

Staff Report

To: Downtown CID Board
From: Katie Essing
Date: June 12, 2018
Re: FY2019 Workplan Recommendations – Marketing

The Marketing Committee focuses on image advertising, event and promotion and online advertising. The Five Year Plan focuses on the following marketing projects:

- Marketing and Events
 - Consumer marketing to reinforce “The District” brand, generate foot traffic and drive sales with experience building events and programs.
 - Enhancement and expansion of “The District” website.
 - Support of selective special events, which leverage marketing efforts to attract customers and investors downtown.
 - Public relations, including efforts to improve the regional image of downtown Columbia.

- Communications and Advocacy
 - Manage media relations and social media to project a positive image and drive sales.
 - Advocate to advance policies and attract additional resources that will improve downtown.
 - Develop communication tools to reach out to stakeholders and educate ratepayers of benefits of CID.

In past years, we have accomplished the following:

- Significantly increased our spending on traditional media.
- Increased our presence online with social media.
- Added an Director of Outreach to CID staff.
- Redesigned the website.
- Refreshed District maps and increased distribution.
- Updated the logo/tagline.
- Created and distributed Annual Reports.
- Designed and installed new banners.
- Added “Snowflakes on Broadway” and Magic Tree Holiday Décor.
- Created new events to drive traffic, including Shop Local CoMo, bi-annual Restaurant Weeks and Wedding Stroll

FY2019 Recommendations:

Successful signature events – Continue to offer traditional events, including Shop Hops, Living Windows, Restaurant Weeks, Wedding Stroll and Not So Frightening Friday. Explore new events and retail promotions to draw traffic, such as a promotion to focus on entertainment venues and bars. Support key events hosted in The District by other organizations, such as True False Film Fest and Unbound.

\$4,000

College Marketing Outreach Campaign – Develop outreach campaign to reach college student market, including District presence at campus events, targeted social media advertising and collateral to reach student market. Utilize intern team as brand ambassadors at tabling events.

\$5,000

Image Marketing – Focus traditional and non-traditional media advertising on “It’s Good To Be Here” branding campaign.

\$60,500 Traditional and Social Media; \$3500 Marketing Software/Systems

Postcards – Change to send bi-monthly postcards, rather than monthly, to promote events and information for The District to all constituents.

\$5,000

Holiday Décor – Install holiday lighting and landscaping during the fourth quarter to generate excitement and traffic within The District, drawing guests to experience the area during the holiday season. Expand program from previous year, due to positive feedback.

\$47,500