Branding and MPAs: Special Places with Special Values
Branding, Marketing, Advertising, Logos & Slogans

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Slogans and logos are to branding as the tip of an iceberg is to the whole iceberg
We are exposed to 5,000 marketing messages a day.
Alpena Branding Initiative
- Assessment of Markets
- Community Survey
- Brand Feasibility
- Branding Boot Camp
- Final Report
- Action!
Become an outstanding and sustainable destination.
For local residents and visitors.

Create small business opportunities.
And strengthen existing businesses.

Create a sustainable community for our youth.
Jobs, opportunities & gathering places.
A brand is a promise. 
A good brand is a promise kept.

As your Sanctuary of the Great Lakes, Alpena is a haven from daily life. Culturally rich and surrounded by natural beauty, Alpena is the place to relax, rejuvenate, and inspire the happy, healthy, and creative you.
Pillars of Brand

**Learning Opportunities:** Heritage, culture, the environment, wellness and technology

**Wellness:** Fitness, recreation, healthy eating, relaxation, and empowerment

**The Environment:** Sanctuary, Lake Huron, TB River, state parks, trails, silent sports, birding and other environmental attractions.
sanctuary (sangk-choo-er-ee) n., pl – ies
1. A sacred place.  2. A place where people connect with each other, the environment, history, and their creativity.  3. Where lasting memories are created and embraced.  4. Alpena, Michigan
sanc’tu-ar’y (sangk-chōō-er-ee) n., pl – ies
1. A sacred place. 2. A place of refuge from stress, pressure, and anxiety. Where one leaves their cares behind to embrace a place known for its serenity. 3. Alpena, Michigan.

Alpena Branding Initiative
Earning the Brand
• 50 Action Items and Growing
You're Invited to

Plaza Palooza!

Share Your Voice & Ideas

Express your ideas on what would make the ideal public plaza for our downtown. Come share your voice!

Tuesday, November 13
Art in the Loft
5:30 PM Hors d’oeuvres
6:00 PM Brainstorming Session

Sanctuary Square
“The impacts of a boundary expansion fit directly into the Chamber’s Mission of advancing the economic development and community’s quality of life; therefore, we give our full support for boundary expansion...”—Alpena Chamber of Commerce
Genuine community engagement creates strong relationships and powerful constituencies. By fostering strong personal connections through relevance, there is a greater public will for action. People protect what they value.