

Staff Report

To: Downtown CID Board
From: Katie Essing
Date: June 13, 2017
Re: FY2018 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.
 - Enhancement and expansion of “The District” website.
 - Holiday promotions, programs and events.
 - Merchant promotions and direct merchant assistance, such as merchandising and assistance to help existing businesses better market their products.
 - 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 Assistant 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 Decor

FY2018 Recommendations:

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

\$4,000

Image Marketing – Focus traditional and non-traditional media advertising on “It’s Good To Be Here” branding campaign. Update and expand videos to promote The District to customers, businesses, residents and investors.

\$58,000 Traditional Media; \$2500 Social Media; \$3500 Marketing Software/Systems

Postcards – Continue to send monthly postcards to promote events and information for The District to all constituents.

\$10,000

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.

\$40,000