

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from August 21<sup>st</sup>, 2017,  
11:00 am  
Town Hall, Caucus Hall  
260 Commercial Street  
Provincetown, MA 02657**



**Members present:** Rick Murray – Chair, Lesley Marchessault – Vice Chair, Bob Sanborn, Regina Cassidy, Susan Avellar, Jay Gurewitsch

**Members absent:** Marian Peck – excused,

**Meeting was called to order at 11:00 am by Lesley Marchessault.**

**Staff:** Anthony Fuccillo, Radu Luca.

**Others:** Nadine Licostie – Red Thread Communications – conference call, Candy Collins-Boden – The Chamber of Commerce Executive Director, Amy Davies – Provincetown Television Executive Director

**Agenda:**

1. Red Thread Communications Provincetown Brand Positioning: logo, tag line, brand identity. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Rick Murray)

Candy said that if the new logo will represent the Town and replace the old logo, we have a huge anniversary coming up in 2020 and a huge opportunity for a new logo and tagline to represent the 400 commemoration – the biggest thing that happened to town in a long time and for this event not to be represented is an immense missed opportunity.

Nadine Licostie gave an overview of the presentation attached below.

- Visual identity and tagline were tested in survey of over 600 current and potential visitors to Provincetown
- Slight changes were made to the scripted version of the logo based on the results of the survey (see attached)
- Respondents preferred the script over the sans serif font
- The majority of respondents found the logo to be extremely appealing. A large number of those surveyed agreed strongly that the logo looks welcoming and generates an interest in learning more about Provincetown.
- The tagline You Belong Here, was well liked by all subgroups tested (older/younger/LGBT/straight/male/female). Nearly everyone understood the tagline to convey a message of welcome and inclusivity.
- Immediate next steps: we will incorporate the logo/tagline on the tourism website, new collateral (i.e., calendar of events brochure), and in the next wave of advertising creative for digital, print and outdoor.
- Identity and branding was based on the brand messaging platform: Provincetown is an iconic American town rich in **history, heritage and artistic expression**. It has always been a center of **enlightened thinking, creative exploration and revered natural resources**.

Together communities of various origins have come together in building a local culture that is embedded in **quintessential American ideals**. Residents and tourists have found a long-lasting sense of belonging that grounds them to this place unlike any other. One visit is all it takes to be caught up in the **beauty of the natural surroundings** and the **freedom of self-expression**, which permeates each person's unique experience.

*Provincetown is the place where everyone belongs.*



She reintroduced the program developed over the past few months together with the VSB, Staff and various stakeholders in town, including a survey. The new branding is meant to represent everyone across the board and promote the town as a year-round tourism destination. Spent a lot of time thinking about the new branding to have an all-inclusive, have gone through a brand strategy and messaging, including the visual identity that represents the entire Provincetown.

A company was hired to conduct a visitor survey regarding the visual identity and logo + tagline, interviewing visitors to Provincetown and potential visitors to Provincetown; two versions were presented to the interviewees; the script version was generally preferred; the tagline “You Belong Here” was generally liked and there was no association with other destinations; the majority of the interviewees believed the logo is slanted towards an LGBT audience.

SA – asked NL how the survey was conducted. NL said the survey was done online; a company from Brewster, Cape Cod was commissioned to conduct the survey; the survey was inclusionary. What was the inspiration for creating this particular logo? NL said we wanted to make sure that what we created matched Provincetown’s spirit and its artistic expression; a place of creative exploration, an array of natural resources, a sense of community. SA can see the brush stroke that has an artistic approach, but also sees the Town of Truro in this logo, but also doesn’t see the historic aspect of Provincetown, especially in light of the 400<sup>th</sup> Commemoration of the Pilgrims’ First Landing coming up. Asked whether the colors could be tweaked to visually and geographically represent all facets that Provincetown has to offer. NL thinks it’s important for the community and stakeholders and visitors here in town understand what we’re trying to do with this logo and tagline, that we’re all-inclusive and not exclusive.

JG – asked NL about the %75 - %25 (LGBT – general audience) split. NL said that was the recommendation of the surveying company to utilize these groups of people, based on information from other LGBT-type destinations. Asked whether today the group would vote on the logo alone or the logo + tagline. NL said in the initial marketing we should use both, including “You Belong Here,” but it depends on the marketing campaign and the size of the logo.

RM – said this new branding is part of an ongoing discussion and when this was first presented to the BOS previously all parties in the room agreed on the message and moving forward.

RC – asked whether we would be voting on the color swatch in the logo. RM responded and said Red Thread would like to have the flexibility to use the logo + tagline with different color swatches depending on the type of marketing campaign. Thinks “You Belong Here” resonated with everyone because it feels all-inclusive, but when she looks at the rainbow colors doesn’t think it’s all-inclusive. NL responded this logo and color spectrum isn’t meant to be the rainbow flag, but a swatch of colors, a palette.

