

Letters and Commentary

Thanks to Mosquito Control for extra spraying in Crisfield

The following letter to Daniel Schamberger of the Mosquito Control division of the Department of Agriculture was provided by City Hall.

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On behalf of the Citizens of Crisfield, I would like to extend my utmost gratitude for your help in obtaining permission for additional mosquito spraying for the City. This will greatly enhance our ability to enjoy wonderful fall days in our community without the discomfort that the mass amount of mosquitos that have recently hatched, can cause.

Those of us on the Eastern Shore are used to these pesky insects, but in the past few weeks, they have returned with a vengeance, leaving

us desperate for relief. As Mayor of Crisfield, your cooperation in resolving this matter, gave me the ability to share with our citizens some wonderful news. Yours truly,

Kimberly B. Lawson
Mayor

City has many unique assets

The following article from the Greater Crisfield Action Coalition is the third in a series of eight about the not for profit's Action Plan.

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The Five Year Action Plan for Crisfield drafted by the Greater Crisfield Action Coalition contains 5 components, the first of which is "Branding and Marketing." If people don't know where you are and what you have to offer, your economy cannot grow. A well planned, well funded, and pro-

fessionally-led marketing campaign has the ability to attract tourists that will help sustain and grow our existing businesses and create new business opportunities as well.

Crisfield has many assets that other towns wish they had. However, it needs a marketing plan, a budget, and the expertise to implement the plan to make it pay off. This marketing will create a brand identity that promotes Crisfield as the most unique tourist destination on the Eastern Shore — an easy sell based on our seafood, location, natural resources, and heritage.

What is a brand identity? It is like creating a "household name." For example, something like Perdue chicken, compared to a store brand. It's often coupled with a catchy phrase and that is what we want to do for Cris-

field. We want to crystallize a concept in tourists' minds of what they can expect when they come here.

The campaign will promote a core message around what makes Crisfield unique. Our trademarked "Uniquely Crisfield™" brand may be used together with many of Crisfield's outstanding attributes, for example, Uniquely Crisfield™ - Crab Capital of the World; or The Best of Kayaking - Uniquely Crisfield™; or Water Fowl Wonderland - Uniquely Crisfield™. Branding will benefit existing businesses by drawing more potential customers for their businesses.

In addition, businesses can be a part of the campaign, proudly displaying the "Uniquely Crisfield™" trademark and have their business marketed along with the town's attractions.

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A successful marketing campaign requires professional support. Our Action Plan proposes GCAC engage a marketing professional or company to work with local entities to develop "brand identity" and launch a marketing campaign to attract thousands of tourists to our city. This will include developing an extensive email database, use of social media, and initiating print and media promotions along with billboards on Routes 13 and 50, with the goal of attracting 70,000 new tourists per year by Year Five.

The most obvious and popular attractions are Tangier Island, Smith Island, Janes Island State Park, and Somers Cove Marina. These draw the majority of tourists along with special events like Crab Derby and Clam Bake. The Crisfield Visitor Center will verify that the majority of tourists they see are heading to one of the islands. Being the gateway provides an opportunity to entice these tourists to stay longer by marketing other things to do while here.

Janes Island State Park alone already attracts 70,000 to 80,000 tourists each year. The park's main attraction is its water trails, rated in the "Top Five in the Nation" for kayaking according to Trip Advisor. The marketing campaign would make sure more people know about the park and kayaking opportunities and draw tourists further into Crisfield for other attractions. The Action Plan includes providing entertainment on the City Dock and fireworks over the water on weekends. These activities will also be of interest to the boaters at Somers Cove Marina, better connecting them with the city.

These are but a few of Crisfield's selling points. Others would include

our seafood, sunsets, fishing, history, safety, hospital, new library, natural beauty, etc., and, most of all, the goodness and friendliness of our people. Space does not permit listing all the assets, but a list of 67 are included in the Action Plan at www.GreaterCrisfieldMD.org (see Plan - Part Three - pages 84-88).

If people knew about Crisfield's assets, we could easily attract many more tourists, and some would end up buying a home and staying as others have. A good marketing campaign plays a critical part in making that happen, and it fits together with building businesses and training the workforce — two more components of the Action Plan that will be discussed in the coming weeks.

Immanuel members welcome all to 2016 Christmas Bazaar

The Women and Men of Immanuel United Methodist Church would like to again welcome shoppers and diners to our celebrated annual Christmas Bazaar. Come and enjoy old fashioned prices in all of your favorite departments on Saturday, Nov. 5 from 9 a.m. to 1 p.m.

Shop for gift items in the Christmas Room, where you may choose from a new and exciting array of hand-crafted holiday items, or in the Dollar Store & More, which features everything from holiday attire to home décor and lovely items for gift giving.

Plan ahead to come early for the Bake Shoppe, the new Candy Shop, the Promise Tree and the This 'n That Shop for the best selection. The Bake Shoppe will again feature Corie's homemade banana pies, as well as cakes, cookies and breads, and chicken salad by the pint. The new Candy Shop will be located next to the This 'n That Shop.

Why not plan to have an oyster sandwich or a cup of clam chowder,