

Due North Statement

Definition: **True north** is an approach that ensures that all are aligned toward realizing your organization's goals/purpose. By creating a statement, you create a clear, guiding direction that gives purpose to actions.

A true north statement articulates your organization's purpose and guides every decision. It gives the right direction your organization should follow to achieve its strategic plans.

Option 1:

Plumas County is a destination that surpasses other rural communities for outdoor recreation and relaxation.

Option 2:

Plumas County is a destination that surpasses other rural communities for a local vibe (charm), uncrowded outdoor recreation and relaxation.

Specific Marketing Strategies to Support FRTA Due North

Overall marketing feel - need to sell a feeling and experience. What makes Plumas County unique? Why does it surpass other rural areas? Some phrases that give overall feel:

Don't just go away, get away
So close, but so far away
Escape into another world

This marketing focus will be implemented in a variety of formats – ads, social media outlets, website, some blogs and some press releases, when suited. Board members could share stories for marketing. Below are not inclusive and could use your ideas.

Local Vibe or local charm

1. Shopping is more (or as much) social than commercial. Not just shopping but connecting to locals.

2. Local business profiles: Why here (Plumas County) rather than there – profiles and/or quotes about why Plumas County was chosen to be called home.
3. 3.A place to rest your head -- Lodging in Plumas County offers a great variety from rustic to plush to themed rooms to lakeside resorts
4. Local talent in the arts abounds in Plumas County. From art to music enjoy artisans and live music twelve months out of the year
5. Citizens of Plumas County are caretakers of one another and the environment. Topics: Feather River Watershed, Plumas Audubon, Friends of Plumas Wilderness,
6. Local always willing to share their bit of heaven on earth to all who visit.
7. A quiet place where you come as a stranger and leave as a friend.

Uncrowded . . . Far from the Maddening Crowd

1. More wildlife than people
2. Talk about the weather . . .not where to park or the traffic.(Ex: photo comparing Truckee traffic and parking with Quincy or other towns.
3. Starlit nights vs. street lights
4. Waiting in line is non-existent at post office, grocery store even DMV! Take a vacation to the DMV and then stay a few days f for fun.
5. Wide-open spaces are the norm

Recreation - emphasize uncrowded outdoor recreation.

1. Water – lakes, streams, creeks
2. Mountains – hiking, biking, snow shoeing. (Mountain biking very important in Quincy)
3. Four seasons of outdoor activities for the adventurer to family friendly
4. Golf, golf and more golf throughout the county
5. Shopping – yes that is a recreational activity!
6. Can really connect with nature to restore your soul
7. Experience swimming in mountain lakes and rivers.

Relaxation

1. Basking beachside
2. Fly-fishing
3. Funky coffee shops for early morning send-off to just enjoying a cuppa solo and get local tips.

4. Enjoy a pint or two at the varied and many breweries and local wine bars – all with their own charm.
5. From hysterical (stories) to historical – museums are a plenty. Founded and supported by locals. We love our history.