

## Mecosta County Visitors Bureau Unveils New Logo and Branding

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The Mecosta County Visitors Bureau is excited to announce their new branding and marketing strategy along with a new logo.

“I can’t think of a better time for us to roll out a new logo and branding strategy than now,” stated Connie Koepke – Executive Director of the Mecosta County Visitors Bureau. “We have all endured some rather unprecedented times these past few months and it is exciting to see our community, along with our local businesses, re-opening and re-engaging with one another.”

“As we all move forward, while still adhering to safe practices, getting the word out about our amazing community is more vital than ever. The Mecosta County Visitors Bureau is strategically working on many ideas to promote the tourism industry here in Mecosta County.”

Koepke noted, “During our design process we wanted to ensure that we were promoting the county as a whole. We also took into consideration that when guests are looking at areas to travel they do not search by the county name but by the largest town or city in the area. This is how we came up with the Big Rapids Region concept. Next came the question, once we get travelers to the area what do we want them to do? Easy, we want them to Explore all that we have to offer. Putting the two ideas together then created our *Explore the Big Rapids Region* logo and marketing brand.”

The Mecosta County Visitors Bureau is also in the process of redesigning their website for not only a fresh new look but will also include many new options, resources and informational material. Completion of the new *Explore the Big Rapids Region* website is expected in the next few months.

For information on Exploring the Big Rapids Region, things to do and local happenings, you can contact the Mecosta County Visitors Bureau either online at [BigRapids.org](http://BigRapids.org), calling them directly at 231.79.7640 or 1.888.229.4fun and as of Monday, June 8<sup>th</sup>, you can stop in their office as well as the Mecosta County Welcome Center Monday through Friday, 9:00am – 5:00pm, with social distancing protocols in place.