



# Ottawa, Illinois

## Branding, Development & Marketing Action Plan





**The set up**

# The big collision is taking place.

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The traveler demographic

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The internet

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The airline industry

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Fuel prices

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The experience economy

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Convenience

# **Ingredient #1:** **The new travel demographic**





**The baby boom generation now accounts  
for 80% of ALL travel spending.**





# DEMOGRAPHICS

The baby boom generation:

- 350,000 turning 50 - every MONTH

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- For another six years

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- They control 70% of North America's wealth

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- Mindset: Individuality, emphasis on youth, self absorption

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- Currencies embraced: Time, comfort, easy access

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# EXPERIENCES EMBRACED BY BOOMERS

- Culinary tourism: Visiting chefs, restaurants, education

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- Art: Artists in action, learning new hobbies, education

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- Ethnic events: European, Scandinavian, Cajun, Indian

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- Home & Garden: Education, training, garden tours

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- Open air markets, farmers markets

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- Strong interest in “voluntourism” and “going green”



# **Ingredient #2:** **The age of experiences**





# **Experiences over geography**

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Interactivity, not passive things to look at

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Location is always second to the activity

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Visitors don't really care about regions, counties or cities

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Sell the rapids, not the river

# **Ingredient #3:** **The airline industry**





# **The challenge:**

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Eight major airline bankruptcies so far this year

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Mergers to reduce flights and options

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Charges for extra bags, meals, videos, large customers

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Flights are slower, prices higher, cancellations and delays at all time highs, commuter routes being cut

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45% say with increased prices they will not fly

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Prices have already tripled what they were one year ago



# **Ingredient #4:** **Travel by private auto**





## **The challenge:**

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Fuel prices have now surpassed \$4 a gallon

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96% of domestic trips are via private auto (car, RV)

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The increased cost is changing the psyche of travel

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Gas is expected to reach \$6 a gallon in 2009



# **Ingredient #5:** **The internet has changed everything**





The playing field has been leveled.







Google Search

I'm Feeling Lucky

[Advanced Search](#)  
[Preferences](#)  
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

©2008 - [Privacy](#)





## **On top of all that...**

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Every year 1,500 communities decide to diversify.

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We are exposed to nearly 1,200 marketing messages a day.

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97%

of **all** community-based  
advertising is ineffective.

**Why?**

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Because we filter out everything not directly appealing to us.

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## **The challenge:**

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Competition has never been more fierce.

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Communities have been forced to specialize...

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yet most are still stuck in the mire of the “group hug mentality”

The good news



Travel is a necessity, not a luxury

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We will always have the desire and need to “get away”

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Travel is NOT something people are willing to give up

The big questions



What do you have that I can't get or do closer to home?

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Is it worth the added cost and hassle?

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Do I have enough info to go on? Is it convenient?

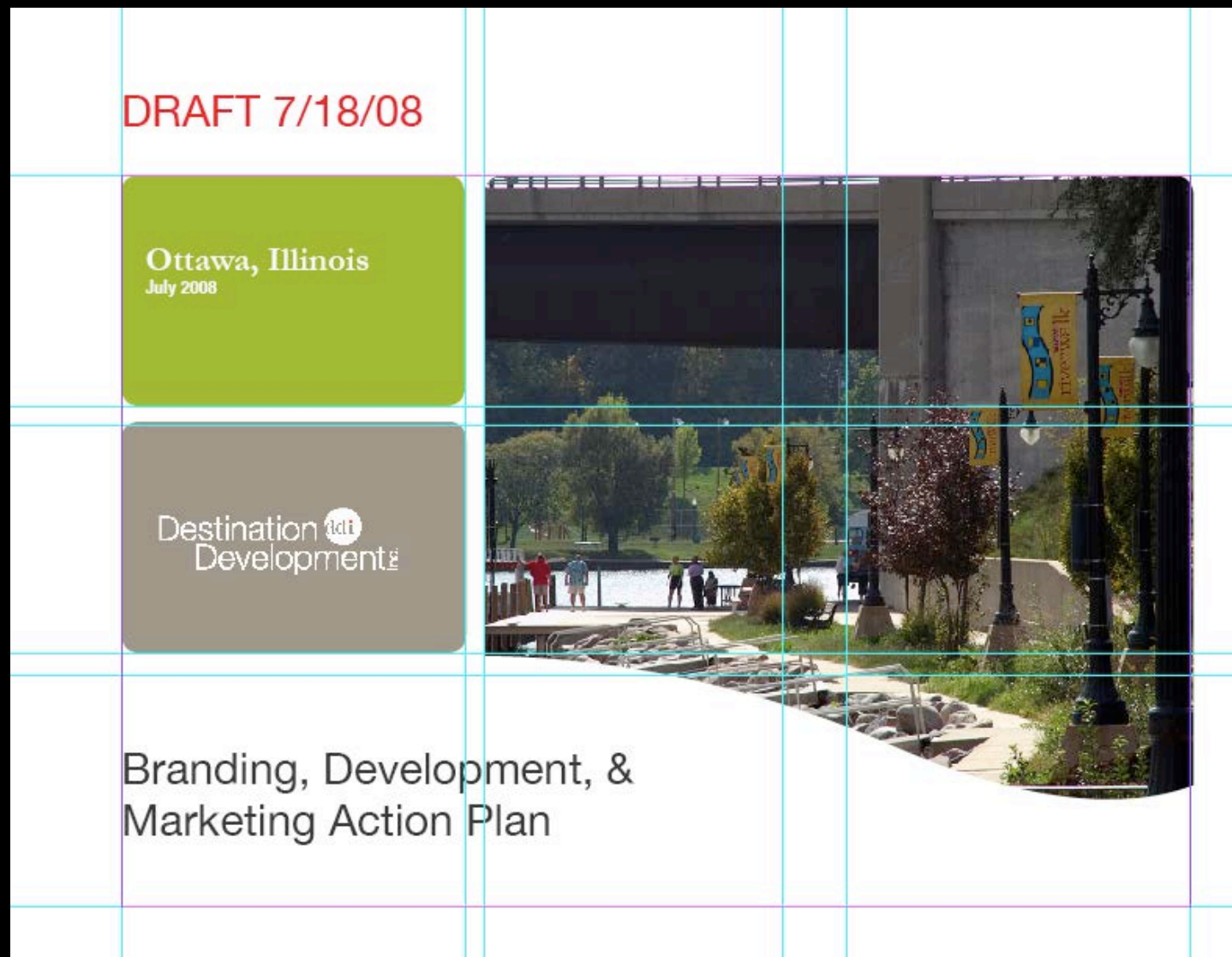
The art of setting yourself apart from everyone else

The background of the slide features a sepia-toned photograph of three cowboys on horseback, silhouetted against a bright, hazy sky. They are positioned in a line, moving from left to right across a grassy field. The cowboy on the right is slightly ahead of the other two. The overall mood is nostalgic and evokes a sense of individuality and tradition.

Welcome to the  
**era of the brand**



# What we're doing



- Downtown branding focus
- Product development
- Community development
- The roles defined
- Marketing: advertising, public relations, internet specifics
- The brand graphics
- Capital projects identified
- Cross-participation defined

## Downtown Ottawa Branding, Development & Marketing Action Plan



**This is about cash.  
This is about community.**





# The basis of outstanding destinations:

- A compelling lure must be created

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- Sufficient diversions (secondary activities) must be developed

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- A concentration of activities is required

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- The lure and diversions must be joined at the hip

# Quick Facts

Tourism is the fastest growing industry in all 50 states and is a \$700 billion dollar annual industry in the U.S.

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It is the “front door” your non-tourism economic development efforts.

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The heart and soul of any community, besides its people, is its downtown.

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The #1 activity of visitors is shopping, dining & entertainment in a pedestrian-friendly, intimate setting.

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This is where 80% of all visitor spending takes place.

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70% of ALL consumer spending takes place after 6:00 pm.



# The challenges

1. Downtown Ottawa is skipped by many residents.

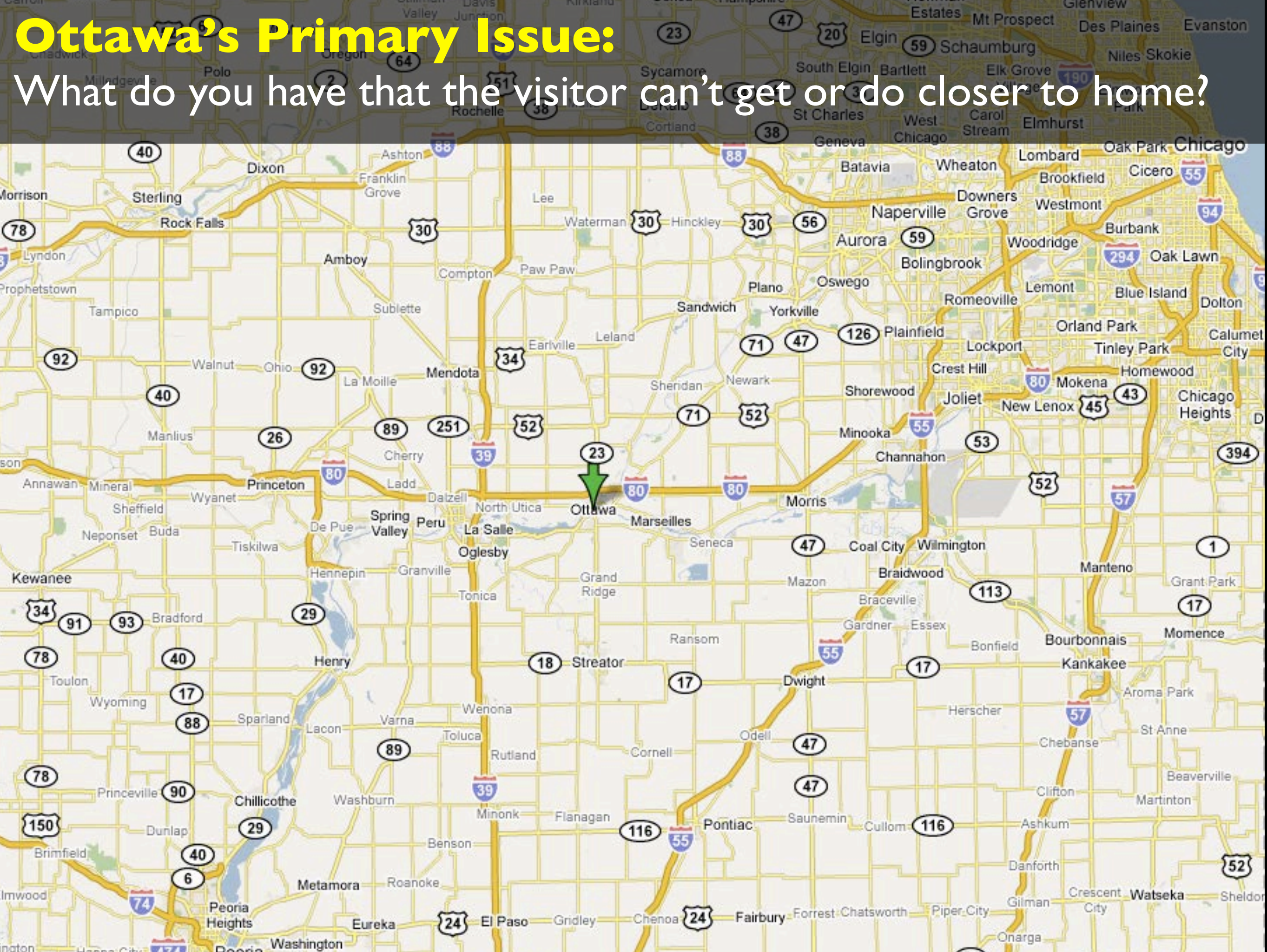
---
2. Out of town visitors don't know what there is to do in Ottawa.

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3. Ottawa is not known for anything specific other than as the site for an historical event that happened 150 years ago.

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4. Downtown lacks a solid destination retail district.

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5. Other than a few restaurants, the downtown has few evening activities.





**Ottawa's Primary Issue:**  
What do you have that the visitor can't get or do closer to home?









# Prepared For Destination Development

## Project 3140697

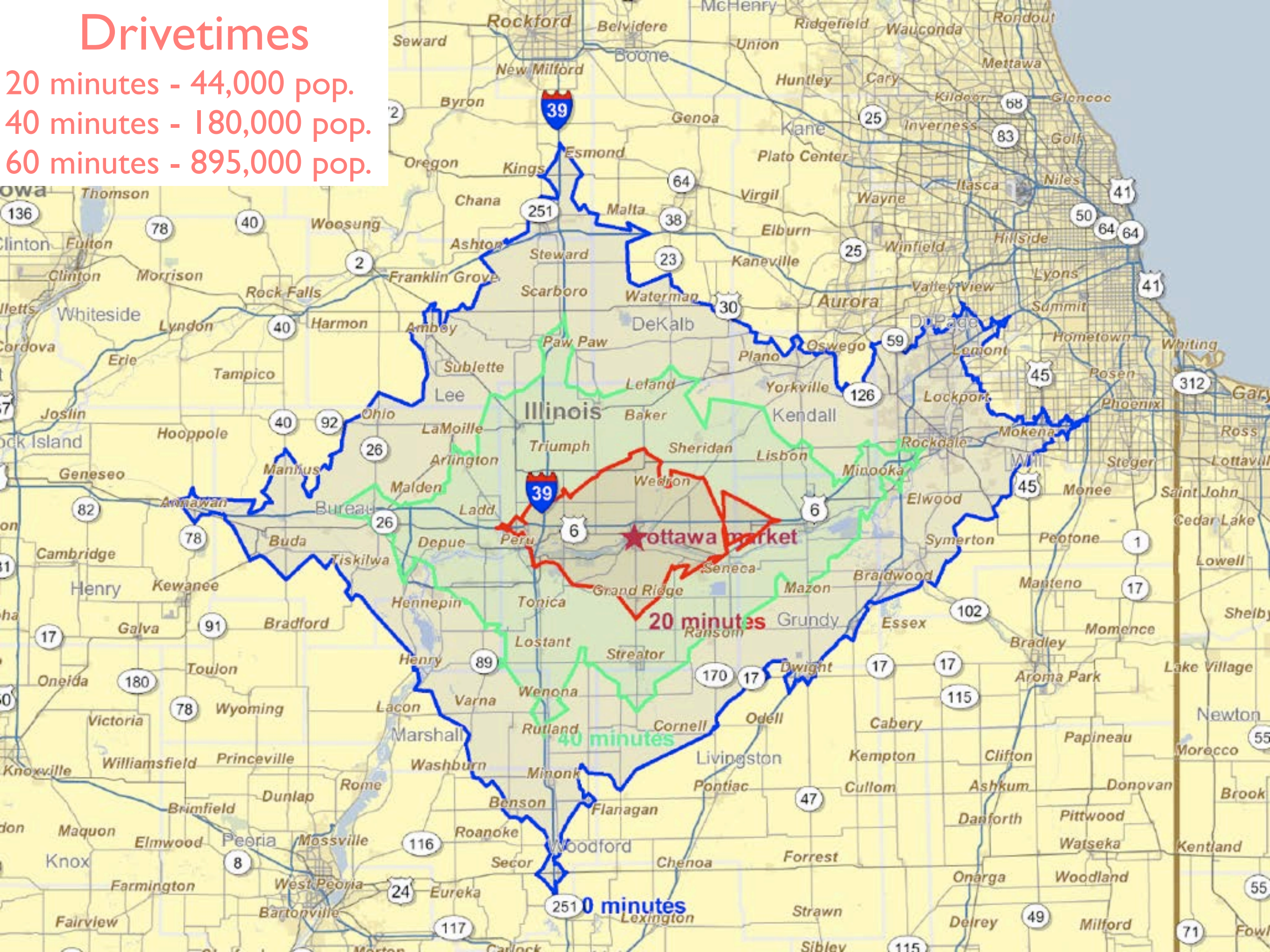
### Center of Town - Ottawa, IL

Pop Facts: Demographic Quick Facts	Center of Town - Ottawa, IL 0.00 - 25.00 mi	Center of Town - Ottawa, IL 0.00 - 50.00 mi	Center of Town - Ottawa, IL 0.00 - 75.00 mi
<b>Population</b>			
2012 Projection	175,775	1,867,380	9,639,187
2007 Estimate	171,576	1,669,344	9,411,733
2000 Census	165,806	1,376,519	9,035,707
1990 Census	157,449	1,103,682	8,201,474
Growth 1990-2000	5.31%	24.72%	10.17%
<b>Households</b>			
2012 Projection	69,546	656,789	3,498,721
2007 Estimate	67,443	587,279	3,418,892
2000 Census	64,219	483,472	3,283,455
1990 Census	60,260	384,610	2,975,249
Growth 1990-2000	6.57%	25.70%	10.36%
<b>2007 Estimated Population by Single Race Classification</b>	171,576	1,669,344	9,411,733
White Alone	161,544 94.15%	1,365,824 81.82%	6,299,955 66.94%
Black or African American Alone	2,344 1.37%	104,606 6.27%	1,609,527 17.10%
American Indian and Alaska Native Alone	319 0.19%	4,188 0.25%	26,995 0.29%
Asian Alone	1,090 0.64%	62,485 3.74%	442,518 4.70%
Native Hawaiian and Other Pacific Islander Alone	34 0.02%	705 0.04%	5,151 0.05%
Some Other Race Alone	4,045 2.36%	96,511 5.78%	799,329 8.49%
Two or More Races	2,200 1.28%	35,025 2.10%	228,258 2.43%
<b>2007 Estimated Population Hispanic or Latino</b>	171,576	1,669,344	9,411,733
Hispanic or Latino	12,532 7.30%	238,916 14.31%	1,705,799 18.12%
Not Hispanic or Latino	159,044 92.70%	1,430,428 85.69%	7,705,934 81.88%
<b>2007 Tenure of Occupied Housing Units</b>	67,443	587,279	3,418,892
Owner-Occupied	50,247 74.50%	455,413 77.55%	2,284,219 66.81%
Renter-Occupied	17,196 25.50%	131,866 22.45%	1,134,673 33.19%
<b>2007 Average Household Size</b>	2.49	2.78	2.70



# Drivetimes

20 minutes - 44,000 pop.  
40 minutes - 180,000 pop.  
60 minutes - 895,000 pop.





# The primary & secondary markets

1. Population (who lives where)

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2. Geographic markets (drive times, distances, competition)

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3. Demographics (age, race, income, education, by area)

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4. Psychographics (lifestyle: shopping, hobbies, travel, leisure, etc.)

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# Branding



# The Art of Branding Ottawa

## Questions:

- What can we own?

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- Who do we have to outgun?

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- Do we have enough money?

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- Can we stick it out?

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- When will we match the position we are claiming?

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- Are there those, locally, who will champion the cause?

**The 10 things you need to know**





Brands are perceptions - what people think of you -  
NOT what you think of yourself.

A large, dark gray, stylized number '2' is positioned in the background, centered vertically and horizontally. It has a thick, rounded stroke.

Branding is the “art of differentiation.” It’s the process of setting Chautauqua County apart from everyone else.





Brands are specific.  
You must jettison the generic.  
Find your niche, your specialty, and promote it like crazy.



Brands are built on product, not marketing.  
Once you “own” a brand,  
marketing is used to cement your position.





Brands are earned.  
You NEVER “roll out” a brand.



Brands must be experiential.  
Based on activities, not things to look at.  
Location-based branding is dead.





You build your brand using public relations.  
Advertising is used to maintain your position.



Say NO to focus groups.

You build your brand on feasibility, not just local sentiment.

You cannot build a brand through public consent.



# THE FEASIBILITY TEST

1. Is this something the primary and secondary markets can't get (or do) closer to home?

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2. Will it extend our seasons?

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3. Is it experiential? If it were in Farmington, Illinois would you go there for it then turn around and come home?

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4. How much will it cost and when will we see a return on investment?

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5. Can the community buy into it over time?

6. Will and can the private sector invest in the brand?

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7. How wide an audience will it attract?

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8. Does it have legs? (Can we start with a niche, then add extensions to the brand?)

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9. Do we have those who will tirelessly champion the cause? (Every brand requires pioneers.)

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10. Can we make it obvious and pervasive throughout the community?





Brands are built from the bottom up, rarely top down.  
Brands cannot succeed without champions.



It takes a village to develop and earn a strong, positive brand.  
Brands always start locally.

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Politics is the killer of any branding effort.

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# **The Ottawa Brand**

# #1: The brand

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Ottawa is the destination of choice for learning about and the purchase of goods related to gardening and the botanical arts.

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## #2: Why?

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1. Gardening is the fastest growing hobby in the U.S.
  2. Ottawa is located in an excellent setting reinforcing the brand.
  3. It is a brand that the major markets don't have closer to home.
  4. It fits the criteria in the "feasibility test."
  5. "Going green" is becoming a strong draw.
-



# The Character of the Market

Locally (20 minutes from downtown):

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- 19.3% are upscale - invest in landscaping
  - 23.6% are “senior styles” - take pride in their gardens
  - 29.2% are “traditional living” - garden care
  - 5.8% are building families - buying homes
  - 8.5% are “rural life” - garden care
- 

20% equals 34,000 customers

*Top 10 ESRI “Tapestry” LifeMode segments*

# The Character of the Market

Nearby (60 minutes from downtown):

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- 20.7% are upscale - invest in landscaping
  - 24.4% are “senior styles” - take pride in their gardens
  - 24.7% are “traditional living” - garden care
  - 6.1% are a “midland crowd” - do-it-yourselfers
  - 11.3% are “rural life” - garden care
- 

24% equals 336,000 customers

*Top 10 ESRI “Tapestry” LifeMode segments*

# The Character of the Market

In the area (90 minutes from downtown):

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- 34.3% are upscale - invest in landscaping
  - 4.4% are “senior styles” - take pride in their gardens
  - 13.6% are “traditional living” - garden care
  - 12.7% are building families and homes - garden basics
  - 6.1% are a “midland crowd” - do-it-yourselfers
  - 4.6% are “rural life” - garden care
- 

20% equals 1,880,000 customers to draw from

*Top 10 ESRI “Tapestry” LifeMode segments*



# #3. The brand perception

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Beautiful downtown Ottawa has emerged as a gardener's paradise, a regional centerpiece for the botanical arts. Ottawa now stands as a premier destination for the traditions and practical art of gardening.

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Supporting the brand:

- An historic, engaging downtown.
  - Shops filled with garden art, plants, botanically-themed retail.
  - Gardens and riverfront at your doorstep.
  - An evening dining and entertainment district.
  - The place to simply hang out and enjoy life.
-

# Ottawa

ILLINOIS

—

## #4. The supporting tag line

*“Ottawa: A perennial favorite”*

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*“Ottawa: Life begins in the garden”*



## #5. The brand elements:

- **The Lure** – Demonstration gardens, gardening camps & events, supporting retail.

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- **Diversions** – Shopping, dining & entertainment district, river-based activities.

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- **The icon** – An english atrium/greenhouse.

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- **Amenities** – Signage, restrooms, wi-fi, shade trees, gathering areas.

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- **Ambience** – Street vendors, musicians, public art, historic architecture.

# #6. The ultimate goal:

To earn the brand as:

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The Illinois Valley Gardening Capital

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working towards....

---

The Midwest's Gardening Capital

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# Remember !

The brand is the primary lure. Only 20% of visitor expenditures take place with the lure.

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Ottawa must build up the downtown diversionary activities like shopping, dining and evening entertainment to capture the other 80% of consumer spending.

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If local residents won't hang out downtown, neither will visitors.



Visitors  
Come for  
the Lure

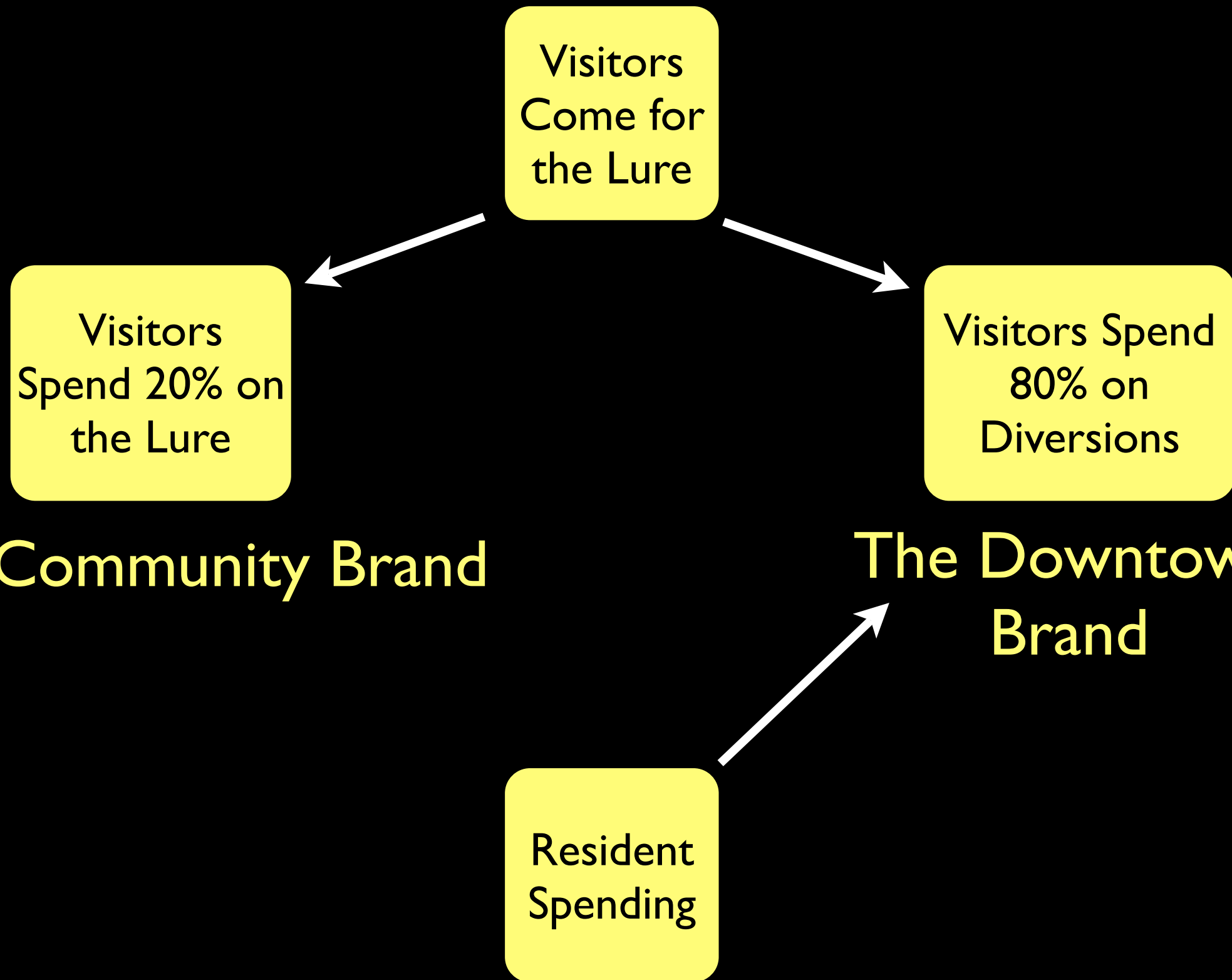
Visitors  
Spend 20% on  
the Lure

Visitors Spend  
80% on  
Diversions

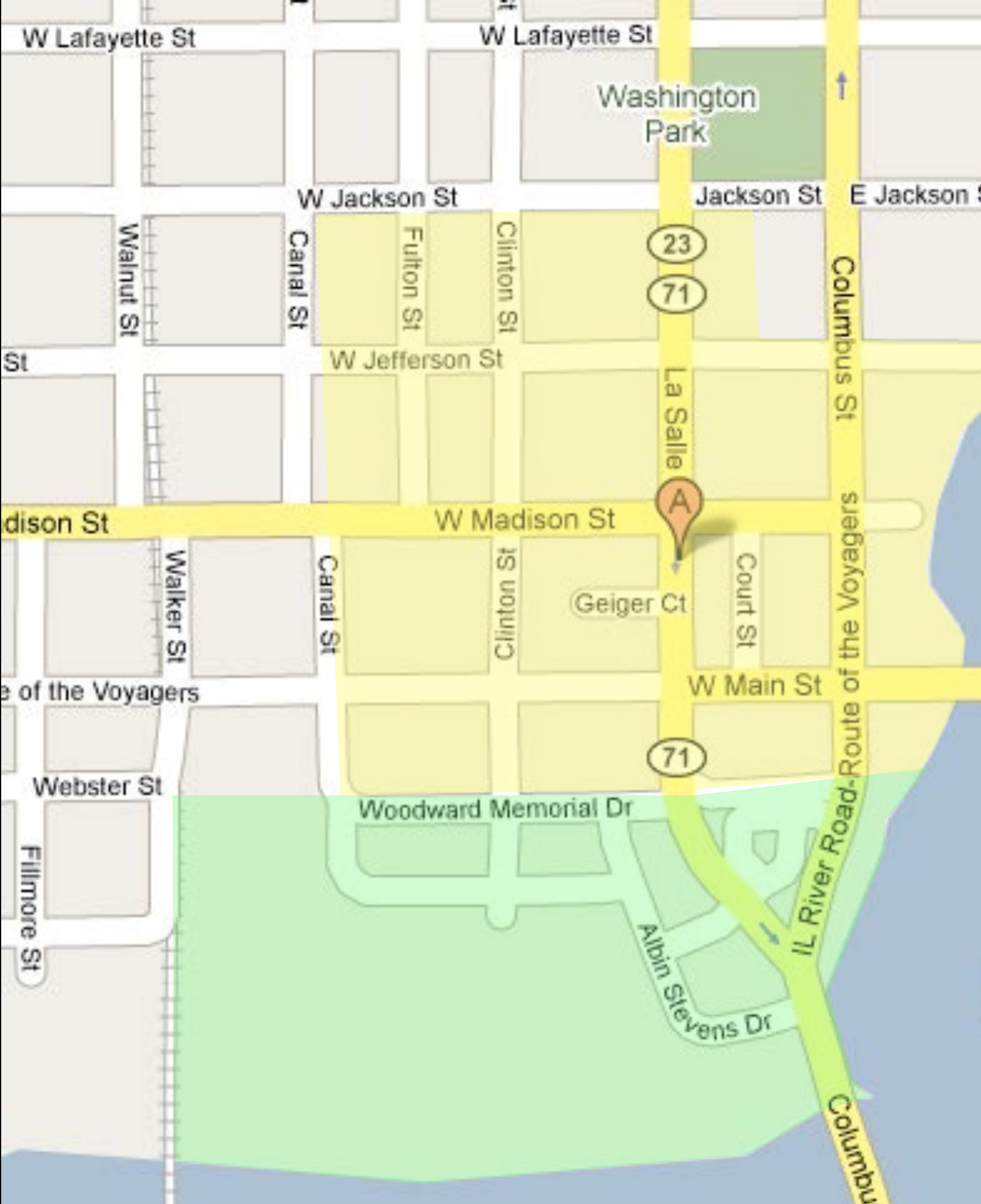
The Community Brand

The Downtown  
Brand

Resident  
Spending



# **Product Development**



## **Initial Downtown District**

The branded destination retail district may expand, but initial effort should be focused on this district in order to create the concentrated critical mass of pedestrian-friendly shopping and dining that visitors expect.

## **Public/Private Riverfront District**

Assuming acquisition of the elementary school property by the city, this district should be redeveloped into a combination of public spaces and private retail and residential themed around the botanical/gardening brand. The iconic greenhouse/atrium should be located here.



# Primary downtown initiatives

- Populate the ground floor spaces with branded and diversionary retail, and restaurants.

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- Retain a retail business recruiter to work with property owners and retail proprietors.

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- Create a permanent home for an expanded open-air market.

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- Develop more market-priced residential units on the upper floors downtown.

# The primary ingredients

- A signature open air market.

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- An atrium/arboretum for meetings, trade shows, special events.

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- A stunning downtown in terms of beautification.

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- One “anchor tenant” that fits the brand.

**A permanent open-air market**



# Overland Park City Market





# Overland Park Market Pavilion





# Seattle Public Market













# Bellingham, Washington Farmers Market





# Outdoor Markets





# Outdoor Market, Virginia





# Market Pavilion, Louisiana





# Outdoor Market Pavilion





# Fallbrook, California

























# Olympia, Washington





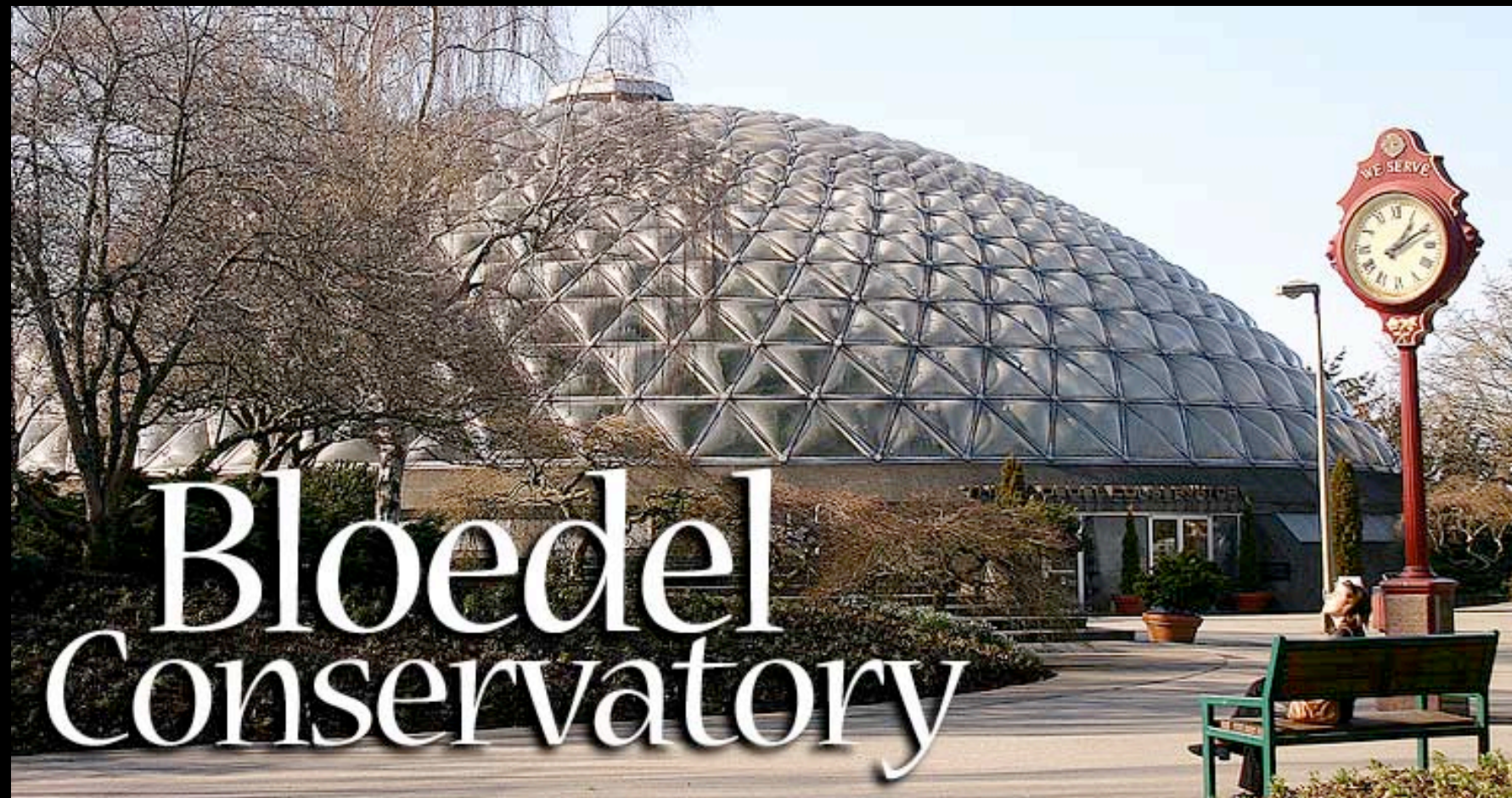
**A public/private arboretum**











Vancouver, BC





# Navy Pier, Chicago













Art Glass and Gardens work together







Four season gardens





Rooftop gardens are a great way to bring existing buildings into the brand.





## Poster Art









# Possible naming rights/sponsors

- Smith & Hawkin

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- Gardener's Supply

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- Plow & Hearth

---

- Jackson & Perkins

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- Scotts (Miracle-Gro)

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- Magazines and other publishers

# When you claim a brand...

- ...you stand for something specific.

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- That can lead to private investment: there's something in it for them financially.

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- This opens the doors to sponsorships, new retail opportunities, partnerships with supporting businesses and organizations.

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- It gets local organizations on the same page, pulling in the same direction.



# Public gardens





Moving water is an attractor





Gardens work at night

















Gathering places & gardens



Gardens and water are perennial attractors









A former gravel pit after many years





**Retail support**





HUBBARD'S  
FARMERS  
MARKET  
Seasonal Produce, All  
Seasonal Goods, More!  
The BARN  
17 Hwy 61, Hubbard  
Fresh Local Goods

FISH

More  
Than  
Chickens





So-Ann's  
BAKE SHOP

Old Fashioned  
Ice Cream

Muffins  
& Scones  
Fresh Bread  
Lobster  
Sandwiches  
Seafood Chowder  
Oatcakes  
Sausages

So-Ann's  
Bake Shop  
BREAD MAKING & BAKERY  
Seafood Chowder  
Lobster Cakes  
Muffins & Scones  
Fenugreek  
Sandwiches  
Espresso  
Cappuccino  
Ice Cream  
Fresh Bread  
Imported Cheese





Muffins  
and Scones  
Lobster Sandwiches  
Seafood Chowder  
Fresh Fruit  
Pies!  
Fresh Bread  
Fishcakes

**Jo-Ann's**  
DELI MARKET & BAKE SHOP  
Lobster Sandwiches  
Fresh Local Produce  
Seafood Chowder  
Fishcakes  
• Sandwiches •  
• Espresso •  
• Cappuccino •  
• Ice Cream •  
• Fresh Bread •  
• Imported Cheese •









Bananas  
\$7.99 lb

Personal  
Watermelon  
\$3.95

Mangoes  
\$1.99

Be Mine  
Sweet  
Clementines  
\$ .59

Royal  
Gala  
Apples  
1.49 each

Jersey  
Nectarines  
\$2.79

Fabulous  
Cherries  
695

Ginny's  
Raspberries  
4.95









molbak's  
garden+home





OUTDOOR  
PLANTS

GIFT SHOP

INDOOR  
CONTAINERS

ESPRESSO

INDOOR  
FOLIAGE

RESTROOMS



















*Fiber Stone  
Garden Accents*

These high-weight pieces are uniquely crafted and  
hand finished by artisans.







# Information

gardening information













GARDENING TOOL

SEED

G SUPPLIES

GLOVES

PEST CONTROL

DISEASE CONTROL

FERTILIZERS

ORGANICS

LAWN SEED

LAWN FERTILIZERS

Information













**Telling the world**



# The brand system

- Brand identities - organizations & events
- Gateways & wayfinding
- Pole banners
- Website templates
- Brochure templates
- Ad and PR templates, concepts
- Course guides and other marketing materials
- Color schemes and graphic elements
- Usage guidelines



ottawa  
ILLINOIS



# ottawa

ILLINOIS



*A Perennial Favorite™*



Ottawa  
ILLINOIS

Ottawa  
ILLINOIS

Ottawa  
ILLINOIS





*A Perennial Favorite™*



*CITY OF*

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**OTTAWA**

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*ILLINOIS*



# Marketing activities you can do right now

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Update the “**Best of Ottawa**” Guide - always lead your marketing with the best you have to offer - your “anchor tenants.”

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# 20 BEST PLACES

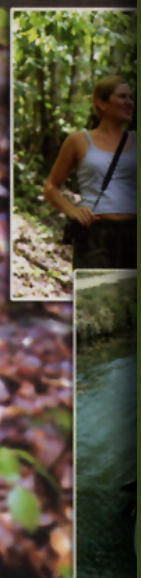


ottawa  
ILLINOIS

WHERE GARDENING COMES TO LIFE







## TWO SISTERS CANDY & GIFTS

601 LaSalle Street, Ottawa  
**Open:** Mon 10-5, Tue-Fri 10-5:30,  
(815) 433-4438

Two Sisters Candy & Gifts, a Candy Bouquet Franchise, invites you to stop in and indulge yourself with some of the area's freshest, sweetest chocolates and fudge.



Gourmet Truffles from Vermont, enro chocolate and blended with heavy cream are also among the sweet temptations you will find. For a truly unique gift, order a candy bouquet made with gourmet candies and chocolates. Every bouquet is created by hand so no two are alike.



From I-80 take exit 90 (US Route 23) south for approximately 2 miles. Route 23 turns into LaSalle Street. Two Sisters Candy & Gifts is located on your right at the corner of LaSalle Street and Main Street. Street parking available on LaSalle Street and Main Street.



Or visit a  
Bouquet nearest you.

OTTAWA

## UPTOWN GRILL CONTEMPORARY CUISINE

601 First Street, LaSalle  
(815)-224-4545

**Open:** Mon-Thurs, 11am-11pm,  
Sat., 11am-11pm, Sun., noon-11pm  
www.uptowngrill.com

The most diverse menu in the area serves all day every day. Please bring your family, the little ones will love the menu. We pride ourselves on a fresh and delicious menu that changes daily and includes made-to-order steaks. Because all of our steaks are aged and cut in house, you won't find a better steak anywhere in the area.

In addition to the relaxing music and comfortable atmosphere in our dining rooms, we offer outdoor dining on our screened-in porch. Our private banquet facility accommodates over 100 people and is perfect for social and corporate events.



From I-80 take Exit 77 (Illinois Rt 351) for 2.8 miles to First Street. Turn right at First Street. Uptown Grill is located on the corner of Gooding Streets. Street parking available on First Street and Gooding Street.

LASALLE

## HEGELER CARUS

## JEREMIAH JOE SPECIALTY COFFEE

807 LaSalle Street, Ottawa

**Open:** Mon-Thurs 7am-9pm,  
Fri-Sat 7am-10pm, Sun 8am-5pm  
(815) 434-3507



Jeremiah Joe Coffee lets you reconnect. Savor a laugh with friends at one of the conversation nooks sprinkled throughout the bright lofty interior, or boot up your laptop and navigate cyberspace from this wi-fi "hot spot." Take time to reflect as you sip your favorite gourmet coffee or chilled smoothie. Select from over 100 flavors and blends – experiment with a fresh choice or cozy up to an old favorite! Stir in an evening of local entertainment showcased on a storefront stage against the backdrop of downtown, and you have one delicious taste of Ottawa!



From I-80 take exit 90 (Route 23) south approximately 2 miles. Route 23 turns into LaSalle Street. Jeremiah Joe is located on your right at 807 LaSalle Street. Parking is available on LaSalle Street and also on Jefferson Street, just south of Jeremiah Joe Coffee.

OTTAWA

## SKYDIVE CHICAGO SKYDIVING

3215 E. 1969th Road, Ottawa

**Open:** 7 days a week Mar.-Aug.,  
Closed Thursday Sept.-Nov., by appoint, Dec.-Feb.  
Weekdays 9am-sunset, Weekends 8am-sunset  
(815) 433-0000  
www.SkydiveChicago.com



Only at Skydive Chicago will you receive the best in tandem skydives! Tandem jumps are the answer for someone wanting to experience the thrill of a lifetime! You will enjoy approximately one incredible minute of freefall from 13,000 feet and a peaceful 5-7 minute canopy descent from 5,000 feet. An unforgettable event! The fun doesn't end there! A full-service café, canoeing, swimming, camping, hiking/biking trails and horseback riding are also available on the property. Skydive Chicago is the only answer to never-ending fun!



From I-80 take exit 93 (Route 71) North 1 mile to Dayton Road. Turn left onto Dayton Road. Follow Dayton Road to the stop sign. Turn right at the stop sign and follow the road to Skydive Chicago on your left. Parking available in front.

OTTAWA



## COURT STREET CABARET TH

618 Court Street,  
**Open:** Noon until 5pm S  
Noon until 10pm Fridays  
**(815) 433-66**  
[www.courtstreetcab](http://www.courtstreetcab)

Come to the CABARET and c  
excitement when the stage sizzl  
comedies, revues, children's the  
more! Located in the heart of c  
the CABARET is home to year-  
featuring professional perform  
shows—all presented in the un  
the CABARET. Designed with  
lounge & lobby area where gue  
cocktail or dessert, the showr  
table seating in an environmen  
relaxed elegance. The magic b  
lights dim and the stage explo  
musicals, hilarious comedies, a  
revues—all featuring top-notch  
wide variety of shows every wee  
is also home to a year-round  
series every Saturday afternoon  
improv on selected dates. The  
for groups, too—with genero  
packages with other area attrac  
20 or more.



From I-80 take exit 90 (US Route 23  
approximately 2 miles. Route 23 turns into  
left onto Main Street. Turn left onto  
on the right. Street parking available

OTTAWA

## RIVER ADVENTURE CANOE & BIKE RE

3215 East 1969th Road,  
**Open:** 7 days a week April  
(Weather permitting)  
**(815) 481-2142**  
[www.canoethefox.com](http://www.canoethefox.com)

Get away from it all without havin  
Just moments from Ottawa, you  
tranquil and beautiful Fox River  
of discovery. As you paddle your c  
stream, watch for wildlife such as  
white egrets, cliff swallows and re



If you're lucky, you might even cat  
a bald eagle, deer, raccoon or bea  
St. Peter's Sandstone cliffs tower a  
the current carries you onward. I  
adventure at Skydive Chicago, w  
sign in for your canoe and be shut  
the scenic countryside to a private  
If you'd prefer the pedal over the p  
also provide bicycles for a trip alo  
toric Illinois and Michigan Cana  
route envisioned by 17th century  
engineering marvel that revolution  
portation and settlement of the P  
It's a birder's paradise, or compete  
to see who can count the most tur  
themselves in the canal! Take a bre  
the communities along the trail an  
self to ice cream or lunch!

From Ottawa take exit 93 (Route 71) No  
mile to Dayton Road.... follow the road to  
Adventures at Skydive Chicago.

OTTAWA

## DÈJÀ VU HOME & GARDEN BOUTIQ

716 LaSalle Street  
**Open:** Monday-S  
10am-5pm  
**815-434-28**



Enter through vintage Fre  
turn of the century build  
with maple floors, tin cei  
winding staircase leading to  
level featuring a magnific  
mural by local artist Lauri

Select from a wide  
variety of floral,  
European soaps and  
lotions, candles and  
decorative items for  
the home and garden.

Each line has been chosen  
products available to main  
quality that our customers  
expect from Dèjà Vu. So j  
yourself in the wonderful  
awaits you with every visi

From I-80 take exit 90 (US Ro  
for approximately 2 miles. Ro  
LaSalle Street. Dèjà Vu is loca  
Street parking available.

OTTAWA

## OTTAWA RIVERBOAT CO. RIVER CRUISES

## WEBER HOUSE & GARDEN COTTAGE TOURS

1503 Baker Street, Streator  
**(815) 672-8327**

Admission: \$8 Adults, \$5 Students  
**Open:** 7 days a week 10am-5 pm  
[www.weberhouseandgarden.com](http://www.weberhouseandgarden.com)  
[www.streator.org](http://www.streator.org)

The history of Weber House  
is interlaced with the rich  
and famous, such as an  
Academy Award-winning  
actress who covered for  
F.D.R., an invisible man  
who forgot his walking  
stick, television stars who slept under the bed,  
a theater impresario who liked Whistler and  
a major gossip columnist who wrote about  
them all!



Ted Weber, long time television and radio  
personality, will introduce you to each one  
as you tour his Tudor cottage. His stories of  
Eleanor Roosevelt, Harry Truman and  
Richard Nixon will delight you!



From Ottawa take Route 23 South to Streator.  
Continue on Route 23 (Bloomington Street) to First  
Street. Turn left onto First Street. Follow First Street to  
Baker Street. Turn Left onto Baker Street. The Weber  
House & Garden is on the right. Park on the street in  
front of the house.

STREATOR

## CAJUN CONNECTION TASTE OF LOUISIANA

897 E. US Hwy 6, Utica  
**Open:** Thursday-Saturday: 4pm-9pm,  
Sunday: 12pm-6pm  
**(815) 667-9855**  
[www.ronscajunconnection.com](http://www.ronscajunconnection.com)



AAAAEEEEEE!

Cajun Ron is cooking up a Louisiana Feast . . .  
from Alligator to Crawfish to Etouffee to his  
famous Pecan Pie!

Chosen Restaurant  
of the Year 2005 by  
WEEK-TV Peoria.



From Ottawa take US Route 6 West for approximately  
7 miles. Cajun Connection is located on your right.

UTICA



## STARVED ROCK LODGE & CONFERENCE CENTER

Rt. 178 & 71, Utica

Open: 7 days a week/year-round

800-868-7625

www.starvedrocklodge.com

Nestled within 2,630 acres of thick forests, 18 lush canyons and sparkling waterfalls, sits a gem in Illinois history. Built by the Civilian Conservation Corps in 1939, the stone-and-log Lodge is situated atop a wooded bluff overlooking the picturesque Illinois River. Surrounded by 15 miles of marked hiking trails you will be glad to step off the trails to find fabulous dining options both inside and outside, trolley rides, dynamic entertainment, year-round activities, homemade fudge and one-of-a-kind shopping! Starved Rock Lodge is where you will want to go to get away!



From I-80 take exit 90 (Route 23) south for approximately 2 miles. Route 23 turns into LaSalle Street. Cross over the Illinois River. Take the first right just south of the bridge (Route 71). Follow scenic Route 71 for 11 miles. Turn right into the State Park and follow the signs to the lodge.

UTICA

## LANDERS HOUSE COUNTRY LODGING & COTTAGES

115 East Church Street, Utica

(815) 667-5170

(Reservations Required)

www.landershous.com

Country lodging in a truly unique setting. Let us take you worlds away. Revive and relax in your private cottage or suite. They are all perfectly appointed for your romantic retreat. All are designed with your comfort in mind each with jacuzzis and fireplace. Just steps from Landers House you can shop in our quaint village or venture out to our 3 state parks where you can enjoy the great outdoors.



From Ottawa take US Route 6 west for approximately 9 miles to Route 178. Turn left (south) onto Route 178. Follow Route 178 to Church Street. Turn left onto Church Street. Landers House is located on the right side. Street parking available.

UTICA

## CATTAILS GIFT SHOPPE TASTING ROOM & COTTAGE BOUTIQUE

Rt. 6 & 178, Utica

Open: daily 10am-5pm

(815)-667-4550

www.shopcattails.com



A trip to Cattails offers you an extraordinary shopping experience. If you love decorative pieces, heartwarming keepsakes, florals, one-of-a-kind accessories and just the right gift, they're all right at Cattails. Located just inside the entrance of Cattails is our very relaxed, casual wine tasting room. You'll enjoy a fine pleasing selection of wines, including exclusive Starved Rock Wine, gourmet food, cheeses, accessories and much more. And the shopping doesn't stop there—The Cottage Boutique is filled with ladies' apparel and trendy, sassy and stunning jewelry and accessories that every lady will want to take home with them or give to a friend!



From Ottawa take US Route 6 west for approximately 9 miles to Route 178. Cattails is located on the corner of Route 178 and Route 6. Parking available in front.

UTICA

The Starved Rock Area Activities Guide is a mix of the Starved Rock Area's most unique dining, shopping and attractions to enjoy! These one-of-a-kind experiences are sure to keep you coming back for more! Please contact the Ottawa Visitors Center for additional information.

100 W. Lafayette Street Ottawa, IL 61350

888-OTTAWA-IL.



The Ottawa Visitors Center is located in the Reddick Mansion.



- |                             |                                 |
|-----------------------------|---------------------------------|
| 1 Weber House & Garden Tour | 10 Jeremiah Joe Coffee          |
| 2 Cajun Connection          | 11 Court Street Cabaret Theatre |
| 3 Starved Rock Lodge        | 12 River Adventures, Inc.       |
| 4 August Hill Winery        | 13 Deja Vu Boutique             |
| 5 Landers House             | 14 Ottawa Riverboat Cruises     |
| 6 Cattails Gift Shoppe      | 15 JJ's Pub                     |
| 7 Uptown Grill              | 16 Tracy's Row House            |
| 8 Hegeler Carus Mansion     | 17 Skydive Chicago              |
| 9 Two Sisters Candy & Gifts | 18 The Popcorn Wagon            |

**illinois**  
**xperienceottawa**  
Presented by the Ottawa Visitors Center



# Marketing activities you can do right now

## 2. Develop a Website specific to the Gardening Brand

---

- a. Organize it by interests and activities
  - b. Make photographs compelling
  - c. draw in the viewer
    - 1. videos and podcasts
    - 2. opt-in e-newsletter
    - 3. press room
    - 4. printable activities guide and “best of” brochures, maps, etc.
    - 5. Links to class registrations, hotels, dining
-





HOME



VISIT



RESOURCES



GETTING HERE



DINING



DOWNLOADS



LIVING



CONTACT



## WELCOME TO THE GARDENING CAPITAL OF THE MIDWEST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nunc. Curabitur nisl. Cras fermentum mi at quam. Mauris porttitor pellentesque pede. Proin a eros. Proin consectetur sem et erat. Quisque porttitor mauris id velit. Integer lobortis ornare lectus. Pellentesque mauris lectus, dictum et, vehicula in, mollis ultrices, lacus. Phasellus justo lorem, feugiat non, laoreet et, faucibus nec, turpis. Sed vitae tellus nec mauris vestibulum convallis. Vestibulum eget tellus ut augue blandit tincidunt. Cras arcu. Ut a quam in erat placerat imperdiet. Aenean facilisis turpis

## LATEST NEWS

 **Date set for 2009  
International Garden Expo**  
Monday, February 18, 2008

 **New Organic Dining:  
Geena's Grand Opening**  
Monday, February 18, 2008

 **Compost Workshop Slated**  
Monday, February 18, 2008

 **New Spa offers organic  
aroma-therpay massage**  
Monday, February 18, 2008



# Marketing activities you can do right now

## Develop Public Relations Resources:

---

- Brands are built with Public Relations. Advertising is used to maintain your position.
  - The third-party endorsements are critical to a brand.
  - PR leverages your marketing budget.
  - PR works with partners and sponsors.
-



# **Marketing activities you can do right now**

Begin recruiting partners that can help build the brand in terms of education, conferences, facilities, sponsorships, technical assistance, etc.



# American Community Gardening Association



Growing Community  
Across the U.S. & Canada

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ACGA



AMERICAN  
COMMUNITY  
GARDENING  
ASSOCIATION



[Why You Want to  
Join ACGA](#) (Click Here)

[Start a Community Garden](#)

[Upcoming Events](#)

[Click Here to Join ACGA Today!](#)

JOIN TODAY AND GET A YEAR'S  
SUBSCRIPTION TO RODALE'S **ORGANIC**  
GARDENING MAGAZINE

[Locate your nearest community garden](#)

[Add your garden to our brand new database!](#)



Enter State or Zip

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# American Public Gardens Association



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## 2008 APGA Annual Conference

[garden profile](#)

Putting together an annual conference is not unlike making a film. It requires a creative vision and a script; actors, musicians, art directors, costumers and dozens of technically adept craftspeople to bring a script to life; a director, some producers, and a business back-office to keep it on track; a great caterer for cast and crew; and finally a finely honed marketing strategy to bring...[read more](#)

» [Join APGA Now](#)



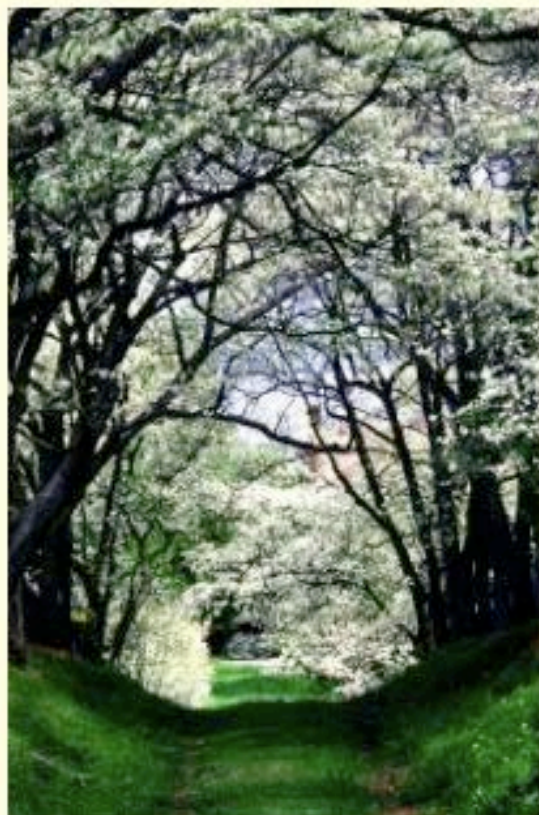
# Garden Club of America



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**The purpose of The Garden Club of America** is to stimulate the knowledge and love of gardening, to share the advantages of association by means of educational meetings, conferences, correspondence and publications, and to restore, improve, and protect the quality of the environment through educational programs and action in the fields of conservation and civic improvement.



The Garden Club of America is a 501(c)(3) organization incorporated in the state of Delaware, March 5, 1923.

14 East 60th St, 3rd Floor • New York, NY 10022  
Phone: 212.753.8287 • Fax: 212.753.0134

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# National Garden Bureau

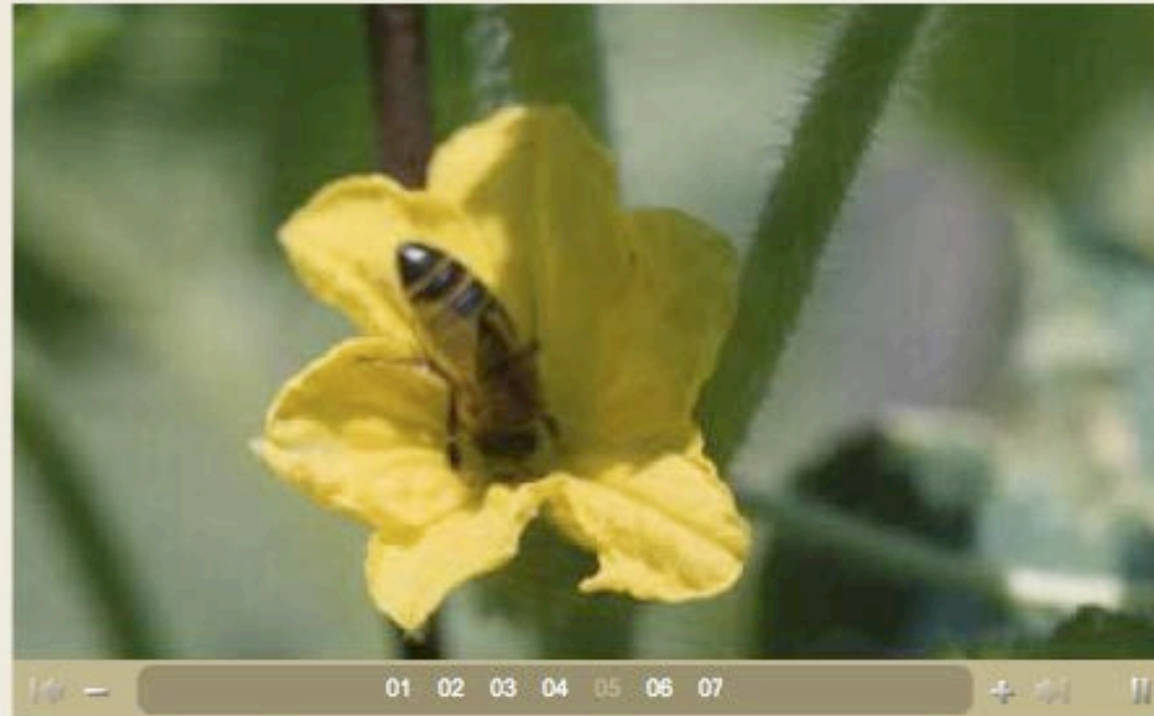
## National Garden Bureau : About Us



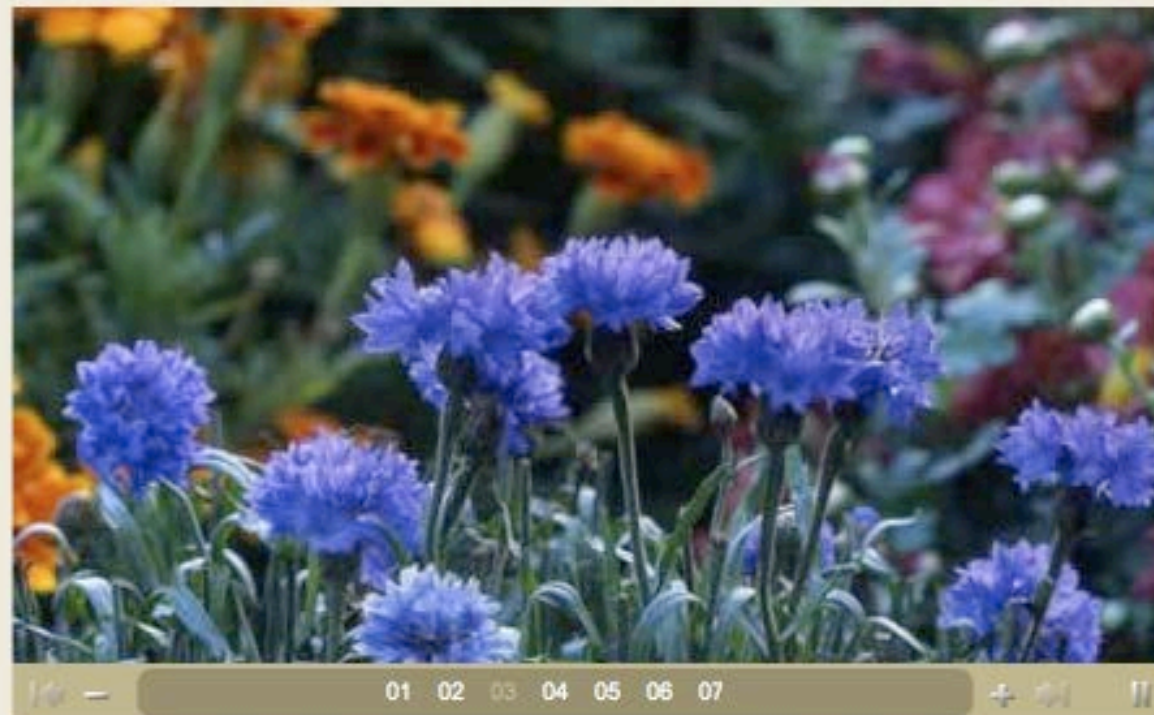
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- > About Us
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(Click on the photo to view a full size image)



(Click on the photo to view a full size image)



# National Garden Clubs



## National Garden Clubs

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### Join a Club Today!

[www.gardenclub.org](http://www.gardenclub.org)

Welcome to National Garden Clubs Website

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## Welcome

National Garden Clubs, Inc. (NGC) is recognized as the largest volunteer gardening organization in the world. Since 1929, we have provided garden club members with educational opportunities in all aspects of gardening and floral design.

NGC aids in the protection and conservation of natural resources, promotes civic beautification and encourages the improvement of roadsides and parks.

Join a garden club today and share the joy of gardening.

*Our Mission: National Garden Clubs, Inc. provides education, resources and national networking opportunities for its members to promote the love of gardening, floral design, and civic and environmental responsibility.*



# National Gardening Association

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## NATIONAL GARDENING ASSOCIATION

*When you garden, you grow*

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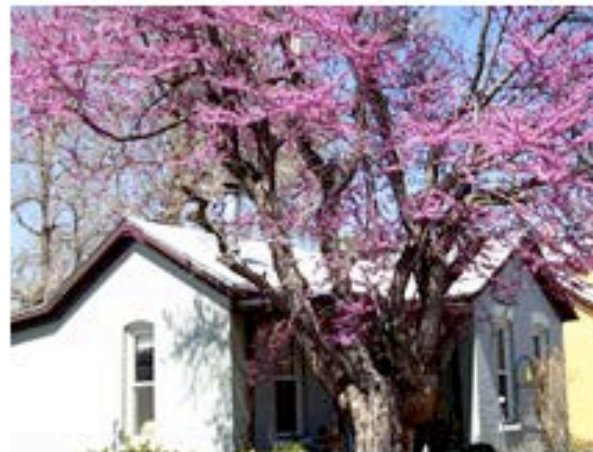
## Regional Reports Find out what's happening in YOUR region this week!

May 8 - May 22, 2008

Featured Report: **Western Mountains and High Plains**

### Eastern Redbud, a Tough Survivor

After a long winter, it's a delight to watch the ornamental trees explode with a profusion of colorful blooms. Despite our fluctuating temperatures and spring snowstorms, their consistent color is a sure sign that spring has arrived. One of my favorites is the Eastern redbud that blooms ahead of its foliage.... [View and comment on this article >>](#)



**View YOUR Report**  Zip code [GO ▶](#)

### Moss in the City — William Moss



Rewards and challenges of gardening in cities and small spaces.

**NEW for May! A Container Veggie Garden** Now is the

time to plant crops for bountiful harvests this summer and fall. [more >>](#)

### National Garden Month®

New articles served up fresh each month!  
Gardening in the City Helps You Grow [more >>](#)

### 2008 NGA BUYER'S GUIDE

everything you need for your lawn & garden



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**SAVE 10% and Support NGA**

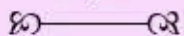


# Illinois Garden Club

## 206 clubs. 9,648 members



Use the links below to  
navigate:



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*The Garden Clubs of Illinois, Inc.*

Tel: 630.617.9269  
Fax: 630.617.9710  
117 Adell Place  
Elmhurst, IL 60126-3301

Send all mail to:  
The Garden Clubs of IL., Inc.  
P.O. Box 499  
Elmhurst, IL 60126-0499



Welcome to The Garden Clubs of Illinois Website

## Welcome

Welcome to The Garden Clubs of Illinois Website. Currently we have 9648 members in 206 clubs, an additional 18 affiliate plant societies, arboretums and the-like, and 27 Junior Clubs in Illinois. Founded in 1925, we are a charter member of National Garden Clubs, Inc., an international organization that is the largest volunteer gardening organization in the world. Wander through this site. Find out what we do. Check on educational opportunities. Learn how to join a garden club. Contact us through our Headquarters via mail, telephone, fax or e-mail. Office hours are Monday, Wednesday, Friday 10 a.m. - 3 p.m. The federation is governed by a Board of Directors representing all areas of Illinois. The President for the 2007-2009 term of office is Jody Bailey. Barbara D. May of Massachusetts is National Garden Club president. The theme for her 2007-2009 administration is "Nurture the Earth - Plant Natives."

Photo: Netherlands Flower Bulb Information

See BROADWAY IN BLOOM information/schedule on the Latest News Page!



### **Mission Statement of National Garden Clubs, Inc.:**

National Garden Clubs, Inc. provides education, resources, and additional networking opportunities for its members to promote the love of gardening, floral design, civic and environmental responsibility.



# Other resources and possible partners

- University extension services
- Gardening equipment and supply manufacturers
- Gardening supply retailers
- Local garden clubs and master gardeners
- Foundations with a focus on “green living”
- Partnerships with botanical gardens in the Chicago area



## **Local Garden Centers & Nurseries**

- That Perennial Place - 3 miles, 25 miles
- Bennett Garden Center/Market - 8 miles
- Bloomin Petals & More - 22 miles
- Winding Creek Nursery - 23 miles
- Majestic Landscape - 23 miles
- Nicholas' Nursery - 24 miles
- Larson's Family Farm - 26 miles
- Hinsdale Nurseries, Inc. - 27 miles
- Jones Country Gardens - 28 miles
- Contrary Mary's Plants & Designs - 30 miles
- Prairie Wood Nursery - 30 miles



# Marketing activities for later

---

Advertise **ONLY** when you can fulfill the Brand Promise.  
You **MUST** be able to deliver on the brand promise.

---





WHERE GARDENING COMES TO LIFE  
[www.visitottawa.com](http://www.visitottawa.com)

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**Getting there**



# Next steps

1. Memorize the Brand Promise - focus on doing things that directly support the brand.

---
2. Appoint and Empower the “Grow Ottawa Team” - success will depend upon the determination and actions of this leadership group. 13 people. 7 with a vested interest (financially).

---
3. Develop partnerships with existing organizations that can help build the brand.

---
4. Promote the adoption of the brand within the community. Create business opportunities and promote them specifically.



# Next steps

5. Hire professional services to develop a downtown master plan around the brand. This includes along the river.

---
6. Hire recruitment expertise to begin recruiting the critical mass of businesses to the downtown core area. Particularly brand-specific retailers.

---
7. Develop funding options for the arboretum and open-air market. Start the planning and development effort.

---
8. Develop a Business Improvement District (BID).



# Next steps

9. Downtown merchants need to develop exterior “gardens” to support the brand. Demonstration gardens, container gardens.

---
10. Begin the creation of events: wholesale plant sales, gardening supplies, books, book signings, local news tips, going green tips.

---
11. Create community gardens, demonstration gardens along the river. Invite Midwest Living and other publications to the city to build publicity for the brand. Put up security cameras, music.

---
12. Get local garden clubs, master gardeners involved. Seek sponsorship support for festivals and events that follow the brand.



# Next steps

13. Build the diversionary activities: public art, artisans in action, weekend entertainment, water features.

---
14. Extend retail evening hours on Fridays, then Thursdays.

---
15. Think of 2008 and 2009 as the “getting ready” year.



# Citywide Wayfinding

16. Create gateways to the district.

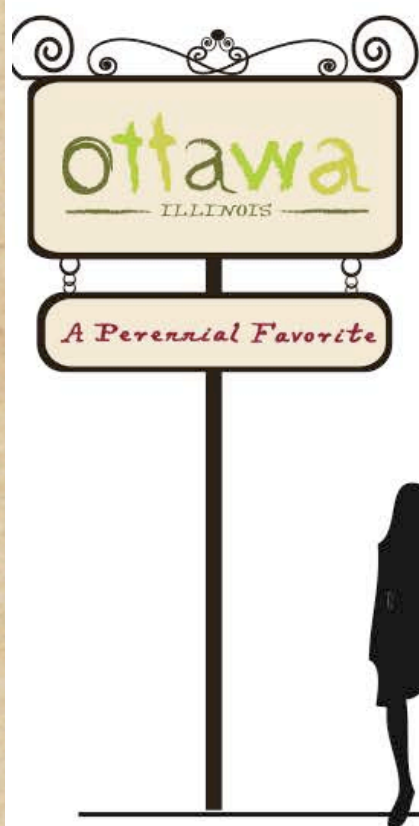
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17. Change out your existing wayfinding system as signage is added or needs to be replaced.

---

18. Add information kiosks.





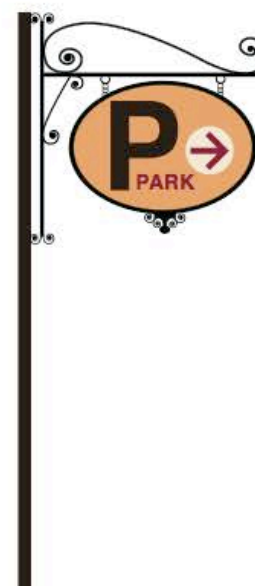
GATEWAY



VEHICLE  
DIRECTIONAL



PEDESTRIAN  
DIRECTIONAL



PARKING  
DIRECTIONAL



POLE BANNER/  
HANGING BASKETS



The final ingredient:  
Enthusiasm



---

“If you think you’re too small to have an impact, try going to bed with a mosquito in the room.”

-Unknown

---



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“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”

-Margaret Mead

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“Nothing great was ever  
accomplished without  
enthusiasm.”

-Ralph Waldo Emerson







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become one of the  
Midwest's premier rural  
destinations.

Destination   
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[www.DestinationDevelopment.com](http://www.DestinationDevelopment.com)





# The Destination Development Team

