

CHAMPION PLACEMAKER WORKSHOPS

Developing a 'Well Crafted' story about your business



INTRODUCTIONS





Who Is The ECCVB

- Private non-profit corporation dedicated to promoting Elkhart County and championing quality of place for the benefit of all.
- *We see the best* in Elkhart County.
- *We get behind projects* that help Elkhart County get even better.
- *We're champions of all things* that add to Elkhart County.



Working Together Is Better

- Sharing consistent, aligned stories can improve the reputation of a place.
- Many cities and towns that have mastered the unified story approach.
- Telling a consistent story over time attract like-minded people in search of the unique set of experiences each destination offers.



Elkhart County's Journey to Well Crafted



The Process



Discovery



Place DNA™



Brand
Development



Niche
Experience
Development



Niche Rollout
Plan

Place DNA™ vs. Brand



Place DNA™

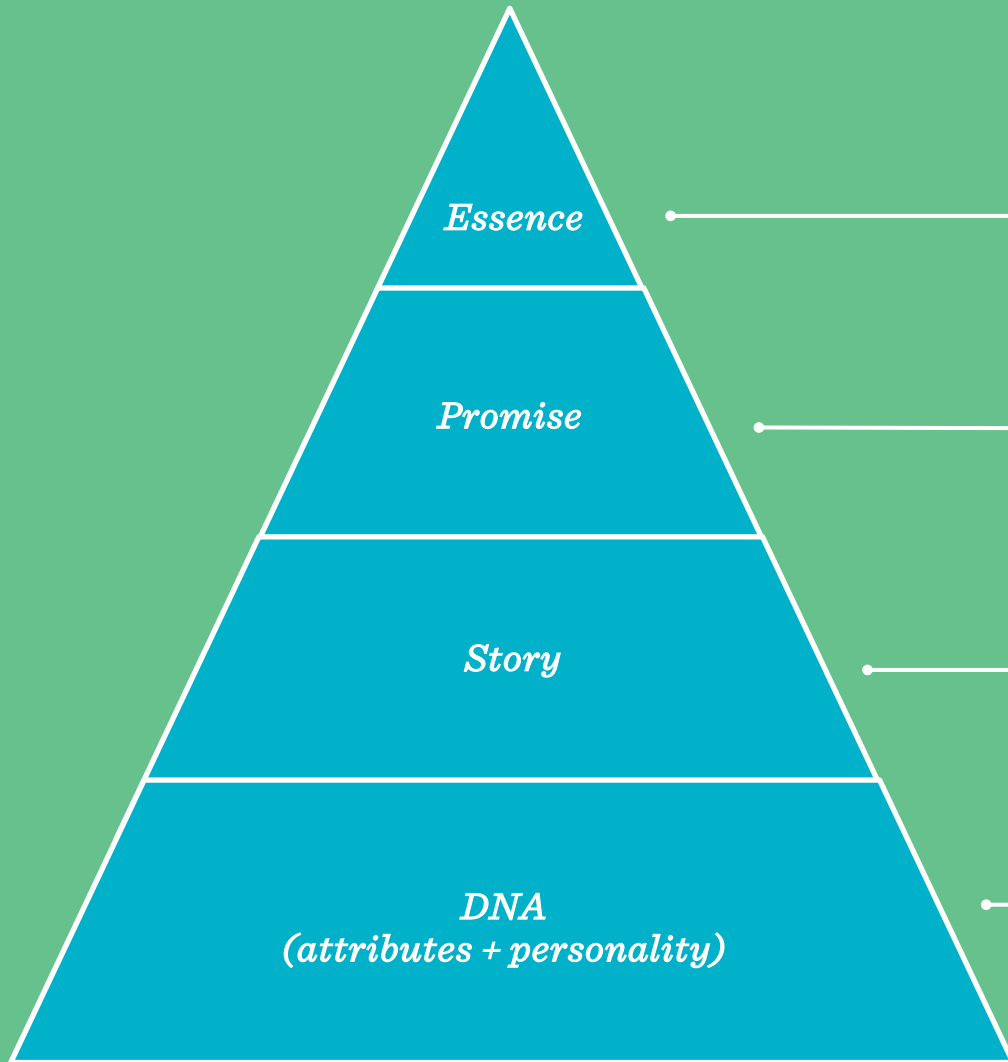
The core identity of a place.
Place DNA™ is not a choice
but the truth of a place.



Brand Strategy

Brand is a choice. It is the story
a community wants to deliver
and communicate to its guests
to leave memorable experiences
and the right reputation.

Brand Framework



Essence

Essence - the heart and soul of a brand.

Promise

Promise – a guiding commitment to providing a distinct experience that will positively impact a person's life.

Story

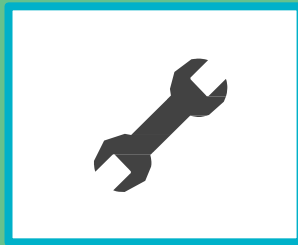
Story – a description of the overall experience that a destination provides through a person's interaction with the place. Must convey its distinctiveness.

DNA
(attributes + personality)

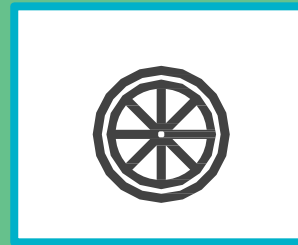
DNA (attributes + personality) - the core identity, personality, and defining attributes of a place.

Priority Attributes

BRAND ASSETS



Industry



Heritage



Landscape



Quality Products

PERSONALITY TRAITS



Craftsmanship



Diverse



Entrepreneurial



Community Spirit

Brand Story

Welcome to Elkhart County, Indiana. A place where close-knit communities are connected by a passion for craftsmanship and quality of life. From classic small towns to energetic centers, the handmade welcome mat is always out.

From the Elkhart Jazz Festival to local shows and productions, the vibrant arts scene tells the story of our residents – a celebration of traditional values, creativity and fun, and growing diversity. Friendly and caring, with an energetic, entrepreneurial spirit, we are naturally born makers.

With an appreciation for all things handmade and homegrown, we leave our mark on everything we hold. No matter how far you roam, reminders of what's made here are all around; musical instruments, RVs, motorcycles, quilts and more. Elkhart County, it's well crafted.

Brand Promise

Elkhart County is where you make your own fun. A place where quality craftsmanship, innovation, and collaboration results in a well-crafted life.

Brand Essence

Well Crafted.

Selected niches

Cultural Explorer

Reason to explore



Creatives

Reason to stay



Roadtrippers

Reason to stop



Cultural Explorer

Cultural Explorers want to experience local culture when they travel. Cultural Explorers like to dive into a place; seeing how locals live, learning history and stories, and admiring craftsmanship, art and music.

Cultural Explorers are lifelong learners with a keen interest in historical facts and trivia. Play into this by telling the stories behind your historic buildings, parks, establishments, downtown areas, theatres, and barns. Cultural Explorers are curious by nature and are interested in how other people think, act, and behave.

In Elkhart County, this niche has two main themes: Amish Culture and Local History. The Amish Cultural Explorer is particularly interested in the Amish way of life, while the Local History Cultural Explorer is most interested in the stories of past and present residents.

Keywords

Craftsmanship, handmade, creativity, fun, friendly, energetic, makers, musical instruments, quilts, history

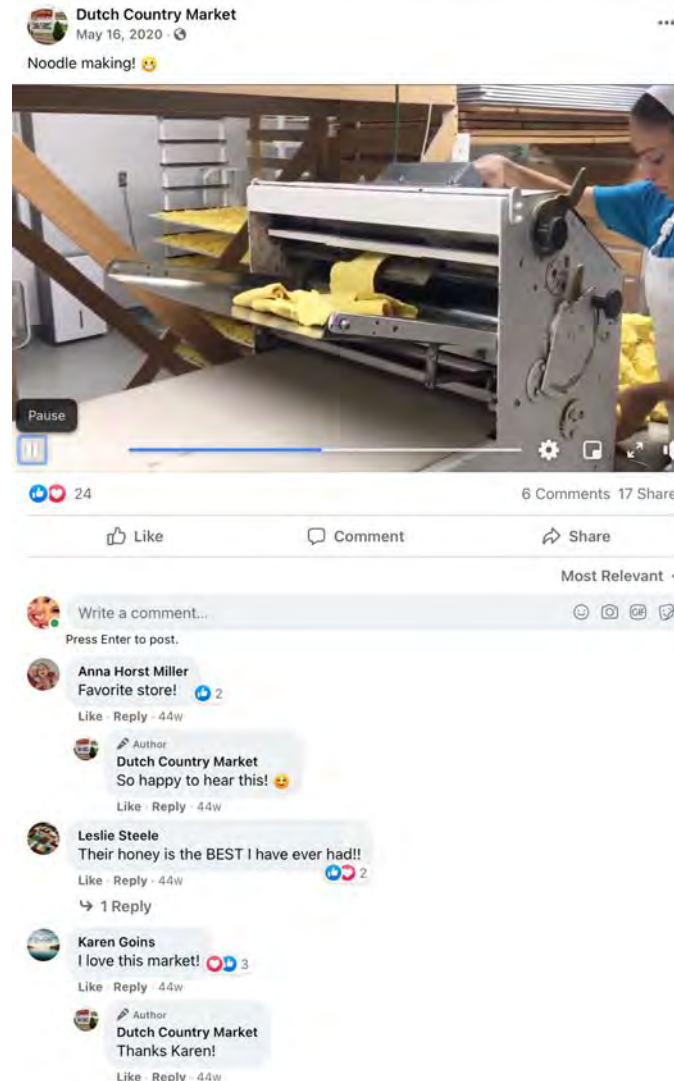
Phrases

- A well crafted place
- The Amish way of life
- Growing diversity
- A vibrant arts scene
- We leave our mark on everything we hold
- Classic small towns
- Close-knit communities

Cultural Explorer

Content Examples

These posts are of particular interest to Cultural Explorers who are interested in local stories and craftsmanship.



We love to have *fun* in Elkhart County, and we bet you will, too. From great breweries, restaurants and cafes to a range of speciality shops, our friendly residents will make sure you leave with a big smile on your face.



From the Elkhart Jazz Festival to local shows and productions, Elkhart County offers a year-round calendar of great events in truly beautiful settings.



Creatives

As a Creative, you see things a little differently. You focus on getting to know a place, its people and its culture which in turn helps you stretch your creativity.

When deciding where to go, you are influenced by the local arts and craft scene, influential local artists and creators, and places where you can see and take part in creative practices.

Once you've arrived, you have a clear idea of where you want to go but are happy to change your plans on the advice of a local. While art galleries, museums, and public art are on your list, you are just as interested in wineries, breweries and live music.

You share photos regularly with your friends and often include interesting facts. After your trip, you feel inspired to create and look forward to your next artistic adventure.

Keywords

Craftsmanship, handmade, creativity, energetic, makers, musical instruments, quilts, diversity

Phrases

- A well crafted place
- Vibrant arts scene
- We leave our mark on everything we hold
- From the Elkhart Jazz Festival to local shows and productions
- Your next artistic adventure
- Entrepreneurial spirit
- Meet the makers

Creatives

Content Examples

These posts provide interesting facts that inspire conversation and engagement.



We are a community of proud **makers**. From murals to handmade crafts to our renowned Quilt Gardens, we invite you to see all that we create. With love, from Elkhart County.



From local shows and productions to the River Bend Film Festival, Elkhart County offers a year-round calendar of great events in fun and inspiring settings.



Roadtrippers

Roadtrippers love life on the road. They seek the freedom to explore nature and different landscapes without a strict plan. They tend to be optimistic, resourceful and curious. Many describe themselves as adventurous.

RVers are an essential part of this community — and a passionate one. Some use their vehicles for vacations, while others live full time in their RVs.

Roadtrippers help one another plan where to go next. They meet like-minded people at campsites, on trails, online and more. There they learn about must-see destinations, new technology and best practices.

Other travel motivators for this niche include seeing iconic landmarks, completing bucket list road trips, exploring national parks and nature reserves, visiting renowned campsites and escaping routine.

Keywords

RVs, motorcycles, craftsmanship, handmade, friendly, outdoor recreation, active lifestyle

Phrases

- A well crafted place
- Classic small towns and energetic centers
- The handmade welcome mat is always out
- No matter how far you roam, reminders of what's made here are all around
- Explore the roads less traveled

Roadtrippers

Content Examples

Above all else, Roadtrippers seek out places that accommodate their vehicle and offer exceptional RV-friendly experiences, helpful tips and more. These post emphasizes that fact.



Did you know that the first recreational vehicle was built 119 years ago? Find out more about the fascinating history of RVs at the RV/MH Hall of Fame Museum located in Elkhart.



Photograph from the collections of Al Hesselbart and the RV/MH Hall of Fame and Museum

No matter how far you roam, reminders of what's made here are all around. The next time you spot an RV, consider the fact that around 80 percent are made right here in Elkhart County, Indiana! #RVtrivia

