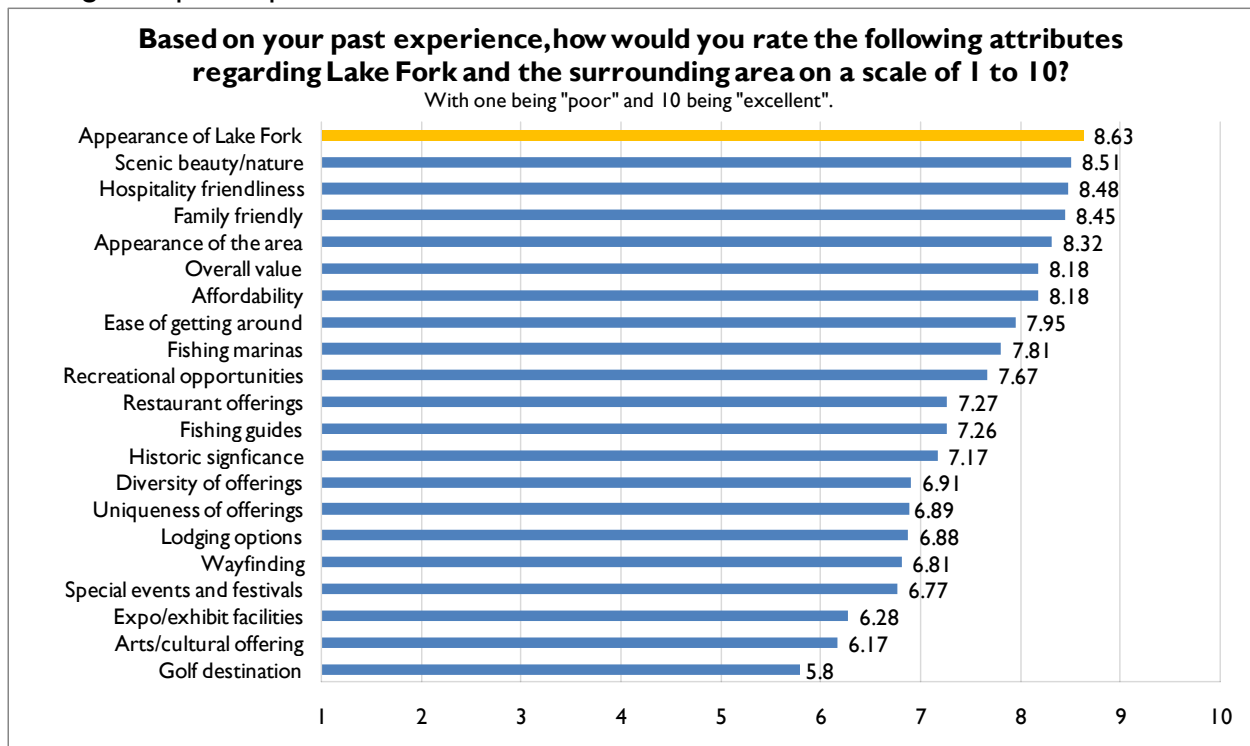
- Very nice place to visit
- Did not have a perception before visiting
- I had only heard of the area



**What changed your perception?**

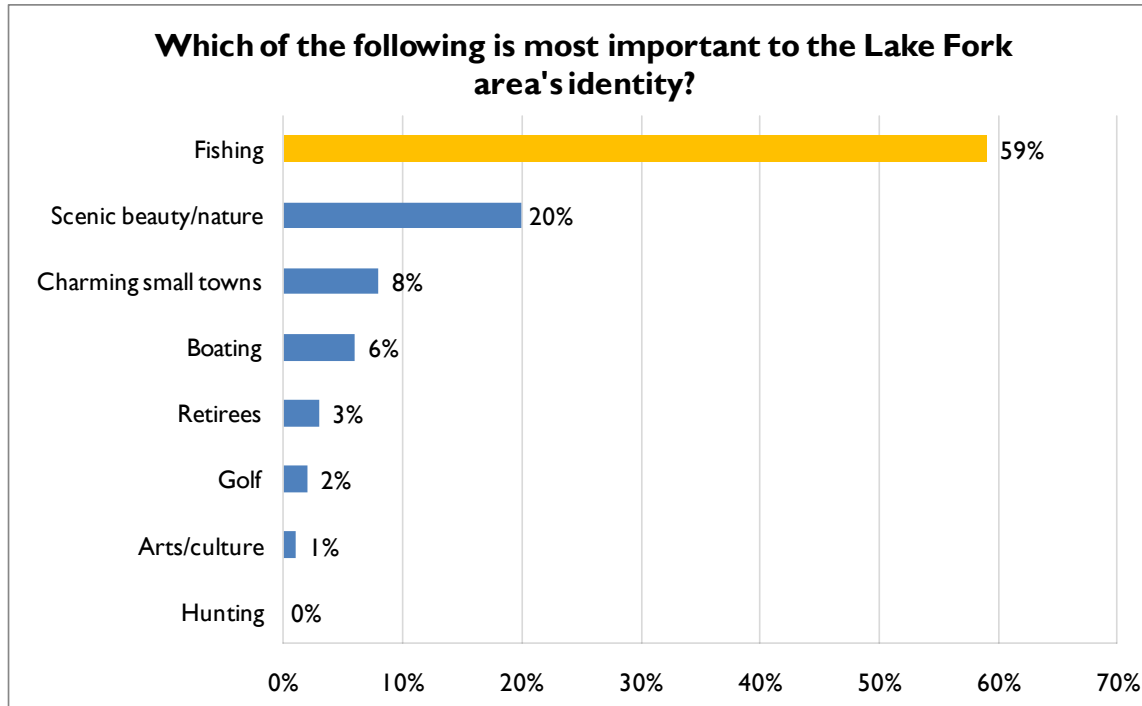
- The people were very nice
- Scenic beauty
- Not at all what I expected
- Nothing to do outside of fishing

**Attributes of Lake Fork:** Respondents gave the appearance of Lake Fork a rating of 8.63 when ranking their past experiences with various attributes.

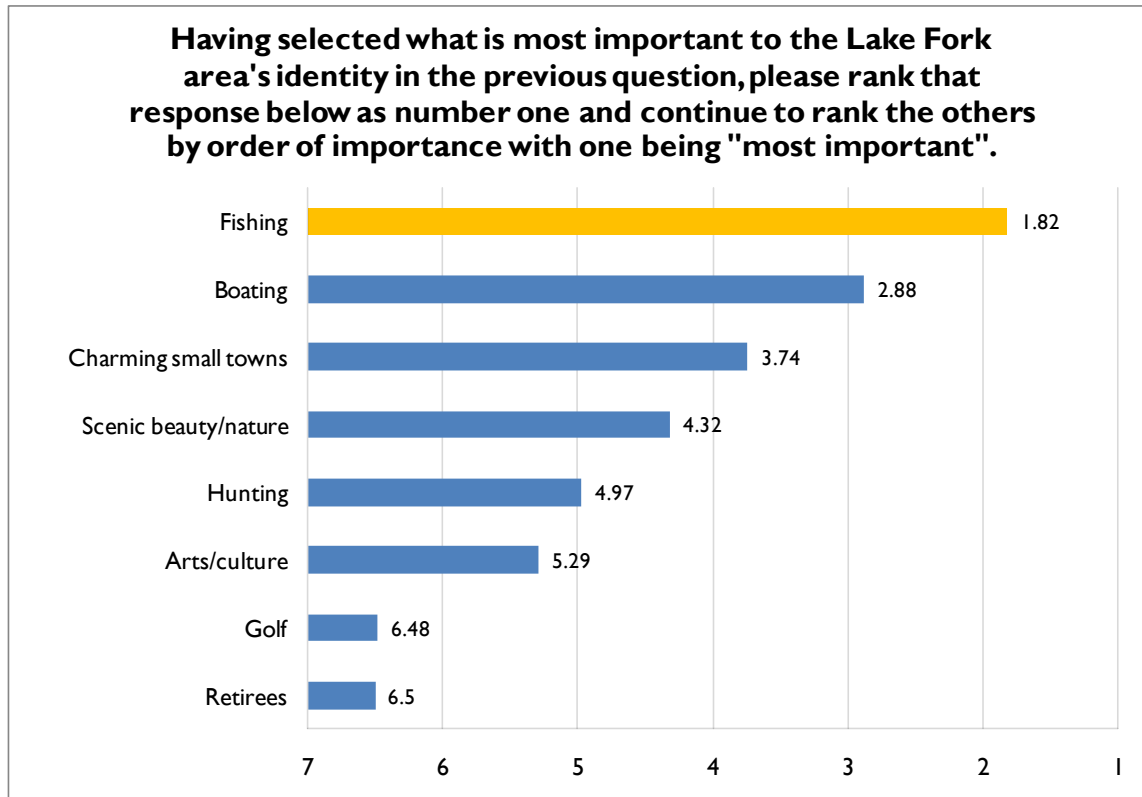


**VISITOR AND NON-VISITOR PERCEPTIONS**

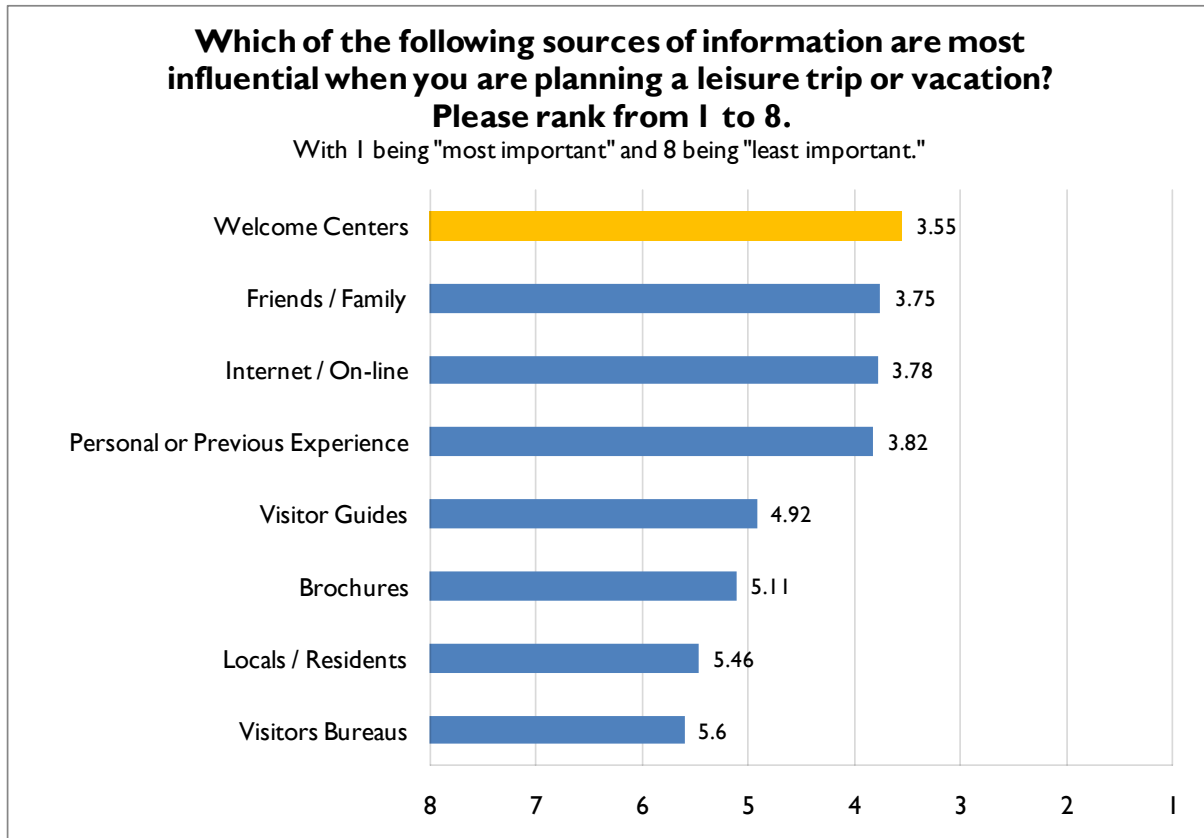
**Lake Fork's identity:** 59% of respondents believe fishing is most important to the Lake Fork area's identity.



Fishing was rated as most important (1.82) followed by boating (2.88) to the Lake Fork area's identity.

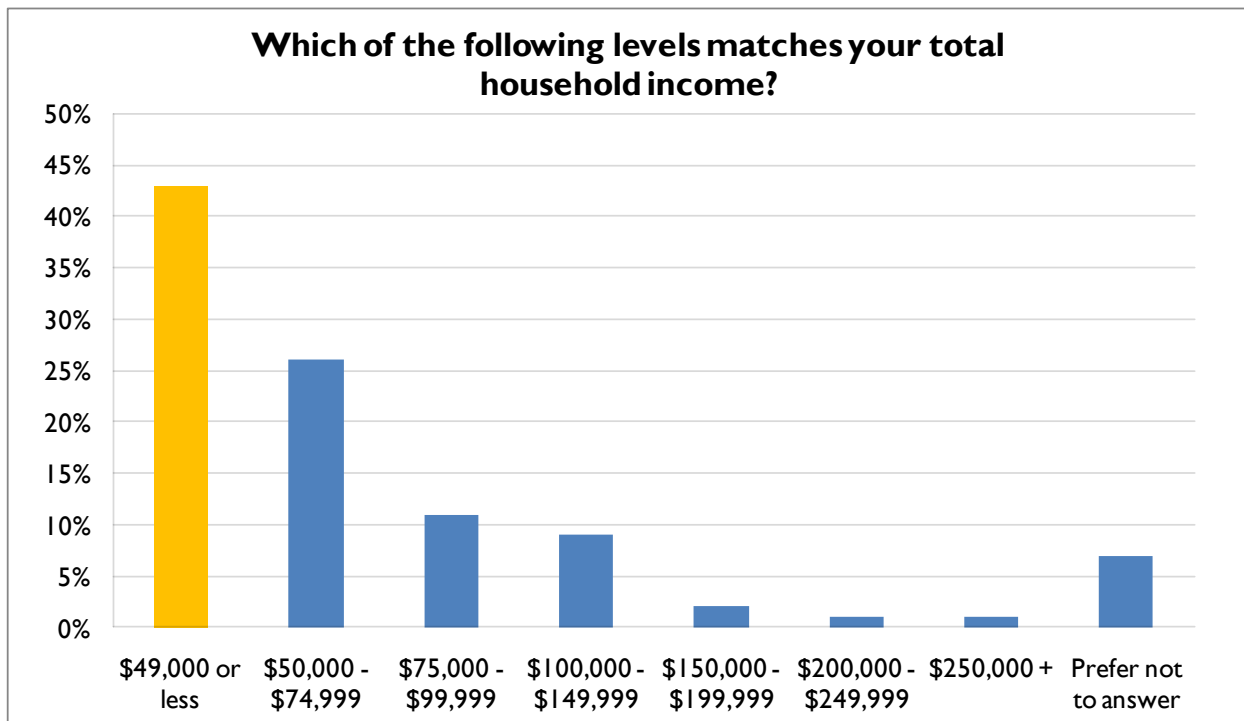
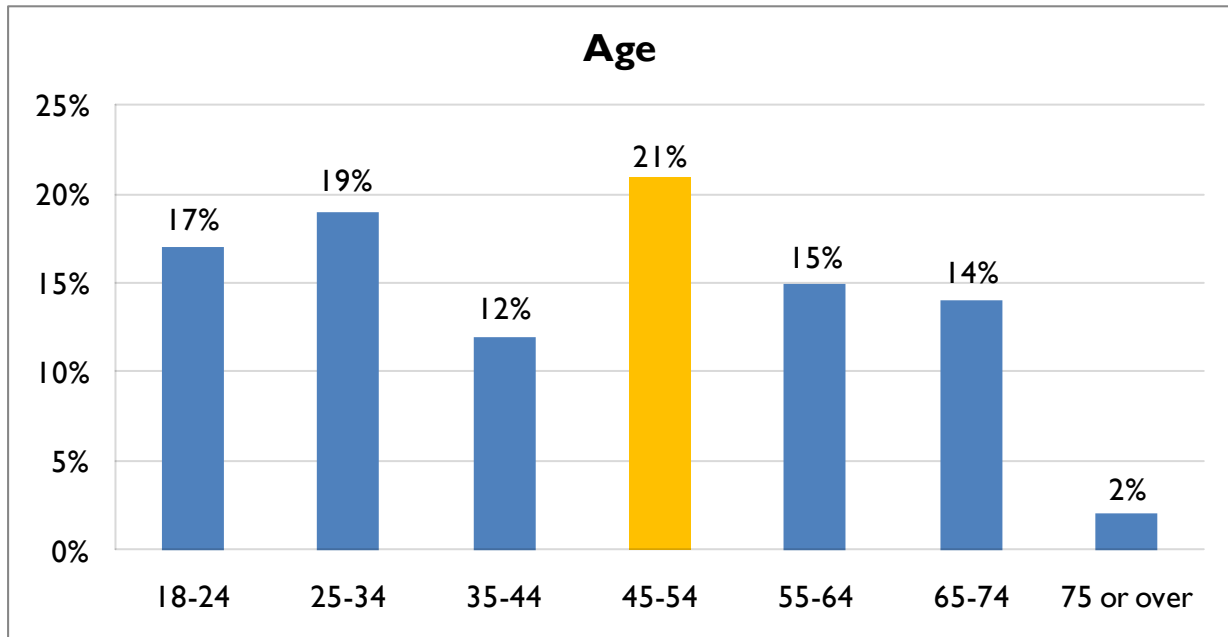


**Planning a trip or vacation:** Welcome Centers (3.55) were rated as the most influential source of information when planning a leisure trip or vacation.

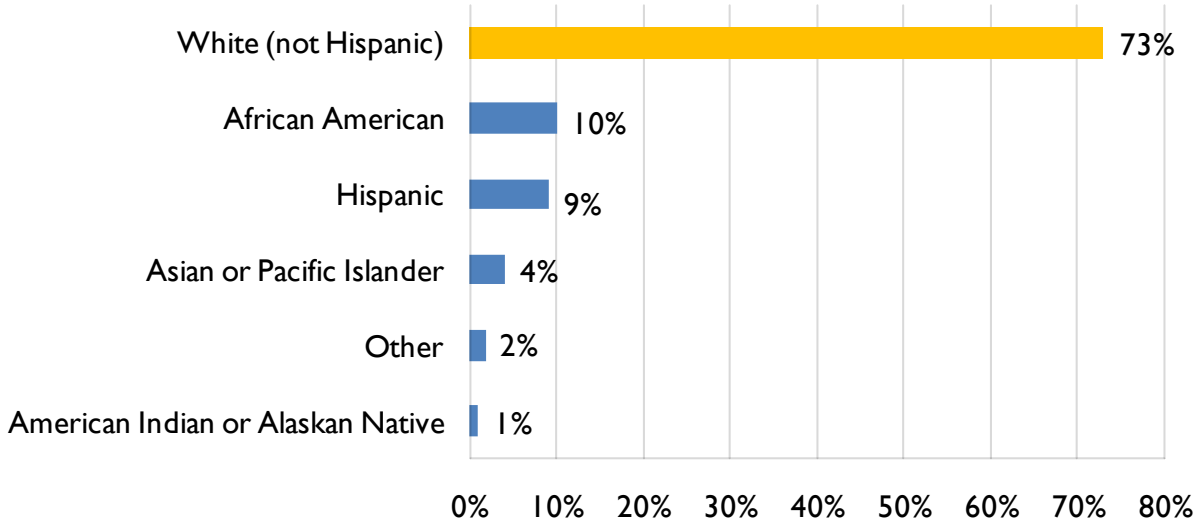


## DEMOGRAPHICS

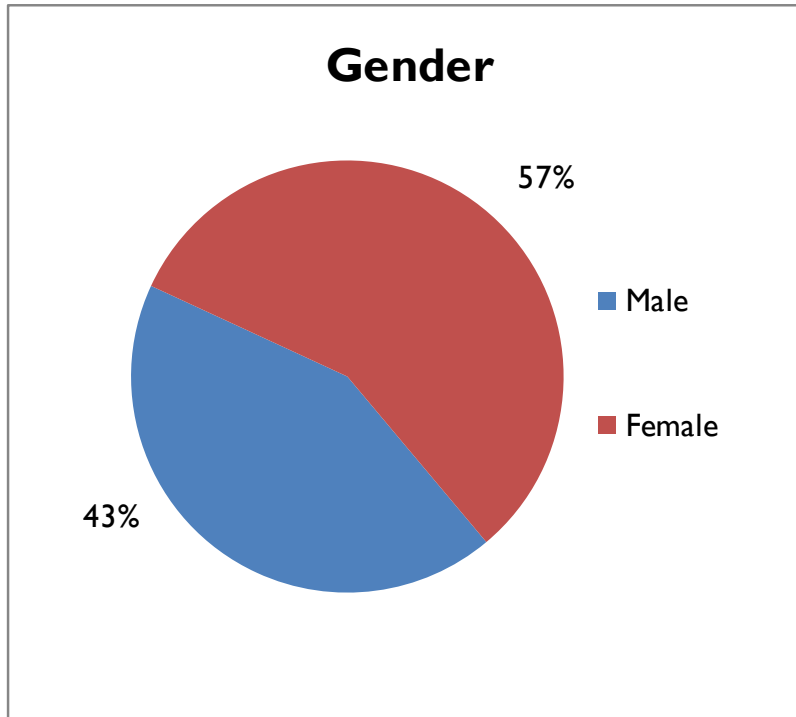
This section gives age, income, ethnicity, and gender of the respondents.



### Ethnicity



### Gender



## PERCEPTION STUDY

### Purpose

The purpose of the Perception Study is to gain an in-depth understanding of the brand perceptions of Wood County among the target audiences – state tourism officials, area tourism professionals, meeting and event planners as well as tour operators. North Star also continued to gather perceptions of local stakeholders during this study. What do these constituents of the brand have to say about the area as a place to visit?

### Methodology & Results

North Star consultants conducted perception interviews via telephone with constituents in the tourism sector. Contact lists were provided to North Star by the brand drivers. Questions were phrased to gather qualitative information. An executive summary of results is outlined below.

	Local Stakeholders	State and Regional Professionals
Assets	Lake Fork Guides Trophy fishing (state records) Mineola Nature Preserve Nature Tourism ShareLunker program Major tourneys Golf Escape from city life Catfish and crappie (not just bass) KidFish event Retirement communities Amtrak service to Mineola Winnsboro Cultural District Holly Lake Ranch Heritage tourism Airport Wood County Industrial Commission	Lake Fork Guides Links at Land's End Slot limit (protects integrity) ShareLunker program Affordable No theft problems Friendly people Scenic beauty Trophy fishing Mineola Nature Preserve Steady water levels Retirement communities Escape from cities (peace and quiet) Lake management (fishery & boat lanes) Catfish Holly Lake Ranch Trends for rural & heritage tourism Autumn Trails Other County lakes Winnsboro and Mineola

	Local Stakeholders	State and Regional Professionals
Challenges	<ul style="list-style-type: none"> <li>Weak marketing and promotion</li> <li>Lodging is only fish camps (need upgrade)</li> <li>Few family activities</li> <li>No awareness (even in Tyler)</li> <li>No interaction between assets</li> <li>HOT funds focused only on tourneys</li> <li>Cities waste HOT funds</li> <li>Gas prices</li> <li>Lack of unique, better restaurants</li> <li>Stress on fish (too many tourneys)</li> <li>Economic downturn</li> <li>Good enough mentality</li> <li>Conflicting priorities</li> <li>Other WC lakes under-promoted</li> <li>Reluctance to resolve disagreements</li> <li>Fishing not represented on WCIC</li> <li>Cities under-appreciate Lake Fork</li> <li>Mineola Nature Preserve not promoted</li> <li>Chambers do not collaborate</li> <li>Quitman's 1950s mentality</li> <li>Aversion to new ideas</li> </ul>	<ul style="list-style-type: none"> <li>Dry county</li> <li>Weak marketing and promotion</li> <li>Slot limits deter large tourneys &amp; small clubs</li> <li>No awareness (where is it?)</li> <li>Lack of common vision (good enough)</li> <li>Lack of investment and development</li> <li>Perception as just for hardcore fishing</li> <li>Weak infrastructure for events</li> <li>Lodging is only fish camps (no chains)</li> <li>Few good restaurants</li> <li>Remote location and bad roads</li> <li>Lack of local support</li> <li>Limited water recreation</li> <li>Invasive plants</li> <li>Economic downturn</li> <li>Water demands from DFW</li> <li>Stress on fish</li> <li>Few family activities</li> <li>Scenic beauty/nature under-promoted</li> <li>Aging lake and fewer trophy catches</li> <li>Water access (semi-private ramps)</li> </ul>

	Local Stakeholders	State and Regional Professionals
What is missing in Wood County and Lake Fork?	<ul style="list-style-type: none"> <li>Marketing and promotion</li> <li>Public relations</li> <li>Marketing funds</li> <li>Variety of lodging</li> <li>Family activities</li> <li>WiFi and broadband infrastructure</li> <li>Strong web presence</li> <li>Cell service</li> <li>Regional collaboration</li> <li>Good steakhouse</li> <li>Profitable retail</li> <li>Lake Fork assets promoting County</li> <li>National sit-down restaurants</li> <li>Local investment in tourism</li> <li>More moss in the lake</li> <li>Amtrak usage</li> </ul>	<ul style="list-style-type: none"> <li>Marketing and promotion (aggressive)</li> <li>Variety of lodging (chains)</li> <li>Public relations</li> <li>Lakefront cabins</li> <li>Strong web presence (portal)</li> <li>Infrastructure</li> <li>Family and spouse activities and amenities</li> <li>Cell service</li> <li>Unique and better dining</li> <li>Conference and event center</li> <li>State park with beach</li> <li>Investment and development (upgrades)</li> <li>Wayfinding</li> <li>Nothing</li> <li>New state bass record</li> <li>Social media presence</li> <li>Higher end lodge with boat storage</li> <li>Lakeside grocery and retail</li> <li>Outdoor beer garden</li> <li>Focus on fishing beyond tournaments</li> <li>Good roads with shoulders</li> </ul>



	Local Stakeholders	State and Regional Professionals
Opportunities	Branding project Marketing, promotion, & development (for younger & families) Beer, wine, mixed drinks: Mineola & Alba Mineola Nature Preserve Monster fish Web portal Big lodge for fish, golf, reunions, conferences, boat launch Escapes from cities Grandparents trips Better dining Lakeside park with beach & event space Chambers' interaction Birdwatching Promote repeat visitation Social interaction among cities and orgs New ideas Year-round calendar of outdoor rec Athens fishery connections	Marketing and promotion Nature tourism (birders, hikers, leaves, horses, sunsets) Better lodging Web portal with strong links Mineola Nature Preserve Baby Boomer and Millennial interests Cooperation among entities (pool funds) Better dining (brew pub) Statewide broadband initiative Big lodge for reunions, & conferences Hospitality training Escapes from cities for relaxation Broader approach to recreation Package interests; itineraries Leverage surrounding areas (Canton) Major tournaments National Bucket List Biker, walking and driving tours NETX Music Festival connect with Lake Hunters and fishermen will drive

**VOICES FROM THE PERCEPTION STUDY**

- *“Lake Fork could be a family vacation destination with some investment and development and if they leverage area draws.”*
- *“There are not enough nationally recognized hotels that tourists and families can trust.”*
- *“The Wood County and Lake Fork reputation has a perception as a man-cave recreation area.”*
- *“Locals need to recognize the strong draw we have in our natural assets and the positive impact tourism has on our economy.”*
- *“All players must feel they are part of the campaign and it has to be relevant to them.”*
- *“The reason guys don’t want women fishing is that once you get them in the mix you have to have nicer beds, sheets, towels, and bathrooms. Everything is just easier without women.”*
- *“Dallas won’t come without a better restaurant experience.”*
- *“Quitman’s Artisan Park is like building an Indian Culture Museum where there have never been any Indians. It is pie-in-the-sky.”*
- *“Negative rumors are circling about lake levels and Dallas drawing down the water. Just fear and gossip. Evaporation pulls more from the lake than all of the water contracts combined.”*

- *“Guides and marinas have to support the ShareLunker program. It is the best PR vehicle that Wood County has.”*
- *“Lake Fork was the perfect storm for big bass...the size, contours and flooded timber. We’ve never seen anything like it and may never see its equal.”*
- *“Tournaments suck the life out of the lake. We need better and fewer tourneys with greater economic impact.”*
- *“I would not go to a place like Wood County. You won’t find much here.”*
- *“We need a few more funerals here for any chance at change.”*
- *“Looking at cell service maps in North Texas, there is one dot with no coverage. Lake Fork is that dot.”*
- *Lake Fork is as good as it is because of the slot limit. The habitat is far better than others in the state (free, natural, protected). The 16”-24” fish are allowed to grow.”*
- *“Lake Fork is a fisherman’s paradise, not cluttered with recreational boating docks and house like Lake Conroe.”*
- *“Lake Fork is the only lake people can make a living on.”*
- *“I would feel guilty taking my family there. There are no restaurants and nothing to do.”*
- *“Local advertising is a waste. Those folks don’t stay with you; if they do it is supposed to be a secret and you don’t want to know...We promote a 50-75 mile radius as long as we can get them to stay in our County. We only promote our hotels.”*
- *“Wood County has to maximize low hanging fruit. Grow those interests and seek alternatives in the off season. Play to your strengths. Address what stops people from coming.”*
- *“We (County tourism and the County Judge) work together. We decided that county entities have to stop running away from each other, spending money in different directions.*
- *“To all event organizers wanting HOT funds: if you cannot demonstrate how many heads your event put in beds, you will receive no money next time. Cities should follow a similar process.”*
- *‘We cannot leave this study on the shelf. We have to connect our nature tourism across the County.”*
- *“Communities have a history of spending HOT funds frivolously on local interests.”*
- *“You have to tell lodging partners that they do not pay the tax. They collect it and forward it. It is part of doing business in TX.”*

# COMPETITIVE ANALYSIS

## Purpose

To better understand what Wood County's competition is currently offering in terms of economic development and delivering the tourist experience.

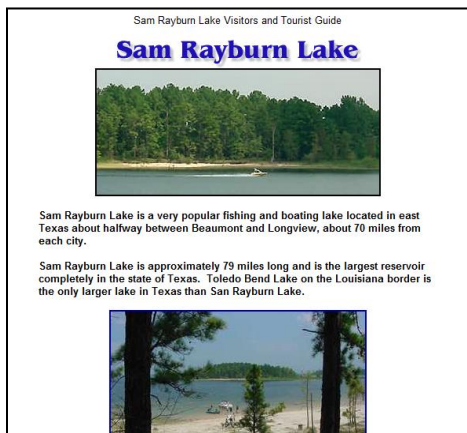
## Methodology & Results

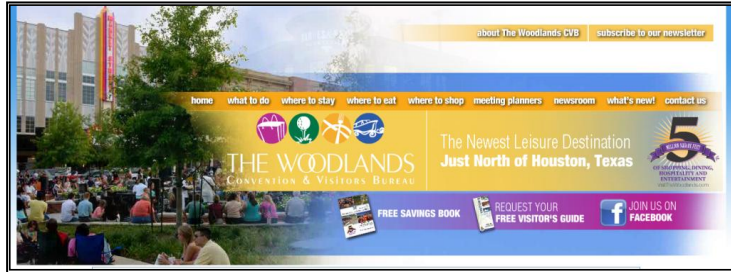
North Star reviewed each of the following lakes' and cities' communication materials to compile a short synopsis of their tourism attributes. The materials reviewed include but are not limited to the city's website, the CVB website, chamber website, area attraction websites as well as other communication materials such as brochures and visitors guides.

## TOURISM

### Lake Communities:

- Lake Sam Rayburn and Jasper, TX
- Toledo Bend Lake/Reservoir and Newton County, TX
- Lake Conroe and Woodlands, TX
- Lake Alan Henry and Garza County, TX
- Lake OH Ivie and Ballinger, TX





## Lake Sam Rayburn & Jasper, TX

### Positioning Line:

- Lake Sam Rayburn: “Because you love your lake”
- Jasper, TX: “Jewel of the Forest”

### Lake Promotion: What they are selling

- Lake Sam Rayburn was created to provide flood control and water supply for local communities.
- Offers “best” fishing, camping and boating in Texas.
- Promoted as the largest man-made lake in Texas.
- Other activities promoted around the Lake:
  - Camping
  - Birdwatching
  - Nature hiking
  - Historic tours of local towns
  - Scenic drives
  - Various lodging accommodations
- Largemouth Bass competitions throughout the year, along with various other fish species for fishing are available
- Detailed information is available for fishing guides in the area

### Marketing Messaging:

- The City of Jasper website does not focus on lake attractions and promotes quality of life and historic assets instead of fun on the water. Lake Sam Rayburn promotes itself as a fishing destination with water recreation and outdoor activities for the family.



Strengths:

- The Lake Sam Rayburn website provides detailed information on fishing guides, marinas and other water recreation needs.



Weaknesses:

- The Visitors and Tourist Guide for the Lake is visually unappealing and does not lend itself to visitors who want need detailed information about their vacation destination.
- North Star could not identify a website operated and maintained by Lake Sam Rayburn personnel. Therefore, most information found was through a website that services other notable lakes in Texas.
- The City of Jasper website is cumbersome and does not provide adequate information for potential visitors to the area.

Summary:

- The promotional information found for Lake Sam Rayburn was compiled and maintained by a website service. The lack of a dedicated website for the Lake that is actively promoting the area, is apparent through a brief Google search. The websites do a poor job of visually portraying the Lake theme.

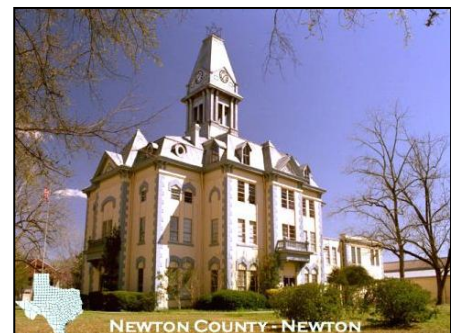
## **Toledo Bend Lake/Reservoir & Newton County, TX**

Positioning Line:

- Newton County: “Home of Fresh Water, Clean Air, Friendly People”
- Newton County: “A Step Back in Time”

Lake Promotion: What they are selling

- Promotes the Lake as the largest man-made body of water in the South and fifth largest in the U.S.
- Primary purpose of lake is to provide water, hydroelectric power, and recreation to the area
- Offers an “almost unlimited opportunity” for water and outdoor recreation
- Fishing information and lake geology is promoted to encourage the perception of Toledo Bend Lake as a fishing destination
- The website states that many people become residents of the area after visiting Toledo Bend.



Marketing Messaging:

- Newton County promotes its historical significance and encourages visitors to stop by the Historical Center.

Strengths:

- There is a great deal of information on the specific area attractions including the Toledo Bend Lake as well as other outdoor recreational opportunities.

Weaknesses:

- The websites are not aesthetically pleasing and are geared toward fisherman and lake outings.
- Finding information on the site is counter-intuitive and takes a significant amount of time searching and clicking to reach relevant information.

Summary:

- Although the websites have significant information for fisherman and people interested in lake activities, the sites are generally difficult to navigate and information is sometimes hidden behind several links. The visual identity is somewhat elementary and the overall look of the websites do not present a unified message.

## **Lake Conroe & Woodlands, TX**

Positioning Line:

- Lake Conroe: “Live and Work, but Mostly Play”
- Lake Conroe: “You Can Find It Here”
- Woodlands, TX: “The Newest Leisure Destination”



Lake Promotion: What they are selling

- The Woodlands, TX CVB does not promote Lake Conroe as a destination for visitors.
- Lake Conroe has appealing amenities and proximity to Houston, TX. A wide assortment of lodging accommodations and outdoor recreation make this a destination for fishermen and their families.
- The Lake Conroe website promotes the Woodlands as “one of the fastest growing metro areas in the entire country”.
- Promoted lodging accommodations as meeting a variety of tastes and needs.
- The Lake website promotes its proximity to Houston as a big draw for visitors and leverages Houston assets to entice possible visitors to choose Lake Conroe and the surrounding area to come visit.





### Marketing Messaging:

- Although the websites are graphically unappealing, the impression that the area is a fishing and outdoor recreation destination is apparent.

### Strengths:

- There is a great deal of information on the specific area attractions including Lake Conroe as well as other outdoor recreational opportunities.

### Weaknesses:

- The Lake Conroe website is cluttered with advertisements for lodging and rental accommodations which is the bulk of information included on the homepage.

### Summary:

- Although the websites have significant information for fishermen and people interested in lake activities, the sites are generally difficult to navigate and information is sometimes hidden behind several links. The overall look of the websites do not present a unified message.

## **Lake Alan Henry & Garza County, TX**

### Positioning Line:

- No positioning line found



### Lake Promotion: What they are selling

- Promoted as one of the premier fishing lakes in the State of Texas for largemouth bass
- A great deal of information is available on the types of stocked fish available at the Lake. Historical details about the lake is provided as well.
- Fishing information is limited but the site also gives details on hunting and camping in the area.
- Lake Alan Henry is operated and maintained by the City of Lubbock Parks and Recreation department.
- Little to no information is given for Garza County, TX. Although the Lake Alan Henry website is somewhat appealing graphically, it has limited overall information for the fisherman.

### Marketing Messaging:

- Although Lake O.H. Ivie's website lacks visual appeal and overall usability, it is apparent that Lake Ivie is a destination for those seeking fishing, boating, and many other outdoor activities. The city of Ballinger promotes itself as a quaint little town that contains some rich historical intricacies that make it a unique place to visit.



Strengths:

- Lake O.H. Ivie's website provides high quality lake maps for purchase.

Weaknesses:

- Many links on the Lake's website are dead or otherwise unusable.
- Neither site appears to have been updated recently.
- Lack of overall promotion and positioning for Lake O.H. Ivie itself.
- Ballinger does not promote the proximity of Lake O.H. Ivie as an asset of its city.
- The outside site with information on Lake O.H. Ivie specifies the lake as being 55 miles east of San Angelo, rather than referencing its distance from Ballinger.

IDENTIFIED COMPETITORS:

***What do these communities share in common?***

- Few are focused on the user
- None appear well designed
- Few use professional photography
- Many include dead links
- Most focus on the outdoors but imagery is not inviting
- Some offer good maps
- Some leverage surrounding assets with varying degrees of success
- Official sites are sometimes hard to identify



## RURAL COMMUNITIES:

North Star also reviewed communication materials for the following small East Texas towns.

### **Jefferson**

#### Positioning Line:

- “Experience the Romance and Charm of Historic Jefferson, Texas”
- “Riverport to the Southwest”

#### Community Promotion: What they are selling

- Shopping, bed & breakfasts, southern charm, and attractions reminiscent of its history as a hub for riverport commerce.
- Situated on Big Cypress Bayou
- Downtown is compact enough that there is no need to drive anywhere.



### **Canton**

#### Positioning Line:

- “World Famous”
- “The oldest, largest, continuously operating outdoor market in the United States”
- “If you can’t find it in Canton, it probably doesn’t exist!”

#### Community Promotion: What they are selling

- Shopping, shopping, shopping
  - First Monday Trade Days
    - Over 400,000 shoppers attend
- Destination for retirement
- Destination for vacation
  - With shopping centers, water parks, dozens of restaurants, fishing lakes, and more, Canton, TX is a destination for all types of visitors.



## Nacogdoches

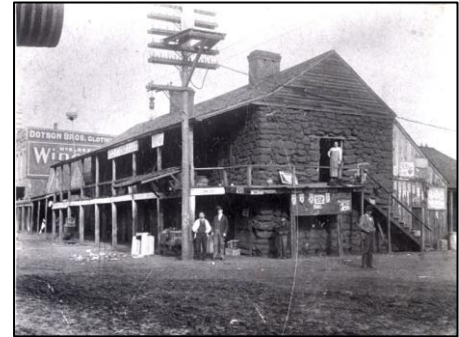


### Positioning Line:

- “The oldest town in Texas”
- “A Full Service City”

### Community Promotion: What they are selling

- Friendly people, rich history, and comfortable lifestyle make Nacogdoches a great place to live and work.
- Visitors are invited to stroll the red brick streets of historic downtown, hike miles of historic trails that once served as trade routes for Native Americans, and even break for tea in a Victorian mansion in order to experience the hospitality and charm of the Oldest Town in Texas.



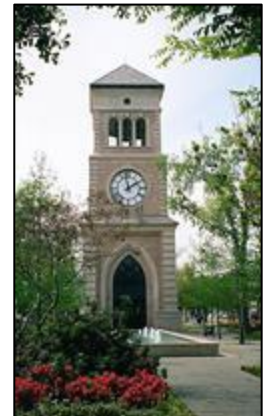
## Pittsburg

### Positioning Line:

- No positioning line found

### Community Promotion: What they are selling

- Close to two state parks and five large lakes with boating, fishing and skiing.
- Also, historic buildings, museums, antique stores, bed & breakfasts, and restaurants.
- Lots of historical sites to see including the downtown, Carnegie Library, the railroad, and various cemeteries and churches dating back to the 19<sup>th</sup> century.
- “Pittsburg takes you back to slower paced, gentler times when everyone was friendly and helpful.”



## Emory

### Positioning Line:

- “Land Between the Lakes”
- “No pretense... A place where you can just be yourself!”

### Community Promotion: What they are selling

- Rubye McKeown Park
- Part of Rains County, the fourth smallest county in Texas.
- Eagle Fest, Rains County Founders Day Festival , and The Annual Motorcycle Fun Run & Barbeque.
- Promotes First Monday Trade Shows in Canton, TX (30 minutes away).
- The Emory site briefly connects to Lake Fork within the “Things to Do” page. Also the Rains County Chamber site references Lake Fork as well.



## Gilmer

### Positioning Line:

- “Leading the Way”

### Community Promotion: What they are selling

- Home of the East Texas Yamboree
  - One of the oldest continuous festivals in Texas
  - Est. in 1935
- Home of 2009 State Champion – Gilmer Buckeyes!
- Lake Gilmer and the surrounding acres of mitigation property that will be developed into hiking and nature trails and bird watching stations.





## LAKE COMMUNITIES OUTSIDE OF TEXAS:

North Star also reviewed communication materials for the following lake destinations in other parts of the country.

### Lake Okeechobee, FL

#### Positioning Line:

- “Explore, learn, act”
- Also known as “The Lake” and “The Big O”

#### Community Promotion: What they are selling

- Promotes itself as the second largest freshwater lake wholly within the United States.
- Website seeks to explain ecology of lake and also keep people informed on environmental issues it is facing.
- The website markets to anglers and fisherman by describing the amount and type of species of fish the lake contains.
- Additionally, it provides information about trails and campsites surrounding the lake.
- One of the greatest strengths of Lake Okeechobee’s website is its emphasis on educating its consumers with information about the lake, the environmental issues it is facing, and also ways to get involved in taking action to protect and preserve this lake.



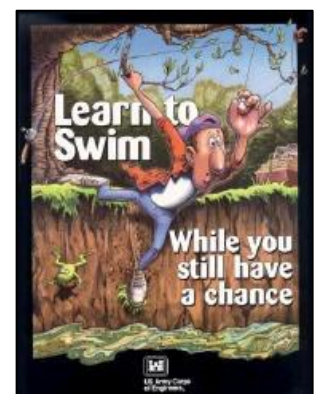
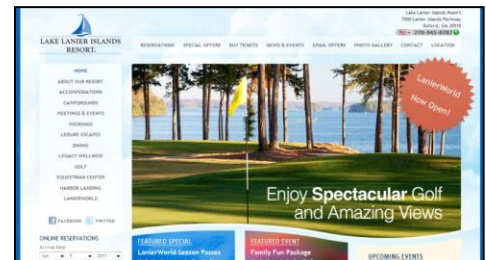
### Lake Lanier, GA

#### Positioning Line:

- CVB: “Slip Away”

#### Community Promotion: What they are selling

- Promotes its aqua-blue colored water, spectacular scenery and variety of recreational activities.
- One of 464 lakes in 43 states constructed and operated by the U. S. Army Corps of Engineers.
- The Corps operates 46 park areas around the lake providing, picnicking, campgrounds, boat launching ramps, swimming areas, group picnic shelters and hiking trails.
- An entire section of its site provides safety tips and information to promote water safety.
- Lake Lanier also is home to Lake Lanier Islands Resort, a great resort community with lots to do as a destination.
- Lake Lanier is part of the Great Lakes of Georgia. When clicking on Lake Lanier, it takes you to their CVB website.



## Casitas Lake, CA

### Positioning Line:

- No positioning line found

### Community Promotion: What they are selling

- Promotes camping, boating and fishing, and water adventure.
- Website promotes lake more so from the perspective of a municipal water district than a tourist destination, however website still provides information for those looking for different recreational activities.
- Since Casitas Lake is used for drinking water and irrigation, swimming is not allowed, website promotes water park called “Water Adventure.”



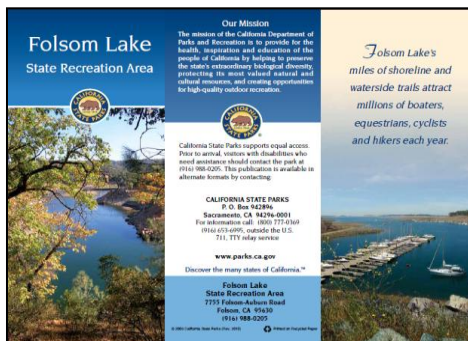
## Folsom Lake, CA

### Positioning Line:

- No positioning line found

### Community Promotion: What they are selling

- Promoted as offering offers opportunities for hiking, biking, running, camping, picnicking, horseback riding, water-skiing and boating.
- Fishing offers trout, catfish, big and small mouth bass or perch.
- Managed by the California Department of Parks and Recreation.
- Has Twitter account to manage updates.
- Visitors can also see the Folsom Powerhouse (once called “the greatest operative electrical plant on the American continent”).



## **Beaver Lake, AR**

### Positioning Line:

- “NW Arkansas’ #1 Lake for Fun & Sun”



### Community Promotion: What they are selling

- Website promotes both wet and dry recreation some of which include boating, scuba diving, fishing, and other various water sports.
- Also, Beaver Lake’s website provides information about fishing regulations, fish found in its lake, and most importantly, directs website users to a list of professional fishing guide services for Beaver Lake itself.
- Beaver Lake’s site does a good job of providing information to its consumers about resources that may be of need in the future including anything from boat manufacturers to scuba diving trainers.



North Star, in comparison, applied the same critical eye to Wood County's communication channels.

## Lake Fork & Wood County, TX



### Positioning Line:

- WCIC: "...live, work & relax"
- Chamber: "A Destination for a Day...or a Lifetime"

### Lake Promotion: What they are selling

- Lake Fork is predominately promoted on the Attractions page. The website does a good job of promoting the benefits of fishing at Lake Fork.
- The Attractions page briefly describes the other lakes in the area as well as RV interests, a museum, and the Mineola Nature Preserve.
- There is not a great deal of promotion of Lake Fork and the surrounding area, instead the website focuses on real estate, lodging, events and statistics.
- The WCIC webpage directs you to the Lake Fork Area Chamber of Commerce for Lake information. This site has more information regarding Lake Fork, but is not professionally presented.
- The website also promotes Lake Fork's Sharelunker Program.

### Marketing Messaging:

- The WCIC website briefly describes Lake Fork while also promoting real estate, lodging and events in the area. The Chamber website seems to more actively promote the Lake and it's assets, while also detailing area information.



### Strengths:

- The WCIC website is easy to navigate and it aesthetically appealing. The Lake Fork Chamber website gives plenty of information in an easily digestible format.

### Weaknesses:

- Although the WCIC website is appealing visually, there is not a wealth of information on Wood County. It does not lead with its greatest attraction.
- Links are easily navigated but lead you to cluttered, unprofessional sites.
- The Lake Fork Chamber website is not aesthetically pleasing and is a bit text heavy.

### Summary:

- Overall, the two main websites give somewhat of a complete picture of what's available in Wood County and Lake Fork. However, consumers might leave the website feeling as if they have more questions to be answered. It seems the two websites haven't decided whether to be visitor sites, or business-friendly and economic development-heavy websites. Perhaps making this distinction will help the visitor have a clearer picture of what's available.



## RESEARCH DEFICIT:

All of the extensive research gathered is rich with actionable data. As Wood County and Lake Fork move forward, North Star recommends that specific visitor data be gathered through all tourism partners for future research and measurement purposes. A distinct visitor county-wide profile is an invaluable tool for Wood County.



### **WHERE THE BRAND SHOULD BE**

The Insights portion of this process comprises the emotional and subjective sparks – gleaned from our intellectual and objective research – that point like a compass to the strategic position that best supports Wood County’s goals.

In the situation analysis, the Wood County brand drivers stated that the goals of this project are:

- Coherent promotion and marketing theme that conveys correct character of Wood County
- Cohesive message that represents all assets across the County
- Buy in and collaboration among all entities county-wide
- Increased traffic, sales tax receipts, and Hotel Occupancy Tax funds
- Elevate County pride
- Change the mindset of many and increase monies spent on marketing and promotion
- Return visitors

With those goals in mind, we need to focus the branding strategy in the markets that will be most receptive to the brand communication. Furthermore, the brand strategy must differentiate Wood County from surrounding markets using a position that is relevant to its core customer base. This differentiation must remain in keeping with the personality perceived by residents, stakeholders and visitors alike.

Using the research gathered as fodder for thought, our insights come from asking a number of provocative questions: What emotional attachments can the brand hold for the consumer? How does the brand fit into his or her lifestyle? How can the brand stand out in the marketplace? These insights become the framework of our creativity on behalf of the brand.

## INSIGHTS ABOUT WOOD COUNTY

Our goal and yours is to determine the area's most competitive advantage.

What in or about Wood County is most compelling to visitors and likely to draw more? This is not to suggest that Wood County is or should be one-dimensional. We are seeking what is most compelling and how that can be leveraged on behalf of other interests in the area. Is enough being done with that competitive advantage? Is Wood County and Lake Fork making the broader connections and extensions required for smart growth in this area of advantage? As you have seen we have learned lots about assets and opportunities here. And once you get people here they are impressed and have a great time.

The competitive advantage that research reveals for Wood County is likely not a surprise.

And some may feel like this competitive advantage may exclude them, but it doesn't. Or doesn't have to. The research has led us to a recommendation that celebrates your assets but will challenge you to protect them and advance them in ways that may not have been considered previously. How can you round out your product offering? Research often can lead communities to their previous expectations. This is not uncommon for a community, but remember that your expectations or instincts are now backed up by extensive research. Our communities and destinations often tell us that they did not expect the research to be of such value and importance. They tell us that they continue to refer to the research to guide decisions for some time.



Wood County's competitive advantage is its fisheries in a setting of great outdoor fun. A combination you cannot find elsewhere. Lake Fork is known nationally for its trophy bass fishing, and the County presents a wealth of assets in the fastest growing sector of tourism: nature tourism, which here includes the important anchor of Lake Fork. So how can the area appeal to more than hardcore fishermen? How can casual fishing be elevated? And outdoor enthusiasts beyond fishing?

This Arkansas angler and her husband save all year to be able to come once or twice to Lake Fork. They use a guide every time. They would never make the mistake not to. He'll be back for the McDonald's Classic.

*"You'd better bring extra fishing poles because you'll probably break one cause the fish are so big. Your arms will be sore at the end of the day from the big fish you will catch."*

This is the kind of ambassador you want. We also talked with a member of a small bass club in San Antonio that raves about Lake Fork. He brought his family and cannot wait to return. They were scheduled to return but had to change plans unexpectedly and his wife is mad. He hired a guide for the day. He sent his wife who does not fish and his trash-talking 10-year-old

out in the morning. She came back doing a victory dance because she out-fished the kid. He and his eldest son went out in the afternoon. And his son is on the golf team so Lake Fork is the perfect destination. Plus it is crazy beautiful with grass and trees. Not like South Texas. Neither of these are hardcore anglers, and they demonstrate the broad appeal that Lake Fork and Wood County fishing has.

*“If I want a theme park I have Fiesta Texas. If I want a destination I go to Disney. If I want to fish I go to Falcon. If I want a destination, I go to Lake Fork.”*

Interestingly fishing is an appropriate metaphor for Wood County’s marketing challenge.

In marketing planning, you can cast a wide net and hope you get enough response to anything, to something. Or you can focus on those to whom your product is relevant by fishing where the fish are. Or in Wood County’s case, fishing where the fishermen and women are (remember the What Else report as a valuable tool) and your targets should include far more than you have historically focused. This comes from preparation, study, and practice. We learned about the tremendous asset of Lake Fork guides. And like a fishing guide, Wood County needs to know its target and prepare to deliver. It takes agility and respect for new ideas, new lures, and new ways to attract your targets. But like any lake, marketing conditions change.

Hard work is rewarded in fishing AND marketing.

With the right information, gear, and action plan, Wood County can elevate its regard and pull in the visitor volume required for momentum and growth. We can get our message to those who are interested. And those that are interested are likely a larger group than those being pursued currently. Remember awareness was identified as a key challenge. Creel Survey data showed that 98% of fishing traffic is male. The CAP Study in this project was 57% female and  $\frac{3}{4}$  of that group identified as fisherwomen (amateur). The appeal is broader.

The strategic brand platform that follows identifies a point of difference that can guide Wood County’s packaging of assets and serve as a beacon for development.

WOOD COUNTY BRAND PLATFORM:

<i>Target Audience:</i>	<b>For those wanting a big fish and a bigger tale,</b>
<i>Frame of Reference:</i>	<b>the Lake Fork and Wood County area, 90 relaxing miles east of Dallas,</b>
<i>Point-of-Difference:</i>	<b>offers the best bass fishing in Texas nestled in a scenic, natural playground</b>
<i>Benefit:</i>	<b>where you can catch a rewarding experience.</b>

BRAND PLATFORM RATIONALE:

***For those wanting a big fish and a bigger tale,***

*“If you want a chance at a large-mouth bass of a lifetime, Lake Fork is your best shot. Lake Fork is an icon. Lake Fork is the Steady Eddie for trophy fish.”*  
Perception Study

- Wood County certainly wants to attract fishermen and women. That is a core group. But like the San Antonio spouse, there are lots of folks for whom fishing is fun. This is where Wood County needs to round out its experience for casual fishing families and outdoor enthusiasts beyond the lake. Lots of Boomers and Millennials want activity. They present a group ripe for converts and repeat traffic. Lake Fork should be careful not to limit efforts just to hardcore anglers. That group is not growing at the rate of traveling Boomers.
- The bigger tale phrase is fun but is a turn on famous fishing exaggerations; it broadens the target for interests beyond the lake.
- Tourists want active, memorable experiences. Wood County offers these throughout the natural interests and charming small towns including the Mineola Nature Preserve and Winnsboro Cultural District.

***the Lake Fork and Wood County area, 90 miles east of Dallas,***

*“A place to get away from the hustle and bustle of the city and relax in the piney wood. Come fish the many tree-lined lakes or shop in one of our friendly small towns. Enjoy the fall colors or the dogwoods blooming in the spring. It is a place to relax and recharge.”*  
Vision Survey

- Most are aware of Lake Fork but few know of Wood County. It is most commonly described in reference to its proximity to Dallas. Research regularly revealed the comfortable pace available in Wood County communities, an enviable contrast to the hassle of metro living. Fishing is not the only relaxing environment in Wood County.

Breathing easy is a natural connection for the area to make. Sell the relaxation. A Perception Study conversation suggested selling the sunsets.

***offers the best bass fishing in Texas nestled in a scenic, natural playground***

*“If you love to golf and were asked if you could play anywhere, you’d say Augusta. Lake Fork is the bass fishing equivalent, yet public. It is the crown jewel of bass fishing.”*

Perception Study

*“Fisheries in Wood County are the best in the state, particularly Lake Fork but not only Lake Fork.”*

Perception Study

*“Wood County is the best outdoor playground in East Texas.”*

Perception Study

- While there is no official ranking of the best bass lakes and anecdotal information is subjective, no other lake has anywhere near the lunkers in the ShareLunker program and the top 6 Texas records are from Lake Fork as well as 12 of the top 15 and 32 of the top 50. Falcon and Amistad have had some recent success as have OH Ivie out west. It is hard to argue with the longevity of such a well managed fishery.
- Wood County has the added benefit of a spectacular setting layered with outdoor beauty and recreation opportunities.
- The list of outdoor assets even though under-promoted is extensive. Catfish in Yantis. Crappie. Autumn Trails in Winnsboro. Mineola Nature Preserve. Tour de Fork. Biker tours. Spectacular golf. Hunting lodge. Birding. Eagle migration. Canoeing. Other lakes. It’s endless.

***where you can catch a rewarding experience.***

*“BEWARE...if you visit...you just might decide to stay. It’s a slower paced lifestyle, no traffic jams, plenty of fresh air, unique places to shop and dine, and lots of outdoor activities.”*

Vision Survey

- The benefit of the great fishing and all the outdoor fun is clearly pulling in a memorable experience on or off the lake or both. Something worthy of bragging about.

*“Bragging may not bring happiness, but no man having caught a large fish goes home through an alley.”*

Author Unknown

With such an enviable position for fishing and outdoor recreation, how can Wood County protect and leverage the fishing reputation into a broader reputation for its scenic beauty and nature tourism among its charming East Texas towns?

What are those connections and extensions?

What are the roadblocks?

*“Wood County has to bring together its biggest and best group of the most diversified voices to tackle the hard questions. How can we do this together and not always be competing for the same dollar?”*

Perception Study

*“No one identifies with a county. Wood County and its funding should promote its greatest attraction - not the County. Then leverage all that surrounds the main attraction.”*

Perception Study

Cooperation and collaboration will be the key. And you must know your audience.

*“The rest of the County (beyond the lake) yawns about tourism.”*

In-Market conversation

*“A separate challenge is getting a commitment from the leadership from the various communities within the County to work together for the common good and to realize that together we can all accomplish more.”*

Vision Survey

Everyone in Wood County affects the tourism experience since anyone anywhere can encounter a tourist. People around the lake need to know about and experience what there is elsewhere in the County. Elsewhere in the County needs to know and experience the layered experiences at the lakes. Wood County needs to cultivate ambassadors across the region. The awareness issue starts at home.

*“Lake Fork is happy with its cadre of guys and the status quo. But if you do what you’ve always done then you will get what you’ve always got.”*

Perception Study

*“Lake Fork guys have their stuff set. They know who and what and when they want. They are not open to other opportunities. They don’t want to be in the tourism business. Just the fishing business.”*

Perception Study

*“Wood County has missed the boat. Tournaments should be timely with First Monday Trade Days in Canton.”*

Perception Study

Status quo will not give you the tourism growth you seek. Embrace new ideas and new approaches. Look for connections previously not considered.

*“Together we offer enough (for an experience), separately we do not.”*  
In Market conversation

Wood County and Lake Fork have a lot to offer but packaging it and leveraging assets on each other’s behalf is imperative.

Remember Dallas wants you to make it easy. It is your largest market.

Hardcore anglers, fishing families, weekenders, and outdoor enthusiasts can find their reward in Wood County. Wood County and Lake Fork have tremendous assets of interest to a growing population of travelers. It will require some refinement, but you are taking those steps. Developing a broader appeal is more difficult and challenging but the potential and returns are also greater. We are excited about the direction that this strategy can guide Wood County and Lake Fork.

*“Give a man a fish and he will eat for a day.  
Teach a man to fish and he will sit in a boat and drink all day.”*  
Author Unknown

*“Give a man a fish and he will and he has food for a day.  
Teach a man to fish and you get rid of him for the whole weekend.”*  
Zenna Schaffer

*“Wood County is the best outdoor playground in East Texas.”*  
Perception Study

## WHAT WILL GET US THERE?

In this section, we discuss which elements of communication need to be created or altered – and in what ways – to influence the responses and behavior of Wood County’s various target audiences toward its brand. A number of brand-shaping issues often must be confronted: overall positioning, packaging, budget allocation, stakeholder participation, sponsorship association, cooperative efforts and of course, advertising and promotions.

Several major initiatives occur at this point:

- A logo and strapline are created
- Creative expressions are developed
- An action plan with implementation ideas are developed

*Note: All final logos are included in the attached Final Logo CD in both JPEG and Vector/EPS format. We encourage you to make more copies of this CD to give to vendors or other outlets requesting a copy of the logo.*

For other graphic concepts, please refer to the final BrandPrint CD and **Appendix J**.



## **CREATIVE EXPRESSIONS OF THE BRAND**

### ***A Word about Creative Expressions of the Brand***

You are about to see several creative expressions that will help bring the Wood County brand to life. The creative expressions serve as “guides” only – our recommended creative approach to the brand – and do not represent finished work. Many communities choose to work with local talent for the actual refinement and production of creative communication pieces. This allows for true customization and also brings local perspectives to the work.

A creative concept centered on scale guided the creative deliverables that follow, as well as the Brand Narrative. The narrative articulates the emotional appeal of the brand. It is meant to be the inspirational call to action for the brand. In addition to the narrative, North Star has identified brand vocabulary to integrate into county-wide messaging.

### ***Naming Exercise***

During the creative development process, North Star recommended that consideration be given to a name shift for Wood County’s destination messaging. The research revealed that visitors had little awareness of Wood County even when they were visiting Lake Fork, located in Wood County. North Star’s recommendation as The Lakes of Wood County celebrates its key attraction as Lake Fork but points to the rest of the County, its many other lakes, and the assets surrounding them. The name also provides more appeal as the name of a destination as opposed to simply a county name, generally representative of a governmental entity. Brand drivers in Wood County accepted North Star’s recommendation and directed creative development to proceed with that naming structure. A primary logo was selected by brand drivers in Wood County, and logo variations for communities and assets throughout the County were then developed.

### ***Brand Narrative:***

No one goes on vacation for a little fun, a little adventure or little memories. Nope. For your precious free time, you want something big . . . maybe even record-breaking. So when the time comes to get away, it’s good to know you can get away in a big way in the Lakes of Wood County. Because when it comes to more space, more stars, more fun and unmatched natural beauty (not to mention bigger fish), Wood County delivers in true Texas fashion.

With 32 of the 50 Texas biggest bass records coming from here, it goes without saying we mean bass fishing in a big way . . . especially when it comes to the bass of our legendary Lake Fork. In our part of Texas, the bass grow to above average size so naturally you’ve got to step up your game a bit here. Better leave the light tackle at home!

But that’s hardly where the tale ends. Wood County stands for a whole lot more than just the lure of big bass. Guess you might say that we do everything in Wood County a little bigger than the rest of the country. You’ll get hooked on our great music, arts, events, outdoor recreation and endless activities, all in an expansive natural playground filled with a variety of lakes the whole family will enjoy.

And when it comes to East Texas charm, get ready to be introduced to the warmest and biggest hearts you will ever meet.

Yes, for some it’s the catch-of-the-lifetime luring them to this East Texas haven. For others, that’s just the opening act. The bright stars at night and the big Texas sky are backdrops to unforgettable moments brimming with true charm and warm hospitality brought to life in bigger-than-life fashion. Whatever brings you to our neck of the woods, remember to pack your appetite for adventure and your appreciation for genuine East Texas charm because we’re serving it all up in oversized portions that the whole family can appreciate. This is Wood County, where we are so much more than the lure of big fish.

### ***Descriptive Vocabulary:***

- Adventure
- Big, biggest
- Fun
- Super-sized
- Lure
- Fish, fishing
- Splash
- Ripple
- Natural
- Picturesque
- Strong
- Packed
- Catch
- Hook, hooked
- Chock full
- Brimming
- Charming
- Outdoor
- Water
- Record
- More
- Unmatched
- Unrivalled
- Playground
- Lakes
- Whopper, whopping
- Bighearted
- Greathearted
- Gracious
- Bountiful
- Abundant
- Full
- Great
- Legendary
- Size
- Warmest
- Variety
- Collection
- Assortment
- Array

### RECOMMENDED LOGO AND STRAPLINE



**BEYOND THE LURE OF BIG FISH.**

### ***Logo Rationale***

- The unmistakable symbolism of the ripples in the water helps create awareness for the Lakes of Wood County by connecting the region with Lake Fork and other smaller lakes. It leverages that asset as well as the recreation and nature that are the result of it.
- The subtlety of the boat and ripples in representing the lake do not preclude representation of the region's many other assets. In fact, the subtext of the ripples is that the lake is central to the communities and additional assets and attractions radiate out from there.
- The logo manages to tie fishing, all lakes and outdoor nature/recreation, culture, art, dining and retail assets together.

- The logo is versatile and can be easily customized for use by public and private sector organizations within Wood County communities as well as the different lakes including Lake Fork.
- The typeface and graphic style of the logo speak to nature, lakes, and outdoor recreation.
- The simple nature of the logo lends itself well to use in a wide variety of signage, which is critical in bringing a brand to life.
- The logo is easily read and understood and will work well across a range of mediums.

**Strapline Rationale**

- The creative nature of the line lends itself well to marketing campaigns.
- The line is simple, unique and memorable.
- The line allows Wood County to promote its best-know asset . . . fishing . . . while at the same time putting the region’s myriad other assets front and center.
- The line is flexible and can be used by a variety of communities, assets and attractions throughout Wood County.
- The line is provocative, inviting visitor’s to explore further to find out “what” is beyond.
- The line can grow and evolve with the destination.

**Note:** North Star ran a search for Wood County’s recommended strapline on the United States Patent and Trademark Office’s Trademark Electronic Search (TESS). The search found no live or dead results. Searches are only accurate for that moment in time of the search. North Star has recommended that Wood County pursue trademark protection of the strapline.

North Star’s trademark search is documented in **Appendix E**.

COLOR PALETTE



LOGO VARIATIONS



FISHING AD

**YES,  
you are going to need  
a bigger boat.**



THE LAKES OF  
**WOOD COUNTY**  
"LAKE FORK"

BEYOND THE LURE OF BIG FISH.



It goes without saying that the big Bass of Wood County are quite an attraction. With 32 of the biggest 50 catches coming from our county, we're not fooling around. This is Wood County after all, where the lure of big Bass is just the beginning of what's in store. So if your ready for unmatched natural beauty, big fun, and that famous East Texas charm and hospitality. Come on out and take it all in. The Lakes of Wood County where we are more than the lure of big fish.

IMAGE AD

**You better save  
a lot of room for dessert!**



THE LAKES OF  
**WOOD COUNTY**  
LAKE FORK



BEYOND THE LURE OF BIG FISH.

It goes without saying that the big Bass of Wood County are quite an attraction. With 32 of the biggest 50 catches coming from our county, we're not fooling around. This is Wood County after all, where the lure of big Bass is just the beginning of what's in store. So if your ready for unmatched natural beauty, big fun, and that famous East Texas charm and hospitality. Come on out and take it all in. The Lakes of Wood County where we are more than the lure of big fish.



DIRECT MAIL

**Big Fish.  
Even Bigger Fun.**



THE LAKES OF  
**WOOD COUNTY**  
LAKE FORK  
BEYOND THE LURE OF BIG FISH.

[LureofWoodCountyTX.com](http://LureofWoodCountyTX.com)

**YES,**  
you are going to  
need a bigger boat.




THE LAKES OF  
**WOOD COUNTY**  
LAKE FORK  
BEYOND THE LURE OF BIG FISH.

[LureofWoodCountyTX.com](http://LureofWoodCountyTX.com)

VISITORS GUIDE

**Visitors Guide**

THE LAKES OF  
**WOOD COUNTY**  
LAKE FORK



**BEYOND THE LURE OF BIG FISH.**

**BIG LURE**  
ticket

**Be on the lookout**  
some visitor guides offer an extra  
special lure to Wood County

[LureofWoodCountyTX.com](http://LureofWoodCountyTX.com)



# WEBSITE

**THE LAKES OF WOOD COUNTY**  
"LAKE FORK"  
**BEYOND THE LURE OF BIG FISH.**

Fish Hunt Golf Nature Shop Art Lakes SEARCH GO

CONTACT US [Email] [RSS]

**Our Cities**

- ▶ Yantis
- ▶ Winnsboro
- ▶ Alba
- ▶ Lake Fork
- ▶ Quitman
- ▶ Mineola
- ▶ Hawkins
- ▶ Holly Lake Ranch

**Biggest of the Big Lures**

- 19lb Biggest fish
- 69 Best golf scores
- 140 Most miles biked
- 8lb Biggest dessert

YouTube f t

**The Lure of Wood County**

When the time comes to get away, it's good to know you can get away in a big way in Wood County. For some, it's the catch-of-the-lifetime luring them to our East Texas haven. For others, that's just the opening act. The bright stars at night and the big Texas sky are backdrops to unforgettable moments brimming with true charm and warm hospitality brought to life in bigger than life fashion. Pack your appetite for adventure and your appreciation. [\(more\)](#)

**BIG LURE OF THE MONTH**

**Links at Land's End**

**Winnsboro Wonderland Christmas December 10th - 29th**

Cab in poestia que non repro inti usandaribusdae nonseq uaestia que non repro inti usandaestia que non repndam quis ipsa sinissit, tet eaqui solorestia que non repro inti usandae la comnis di [\(more\)](#)

**Mineola Nature Preserve Featured in Texas Monthly**

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**BIG LURE ticket**

**This weeks Winner**  
Bob Barlow, Houston TX  
*Free round of golf at Mineola Country Club*

**Download a Visitor Guide**

[Click Here to chance to catch a big lure](#)

**Events**

- Citizens Advisory Committee  
Thursday, August 04, 2011
- Recycling Advisory Board  
Tuesday, August 09, 2011
- Public Art Commission  
Wednesday, August 10, 2011

# BEYOND THE LURE

WOOD COUNTY NEWS: BIG FUN TO BIG FISH AND BEYOND

OCTOBER/NOVEMBER 2011



## BIG LURE OF THE MONTH



### Links at Land's End

Go inti usann repro inti daeue non repndam quis ipsa sinissit, tet e([more](#))



### Winnsboro Wonderland Christmas December 10th - 29th

Cab in poestia que non repro inti usandaribusdae nonseq uaestia que non repro inti daestia que non repndam quis ipsa sinissit, tet eaqui solorestia que non repro inti usandaue non repndam quis ipsa sinissit, tet eaqui solorestia que non repro inti usandae la comnis di ([more](#))



### Another record set in September 17lb 9oz!!

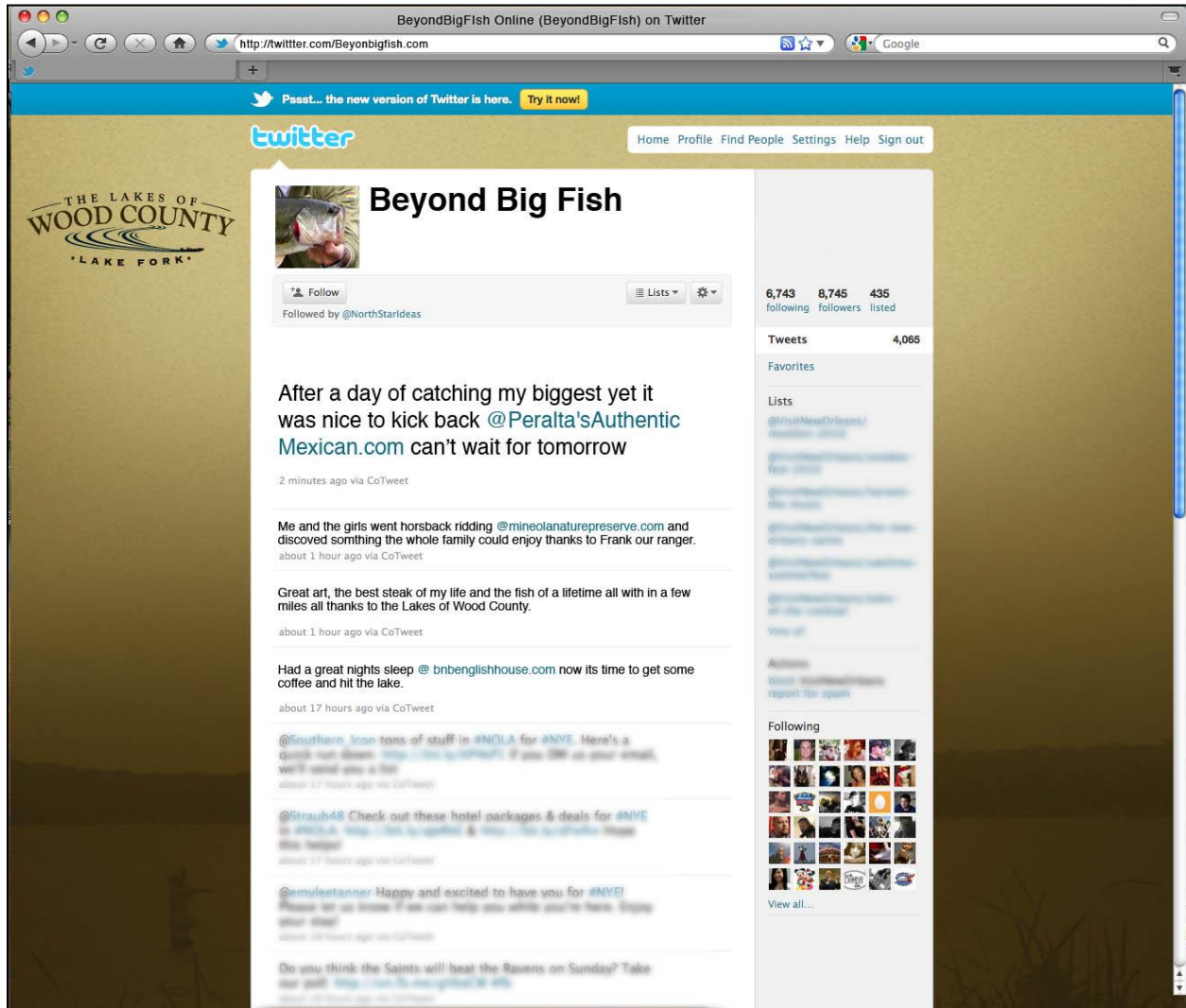
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### Mineola Nature Preserve Featured in Texas Monthly

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# SOCIAL MEDIA





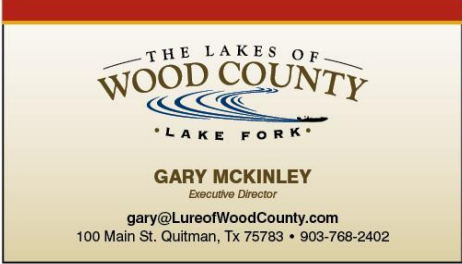
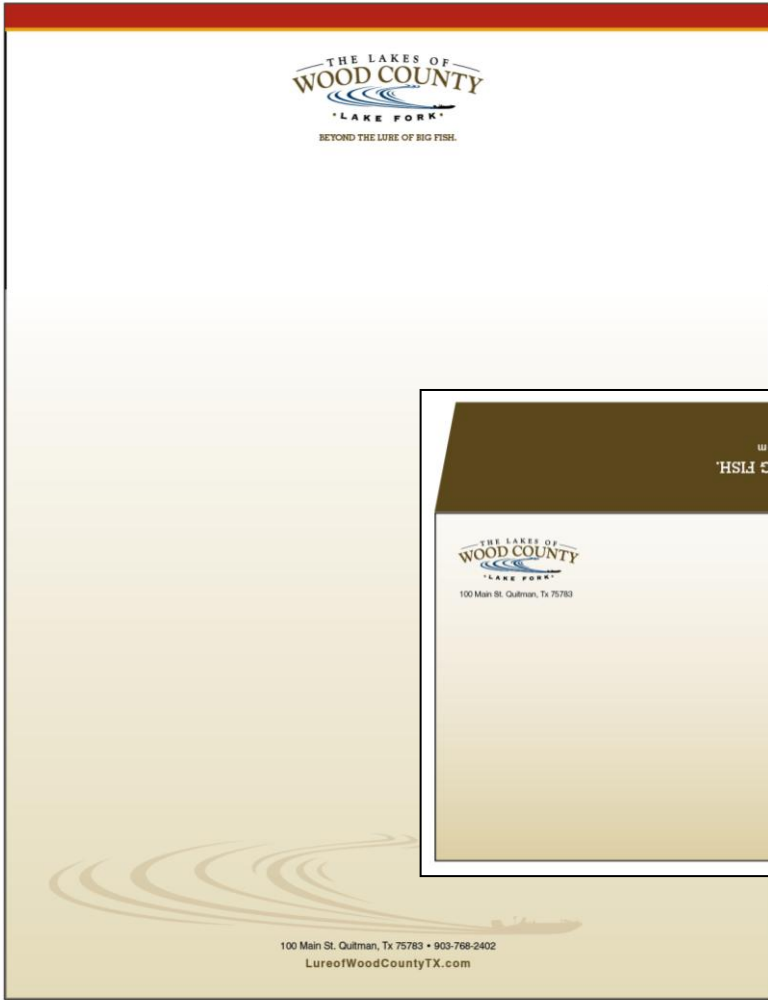
SIGNAGE



ROAD SIGNAGE

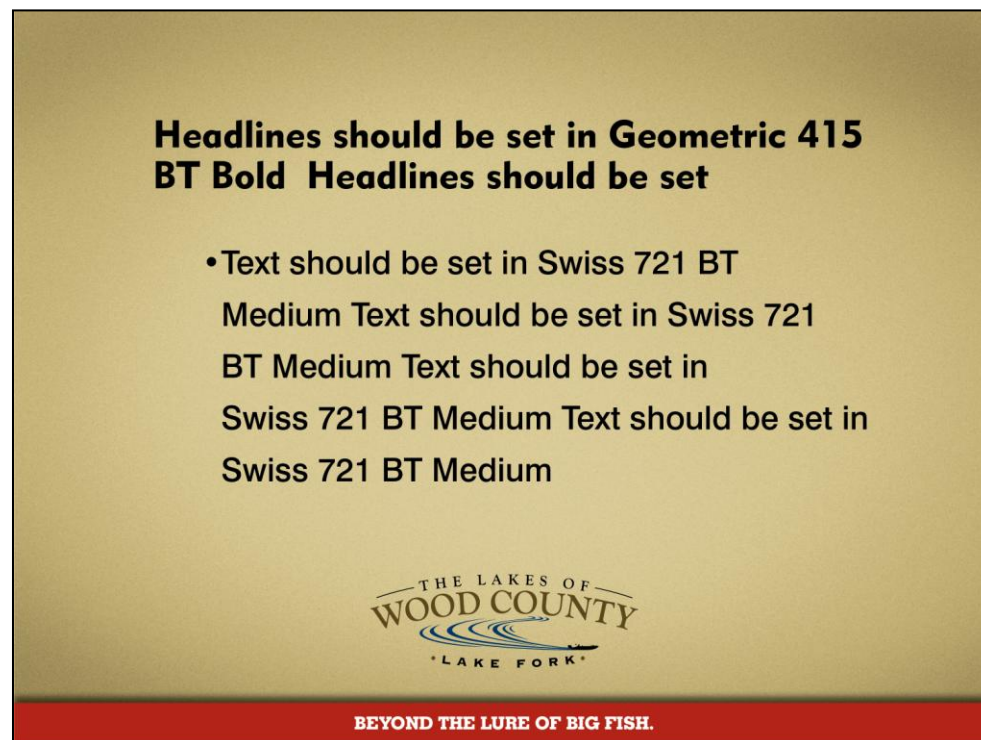


# LETTERHEAD





## POWERPOINT SLIDES



OUTDOOR BOARDS

**You better save room for dessert!**



**THE LAKES OF WOOD COUNTY**  
LAKE FORK

BEYOND THE LURE OF BIG FISH. [LureofWoodCountyTX.com](http://LureofWoodCountyTX.com)

**It takes a Big Fork to Eat a Big Fish**



**THE LAKES OF WOOD COUNTY**  
LAKE FORK

BEYOND THE LURE OF BIG FISH. [LureofWoodCountyTX.com](http://LureofWoodCountyTX.com)

**THE LAKES OF WOOD COUNTY**  
LAKE FORK



**Beyond the Lure of Big Fish.**

[LureofWoodCountyTX.com](http://LureofWoodCountyTX.com)



POLE BANNERS



## BROADCAST

### Wood County :30 TV



Fishermen aren't the only folks getting hooked on the Lakes of Wood County.



There's always something big happening, from historic architecture and beautiful golf courses to a lively arts scene.



And if it's music you love, Catch one of our many live performances and festivals.



So if you're looking for a little more, check out the charm of Wood County. It's big fun way beyond the lure of big fish.

## BROADCAST

### **Lakes of Wood County :30 second radio spot**

Fishermen aren't the only folks  
getting hooked on the Lakes of Wood County.  
There's always something big happening,  
from historic architecture and museums  
to an arts scene buzzing with fine art, folk art and live art.  
And if it's music you love,  
Catch one of our many live performances and festivals.  
So if you're looking for a little more,  
check out the charm of Wood County.  
It's big fun, way beyond the lure of big fish.

MERCHANDISE

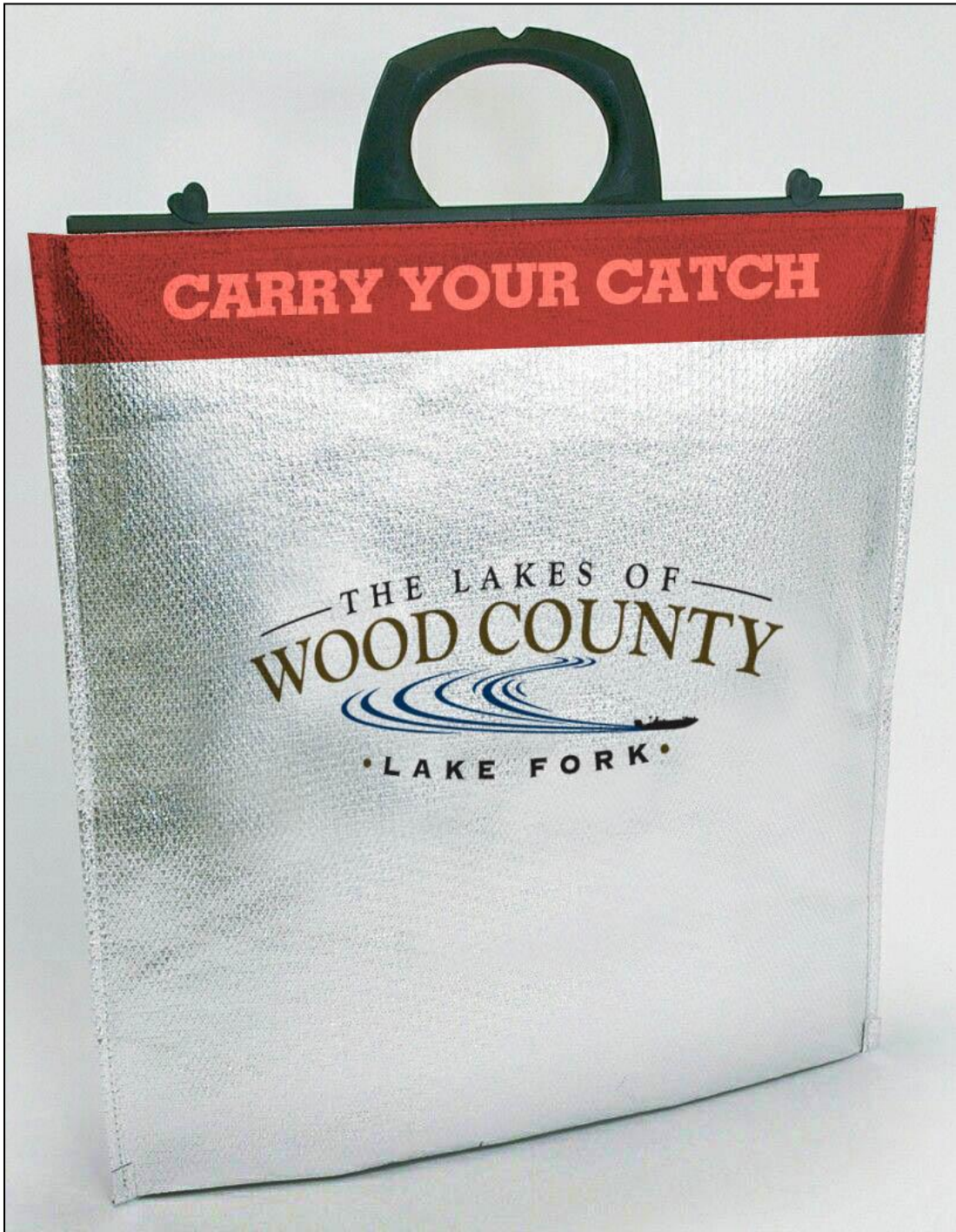


MERCHANDISE





MERCHANDISE



MERCHANDISE



MERCHANDISE





MERCHANDISE



### INTRODUCTION

A well-researched and developed destination marketing plan defines the way the destination does business as well as markets its product. A well-launched and managed brand marketing plan will shape visitor perceptions and define the destination experience.

The Lakes of Wood County (hereafter referred to as Wood County) brand identity was shaped by the destination's assets, attributes, characteristics, residents, history, culture and geography. It was discovered through sound qualitative and quantitative research corroborated by a comprehensive competitive survey. And when viewed through the prism of experienced, pragmatic and objective observation, the brand identity evolves as a natural extension of the spirit of the destination and becomes the intrinsic core of the marketing plan. Brands and marketing plans developed in this way are more valuable to destination marketers and community leaders because the brand and the plan represents core truths of the destination, which are then more easily assimilated, appreciated, understood and translated by both residents and visitors.

Branding and marketing Wood County is not the responsibility of the Wood County Industrial Commission alone. For the brand and the marketing plan to take root, grow and flourish, you must engage and involve all communities (both business and residential) in the delivery of the brand promise. The communities must adopt and nurture the essence and core values of the brand so that the destination's visitors are enveloped in the brand promise. A brand takes its strength and durability from this shared commitment.

## **OVERVIEW of the Lakes of Wood County BrandAMP**

Strategic implementation of the new brand is the most critical, and sometimes the most challenging, aspect of destination branding. Just as North Star's BrandPrint process provided a clear roadmap to the best brand for the region of Wood County, Texas, North Star's Brand Action Management Plan (BrandAMP) provides a clear roadmap for how to put that brand to work internally and externally – from launch to longevity.

This plan spans a 24-month period starting from the time of brand launch. The goals of this period are twofold. First, the plan works to convert the stakeholders in the Wood County region and each of its associated communities to be brand ambassadors. It is critical that strategies be dedicated to reinforcing and demonstrating the value of a strong destination brand. Once everyone is on board the brand team – pulling in the same direction, so to speak – there is no end to the powerful things the community can accomplish.

Second, the specific goals of Wood County stakeholders will be addressed within the context of the new brand. These goals include the promotion of tourism within each of the individual communities in Wood County and for the region as a whole.

The Wood County two-year strategic plan will help to:

- Determine the “who, what, when and how” of ongoing brand implementation
  - *Organization*: Identifying leadership and individual responsibilities for action
  - *Collaboration*: Building strong partnerships within the community
  - *Funding*: Identifying funding sources
  - *Tactics*: Prioritization of action and steps/timing to accomplish
- Focus the efforts and resources of the County on the most effective initial strategies for launching your brand, as well as eliminating false steps that could delay success.
- Build local commitment to the brand by involving the tourism organizations and individuals whose support is essential for success.

Also, keeping in mind that Wood County must be a good steward of resources, special attention has been taken to:

- Make the best use of existing human and financial resources
- Identify additional assets for brand implementation that are controlled or managed by the County that can be immediately employed at limited additional expense
- Prepare a plan of action that can provide for early successes in building additional local and community support for the new brand.

## **KEY INSIGHTS**

### **(for implementing the brand)**

- Wood County has a core of very involved and motivated stakeholders. This core will be vital to implementation of the brand. However, involvement must expand beyond this group to embrace all businesses within the realm of the tourism industry. The real buzz about your brand will begin when fishing guides, marinas, festivals, attractions, retailers, artists, restaurants, hotels, golf courses, outdoor recreation guides, etc. develop products, communications, events and signage that convey the essence of your brand and brand strategy.
- The communities that comprise Wood County must work cooperatively to create a greater tourism presence in the marketplace. Research shows that currently visitors and prospective visitors have little recognition of Wood County as a destination. Any familiarity is with individual communities and/or their assets. Co-marketing assets consistently and cooperatively using the brand will result in better outcomes for all involved.
- Research shows that residents of Wood County are not well informed regarding County-wide tourism assets. Not only can residents be a profitable visitor audience, they can also serve as ambassadors for your brand. Time and resources should be invested in reaching out to residents.
- The location of Wood County on the shores of Lake Fork is a competitive advantage that is not being fully leveraged. Research shows that most visitors don't associate the region with the lake. In addition, greater cooperation needs to be cultivated between the communities of Wood County and Lake Fork.
- Stakeholders in Wood County are interested in using the brand to promote ALL of the region's assets and attractions . . . not just fishing. However, stakeholders recognize that the region's world-famous fishing is the positive platform that can increase recognition of all assets.
- Hotels and lodging are in short supply throughout Wood County. Economic development efforts should be concentrated in this area if the destination is to grow and evolve.
- Wood County has everything it needs to succeed – rich history, convenient location, natural beauty, proximity to Lake Fork and other smaller lakes, charming villages, a growing arts/music/cultural scene, outdoor recreation and more. But people must pull together for change to occur.

## STRATEGIC BRAND PLATFORM

Target Audience:	<i>For those wanting a big fish and a bigger tale,</i>
Frame-of-Reference:	<i>the Lake Fork and Wood County area, 90 relaxing miles east of Dallas,</i>
Point-of-Difference:	<i>offers the best bass fishing in Texas nestled in a scenic, natural playground</i>
Benefit:	<i>where you can catch a rewarding experience.</i>

This BrandAMP provides an abundance of ideas for incorporating the brand strategy into the fabric of Wood County. Because many of the tactics presented in this plan make use of the concepts in your Brand Identity Guide presented earlier in this report, the following is a synopsis of its content.

The two most often-used creative elements representing your brand the first 24 months after launch will be your logo and strapline. While we caution against the idea that a logo and line are your brand, we understand that they are high-profile, easily understandable and embraceable manifestations of your brand. And this plan makes great use of them . . . because like most things in Wood County, they are the very embodiment of big fun.



## **IMPLEMENTATION STRATEGIES**

The value of a destination brand is that it provides a relevant overarching principle to unite all the tourism efforts in a community. In doing so, it can also unite all the tourism industry players in a community toward a common goal. This unification is vitally important for the future of Wood County . . . not only to successfully sustain a destination brand, but to successfully move the County toward its *preferred* future.

Because this is a two-year plan, many of the implementation strategies are aimed at starting the process of cooperative thinking and acting within the context of the brand. Moving leadership (even incrementally) from a siloed, divided stance to a team-oriented process is a monumental accomplishment. That is the fundamental, foundational change that will ease the way for all other progress.

### **Objectives**

To guide the brand drivers in the process of implementation and management, North Star has developed the following strategic plan consisting of objectives for Year One and Year Two. This plan provides a roadmap for success by:

- Providing a structure for managing the brand and implementation activities
- Creating immediate awareness and identification of the brand
- Making the best use of existing resources
- Providing a clear and achievable plan for implementation
- Giving leaders and stakeholders a common cause around which to rally.
- Renewing local residents' appreciation of assets throughout the Lakes of Wood County – natural, cultural, and economic
- Elevating recognition of Wood County externally
- Expanding the tourism market and help maximize tourism potential
- Celebrating local history, industry and culture throughout the County
- Revitalizing downtowns
- Promoting all assets within the region, not just fishing
- Bringing together communities and Lake Fork

## YEAR ONE TACTICS

### Assign a brand leader

Bottom line: your brand will go nowhere if no one takes responsibility for it. In fact, the most important contribution the Wood County Industrial Commission can make to the ongoing success of your brand is appointing/hiring a brand leader to champion the process.

This brand leader can be:

- A brand manager whose sole job is to implement the brand. Hired from inside or out.
- An existing position within the Wood County Industrial Commission such as Executive Director Chana Gail Willis who will take on brand management tasks as part of an existing position. (However, North Star cautions against assigning this job to an individual who already manages full-time job responsibilities. Establishing a brand – especially during the first two years – can require a great deal of time.)
- The individual currently assigned to manage the brand development process.
- North Star will provide you a job description for brand manager (See **Appendix F**). If hiring, this will give you a framework within to make your decision. If appointing or assigning, the job responsibilities will give you a feeling for the tasks this individual should manage.

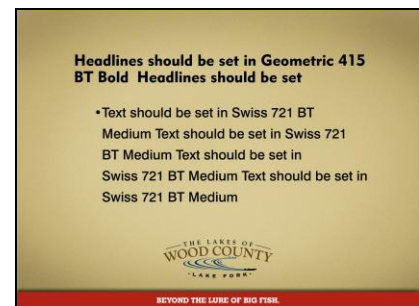
And remember, avoid brand management by committee. The brand will fall through the cracks.

### Create a brand PowerPoint

The branding process is complex. For most people it takes multiple presentations to understand branding's process, purpose and plan. You can't expect hospitality and tourism organizations, businesses and retailers throughout Wood County to grasp the potential the brand holds for them without a carefully considered presentation. But because the success and sustainability of the brand is tied to their support and participation, it is critical that education take place.

The PowerPoint presentation is what you will use over and over to recruit help, support and funding. Hire professionals, use color and graphics, use intriguing and inspirational language (the brand narrative should help!) and follow the content recommendations in this BrandAMP. Important points:

Use the brand presentation to tell your story. This branding initiative was developed with a long-term vision in-mind. Others need to understand that vision. Show a few





slides of valuable insights gleaned from the research. Build up what you learned from the process.

- Why was this project started?
- Who else was involved?
- What did you learn from the research?
- Share and explain the strategy – your strategic brand platform.
- Show the creative work. Tell others what it allows you to do. Why were the colors/images/words used?
- How do you plan on using it immediately and over the long-term?
- Focus on planned initiatives that take the brand beyond just a logo and line.
- Focus on existing initiatives that could integrate brand messaging. For example, how could the brand be used to help promote your classic car shows, the NE Texas Music Festival, the Big Cat Quest, the Settlers Reunion, the development of the Quitman Arboretum and the Artisan Heritage Incubator and Retail Center, the Iron Horse Festival, the Mineola Nature Preserve, the Winnsboro Cultural District and more. Finally, provide your audiences with a list of ways they can participate in and benefit from the new brand. (For more on how communities can use the brand, see page 163. An educational document called “**10 Tips for Integrating the Brand into your Business**” is found in **Appendix G**)

Once you have developed this PowerPoint, distribute it to the brand manager, brand drivers and members of the Market Wood County Partnership (for more on this, see page 148). Charge these individuals with meeting one-on-one with regional stakeholders to reinforce and answer questions about the brand (using the presentation). Meet with representatives from area attractions, hotels, retail establishments, reunion services, the Mineola Nature Preserve, The Mineola Civic Center, the Winnsboro Cultural Arts District, organizers for various festival, restaurants, retail developments, newspaper editors, etc. The goal is to create a strong support base for the brand amongst community leaders who have a stake in building the region for tourism.

Such meetings pay off in unexpected ways. In McKinney, Texas, the brand manager met with a local developer to explain the branding initiative and various ways it could come to life in the community. Months later, the developer contacted the brand manager, interested in flying a flag with the McKinney brand logo in his upscale retail area as well as throughout the parking area.

### **Produce a branded Visitors Guide.**

Develop a county-wide Visitors Guide that is organized in two ways: by asset and by community. The Lakes of Wood County Visitors Guide will need to be reworked in content, graphic appearance and language to embrace the idea of the brand. A few ideas:

- Your provocative strapline begs the question: What is beyond the lure of big fish? Organize your Visitors Guide with the payoff to that question. Organization should take place in two ways . . . by asset and by community.

- By asset . . .
    - The lure of big art
    - The lure of big adventure
    - The lure of big golf
    - The lure of big fish
    - The lure of big eats
    - The lure of big bargains
    - The lure of big birding
    - The lure of big nature
    - The lure of big lakes
    - The lure of big deals
  - By community . . .
    - The lure of Yantis
    - The lure of Holly Lake Ranch
    - The lure of Lake Fork
    - The lure of Mineola
    - The lure of Quitman
    - The lure of Winnsboro
    - The lure of Hawkins
    - The lure of Alba
- Everything about your Visitors Guide should be supersized including its actual size, graphics and language.
  - Use larger-than-life photography infused with personality to illustrate the range of big fun in the region.
  - Include a map of the Lakes of Wood County (and all its communities) in their entirety along with some cross-selling of community experiences and community-lake adventures.
  - Use photography and copy to give each community a distinct personality . . . natural, artistic, outdoorsy, water fun, etc.
  - Include a page for taking notes in the guide labeled “My Big Plans” or “My Big Fun”. Feature testimonials from visitors regarding their big moments on the trip.
  - Use the line “The lure of . . .” as a device to help organize content.
  - Within the larger guide, create a select set of complementary guides for fishing, hunting and birding using oversized photography or even pictures from the perspective of fish or birds.

**Big Idea!**

Contact Amtrak to try and obtain permission to distribute your Visitors Guide on the train. Guides could be included with boarding passes for ticketed passengers (service from Dallas/Ft. Worth) or distributed via a rack on the train. Also, request permission to integrate brief branded language into the departing and arriving speech (by the conductor) at the Mineola stop.

## Big Idea!

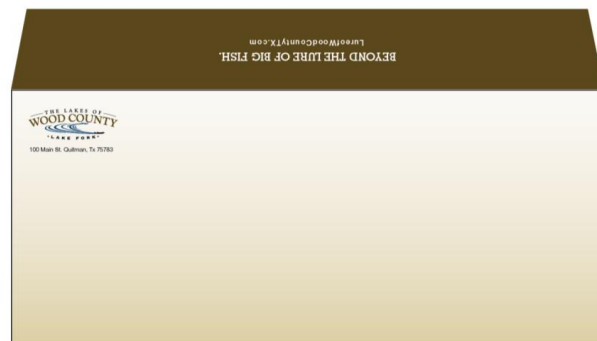
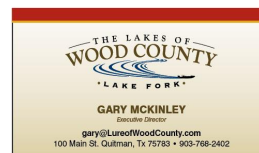
Insert Big Lure tickets into a limited number of Visitors Guides offering the holder some special “lure” while in the Lakes of Wood County. Treats can be big and truly unique such as a hunting guide or a round of golf. Another approach is to partner with local attractions to offer treats on a smaller scale including free dessert with dinner, drinks, a massage, etc.

Offer a web equivalent for those who do not request a printed guide. Redemption of the ticket should require some video testimony throughout the winner’s trip for posting on the website and YouTube.

In addition to increasing requests for Visitors Guides, the program should increase interest in the Wood County and help to aid conversion rates from inquiry to visitor. Finally, it is just a lot of big fun.

## Brand your stationery

It’s obvious, but vitally important. Every letter, every envelope, every business card, every memo and every invoice that is issued by the Wood County Industrial Commission should reflect the brand’s graphic identity. Give all involved a designated number of weeks/months to use up existing stocks of stationery. Require reprinting to occur in the spirit of the brand. Another quick peek at your new look.



## Brand your website and social media sites

Websites are the single most cost-effective means for spreading the word about Wood County to visitors, meeting planners and tour guides. A single strong tourism site has the added advantage of uniting all the communities within the region as well as uniting the communities with Lake Fork. The site should reflect the colors, language and logo of a brand based on the idea of a destination full of the lure of big fun. Use the language of the brand narrative to guide you. North Star has reserved the URL

“lureofwoodcountytexas.com” for your destination. That reservation is good for one year. Directions on how to move that URL into the Commission’s name are included in

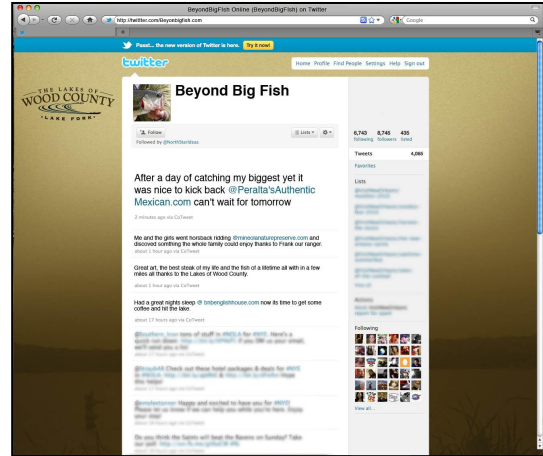
## Appendix H.

A few ideas for the website:

- As with your Visitors Guide, the website should be organized by asset and by communities. Use the language, “The lure of big . . .” to pay off the question posed by your strapline, “What is beyond the lure of big fish.”
- Organize the website in a number of different ways to meet the different research styles and approaches of your visitors. For example:
- Arrange by community (include an interactive map of all the communities in Wood County as a starting point). Make sure to emphasize the different personalities of each village.
- Arrange by asset or activity. For example, visitors should be able to search all restaurants throughout the community or all water recreation options. Information about transportation from one community to another should be available.
- Link to the visitor/consumer newsletter, “Beyond the Lure” and encourage visitors to sign up. For more on this newsletter, see page 149.
- As part of the Visitors Guide ordering process, highlight testimonials from Big Lure ticket holders.
- Use photography that emphasizes the big nature of assets in the County. Remember, oversized is the key to the fun of this approach.
- Although you are looking to promote more than your fishing opportunities, dedicate an entire link on the website to big fishing including hidden hot spots, records, guides, tournaments, bait advice, the ShareLunker Program, etc.
- Provide an itinerary builder customizable by various big lures. Save itineraries from year to year and encourage repeat visitors to try new activities to round out their Wood County experiences. Can also save accomplishments like best golf scores, number of miles biked, biggest fish caught, biggest dessert eaten. The following season, contact the visitor with pictures or stories of things done and seen the previous year and encourage them to come do something bigger.



- Make sure to integrate your brand into social media sites like Facebook, Twitter and YouTube. The logo and line are the most obvious ways to do this. In addition consider content that supports your strategy. For example, consolidate all YouTube videos under the category of Beyond the Lure and ask residents and visitors to submit more. Sponsor a photo contest via Facebook or Flickr called “Pics Beyond the Lure” “Big Pics. Big Fun.”. Include regular tweets about your assets, attractions and events.



### Big Idea!

Link to “Fish Tale Post Cards” where visitors can select their personal “fish” tale . . . biggest catch, biggest bargain, biggest adventure, biggest golf game, biggest dessert, or biggest masterpiece. They can upload their picture and have it digitally superimposed with a crazy big fish, a huge shopping bag, a giant ice cream sundae or piece of pie, a giant guitar, etc. to create a postcard, Facebook post, etc.

### Build your database

Every encounter with a visitor or a prospective visitor is an opportunity to obtain an email address to expedite future marketing efforts. Collect addresses online (offer giveaways to increase participation), at special events, at attractions, at marinas, at hotels and restaurants, etc. Use the database to send customized emails about events, specials, festivals, etc. In addition to targeting new prospects, target repeat visitors with invitations to check out another attraction beyond the lure of big fish.

### Identify easiest consumer touch points and brand them

Every time you and your employees (including all tourism employees throughout Wood County) interact with the public, it is an opportunity to build the brand in the minds of visitors (see suggested list of obvious “touch points” below). Some of these touch points are easy and should be branded immediately. For example, answering the phone. Change any recorded outgoing message as well as the language that employees use when they answer the phone. “The Lakes of Wood County, Beyond the Lure of Big Fish . . . May I Help You?” One of our clients went so far as to write and record a jingle based on their brand that plays whenever callers to their offices are on hold!

Some touch points, such as packaging will take a little more time and resources. Some of the more critical touch points (i.e., stationery and websites) have been addressed in more detail elsewhere in these action ideas.

The brand manager should review and augment the following list of touch points during your first brand team meeting. Divide the list into three categories: 1) Easy, do immediately; 2) Moderate difficulty, implement within the first year; 3) Difficult, revisit later (designate a time).

Employees  
Employee Identification (nametags,  
ID badges)  
Telephone  
Services  
Website  
Voice Mails  
E-mails  
Word of Mouth  
Letterhead  
Publications  
Packaging  
Signage  
Business Forms  
Newsletters  
Products  
Proposals  
Experiences  
Environment  
Public Relations, Press Releases  
Public Affairs  
Marketing and Advertising  
Events

Sales Promotions  
Networking  
Direct Mail  
Trade Shows  
Exhibits  
Maps  
Presentations  
Speeches  
Vehicles  
Social Media  
Billboards  
Posters  
Buttons/Pins  
Gifts  
Brand Extension  
Marketing Partner Resources  
Sponsors  
Community Development  
Visitors Center  
Tours  
Local, State, National  
Websites/Communications

### **Brand cost-effective, relevant signage**

Okay, we understand that a total re-haul of all signage that is relevant to tourism (entryway, directional, etc.) may be cost-prohibitive at the moment. But signage is a critical branding component for destinations because many visitors will be unfamiliar with your layout. This is particularly true of a region like Wood County comprised of so many different towns and villages with so many points of entrance.

Take an inventory of all existing signage and create a roll-out plan for rebranding signage that is relevant to tourism in the next five or so years. For example, entryway signage beyond standard green issue should be high on your branding list since it is a major touch point for everyone entering and exiting and can help define the parameters of the region. North Star research found that many visitors were not aware of when they were in Wood County. While monument signage may be cost-prohibitive, explore approaches that use the colors and graphic feel of the brand. For example, what can be done with the idea of scale in signage?





In the meantime, create signage visibility and consistency with pole banners that unite all the different communities in the County. Pole banners are a cost-effective flexible way to immediately integrate branded signage throughout the County. Also consider banners or signage for every location that distributes visitor information including the Chambers in Mineola and Winnsboro, the Amtrak station in Mineola, and the Lake Fork Marina.

Some issues to take into consideration:

- Overall visual feel and look, i.e., what kind of design guidelines will be needed to achieve a coordinated, attractive overall visual?
- Meshing brand banners and outside event/organization banners
- Optimal banner coverage: geographically and quantitatively
- Use of pole banners to achieve other communication objectives.



Some questions to ask:

- Would Wood County like to require or encourage banner signage in redevelopment areas in all downtowns?
- What about historic/iconic venues?
- What other opportunities currently exist for branded pole banners throughout the County? Vineyards? Galleries? Museums? Shopping areas? Bike paths? Parks? Libraries? Major parking lots? Fish or hunting camps? The Civic Center? Major arteries in and out of town? Develop a banner installation priority plan with guidelines on how and where banners are to be used and placed.
- Do any of your new guidelines need to be reinforced via a vote by elected officials?

When you have completed your strategy, formalize it in a pole banner standards guidebook. Partner with other public or private sector entities to promote their interests under the banner of your new brand.



## Engage the private sector

The resources and manpower to accomplish the goals of the Wood County destination brand will be increased exponentially by marshalling the power of your private sector. Establish a Market Wood County Partnership including large and small hospitality industry businesses, organizations, museums, lodging, attractions, nature reserves, media, and even individuals. Allow anyone who is interested and willing to contribute – time and funding – to participate. Hold regular meetings under the guidance of the brand manager. We even have a charter to give you that seals member commitments in writing (See **Appendix I**).



*Members of the Market Gainesville Partnership signing a brand charter*

A team approach (including the private and public sector) to managing the brand furthers the buy-in and adoption of the resulting work. It keeps in mind the big picture and it weathers changes in political administrations. Most importantly (and this is key!) this group can solicit funds for brand implementation from its members (typically the larger the member, the greater the financial support). Ultimately, partnerships with private sector companies and organization will be the primary funding source that drives the brand.

### Big Idea!

Have each member of the Market Wood County Partnership bring a print-out of their website homepage to the first meeting. Discuss ways to integrate ideas and language that support the brand strategy into these homepages. Use your brand narrative as a guide. How do the lures of big fun, big beauty, big adventure, etc. translate to attractions, assets and events? Ask each member to craft branded language that works with the spirit of your brand and incorporate it into their website home page. If a major attraction or organization is not in attendance at the meeting, go through this exercise for them. Just by threading a consistent message about the big lures in the destination through the messages of all the major players, you can establish a strong brand presence . . . absolutely free!

In subsequent meetings of the partnership discuss public sector initiatives and identify opportunities for cooperative efforts. Co-branded pole banners, downtown facades, signage, public art, events, merchandise, music, programming, products, etc. are just a small sampling of branded projects you can undertake in partnership with the Wood County private sector. Also, develop a simple branding toolkit that partners can use to put the brand to work in their

businesses. Include history and explanation of the brand, camera-ready art of the logo(s) and strapline, bumper stickers, window decals and a premium item such as a t-shirt or pin. Also include the brand narrative with an explanation of how businesses can incorporate that language into their own marketing and signage.

For many destinations, forming the partnership (along with other Year One activities) can take the better part of a year.

### **Package your assets**

North Star research showed a lack of awareness among visitors regarding all the assets of the region, all the communities in the region and the relationship between Lake Fork and the communities. Bundling your assets and communities in various communications and promotions is the first step in addressing this. Feature various assets each month in your Beyond the Lure visitor newsletter and on your visitor website. In addition, make sure that communities distribute promotional and marketing materials for all other communities and that every location that serves as a visitors center distributes materials for all assets and attractions. Make sure that Lake Fork guides are familiar with assets in the rest of the County and that those assets can offer first-hand experience on the lakes. In fact, develop reciprocal programs that offer incentives to guides (as residents) to dining, cultural, and other entertainment assets across the County (and vice versa with opportunities for front line staff at hotels and restaurants to get on the lakes with guides or the links with pros). These two groups should serve as concierges for the County. People are more likely to advise and recommend things for which they have first-hand knowledge. Finally, put together Big Value packages for group tours for small groups of four or more that leverage these various relationships. A few ideas:

- A Lakes of Wood County community crawl featuring different events and activities in each town . . . dinner, art, fishing, hunting, boating, biking, nature walk, birding, etc. Visitors can pick and choose to put together the crawl that is perfect for them. Overnight stays need to be planned for communities that have lodging.
- A Big Bike ride that takes visitors along the trails and byways in the region. Design stops for lunch, water breaks, dinner and lodging in locations where riders can enjoy various assets and attributes of the destination.
- The lure of big times with grandkids. Grand travel is perfect for Wood County. The vacationing generations could fish, hike/canoe (Preserve), boat, enjoy music, etc. This could be a lodging focus for vacation rentals at Holly Lake Ranch or any lodging facilities county-wide.
- A fishing and flirting package that combines couples fishing with a romantic dinner (to engage spouses)
- Water fun and water hazards package that combines lake activities with a day of golf.
- Partner with area guides and wineries to create a catch and cook package where novice hunters/fishermen and spouses learn to clean and cook their catch of the day as well as pairing of wine and beer with the meal
- Lodging and dining paired with a fishing or hunting guide for the girls
- Shoot and shop packages combining golf, hunting and shopping for couples
- Hunt and fish seasonal package (cold enough to be in season but still warm enough to fish) – hunt in the morning, fish in the evening

- Art in Nature series – learn to paint or sculpt outside at various nature preserves/sites.

Another approach is to organize these packages and itineraries based on all of the “big” assets in Wood County.

- Big fish – Would include fishing excursion for both bass and catfish, and a big home-cooked meal at the Hidden Lakes Resort in Yantis.
- Big game – hunting excursions coupled with a golf outing.
- Big nature – bird watching excursion at Mineola Nature Preserve and tour of the (when it is ready) Quitman botanical garden.
- Big thoughts – attend a lecture at Jarvis College in Hawkins, trip to Winnsboro Center for the Arts.
- Big family fun – mini golf near Holly Lake Ranch, fishing outing geared towards kids, discounts at family-style restaurants.
- Consider organizing the different communities under these categories as well. Of course each community has several of these, but each community could be the “flagship” for the categories. For instance, Winnsboro for big culture, Yantis for big game.

### **Integrate the brand into festivals**

One of the easiest, most cost-effective ways to integrate the brand throughout Wood County is to give it a presence in your established festivals and events in terms of promotions or even product development. The brand manager and members of the Wood County Industrial Commission should start by making a list of the region’s most successful festivals and events. Start by developing a coordinated festival and event calendar called “The Lure of Big Events”.

Next, meet with each festival’s sponsors or organizers to talk about ways the brand can be incorporated into the event. Ideas include promotions that showcase whatever is really “big” about the event. For example, during the NE Texas Music Festival sponsor center stage performers but call it “The Big Stage”. For the Sealy Outdoors McDonald’s Big Bass Splash Tournament use the line “The Lure of Big Bass” on banners and signage. Create a special “Big Bass Lure” trophy. Have a local artist create an oversized bass sculpture for the tournament area. Have a Big Wall of Fame including the names of the record-setting fishermen/women (including Share Lunkers) and launch a PR campaign exploring where these record-holders are now and how their catch impacted their lives. For the Sweet Potato Festival, sponsor a biggest potato contest. During the Iron Horse Festival, Wood County can sponsor an award for the piece of art most indigenous to the area. The Classic Car Cruise In could feature a promotion where a cool car drags a huge three-pronged hook with the line, “See Wood County Change Bait at the 12<sup>th</sup> Annual . . .” (For more ideas specific to events, see the Community Section of this report on page 163.)

### Develop branded merchandise

Branded merchandise is a tangible, memorable way to keep the brand top-of-mind with visitors. Create a line of oversized premium items imprinted with your brand logo and positioning line. Sell merchandise via your website, Chambers, and gift shops throughout the community, etc. A few ideas:

- Beautiful oversized charms representing each of the communities in Wood County (as well one representing the region as a whole). Charms should be designed by local jewelers and/or artists.
- Commission one or more regional artists to create a series of custom lures that illustrate the major assets of the Lakes of Wood County. For example, a golf ball or club, a rifle, a guitar, a wine or beer bottle, an indigenous bird, etc. Or, design a series of lures, one for each town imprinted with the town's name.



- Offer an imprinted digital fish scale.



- Have fun with the strapline and idea of scale (everything oversized) for funny, clever t-shirts.



- Stuffed animals representing the indigenous animals of the area including bass and catfish.



- A set of unique Christmas tree decorations that are based on the artist-designed lures created to represent your assets. Create a new ornament each year so that they become collectibles for families who are repeat visitors.
- Versatile eco-friendly “Carry your catch” bags that can be used to carry towels to the lake, water and snacks on bike rides, purchases home from the shops, etc.
- Insulated bags to carry your catch or other food finds from Wood County.





- Oversized reusable water bottles in brand colors.
- Golf balls, tees, golf bag tags, shoe bags, club covers, towels and wind jackets



- Hats and visors
- Mini coolers, backpack coolers, chair coolers
- Disposable cameras
- Keying lights
- Private labeled pancake mix and syrup
- Branded photo frame with logo and line, “More than the lure of big fish...big fun!” other additions might be big game (for golf), big entertainment, big enjoyment, etc.
- Oversized items like oversized sunglasses, golf balls, fishing lures, big mugs, jumbo pencils, big mouse pads, big magnets with pictures of assets, etc.



## YEAR TWO TACTICS

### **Infiltrate your infrastructure**

The Wood County infrastructure represents a unique, three-dimensional palette for displaying your brand. Options include vacant buildings, sidewalks, parks, building facades, signage, lighting, airwaves and the sky. Obviously, you can't do it all. Pick just one or two areas of your infrastructure to proudly bear the brand. A couple of ideas:

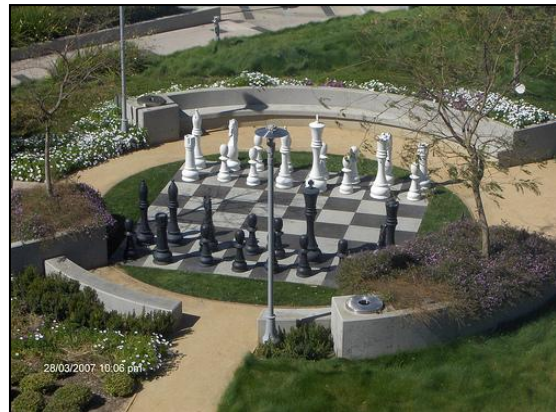
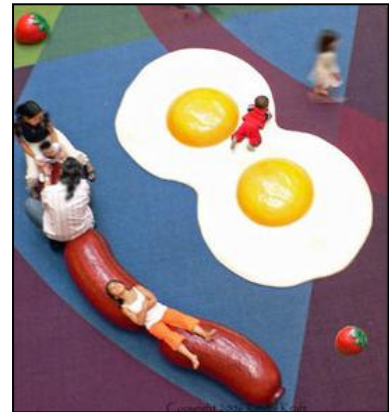
- **Mobile visitors center:** Destination brands that encompass a number of communities such as Wood County offer an extra layer of challenge. Each downtown in Wood County wants equal branding exposure, thus there is often disagreement regarding where important elements such as the Visitors Center will be located. One unique memorable way to address this is with a mobile Visitors Center that can easily move from town to town. (Your mobile center can serve as an extension of any permanent bricks and mortar Visitors Center that Wood County may develop in the future.)

Content within the Center can change depending on what events or attractions are being featured at the time, making this approach ultimately flexible. For example, during Autumn Trails feature barbeque samples, maps of bike trails, info and photographs about antique cars, etc. During fishing tournaments (bass, catfish, etc.) feature stories and tips from guides, lures, bait, poles, lake maps, photographs, records, etc. During the Northeast Texas Music Festival showcase artists, CDs, musical instruments while the Iron Horse Fall Festival is an opportunity to showcase art, artists, materials and interactive experiences. The mobile Center can be moved from town to town and to the lake to support major festivals, attractions, tournaments or events taking place. It can help create a physical presence in the area where action is likely to be greatest at any given moment.

- **Big canvases:** Look around for the biggest canvases in the area and use them to display your logo and positioning line. Examples include barns, water towers, silos and the sides of large buildings.



- One-of-a-kind playground: Celebrate everything that lies beyond the lure of big fish with an oversized playground featuring larger than life objects that embody the essence of all the region has to offer. An oversized chess board; huge ice cream cones, sundaes and desserts; enormous fish, animals and birds; large musical instruments; artist's tools; cameras; boats; fishing rods and lures, etc. Objects should be built so that children can interact with them including climbing and sliding. Everyday playground objects such as swings and slides should also be oversized.



- Outdoor event space at Lake Fork. Help leverage all the big beauty and fun Lake Fork offers the County with the development of a park-like event space right on the lake. Remember to include branded design elements into the space including signage, public art from oversized objects, the Big Wall of Fame wall for fishing records or even the playground described above. Even more fun, consider building a floating stage on the water like the one in Bemus Point, NY (but larger). <http://www.bemusbaypops.com/> (turn volume down)
- Art trail: Recognize the importance of fish to your tourism industry by creating fish art installations throughout the region. Have local organizations, individuals and artists envision and create fish statuary and place them in all of the towns. Promote the “big fish” trail on the website and any visitor guides. Or create an art trail of interesting, oversized lures.



- Over-sized sculpture garden: Another infrastructure idea, playing with the idea of scale, is to partner with Texas or national artists, or even students from Texas art colleges to create an oversized sculpture garden. This might be a fun connection near (not at) the Nature Preserve near Mineola. In Seattle, a nine-acre industrial zone has been transformed into a municipal Sculpture Park filled with larger-than-life macroscopic pieces that invite visitors to touch, feel, and walk around and around for a better view. The Garden has become a source of community pride and an easily recognizable landmark.



- Photo opps: Identify big beauty photography spots throughout the County including trees, lake shots, golf courses, historical sites, the Nature Preserve, architecture, etc. Develop a series of picture frames in all sizes and colors that can be strategically placed at these spots. Visitors can literally step inside the frame for a photo worthy of framing. A plaque next to each frame can identify the shot. Maps of big beauty photo opps could be included on the website.

### **Big Idea!**

Create a photo opp area where tournament bass fishermen or those donating to the Share Lunker program can take a picture with their catch on a scale showing their big haul in Wood County. Pictures can be emailed to the individual as well as posted to the Wood County Facebook page. For catch and release fishermen/women, offer disposable branded cameras at fish camps and marinas. Encourage them to upload their photos to your Facebook site where they can access branded frames and accents that they can then text or email to friends and family.



- **Bike racks:** Bikes are one of the favored ways of getting around the region including downtowns, biking trails, back roads and more. Help bikers by placing branded bike racks in the places where they are needed most. Use brand inspired colors and shapes to make your racks stand out including oversized objects found in that location. North Star client Columbus, Indiana used the “dancing C’s” in its logo as the foundation for its locally designed bike racks.



### **Pursue a Wood County Created program**

A growing number of consumers are seeking local, authentic, homegrown or homemade (as in local or regional) goods. They want the eco-friendly and the obscure. They want to buy things and visit places that have stories and feelings attached. The big drivers of this trend are social responsibility and status. (Still) Made Here is all about community and place. Wood County should leverage the popularity of local-made products with a “Wood County Created” program. At your markets and shops, sell or giveaway reusable eco-friendly shopping bags featuring a custom version of the Wood County logo reading “Wood County Created”. Handmade clothes, arts and crafts, homegrown vegetables, hand crafted fishing lures and homemade pancake syrup and mix are all examples of the types of products that this program can produce.

### **Focus recruitment on top development needs**

The Wood County Industrial Commission does not have the resources to take a broad-based approach to tourism industry recruitment. Make a list of 5-10 tourism industry businesses the County would like to pursue next year. Top on the list should be lodging. Other ideas based on assets, the brand and Tapestry profiling include: dining, outdoor recreation outfitters, and golf. (See the BrandPrint CD for detailed information about consumer preferences and purchasing behaviors of resident, inquiries, and overnight visitors).

Once you've made a list of businesses you want to attract, match each business to a specific plot of land. Once that list is complete, turn it over to a recruitment official charged with working one-on-one with potential business owners until a match is made. Prospects should be drawn by the County's strengths and the free promotion that will accompany their development in the context of the new brand. Ideally the recruiter would operate independent of County politics.

### **Big Idea!**

A whole new generation of tourists is discovering the joys of eco-friendly, upscale or glamorous camping, called glamping. Glamping has been compared to the "hip hotels of camping" and makes camping accessible and enjoyable to those who love nature and the outdoors but have no thirst for "roughing it". Wood County has a shortage of available beds for visitors, but is a perfect location for glamping – filled with woods, water, starry night skies, hunting, hiking, fishing, jeeping and canoeing. If more beds are planned for the future, glamping is a great way to bridge the time that it takes to create permanent lodging infrastructure. It also offers more lodging opportunities during festivals, tournaments and special events. To read more about the glamping trend, visit:

<http://travel.nytimes.com/2008/09/14/travel/14green-1.html?8td&emc=tda>

### **Consider new events**

In Year One you integrated the new brand into existing festivals and events. In Year Two look for new opportunities to bring the essence of the brand to life. A few ideas:

- A monster truck event
- A "Biggest Fish" storytelling festival. In addition to an actual storytelling festival on the banks of the lake around a campfire, create a digital presence for the event. Include a spot on your website where visitors and residents can come and post big fish stories (about fishing or anything else). Include some guidelines for exaggeration to get people going. Make sure to offer prizes for the best big fish stories.
- Hold the largest potluck in the state on the banks of Lake Fork. The County can be in charge of the tables, tents and promotions. Various communities are charged with getting their residents to participate. Offer prizes for best dish, biggest dish, largest pie, etc.
- During the holidays hold a "Biggest Canned Food Drive" for charity.
- Launch a sailing event across Lake Fork or another Wood County lake called the Big Fish Regatta.
- Hold a movie night by the lake through the spring and fall. Choose movies based on fish or any oversized subject matter . . . "Jaws", "A River Runs Through It", "Moby Dick", "The Old Man and the Sea", "BIG FISH", etc.

- The county can come together for an annual giant hot air balloon event. Some of the balloons can be in the shape of fish! Each year participants can strive for one of their balloons to get bigger and bigger until it breaks the record!



- Cook up your big fish at Texas' biggest fish fry. This event celebrates the brand with a BIG event that promotes all things alluring about Wood County.
- Draw visitors into Wood County with the lure of big deals. Canton First Trade Days is in the adjoining county but most of Canton's hotels are filled with vendors. Wood County should draw visitors to stay at the Mineola Best Western or even Holly Lake Ranch weekend rentals. HLR is a good option for those traveling from points East and Southeast to Canton First Monday. <http://firstmondaycanton.com/> This is a great opportunity to package deals where wives hit Canton and husbands hit one of the Lakes of Wood County.
- Have some fun with the idea of "the lure of wind in your big hair". The roads of Wood County are perfect for road bikes, Harleys and convertibles. Plans are being made for a Tour de Fork bike event (originally proposed for November 2011). As this event unfolds and evolves use language, graphics and events in keeping with the brand in all communications.
- Challenge residents and visitors alike to break some of the Guinness World Records (or have fun trying!).
- Don't forget to promote the lure of big fun when people least expect it. For example, at outdoor events and concerts in the state that draw large crowds, subtly promote Wood County by placing the website URL (lureofwoodcountytx.com) on large inflatable fish or rising lanterns. Representatives from Wood County will need to attend the events in order to initiate play



with the inflatables (bouncing around like beach balls) or launch the lanterns.

[http://www.springwise.com/eco\\_sustainability/skyorbs/](http://www.springwise.com/eco_sustainability/skyorbs/)

As you examine your event calendar, for those events that need or would benefit from sponsorships particularly fishing tournaments, examine the Tapestry data available on page 49 (What Else Report) and on the BrandPrint CD. These additional preferences for those

who fish in fresh water can serve as a potential sponsorship list. You are gathering their key consumers with fishing tournaments; so seeking sponsors in hardware, power tools, automotive interests, outdoor outfitters, and others should be easier with this data.



### **Pursue big connections**

One of Wood County's challenges is broadband access and wireless service. People expect their mobile devices to work wherever they go. Pursue federal grants for rural broadband access like programs identified in the link below. Coleman County and Santa Anna, TX received \$22+million last year.

<http://www.usda.gov/wps/portal/usda/usdahome?contentidonly=true&contentid=2011/07/0322.xml>

### **Reach out to residents**

Destination brands are not created; they are discovered within the spirit of a place – from the history, the attractions, the culture, the geography and the society. Brands uncovered in this manner are endorsed and absorbed by their communities due to their fundamental truth. And citizens who believe in the brand are ultimately the best brand ambassadors with tourists. However, it is not enough for a brand to just be “of the people,” strategies must be developed for taking the brand into the community with programs and initiatives that have meaning for the citizens. A few ideas:

- Develop civic awards to recognize residents who make the biggest contributions to the community. Call the award, “Wood County Big Givers”.
- Invite residents to share their stories. What could be better than having an insider walk you through his or her favorite Wood County attractions? Invite residents with different areas of interest and expertise to tell the biggest Wood County stories by creating a series of “Best local lures” podcast tours that visitors can download right to their iPod or MP3 players. Podcasts can feature cycling tours of back roads and trails, water and lake fun, hunting and fishing spot tours, running tours, ghost tours, antiquing tours, restaurant tours, agricultural tours, heritage tours, etc. If possible, tours should feature downloadable maps to accompany the audio footage. Make tours available on your website and on sites such as YouTube.
- Turn residents into visitors. Once or twice a year, offer residents an opportunity to discover big fun in their own community. For a discounted price locals can eat in the restaurants, stay in the hotels and visit the attractions typically reserved for tourists. End



this “A Tourist in your Town” weekend with an outdoor barbeque and street dance under tents.

- Reunions are a great way to bring back people who have left Wood County and to introduce new visitors to all your charms. In addition, from an economic perspective, reunions generate strong revenue. Target your residents with information about your reunion services: The Lure of Big Family: Wood County Reunion Services including.
  - Planning guide with helpful timelines, checklists and suggestions
  - Reunion organizing classes and workshops (at local churches)
  - Communication pieces to send to family members
  - Contact information for parks, pavilions and other locations to host the event
  - Genealogy reports (to help people find family)

### **Take business partnerships to the next level**

During Year One of the brand, you formed the Market Wood County Partnership and helped your business partners integrate brand language and ideas into their website copy. During Year Two, work with tourism industry businesses to integrate the brand into products and promotions. For example:

- Boat rental companies can use language like Big Boat. Big Adventure. Even Bigger Tales in their promotions. Special deals can be advertised as Big Boat Bargains.
- Businesses can participate in a Big Deal for a Big Catch program. When appropriate businesses like restaurants, retailers, bait shops and attractions can offer visitors discounts based on the size of the visitor’s catch (which must be confirmed).
  - 5 – 9.99lbs= 5% discount
  - 10 – 14.99 = 10% discount
  - 15 – 19.99 = 15% discount
  - 20 and up = 20% discount
- Challenge resident chefs to create a recipe that can be deemed “Big Tastes of Wood County.” These signature dishes should be featured on your website and identified on restaurant menus with a “Big Tastes” tag.
- Encourage restaurants to offer (and promote) the biggest steak, biggest pie, biggest omelet etc. For visitors who eat every bite the dish is free and they get a t-shirt that reads, “I Ate Big in Wood County.” <http://www.bigtexan.com/free72facts.html>. Several restaurants will need to offer this promotion for it to work.
- Bait shops can promote “The lure of big bait” or “It takes big bait to catch big fish”.
- Coffee shops can market their highest octane brew as “The Big Wake Up”.

## IDEAS SPECIFIC TO COMMUNITIES

### Mineola

- Create a “Mineola. Big Rewards.” program. All merchants and store owners join together to create a collaborative rewards program for frequent shoppers. Each store owner can adopt this program of frequent shoppers. This program is slightly different from the average frequent shopper’s card. Each time a shopper redeems a free item, the next item redeemed is of slightly greater value. The rewards are bigger each time you redeem an item. This could also apply to restaurants, eateries, lake rentals, and other merchants in the area.
- Use the Mineola Civic Center as the new home of the Mineola Big Tale Festival. Partner with the Texas Storytelling Association and work to create a storytelling festival in Mineola. Leverage the space at the Civic Center and the RV parking area as a prime destination for a unique storytelling festival. The storytelling festival could be geared toward East Texas or even the fishing culture in Wood County. Start small and work up to a wonderful gathering of storytellers. Or it could be all about exaggeration as an art form.
- Mineola is home to the only theater in the County. Play up the size of the screen in the historic theater with promotions about the Lure of the Big Screen. While promoting the downtown also play up the big fun you will have at the historic theater. Offer discounts, free drink coupons, or even small-package deals to entice residents outside Mineola to have a big time in Downtown Mineola.
- The Mineola Nature Preserve is a perfect opportunity to experience Big Nature . . . 2,911 acres of Big Nature to be exact! Partner with the Preserve on The Lure of Big Nature packages that offer a kids camp out featuring activities like catching fireflies, live music, campfires, storytelling, nature walks, and more.
- Create co-branded dual pole banners for downtown that promote the Lakes of Wood County on one side and Mineola (the city as a whole or a specific asset).
- Downtown Mineola offers a host of unique shops with big finds. Put together a shopper’s guide for discovering that big find. After all, it’s not only fish that you can catch here. Encourage shopkeepers to use branded shopping bags that read “My Big Catch”. In tandem with the promotion, offer shoppers discounts on clothing, eateries and other local shops. Mineola could even form a Downtown Merchants Association and work together to promote the area. Put stickers on the storefronts of the merchants that are involved in helping customers find that perfect gift or other item.
- Consider emphasizing Wood County’s new brand at the Amtrak service station! For example, the station would be the perfect place to locate an item from your oversized sculpture trail. Drinking fountains could feature water spurting out of a fish mouth. A colorful poster (like those below) could list all the types of fish in the different lakes with an entertaining hand-drawn map that features other attractions near the fishing holes and advice or stories from natives.



## Yantis

- The Links at Lands End golf course (<http://www.golflakefork.com/>) near Yantis is a great opportunity to connect the brand with a wider audience – especially women. Work with the organization “Women on Course (<http://www.womenoncourse.com/>)” to create a weekend-long event with the purpose of introducing women to the wonderfully big lifestyle that the Lakes of Wood County offers. (The course is already a site for Women on Course events). Hold golf clinics and scrambles at the course throughout the weekend. To connect these women with the other offerings of the county, consider the following:
  - Arrange for guided catfishing excursions in Yantis. Include a fun premium item with the excursion like a fashionably-styled fishing hat. Also offer photo opps of the group and of course, the woman who nets the biggest catch of the day.
  - Host a dinner offsite from the Links at the Hidden Lakes Hunting Resort in Yantis. Hidden Lakes is committed to serving “only the best food locally grown and personally prepared.” So visitors will get a chance to really savor local flavor.
  - Be sure to solicit feedback from women on how their perspective changed on the area (and themselves) after the event. In the future, it could be marketed towards women in the Dallas area looking for a “big change” from the ordinary by using some of these testimonials.
- Ken Freeman’s Big Cat Quest fishing tournament is an event that already brings a lot of notoriety to the Wood County area. Begin to integrate the brand into this premier event with the following ideas:
  - Be sure the new destination name appears in all of the tournament’s materials and on their website. Print small cards (like rack card size) that have the top 10 things anglers should do while at the Lakes of Wood County. Ask the tournament organizers to include it in any materials that they mail out to participants.
  - Co-brand merchandise for event registrants. Consider insulated lunch bags and drink holders, hats, sweatshirts or fleece zip-ups, mini coolers, sunglass straps, etc. Custom-made lures would also be a big hit with this group.
  - As one of the prizes for biggest fish, fill a new branded cooler with fun oversized merchandise as well as vouchers for services and goods from local restaurants, retailers and outfitters.
- Work with the Hidden Lakes Hunting Resort to get “big” into guides’ vocabulary. There are several hunting guides who work out of the Resort. Hold a hunting guide branding brainstorming session from the resort with the goal of making them ambassadors for the County. Make sure they know how to direct their visitors to all of the big fun available around Wood County. Also guide their talking points on how to direct spouses to fun both on and off the lake. Work toward co-branding the guides’ apparel.
- The Lodge has great meeting room capacity. Work through regional fishing and hunting associations/groups to make the Lodge a premier “workshop” site for those who want to hone their outdoor hobby. Consider the following:
  - “Beyond the Lure” fly-tying workshops – complete with a trip to the lake after lures are complete.

- “Big game” shooting workshops – hunting and shooting techniques, complete with an outing with a licensed guide.
- Big Outfitter showcase. Invite hunting/fishing apparel retailers and other outfitters to bring a few items for a showcase in the summer months. Start small at first with hyper-local partners with the intent of growing the event every year.

## Winnsboro

The Winnsboro Cultural Arts District is the only rural area to receive this special arts designation from the Texas Commission on the Arts. The district consists of several entertainment venues, including Crossroads and Winnsboro Center for the Arts. It hosts Autumn Trails, the NE Texas Music Festival each June, Classic Car Cruise In, and monthly 3rd Fridays. Music is the very heartbeat of the city. In addition, Winnsboro is a Preserve America City, Texas Certified Retirement Community and a Main Street City.

- Promote Winnsboro as the Big Canvas, open for travelers to paint their experiences in the Winnsboro Cultural District. To support this idea, feature a big outdoor canvas venue, a gathering place for visitors and residents to express themselves. Families that visit can paint a canvas together (which they get to take home) that helps them remember their trip the way they see it.
- Introduce a new event as part of Winnsboro’s NE TX Music Festival. Call it “The NEXT BIG Thing in NE TX” and feature new bands and sounds. Eventually add an entrepreneur component to the event not unlike SXSW. Wood County needs to develop an appeal to younger audiences as well as younger-minded boomer retirees. Visit <http://sxsw.com/> and the interactive component <http://sxsw.com/interactive>.
- See idea for Big Harmony Playground, page 167. This idea would also work well for Winnsboro.
- Challenge local artists to develop oversized public art that ties together your assets in unexpected ways . . . such as fishing with your great music traditions such as the fish sculpture below crafted out of record albums.



- Reach out to retirees with “The Lure of Your Next Big Life” campaign focusing on all the things they can do and learn in retirement including how to play an instrument, something to do with the arts, fishing, cooking, etc. Consider developing a brief online newsletter just for this audience to keep them apprised of opportunities of all kinds.
- In November of 2009 and 2011 Winnsboro held a Fine Art Market. Make this a featured semi-annual event on Main Street called “The Lure of Fine Art”. Display local, regional and even national art. Offer interactive art workshops. And don’t stop with visual artists; invite all local talent, setting up stages along Main Street for a literal journey of all the arts in the city including food, music, clothes and dog shows.
- Sponsor the region’s largest potluck during which Winnsboro opens its doors to neighbors near and far. During this event the town can come together with lawn chairs and picnic blankets around home-cooked food (famous local Winnsboro restaurants can share their own goodies). The event could also involve musicians, actors, singers, etc.
- Take advantage of Winnsboro’s location in the heart of the Piney Woods and integrate the brand into the Autumn Trails event with language like The Lure of the Leaves. Build on the success of this event and continue seasonal activities as each season turns and reaches its peak. Residents and season lovers alike can enjoy guided hikes to the best views as they hear about the history and inhabitants of the woods. During the Halloween season have some fun with a haunted tour featuring the Sasquatch sightings in the woods dating way back.

### Quitman

- At the Quitman Bluegrass Festival include a display that shows how the size and scale of each instrument is directly related to their sound output. Guitar, upright bass, fiddle, etc.
- Once completed celebrate the opening of Quitman’s Artisan Park, with the Lure of One-of-a-Kinds. Promote the artisans and their work in the spirit of the brand.
- Quitman native Sissy Spacek is quite an acclaimed actress having received six Academy Award nominations and one win. Create a kind of cult classic event called “The Lure of Sissy” film festival. Each year show a handful of Sissy Spacek’s most famous films including “The Help”, “Crimes of the Heart”, “Carrie”, “Missing”, “Affliction”, “The Long Walk Home”, “JFK”, “The Straight Story”, “Badlands”, “In the Bedroom” and “Coal Miner’s Daughter”. If possible, make the event free but sell concessions and t-shirts. Encourage residents from across the County to attend. Show movies outside on a giant inflatable screen and invite visitors to bring chairs, blankets and picnics to the festivities.





- Help define Quitman as a bluegrass music center by developing a Big Harmony Playground in Governor Jim Hogg Park. Supersized instruments invite visitors young and old to play while they play. Or consider placement of the Big Harmony Playground in the planned Botanical Garden. As instruments are designed think about ways to integrate the brand. For example, a xylophone could be shaped like a fish where notes are played on the scales.



- As plans evolve for the Quitman Arboretum, consider design elements that are reflective of the brand. For example, plans could include a topiary garden shaped like oversized animals indigenous to the area including fish, deer, birds and others. Or replicate water skiers, swimmers, hunters, fisherman, artists or musicians.



## Hawkins

- Recognize the Big Moments in Oil at the headquarters of an oil exploration company in Hawkins. A timeline of major events could be integrated into a wall outside the headquarters, designed into a sidewalk leading up to the headquarters, or painted in the lobby.
- Brookhaven Retreat is a campgrounds used in Hawkins to house a number of church groups throughout the summer. Be sure to capitalize on this asset and encourage Brookhaven to integrate the brand into their messaging. Host an annual Big Tent Revival at the Retreat that features the Jarvis Christian College Choir.
- Take advantage of Hawkins' Aunt Jemima history by making a monument, visitor information center, or just information sign (similar to the Blues Trail signs in Mississippi <http://www.msbluestrail.org/CustomContentRetrieve.aspx?ID=1083611> ) to play on Big Taste born in Wood County. This could work very well in tandem with a restaurant.
  - Host a pancake eating contest in honor of the Aunt Jemima history with extra large pancakes
  - Work with a local restaurant to host classes where visitors can learn how to make the best large pancakes. Spending their time on teaching the proper technique and best ingredients.
  - Encourage a local restaurant to allow visitors to make their own large pancakes via skillets on the table. Similar to a restaurant in Nashville called the Pfunky Griddle (<http://www.thepfunkygriddle.com/>)
  - Challenge local restaurants that serve pancakes to design shapes of some of the assets in Wood County . . . a fish, a bird, a boat, etc.
  - One of the sculptures on the oversized sculpture trail should be a stack of pancakes and maybe even Aunt Jemima.
  - Have a huge community-wide pancake breakfast to celebrate each new season. Specialty pancakes should feature the flavors of the season including cranberries, pumpkin, blueberries, etc.

## Alba

- The Golden Sweet Potato Festival is the perfect opportunity to integrate the brand for non-fishing audiences. A few ideas:
  - As mentioned earlier have a biggest sweet potato contest
  - For the photography, pie baking, quilting, and other award categories develop a branded award with an oversized sweet potato or other Wood County element along with oversized ribbons for winners.
  - Work with parade participants to create floats and other elements that play with scale. Invite the state's largest marching band or feature Monster trucks or the state's largest tractors as a tie in with the event's Tractor Pull.
  - Beyond the sweet potato pie contest, host other culinary events like inviting Dallas or Houston area chefs to an Iron Chef-inspired contest where the special ingredients are sweet potatoes and one other surprise ingredient.



- Create a competition for the best bass or catfish entrée that also features sweet potato as a way to combine Wood County interests. The same could be done for game hunting.
- Host an art competition and exhibit featuring carved sweet potatoes as sculpture.
- Introduce the brand into the festival's livestock interests with oversized awards to oversized entries in each category.
- Create a special Sweet Potato icon (sticker) with elements from the County logo so that the two are integrated (and it communicates where the sweet potato was grown). Provide this to growers who travel to local and regional farmers markets for signage on booths or trucks or stickers on produce. The mark could also be given to restaurants in Wood County and beyond that use local produce, particularly sweet potatoes.

### **Holly Lake Ranch**

- Allow Holly Lake Ranch to become associated with renewal and rejuvenation by promoting the lure of a healthy lifestyle. Launch a physical activity and healthy living initiative similar to ideas on <http://www.activelivingbydesign.org> through “community development” by residents and regular vacationers (could later expand county-wide). Holly Lake Ranch could organize fitness activities for all age groups using its beautiful setting, trails, lakes and golf course. Even introduce healthy eating choices in social gatherings and pot lucks. Be sure to define ways that weekenders or vacation rental folks can easily participate and feel welcome. Use the activities as a way to sell vacation rentals particularly for getaway markets out of nearby metros (DFW, Austin, Houston, Shreveport, and Tulsa). Even pursue workshops and weeklong stays focused on reconnecting with nature and healthy living. Engage the Holly Gardeners to organize a community garden that includes ways for young students to participate in sustainable agriculture. Use the activity center kitchen for cooking demos and classes. Get Ozarka Water involved as well.
- Holly Lake Ranch is home to many retirees with great experience. Consider developing programming and workshops that feature their expertise in “entrepreneur workshops”. The benefit here is that they do not have to travel to earn speaking fees. They would need to be compensated with money, clubhouse privileges, or association dues reductions (as long as the workshops have a component that benefits the HLR community). Or speakers and leaders could be brought in for the same purpose. Workshops could be conducted in the activity center (later adding a room with nothing but white boards) and brainstorming sessions or group meetings could be held on boats on one of the many lakes. Even have golf outings with a mentor in each foursome. These organized workshops would motivate rental income. A similar sort of focus could be used to develop corporate retreat business out of Dallas or Houston.
- Holly Lake Ranch could become the section of Wood County centered on rest and relaxation. Sell the peace and solitude of the gated community with the rest of Wood County as the playground in your backyard. Take HLR on the road to events in Texas that engage the audiences HLR seeks. Have extra large hammocks. Have giveaways of oversized lake rafts. Or oversized portable chairs that seat two. Serve oversized drinks.

- Apply the same approach of scale to fun interests at HLR. At the Activity Center, develop a playground featuring oversized items that reflect interests in Wood County. Boats, fish, guitars, etc. (For more on oversized playground ideas, see page 155.) Tee markers on the golf course should be oversized fish or golf balls or other elements in Wood County. At the putt-putt course design hole features of similar oversized elements.
- Partner with the Links at Land's End in Yantis for the Wood County Big Open . . . The Lure of Great Golf. Consider the format of a tournament featuring two days of play (Thurs/Sat) at HLR and two days at Land's End (Fri/Sun). It is important that efforts connect the different parts of Wood County, particularly Lake Fork. Be sure to attract families to this event by offering a kids activity with the Wood County Open...perhaps a tournament at the HLR putt-putt course with equal fanfare for the awards ceremony. Pursue nearby college programs that could host a competition among art, design, and engineering students for putt-putt design of oversized elements.



- For an area with multiple lots undeveloped in HLR, consider partnering with the architecture program at Rice University in Houston or the University of Texas at Arlington to develop housing and landscape architecture that is green, sustainable and reflects open, modern design that aging boomers are likely to desire. Even consider introducing the development with the auction or raffle of the model home.  
<http://arch.rice.edu/>  
<http://www.uta.edu/architecture/>

Apply green practices and sustainability designs into an annual putt-putt design competition. See what a group of designers and artists did in Chicago a few years ago to marry the fun oddities of miniature golf with physics and recycling or how a similar group in Brooklyn transformed blighted space with miniature golf.

<http://puttputthogspot.blogspot.com/>  
<http://www.villagevoice.com/2009-08-04/art/the-van-goghs-of-putt-putt/>

- Showcase the lure of big property values by hosting a quarterly real estate event that celebrates the lifestyle available in HLR while drawing attention to all of the offerings in Wood County. Have event/exhibit space for each Wood County community or distinct assets like venues, galleries, retail and restaurants so residents and potential residents are introduced to the rest of the County.

### HOW IS THE BRAND PERFORMING?

Evaluation yields new information which may lead to the beginning of a new planning cycle. Information may be gathered from concept pre-testing, campaign impact in the marketplace and tracking studies to measure a brand's performance over time.

Ideally, two basic questions will be answered: Have responses to the brand among target audiences changed in the way the BrandPrint intended? And have these changes resulted in consumer action that will achieve the desired objectives of the brand? Turnkey or do-it-yourself programs are recommended depending on the needs of the destination.

To begin the process of brand evaluation, North Star has set up a schedule to discuss Wood County's brand progress. This schedule begins immediately after the delivery of your BrandPrint.

- Immediately – North Star recommends that Wood County focus efforts on growing its inquiry database. These leads will be the best data start point for future brand evaluation
- Six months – North Star's Research Director will conduct an assessment call to outline a plan for measuring brand performance moving forward
- One year –Wood County will be contacted to determine specific measurement goals including re-measuring awareness, perception and CBSA market potential.

Building your database and further segmenting it by user group (such as business, group tour, car show, etc.) is the best way to ensure future success measurements can be calculated. The other half of the "brand performance measurement" equation is the benchmarks set by the research studies conducted on behalf of this BrandPrint process. Likely recommendations for success measures at Wood County's one-year mark include:

- Resident, Inquiry, Area Attraction and Overnight Visitor Tapestry Profile Who and What Reports update (Community Tapestry Study)
- Consumer Awareness and Perception Study (CAP Study)
- Perception Study
- Conversion Study.

## **WOOD COUNTY TAPESTRY PROFILE STUDY**

### ***Purpose***

A Community Tapestry Study is conducted to understand the target audience's lifestyle in detail. This included profiling reports for Wood County residents, area attraction visitors, overnight guests and inquiries.

### ***Methodology & Results***

The Community Tapestry Study should be conducted every 1-3 years.

Tapestry represents the fourth generation of market segmentation systems that began 30 years ago. This powerful tool classifies U.S. neighborhoods by lifestage and lifestyle in addition to traditional demographics.

The results from the Tapestry studies can be classified into two main reports:

- **Who Report:**
  - Profiles the demographic and lifestyle segmentation of the population
  - Classifies the population in each of the ways outlined above and indexes the population under study against national averages
  
- **What Report:**
  - Provides a detailed profile of the core population for 37 separate lifestyle and media groups in over 2,200 sub-categories
  - Each category is indexed against the average U.S. resident to determine whether a member of the population under study is more or less likely to exhibit the specific behavior (100 represents the national average)

Key findings from the Community Tapestry reports allow for greater understanding of your residents and visitor groups. The more you understand about your target audiences, the better you can target your message to them.

## **CONSUMER AWARENESS AND PERCEPTION STUDY (CAP STUDY)**

### ***Purpose***

The purpose of this study is to gain insight into consumer awareness, visitation and perceptions of Wood County.

### ***Methodology & Results***

This quantitative survey is fielded online outside of Wood County's borders in order to obtain an outsider's perspective. The survey measures:

- Overall top-of-mind perceptions of Wood County and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends and family)
- Strengths and weaknesses of Wood County identified within community attributes
- Consumer suggestions on what is missing from Wood County
- Measurements of Wood County delivery of hospitality
- Measurements of Wood County quality of life indicators

### ***Timing***

The CAP Study should be conducted annually. The first survey should be conducted no sooner than one year from brand introduction (when there is visible implementation of your brand in the community).

## **WOOD COUNTY PERCEPTION STUDY**

### ***Purpose***

We now have an understanding of current brand perceptions among visitors. Because the brand strategy encapsulates those brand perceptions and takes them even further with the refined Wood County positioning, this study would allow us to see if we successfully refined the brand further in the eyes of the visitor. If brand perception did not change as we intended, then we can fine-tune the media and messaging accordingly.

Although the primary purpose of this study is to track brand perception, it is recommended to explore the issue of business development to see what the consumer desires in this arena.

### ***Methodology***

- Conduct annually
- Gather samples from lodging records
- Include a signed cover letter (with real ink) to brand the personal/friendly side of Wood County.

## **WOOD COUNTY CONVERSION STUDY**

### ***Purpose***

Conduct a Conversion Study in order to evaluate media. The findings from this study will help refine the media plan in order to ensure media efficiency.

### ***Methodology***

- Capture inquiry contact information (name/address/media vehicle at a minimum)
- Append phone numbers to inquiry addresses using a data append service
- Conduct telephone interviews
- Perform a minimum of 100 interviews per media vehicle.