



Concept Marketing for Communities: Capitalizing on Underutilized Resources to Generate Growth and Development

Rhonda Phillips

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Exceptional communities possessing a definitive sense of place, the cities and towns presented in this book have created or re-created a style, ambience, or character that transcends the ordinary and is used as the basis for community economic development. Adapting the idea of concept marketing, these communities have found a niche or specialty to create community recognition and serve as a basis for garnering external investment, tourism, and other revenue-generating events. This book examines the use of popular and corporate culture, retail establishments, historical tradition, and surrealism in community concept marketing and profiles examples of communities from a diverse array of contexts and geographical settings.

Bellows Falls, VT, for instance, a once-depressed former milltown has transformed itself to a vibrant community through an arts integrated development strategy, while Austin, MN, the home of Hormel Foods, has drawn on the town's corporate culture with the opening of a new SPAM Museum. Manchester, VT, taking a retail approach, has become a designer outlet mecca, and Walnut, IA, the state's Antique City. Cape May, NJ, has restored its historic properties and successfully marketed itself as a seaside resort, while Holland, MI, exemplifies the surreal approach, marketing itself as a Dutch town. Considering these and other uniquely marketed communities, this book examines the elements necessary for a successful concept marketing strategy to community economic development.

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