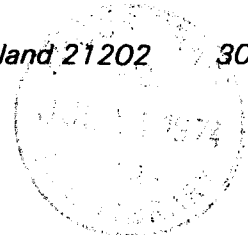


BALTIMORE PROMOTION COUNCIL, INC.

Baltimore Convention & Visitors Bureau

102 Saint Paul Street, Baltimore, Maryland 21202 301-727-5688



July 10, 1974

BALTIMORE--"CHARM CITY, U.S.A." CONCEPT RATIONALE

The "Charm City" theme recognizes the one element that best embodies the appeal of the Baltimore region: its charm which is manifested in a wealth of historic attractions and landmarks, many of which are off the beaten path, tucked away in old corners of the city. And, there is the unique charm of Baltimore's diverse, lingering traditions such as ethnic customs, neighborhood integrity, jousting, fox hunting and seafaring.

The theme was developed jointly by two Baltimore advertising agencies, W. B. Doner & Company and VanSant, Dugdale & Company, Inc.

The key to merchandising tourism in any area is to motivate visitors to make their first stop a designated tourist center - a facility where they can be given all the necessary brochures and information to guide them during their stay. By means of this assistance, they would see the places and participate in the activities which are paramount, instead of aimlessly wandering around bewildered and missing the important sights and scenes.

In Baltimore's case, because many outstanding attractions are out of the way, requiring the visitor to do some traveling, it is vital that initial communications be established between the visitor and the area through the Baltimore Promotion Council.

This desired liaison is accomplished by the advertisements which present a general impression of Baltimore's charm and tradition and encourage would-be visitors to write or phone for more comprehensive information about the metropolitan area.

A desirable extension of the "Charm City" program would be a higher frequency of advertising messages beamed to the travel-oriented public and linked with the highly-marketable Charm Promotion utilizing the charm bracelet and charms.

In \$40,000 tourist drive

Ads dub Baltimore 'Charm City'

By JAMES D. DILTS

Baltimore was designated "Charm City, U.S.A.," yesterday by the Baltimore Promotion Council, which announced a \$40,000 advertising campaign to lure tourists and conventions here.

The campaign consists of half-page ads that will be run in New York, Philadelphia, De-

troit and Chicago newspapers "when we are ready to receive visitors," Daniel J. Loden, executive vice president of Van Sant, Dugdale & Co., Inc., said.

The "Charm City, U.S.A." promotion, prepared as a community service by the Van Sant, Dugdale firm and W.B. Doner & Co., another local

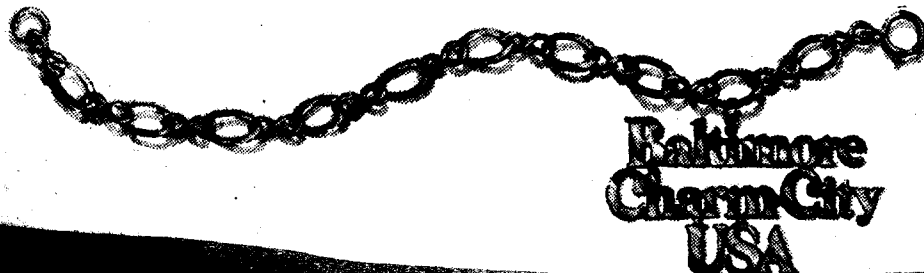
advertising agency, was presented yesterday at the quarterly meeting of the Baltimore Promotion Council, the city's official booster agency.

The ad is made up primarily of a photo-montage of Baltimore scenes: Blaze Starr on The Block, the U.S.F. Constellation, the Washington Monument, new downtown buildings

and white marble steps, under the headline: "Baltimore has more history and unspoiled charm tucked away in quiet corners than most American cities put in the spotlight."

"While the wrecking balls of other cities have been busy leveling tradition in the name of progress, Baltimore has been meticulously rerouting progress around its history," according to the ad, which points out that 16 registered national historic landmarks exist within a few miles of the city's modern downtown.

Coupled with the ad campaign is a free "Charm City, U.S.A." charm bracelet that



CHARM,

will be available to tourists at the promotion council's visitors center in Hopkins place. Tourists who pick up the bracelet will be able to add individual charms to it as they tour Fort McHenry, the Lexington Market and Baltimore's other attractions.

"The cynical may laugh," acknowledged Mr. Loden as he described the bracelet promotion, "but it's a city of charms, and we have to believe that."

Some of the inspiration for the campaign came from taped interviews with new employees at the advertising firms who came to Baltimore from other cities, Mr. Loden said. Some of the tapes were played yesterday for the audience of about 50 promotion council members and assorted civic boosters assembled in the Roman Holiday Room of the Holiday Inn Downtown.

The new Baltimoreans, in a variety of accents, described their enthusiasm for the city's sports, seafood, symphony orchestra, friendly people and sense of history.

"I think it's just great," said Mayor Schaefer of the new promotion campaign. He also praised the "Trashball" campaign thought up by the Vansant Dugdale agency.

"It was just beginning to catch on before we had this strike on our hands," the Mayor said.

"Some of the streets are cleaner now than they have ever been because people are getting out and cleaning it up themselves," the Mayor said.

"It's a good lesson, and Trashball was the start of it."

Some of the promotion coun-

cil spokesmen appeared somewhat self-conscious yesterday about the timing of the "Charm City, U.S.A." announcement amid a heat wave and garbage strike.

"When I walked through Hopkins Plaza, the first thing I saw was the trash," said Mr. Loden. "Then it occurred to me that I was looking down. When I looked up, I saw the city a-building [in the Inner Harbor project], and the Constellation."

The promotion council meeting and the announcement were planned several weeks before the strike, a spokesman said. Mr. Loden added that the first ad had been scheduled for later in the month in the New York Times, but that, "We will probably wait until the city is cleaned up. We don't want any national news being run while our ad is being run."

Scattered interviews yesterday with tourists and convention-goers indicated that while Baltimore might not yet have achieved "Charm City" status in their minds, it is not "Garbage City" to them either. They were more impressed with Baltimore's historic attractions than with the mounting trash.

"It hasn't inconvenienced me," said E. Robert Norris, of the strike. A representative of the Lutheran Church in America attending the national Lutheran convention, which ended yesterday, Mr. Norris, of Westfield, N.J., praised the convention facilities at the Civic Center and their proximity to the downtown hotels.

"I'd come back to visit the historic sites," said John E. Hugus, of Naples, Fla., another conventiongoer,

Read all about it—'Charm City, U.S.A.'

And so, in the middle of a citywide garbage strike and a partial police strike, Charm City, U.S.A., was born. *Sept. 3, 1974*

Even promotion officials laughed ruefully at the timing and now, a month later, some feel their press conference may have been premature as well as ill-timed.

But even though mistakes were made—the "Charm City" charm bracelet then touted as free may never exist—the campaign is doing fine, according to the Baltimore Promotion Council.

A new pamphlet

Council executives point to the success of an August 4 advertisement in the New York Times, offering a free "Charm City" kit extolling Baltimore as an undiscovered tourist's paradise.

So far, there have been 321 requests for the kit, from individuals and groups as far away as Puerto Rico.

And today, the council released a professionally designed 22-page color pamphlet with the "Charm City" slogan reprinted on the thick white paper cover: *SUN*

"Baltimore has more history and unspoiled charm tucked away in its quiet little corners than most American cities put in the spotlight."

"Listen, I know some people think the campaign is, well, maybe a little corny," E. Alexander Dietrich, the promotion council's spokesman, confided. "But in the absence of anything better . . . I think 'Charm City' has a promotable value, it's very merchandisable and that's an important consideration."

The lack of a "Charm City" charm bracelet does not seem to bother Mr. Dietrich.

Although the advertising campaign donated jointly as a public service by two area firms, W. H. Doner & Co. and Vansant Dugdale & Co.

Inc.—features a very realistic drawing of a charm bracelet, Mr. Dietrich says the city now realizes it cannot afford to give them away.

"Quite honestly, we did say we would give them away," he said, "but that was before we investigated what they cost."

Since the July 10 announcement, the council has met with several jewelry dealers to get a cost estimate.

"It would be a \$3 to \$5 item," Mr. Dietrich said sadly, "but with today's prices, that's probably pretty cheap. There's no sense buying something for a few pennies that nobody's really going to wear."

In the works for months, the full-color booklet is certainly not a cheap production.

The council, which receives a combined \$250,000 from the city and state, along with corporate membership dues and contributions from two counties, spent \$25,000 on the first printing of the pamphlet.

That averages out to about 50 cents apiece for 50,000 copies.

It is the first costly, comprehensive Baltimore promotion pamphlet ever published.

"Before, we used to send out a bunch of one-color folders," said Mr. Dietrich. "It just wasn't too impressive."

The new pamphlet, which measures 7½ by 12 inches, was designed by Robert Thomas and Associates for an undisclosed amount. It features full-page photographs of the Washington Monument district, bay sailing, belly dancers, Fort McHenry and Charles Center. Then there are small, square pictures interspersed in the voluminous amount of copy, written primarily by Mr. Dietrich.

"It makes Boston sound like a tomb," said one gentleman, after skimming it.

"It sounds like Disneyland," added another.

(The annual City Fair, the booklet says, has "pop music, performances of song and dance from the old country, aquatic shows and a multitude of rides and other amusements . . .")

The philosophy behind the campaign is that Baltimore is an underestimated city; full of interesting nooks and crannies, fabulous night life and "living American history."

"It's a program to attract out-of-towners," Mr. Dietrich explained, "yet at the same time, Baltimoreans must think of their own city as 'Charm City' or the national program simply won't fly."

While he conceded that Baltimoreans often denigrate their own city—what Mayor Schaefer calls their inferiority complex—Mr. Dietrich maintains the 2 million area residents secretly adore their hometown.

"My experience is that Baltimoreans are resolute—you cannot get them to move to another area," he said, "and when they are transferred out-of-town, they leave kicking and screaming, because they can't match the life here: the pleasant, comfortable life they've had in Baltimore."

"We have been hiding our light under a barrel," Mr. Dietrich concluded. "Up to now, no one has tried to get the word out."

"Naturally, the police and garbage strikes didn't do anything to enhance our image," he said, "yet actually, there was very little adverse effect. The Mayor took a strong stand and kept the dumps open—unfortunately, *Time* magazine and *Newsweek* didn't do a follow-up story on how the city weathered the strike."

But with the new brochure and new determination, Mr.

Dietrich predicts a change.

Last week, a Detroit sports writer wrote a column on Don McCafferty, the late Detroit Lions coach who once worked for the Baltimore Colts.

The sportswriter began the article with a description of Baltimore as a dirty, grimy place, lacking any liveability, not to mention charm.

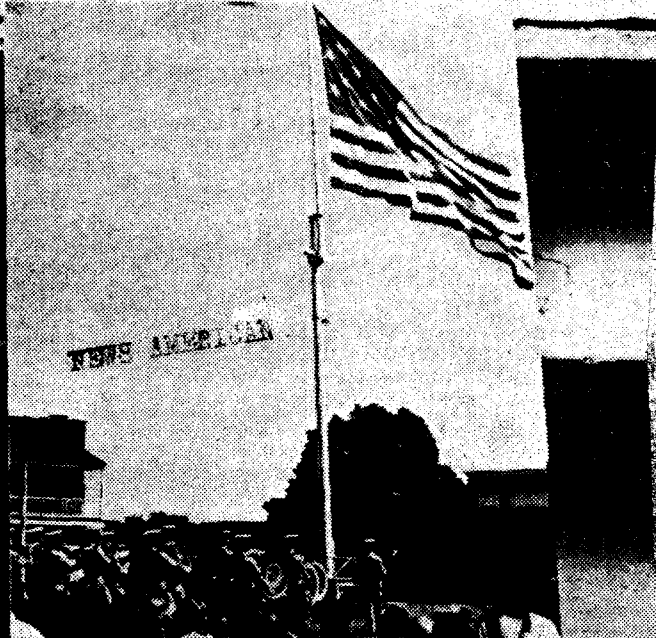
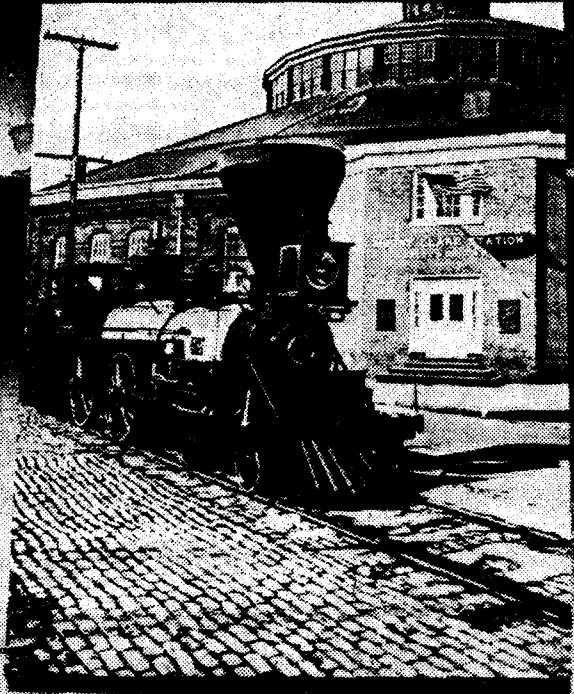
Mr. Dietrich wrote the sportswriter a long letter.

He enclosed a brochure.

BALTIMORE PROMOTION COUNCIL

MD. V.F.
ENOCH PRATT
FREE LIBRARY

**Baltimore,
you got charm.**



**Baltimore,
you got charm.**

EXAMPLES OF PROMOTION ADVERTISEMENTS FOR THE CITY

'Charm City' gets 5-fold boost

By JAMES A. ROUSMANIERE, JR.

The Baltimore Promotion Council announced yesterday a \$200,000 song, film and ad campaign to boost the city as a mecca for tourists, conventioners and Baltimoreans alike.

The booster drive, which included a bouncy jingle on Baltimore's self-designation as "Charm City," celebrates a multitude of local treasures such as steamed crabs, row houses, the USF Constellation and Edgar Allen Poe.

The campaign, which dwarfs the current year's \$40,000 effort, is planned to outshine similar promotional drives in other East Coast cities—all of them aimed at the bicentennial year.

FEB 13 1975
The campaign was announced at a characteristically enthusiastic annual council meeting at the Lord Baltimore Hotel.

FEB 13 1975
The council is a private corporation that gets a little more than half of its \$400,000 operat-

ing budget through grants from the city and state governments. The rest comes from contributions between \$100 to \$10,000 from 150 private firms.

SUN
"The time is right. Baltimore is blessed with many contrasts and hidden treasures. It's like community faith healing—we've got to believe in it," said Daniel J. Loden, an executive with VanSant Dugdale, the advertising firm.

Last summer his company and W. B. Doner & Co., another ad firm, joined with the council to develop the "Charm City" slogan.

FEB 13 1975
That campaign, born in the heat of a sanitation strike and a work slowdown by police, got off to a shaky start.

Still, the council could report yesterday it attracted 102 conventions to the city last year, bringing in \$7.2 million in outside money. Projections this year exceed \$11 million.

SUN
VanSant Dugdale and Don-

er are combining forces for the new campaign as well. Providing the council gets the See CITY, C2, Col. 4

money—in the Pollyanna atmosphere of the booster campaign no one even raises the question—they will go first to East Coast newspapers.

SUN
An 8-minute film is due to be completed next month. The 60-second jingle, which comes from the music-making New York firm behind Coca Cola, Aetna Insurance, Tang, the Marine Corps and others, is almost completed.

T-shirts printed with "Baltimore You Got Charm" are due soon, along with bumper stickers carrying that same message.

FEB 13 1975
The promotion campaign got a timely and indirect boost earlier this month from a well-circulated issue of "National Geographic," which for 27 "doughty spirit" of Baltimore. "doughty spirit" of Baltimore.



A new city promotion poster.

'Charm City' Plans Major Promotion to Lure Tourists

By WILLIAM WARD
Staff Reporter

"Baltimore, you got charm."

NEWS AMERICAN

That's the spiel highlighting the first nationwide advertising effort to promote the Monumental City as a convention center and tourist haven.

Beginning in June — hopefully — Baltimore's charm will be emblazoned across full page ads in nationally circulated magazines, crooned across radio waves and depicted in television advertisements both locally and out of town.

The promotion is the combined work of two local advertising magnates, Van Sant & Dugdale and W.B. Doner. The plan was unveiled Wednesday during the annual meeting of the Baltimore Promotion Council.

Raw bars. Ft. McHenry. Row houses. Babe Ruth's birthplace. Those and other Baltimore landmarks are the basis of the campaign, which has two motives behind its conception.

One is to "promote Baltimore to Baltimoreans," said Dan Loden, executive vice president of Van Sant & Dugdale, and the second is to bring out-of-towners into the city for vacations and conventions.

Loden presented the massive Baltimore push to the members of the promotion council. Both his firm and W.B. Doner have donated their staffs and time to the council to develop the campaign. **FEB 13 1975**

"If you've missed Baltimore," says the voice behind one of the radio ads, "you've missed a part of America you shouldn't have."

Loden pointed out that Baltimore has been running behind Philadelphia and New York in allocating funds for promotion of the city as a tourist and convention center.

"And pound for pound, charm for charm and feature for feature," he said, "we have it all over those markets."

Loden explained that a major part of the advertising

drive will be to sell Baltimore's charm to out-of-towners who hold millions of dollars in potential income for the city if they buy it as a convention center.

"But we also have to get people to believe in this city," he said stressing that the campaign will also be aimed at developing Baltimoreans' "pride" in their home.

The campaign is multifaceted. T-shirts reading "I

Got Charm" will be available to the city's residents. Bumper stickers declaring "Baltimore, You Got Charm," and charm bracelets and trinkets to decorate them will also be sold during the campaign.

And there's also a jingle. While the lyrics summarize a number of Baltimore's "charming" attributes, a voice gives the hard sell to the listener.

"Baltimore, you son of a gun, you got charm," the salesman pitches.

NEWS AMERICAN

Mayor Schaefer, who attended the meeting, gave his full approval to the new promotion.

"It's great, catchy and moving," the mayor said.

"You have to live this city and breathe this city, and we've got to improve this city for the people who live here, who work here and who come here." **1975**

As the silver-tongued man sings in the song, "Think about seeing Baltimore, Charm City, U.S.A."

