

# #FORTHELOVEOFBATH

A social media campaign to remind the community of our shared love for Bath



# CONTEXT

## LATE JUNE 2020

### Challenges:

- Financial challenge for downtown businesses
- Challenge of keeping citizens safe for our City
- Multiple perspectives on how to reopen



## THE QUESTIONS WE WERE ASKING

- How could we promote our downtown in a way that met all potential customers at their level of comfort?
- How quickly could the City pivot to do what needed to be done, in a City Manager/City Council model that tended to be very slow moving?
- How could Main Street Bath maintain its relevance and show its value when all of our summer events and promotions were cancelled?



INITIAL REACTION....



BUT WE NEEDED  
SOMETHING  
STRONGER

We needed a promotion that:

- Encouraged people to stay safe, shop local, and be kind
- Leveraged the City's willingness to pivot quickly in response to macroenvironment changes and challenges
- Showcased the value of Main Street Bath as a platform and a lynchpin for partnerships



## A MORE EFFECTIVE MESSAGE

### For the love of Bath

- Stay safe
- Shop local
- Be kind



#FORTHESLOVEOFBATH

### Why love?

- Emotional connection vs. transactional relationship
- It's how many of us feel about Bath
- And the survey said...





**I love** all the flowers in the summer. It's obvious that the town is well cared for.

**I love** all the upgrades to the city in the last 10 years or so. It has added to the quality of life for this city.

**I love Bath** and hope to make my permanent home there. I am on the watch for new construction of small houses.

**I love Bath** and wish there were more affordable places to rent.

**I love Bath** but it seems like the whole town rolls up the sidewalks at sunset. There are bars and some restaurants but largely the streets are empty.

**I love Bath** downtown- the flags, the banners, the flowers. Very sorry to see Solo Bistro closing. Doesn't leave much choice for fine dining.

**I love Bath Maine**

**I love Bath**, it's convenient that everything is so close and there is a good variety of stores but the stores are rarely open after work so I don't shop in the stores as often as I would like to. If stores were open until 7pm or so I would spend \$\$\$\$ more in Bath.

**I love Bath**. I love all the activities but we also need more " everyday" entertainment. Ex: pool, bowling...

**I love Bath**...always have. I wish there was more affordable housing and I've heard people say that there is not a lot of child care available. I've recently utilized public transport and it is a wonderful service. Bath is growing and becoming more responsive to the needs of the community.

**I love downtown Bath** but like I have said, I think the theater is missing here and would like to see this happening in the near future.

**I love downtown Bath**, but am frustrated that businesses are only open from 7:00 until 5:00. I think there would be a market for a coffeehouse that opens a bit earlier and stays open a bit later.

**I love Downtown Bath!** I'd love to see more businesses that offer experiences for families (trampoline park, escape room, etc). Ditto for restaurants. It would be nice to have more choices so I could stop driving to Brunswick for a night out.

**I love downtown Bath**. It is a great place to take my visitors from away. Keep up the great work.

**I love downtown Bath**. Keep up the great work!

**I love everything** that happens to keep our downtown vibrant

**I love** how the stores downtown are useful and not just for tourists' benefit.

**I love it here**

**I Love** all there is to do or shop I n walking distance!

**I love** it here.

**I love** it, value coming here every year, hope to move here fulltime

**I love** our downtown!

**I love our town**. I love to show it off to friends and family that come to visit.

**I love** seeing BIW when I go over the bridge. My family loves it here. I love that the schools are not fenced in and do not look like a prison (as they did in florida). Morse and BMS have caring and well educated faculty.

**I love** that Bath is a real city. We are not just here for the tourists!!!

**I love** that I know the business owners in our community by name and that at any given day I can connect with members of our community just by running errands.

**I love the fabulous community of Bath!**

**I love** the historical signs that provide visitors and locals glimpses into the history of Bath

**I love this town**

**I love this town** and think its orientation towards the river is a plus that sets it apart from neighboring towns like Brunswick or Topsham

**I love** to show visitors around town.

I moved to Bath 20 years ago. **I love the atmosphere** of the "city" with a village feel.

would **love** to retire here!

**I love** that Bath has theater and music and good dining. **Love** library park and it's new updates. **Love** that artisans still come here. **Love my hometown!**

**I love Bath**, and I love my community in Phippsburg, too!

**Love bath**--gotten better in the 20 yrs I've been here and I expect it will get better in the future. I very much like that it has not become totally touristy like Camden.

**Love Bath**. Am proud of my hometown. I wish people would stop calling it a blue collar town. It is diverse.

**Love downtown**

**Love** driving in town in the early morning, parking and walking around looking in the different shop windows. Then going for coffee, meeting friends.

**Love it...** just getting better & better!!

**Love living here!!**

**love my time in bath** when i have been in town for BIW support - i loved solo bistro and i am sad to hear it is leaving. hopefully the area will continue to grow and flourish where everyone feels welcomed

**Love the central downtown hub**, please be really careful about downtown construction - you don't need any more huge buildings like the new condos or box hotels clogging up the downtown quality

**Love the local businesses**, as always. Grew up in Bath, can't stop coming back even though I live in South Portland now. Planning on visiting Mike at Now You're Cooking this weekend!

**Love the new fountain**, hate trying to keep my daughter out of it.

**love** the variety of stores, food ,activities, people.

**Love** the way the city keeps looking for improvements.

**Love THIS town!** I miss the big beautiful flower baskets that hung downtown. The current ones from the last few years aren't near as eye catching.

**Love** visiting!

**Love, love, love it;** the shops, the views; the people.

**I love** "Front" Street

This is my home town and **I love the small town feeling** it has kept while still keeping up with other cities and towns

**We love bath** and raising our family here! There are many things to do with the children, but a water/splash pad would be wonderful for those hot days!!

**We love Bath**, don't change

**We love downtown Bath!**

**We love it here!**

**We love it here.**

We moved here nine years ago and **we love this town**. We **love** that there are sidewalk, street lights, friendly people you greet you and are always ready to answer a question. **We love the Bath Family Y and Patten Free Library** and its many activities.

We've recently moved out of the area, **but we will always love and visit Bath**



#FORTHELOVEOFBATH

WHAT IS IT?

- Social media campaign based on a hashtag contest
- Objective:
  - Get people to think about and visit Bath
  - Reconnect with our tribe over their love of Bath as we safely open for business
  - Remind ourselves to be kind in these difficult times
- We partnered with every possible entity in Bath to execute this as a team to extend the reach of the message as far as possible




# CITY RELATIONSHIP STRONGER










# NEW PARTNERSHIPS

**Maine Maritime Museum - Bath, ME**  
August 2 at 8:37 AM · 🌐





Today from 10-2: FREE tours of the schooner Mary E at Waterfront Park in Bath! 🚢








**SUN, AUG 2**  
**Celebrate Shipbuilding with MMM and BIW**  
Bath  
Julie and Marc were interested




Marc Meyers and 28 others




Write a comment...







**Maine Maritime Museum - Bath, ME**  
August 11 at 8:59 AM · 🌐

🍷 + 🍺 + 🍷 = a perfect Friday evening! Join us this Friday for a 5 pm Kennebec River Cruise leaving from the Bath city dock. Enjoy a cold beer or a glass of wine (on us!) on the water and then walk up the street to [Bruno's Wood-Fired Pizzeria](#) and receive 10% off your dinner! Seating is limited and tickets are on sale now. [#fortheloveofbath](#)  
<https://www.mainemaritimemuseum.org/event/cruise-into-the-weekend-friday-evenings-on-the-kennebec/2020-08-14/>







**FRI, AUG 14 AND 2 MORE**  
**Cruise Into the Weekend: Friday Evenings on the Kennebec**  
Bath  
You like Maine Maritime Museum - Bath, ME








16

2 Comments



Write a comment...



View comments

**Union + Co**  
July 11 · 🌐

It's easy to forget to appreciate the small stuff. Green trees, waving flags, and the space to move around downtown. Thanks to [@bathmaine](#), [@mainstreetbath](#) and all of the local merchants & [#smallbiz](#) owners for the new extend-o-sidewalk. We love it!

[@houseoflogan1928](#) that 🇺🇸 is 🍷

[#b...](#) See More

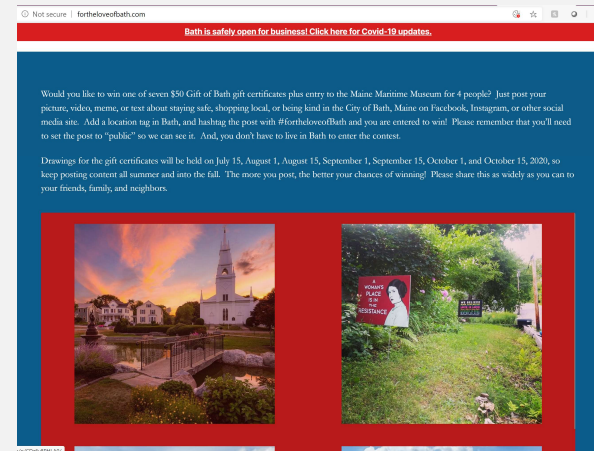


# NEW GENERATION OF VOLUNTEERS

BARRIERS DESIGNED & PAINTED BY  
JACK, 19



WEBSITE PROGRAMMED BY  
DALTON, 15





Instagram

1000+ POSTS









# FOR MORE INFORMATION

Amanda McDaniel, Director, Main Street Bath

[director@visitbath.com](mailto:director@visitbath.com)

Sally Johnstone, VP, Main Street Bath

[sally@reachadvisors.com](mailto:sally@reachadvisors.com)

