

• BUSINESS PROFILE •

Marketing 'history's hometown'



Sam Tenney / The Citizen

Erin DiVincenzo, of Clark CSM Marketing Communications, speaks about the campaign to brand Auburn as "History's Hometown" during a presentation Wednesday morning at the Holiday Inn.

Historic commission launches new campaign

SARAH GANTZ
The Citizen

AUBURN — The historic sites and cultural ties that set Auburn apart from other communities in the Finger Lakes region have, as their historic nature suggests, been around for some time. Now, the scattering of interesting places are linked to their city location, corralled under one hat.

AUBURN HISTORY'S HOMETOWN

History hot spots

Find out how to obtain History's Hometown merchandise for your business.

Call Jesse Kline at the tourism office, 255-1658

Or call Connie Reilly at the Auburn Downtown BID, 252-7874

Or visit www.tourauburnny.com

At a presentation about the brand, organizers encouraged business owners to incorporate into their shops, restaurants and offices the town's new logo, complete with a black top hat cocked on the N of Auburn.

"We can't rely on just the wineries, just the Finger Lakes," said Erin DiVincenzo, who presented the concept of branding the city. "Hometown has a nice flavor to it."

While wineries and waterfronts are a major appeal of Auburn and

all other towns situated along the lakes, Auburn needs to market what other lakeside towns do not have — the Seward House, Harriet Tubman's home, the Willard Memorial Chapel — to attract new visitors, residents and businesses, said DiVincenzo, who is the client services director for Clark Creative Strategy Media. The company was hired to help promote Sarah Palin's Founders Day visit and stayed on to develop a marketing strategy for the entire city.

The logo campaign has the potential to market Auburn as a whole package — restaurants, entertainment, shopping — by linking local businesses and historical sites with a simple sticker, printed in bold, red letters.

"Potential — I think that's a huge piece for Auburn," DiVincenzo said. "It's untapped, it's unknown."

At Wednesday's presentation, a table displayed options for incorporating the logo: window clings and postcards, a rubber stamp and a CD that can be used to transfer the image to virtually any surface.

"We're not asking businesses to invest thousands of dollars," said Andrew Fish, executive director of the county's Chamber of Commerce. "It's a small price to pay to start building this sense of buy-in for the community."

The idea is not to change Auburn or how businesses operate, but to advertise as a unit all the city's existing attractions. DiVincenzo encouraged business owners to wrap their existing products in the Auburn brand. For example, she said, the historic and cultural sites commission updated the masthead of its Web site to welcome visitors to History's Hometown; the city's Web site features the logo on its home page.

Mary Moore, director of sales at



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June Graybill, a docent at Willard Memorial Chapel, and Kathy Walker, the chapel's executive director, look at promotional materials featuring the slogan "Auburn: History's Hometown" Wednesday morning. The Auburn Historical and Cultural Sites Commission and Downtown BID sponsored a presentation to introduce the new marketing campaign to city business owners and officials.

the Auburn Holiday Inn, left Wednesday's presentation with a stack of brochures and jotted-down notes about how to enhance the information about local tourism that is already available to hotel guests.

By printing the logo on banquet and restaurant menus, the

hotel will be able to link itself with History's Hometown, while providing an extra boost to the local tourism they have long promoted, Moore said. "We had it all along."

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