

NR Task Force - Notes on Centralizing Marketing Functions

Idea	Description	Advantages	Disadvantages
1. Marketing Commodities Markets	a. Coordinated promotion of Forestry, Ag, and Marine products and markets		Products, audiences are too different  MR, MFS have no marketing dollars or positions
2. Public Education	a. Coordinated, regional strategy promoting natural resources to counties, towns, schools  b. Single point of contact for business support and assistance	Proactive approach to needs of communities  Coordinated strategy / program in schools  Single point of contact for business assistance might improve service	Very different efforts, required knowledge, materials  Still need agency-specific knowledge  Need to maintain customer service
3. Marketing the Maine Brand	a. Create a “Natural Resource Marketing Team” to showcase Maine’s recreational opportunities; Marketing Team would be project/campaign-centric, but with unified cross-agency message and with specific marketing skills.	Coordinated and funded strategy to market the Maine Brand  Whole is greater than the sum of the parts – has potential to attract greater tourism dollars  Helps everyone: NR agencies, Tourism, businesses, citizens...  Events coordinator component could also attract and facilitate regional/national conferences  Deserves a closer look!	“Underwhelmed” by current efforts, ownership  Special skills needed for success; might need to use consultants  Need to balance tourism with business
4. Certification	c. Centralize certification programs (e.g., FSC, MSC, GAP, organic certification)	Free up resources	Different processes and requirements  Still need agency-specific knowledge