

FOR IMMEDIATE RELEASE

Belknap County Economic Development Council
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The BCEDC unveils marketing campaign to promote Lakes Region

The Belknap County Economic Development Council (BCEDC) has unveiled their marketing campaign aimed at promoting the Lakes Region. This campaign is in response to the findings of the Economic Profile commissioned by the BCEDC in 2002 from leading economist Brian Gottlob of the PolEcon Research. The profile concluded that although Belknap County and the Region possessed most of the attributes necessary to create and sustain a vibrant rural economy we lacked the ability to promote our resources to a target market. For over a year committees comprised of members of the community met to decide how best to promote our amenities and that the creative class or lone entrepreneurs would be the target market, and those who vacation in New Hampshire.

The marketing campaign consists of new brochures, tent cards an independent Lakes Region website and a four-color glossy magazine promoting Belknap County.

The website, www.liveworkandplaynh.com, designed by Dale Dormody of DK Net Design with community input is a gateway site created to direct anyone interested in the Lakes Region to the wealth of natural, cultural and economic amenities of our wonderful region. Although the site is the property of the BCEDC, it has been designed to be as inclusive as possible and not dependent on businesses or entities paying a subscription. The inclusiveness is important, so that both the breadth and depth of our resources and amenities are recognized. Promotion of the site will focus on cross linkages with community and state websites

Belknap County – Where Life and Business is a Four-Season Pleasure is the new marketing piece that tells our story to anyone interested in living and/or working in the region. The BCEDC had over 30,000 copies printed. This publication will be available to anyone marketing the Lakes Region. Visitors will soon see it in many of the Regions hotels and inns, as well s information booths, real estate offices, and banks. Employers have been offered copies to use in their recruitment materials. Over 13,0000 copies will be inserted in the

September 2nd issue of New Hampshire Business Review. We thank McLean Communications and the following sponsors: Coldwell Banker Commercial- Weeks Associates; Franklin Savings Bank; Laconia Savings Bank; Meredith Village Savings Bank; NH Business Sales; NH Community Technical College – Laconia Campus; and Taylor Community.

If anyone would like copies of the publications or brochures to distribute or display, or to be included on the website, please contact the BCEDC at 603-524-3057, fax 603-524-0314 or email info@bcedc.org.

Created in 1992, the BCEDC is a regional non-profit economic development corporation that serves the businesses within the eleven municipalities that comprise Belknap County. It offers a wide range of technical and business development assistance including a Business Information Center, one-on-one counseling, workforce training programs, and a countywide revolving loan fund (RLF). The RLF through 2005 has lent \$4.7 million to area businesses. For more information about any of the Council's services, contact the Belknap County Economic Development Council at 524-3057 or email us at info@bcedc.org. The Council is located at the Lakes Venture Resource Center, 2 Airport Road, Gilford at Southern New Hampshire University – Laconia Center.