

Roger Brooks Presentation Video Outline

Kanab & the Hwy 89 Southern Corridor

November 18, 2016

Watch the video here: youtu.be/hhjRxWIHW30

<u>Time</u>	<u>Video Outline</u>
0:00	Introduction
0:45	• About the assessment & secret shopping
1:40	• Roger's previous experience
2:10	- In rural Utah
2:40	- Other assessments in Utah
3:35	• About the assessment process
4:30	• Planning the trip
4:55	- Where they stayed - Zion Mountain Ranch
5:30	- Places they visited & assessed within the county
6:20	Five major initiatives
6:45	1. First Impressions
6:50	• Zion National Park
7:05	- "Suggestions," not recommendations
7:30	- What is this? — Signage should be perpendicular to highway
8:00	- Curb appeal—weeds
8:10	- Lack of locally-produced products
8:45	- 7•8•7 rule—70% of first-time sales come from curb appeal
9:30	- Give us an invitation to come back—tell us when you are open
10:00	• Alton - nice town, nothing for visitors
10:40	• Glendale
10:40	- Gateway signs should be located where you make the best first impression, not by junkyards
12:15	- Sign not perpendicular to highway - won't be noticed
12:40	- "I can understand why a business in Glendale can't survive"
12:50	- The state is spending millions to bring money into your area
13:35	- Turn lemons into lemonade—put classic cars on display instead of mixed in like a junkyard
14:15	- Porcelain dolls are high-end products, but the signs don't say quality—they say low end
15:10	• Orderville, Mount Carmel Junction
15:10	- 40% of visitors are foreigners taking pictures, forming opinions of Americans, Utah, our communities, the LDS church
16:25	- Four towns that set the worst example in Utah
17:10	- Get out of the seasonal mindset—visitors are still here!
17:45	- This area has more potential than anywhere in the United States
18:15	- "Ho-made pies"—impressions, political correctness—reflection on church, state, community
18:45	- I feel bad for the businesses that are doing everything they can but visitors drive right by because of the impressions that were made - they have already decided to get through as fast as they can and not stop
19:30	- Antique neglected signs send a negative impression, not a nostalgic one
20:00	- Maynard Dixon gallery—when you do rarely see something good along the way: "Can't be that good. Keep going."
20:30	• Kanab
20:30	- Gives new meaning to "primitive arts" joke
21:35	- Moqui Cave—"closed" - gone and out of business? When will you be open? If you're open seasonally, tell us when!
22:20	- Visitors get used to your season and assume they can't visit at other times
22:50	- Tell us what you're selling, even before the name of the business
23:15	- Make it obvious what is open
23:20	- 3.4 million people pass through every year
24:00	• Example of Battle Mountain, Nevada—Washington Post: "Worst place in America"
25:30	- Battle Mountain hauled away the trash

- 26:00 - What do you do?
- 26:05 - Abatement Ordinances
- 26:50 - If you want your youth back, you'd better give them a place they can be proud of
- 26:55 - Contact scrap metal companies
- 27:10 - Work with property owners—you can use public money to clean up private property
- 27:30 - Clean up signs

28:00 **2. A Focus for Each Community**

- 30:30 • How do you stand out from the crowd among thousands of towns?
- 31:15 • We're bombarded with marketing messages
- 31:50 • You can't be all things to all people
- 32:15 • Words and phrases to avoid
- 33:55 • Logos and slogans are not brands
 - 34:40 - You have spent too much on effort and money on them—they don't close the sale
- 35:20 • Brand is perception—what people think and say about you
- 37:15 • Successful branding is built on product
- 37:40 • Find a razor sharp focus
- 39:30 • Your name should be synonymous with your brand
- 43:00 • Utah destinations and brands
 - 43:00 - Quit marketing Kane County!
 - 43:10 - Flaming Gorge—Trout Fishing
 - 43:40 - Bear River—Birding/Photography
 - 44:35 - Goblin Valley
 - 45:30 - Castle Valley—Bouldering
 - 46:00 - Green River—Mountain Biking/River rafting
 - 46:15 - Other Utah destinations
 - 47:30 - Memorable brands evoke emotion
 - 47:35 - Ogden
 - 51:10 - Brands last for generations, good or bad
- 51:40 • Battle Creek Michigan—you can't market what you don't live or believe
- 52:15 • If you have to explain it, toss it
- 52:20 • Recap
- 53:30 • Where is "Long Valley?"—Layers are confusing to visitors
- 54:25 • Duck Creek
 - 56:10 - Invite us to come back—display an event calendar
 - 56:30 - Don't use too many signs or they will all be ignored
 - 57:55 - No sidewalks ≠ pedestrian friendly
 - 59:20 - Utah's ATV destinations
 - 1:00:00 - Limit words on billboards and gateway signs
- 1:03:00 • East Zion
 - 1:04:00 - Springdale is the best town in Utah—stores are open late and year-round
 - 1:04:55 - Zion Mountain Ranch: Don't do powersports—keep the silence
 - 1:05:40 - Zion Ponderosa: Adventure
- 1:07:20 • Examples
 - 1:07:20 - Hamilton, Missouri & the Missouri Star Quilting Company
 - 1:15:00 - Jerome, Arizona—Ghost town, artists
 - 1:18:15 - Julian, California—Apple pie
 - 1:19:10 - Jackson Hole - western living, western art
- 1:19:25 • "You do not want to be a 'gateway'"
- 1:20:00 • There are 70 old west towns, and most of them are struggling
- 1:22:15 • Glendale—Apple festival?
- 1:23:05 • Orderville—Rock collecting?
- 1:23:50 • Kanab—Best Friends?
 - 1:25:20 - Little Hollywood can't be your brand but it's still a very cool part of your history
 - 1:25:30 - BF town center is nicest building in town
 - 1:25:50 - Animal friendly challenges
- 1:26:45 • More Examples
 - 1:26:45 - High Desert Museum in Bend, Oregon

- 1:27:35 - Sonora Desert Museum
- 1:28:30 • Problems with being a hub
- 1:28:55 - FourTimes rule
- 1:30:35 - It's not about how many visitors you get, but how long you get them to stay
- 1:31:55 - Quit marketing day trips that are more than a 45 minute drive away
- 1:32:05 - Drive times
- 1:33:50 - Promote specific sites, not huge areas
- 1:34:45 • Three progress killers
- 1:35:35 • Each community should have a distinct focus
- 1:35:50 • Chevrolet's focus
- 1:37:10 • Springdale's example—narrower highway, parking structures, sidewalks

3. Product Development

- 1:35:25 • Example of Glacier National Park busses
- 1:41:45 • 24/7 visitor information
- 1:42:45 • How visitors get information before traveling vs while traveling
- 1:43:20 • Visitor information kiosks
- 1:48:00 • Kanab Visitor Center
 - 1:48:00 - Bob was great
 - 1:48:45 - Needs a makeover
- 1:49:15 • Big Water Visitor Center
 - 1:49:15 - Closed! — Why put so much money into a building but not staff it? Why no paved road & parking lot?
- 1:51:00 • Choose a uniform date to close if you must be seasonal or visitors will only come when it's safe
- 1:52:20 • Rodeo Grounds
- 1:52:35 • Kanab GSENM Visitor Center

4. Marketing Reboot

- 1:53:10 • Create a brochure of top stops—don't list all of them; promote the best
- 1:53:10 • Criteria for being the included as one of the best
- 1:54:45 • Roger's list of the best in Kanab and East Zion (and suggestions for them)
 - 1:55:40 - Maynard Dixon Gallery & Home
 - 1:57:15 - Forscher German Bakery & Café
 - 1:58:15 - Coral Pink Sand Dunes
 - 1:59:10 - Sego Restaurant
 - 1:59:30 - Best Friends Animal Sanctuary
 - 2:00:15 - The Rocking V Café
 - 2:01:15 - Denny's Wigwam
 - 2:01:30 - Peekaboo Canyon Wood Fired Kitchen
 - 2:01:55 - Escobar's Mexican Restaurant
 - 2:03:30 - Paria Canyon: Buckskiin Gulch, The Wave
 - 2:04:25 - Grand Canyon National Park - North Rim
 - 2:04:55 - Gallery Row: Raven's Heart, Gifts of the West, Legends Gallery
 - 2:05:45 - The Soda Fountain at Kanab Drug
- 2:06:40 • Stand-alone Activities Guide - do not call it a visitor's guide

Other Notes & Impressions

- 2:09:30 • Arrowhead Ranch? Bed & Breakfast?
- 2:10:00 • Mystic River
- 2:10:20 • Golden Hills Motel, Restaurant
- 2:10:45 • Thunderbird
- 2:11:30 • Mount Carmel Junction Golf Course
- 2:11:45 • Make highway right of way attractive and useable
- 2:12:35 • Get roadkill cleaned up quickly
- 2:14:00 • Log cabin in Orderville
- 2:14:30 • Grand Canyon Expeditions
- 2:15:00 • Matty's Restaurant
- 2:15:15 • Bauer's Canyon Ranch & RV Park

- 2:15:35 • Valley High School
- 2:16:00 • Parkway Motel
- 2:16:15 • South entrance to Kanab
- 2:16:50 • Reservoir
- 2:18:15 • Airport
- 2:18:40 • Stampin' Up
- 2:19:40 • Heritage House—Museum or bed and breakfast? Hours?
- 2:20:00 • Old Barn Playhouse
- 2:20:25 • Parry Lodge—Why not year-round?!
- 2:20:45 • Nick's Shell
- 2:20:50 • Heritage Museum
- 2:21:15 • Willow Canyon
- 2:21:25 • Crescent Moon
- 2:21:15 • Houston's
- 2:22:35 • Duke's—limit banners and flags
- 2:23:25 • Nature's Showcase
- 2:23:35 • Little Hollyhock—Disappointing—it is clear that nobody cares
- 2:25:30 • Kanab Creek Bakery and Thirion Gallery
- 2:25:50 • Star Parties
- 2:26:05 • Dark Skies
- 2:26:55 • Red Rock Live poster
- 2:27:35 • Overall first impressions: low quality, struggling businesses, lack of quality control, not living up to potential
- 2:27:50 • Kanab Golf Course
- 2:28:20 • Hospital
- 2:28:40 • Library
- 2:28:50 • Jacob Hamblin Park
- 2:29:00 • Skate Park
- 2:29:25 • Tourism is your economic driver—a means to an end to improve quality of life
- 2:30:45 • Trails
- 2:31:40 • General downtown facts
- 2:33:25 • Population within x miles of downtown Kanab
- 2:34:30 • You need a central gathering spot
- 2:34:35 • Rapid City, South Dakota—"The hole in the middle of the doughnut"—downtown plaza
 - Program it 250 days a year
 - Downtown businesses worried about losing parking but they now say it is the best thing Rapid City has ever done
- 2:41:30 • Best Friends' Plaza?
- 2:41:50 • Plaza on Main Street
- 2:43:25 • Plaza at Aiken's Lodge
- 2:44:35 • "Way too much pavement for one of the most scenic areas on the planet"
- 2:44:30 • Plaza at 200 West
- 2:45:05 • Plaza at Denny's Wigwam
- 2:45:45 • A downtown plaza is an investment, not an expense
- 2:45:50 • Downtown master development plan
- 2:46:05 • 10:10:10 rule (strive for 10 food establishments, 10 retail establishments, 10 open after 6 in three lineal blocks)
- 2:47:30 • 7:8:7 rule (curb appeal generates 70% of spending, women account for 80%, 70% takes place after 6:00 pm)
- 2:48:25 • Benches

- 2:49:45 **5. Extend Your Seasons**

- 2:50:00 One more thing: Cottonwood and Bunting trails