

## DOWNTOWN'S MARKETING & COMMUNICATIONS PLAN SEPTEMBER–JANUARY 2017

### WHY DOWNTOWNS ARE IMPORTANT

Downtowns are the most visible indicator of community pride, along with its economic and social health. It is either an asset or a liability in the effort to recruit new residents, new businesses and industries, retirees, tourists, and others to your community and to keep those you already have. Quality of life is what separates successful cities and towns from declining communities in the new millennium. Finally, your downtown is the visual representation for your community's heritage. The architecture of your downtown is a physical expression of your community's history.

Downtowns are ideal for independent businesses because they do the following:

- Keeps profits in town with local owners
- Supports other local businesses and services
- Supports local families with family-owned businesses
- Supports local community projects
- Provides a stable economic foundation with direct ties to the community

### BUSINESS IMPROVEMENT DISTRICT #1 BOARD

#### MISSION STATEMENT

The BID Board is the voice and resource for the businesses residing in Downtown Stillwater. We run many programs, events, and marketing initiatives to make Downtown Stillwater a better place to live, work, and play.

#### STRATEGIC MARKETING DIRECTION

- Align the Downtown's brand with the Still Pioneering community brand.....2
- Downtown Stillwater image and logo.....5
- Campaigns and publicity for fall 2016.....6
- Communicate BID resources and programs to downtown businesses.....9
- Develop platforms that allow downtown business owners to tell Stillwater's (and their own) story .....9
- Develop a marketing strategy with a budget.....10
- And as always, do what is doable.

## what is a community brand

A community brand helps people distinguish one city from another in the market place. A community defined by the way that people think, feel, and respond on an emotional level when they hear the name Stillwater. It's shaped, in part, by the total experience people have when they visit our community, shop or dine, interact with City of Stillwater employees and so forth. Our reputation begins when our residents, businesses, visitors, partners and suppliers, investors, and the potential versions of them see first-hand, how we perform. In order to create a successful brand, a community must consistently and authentically deliver on its brand promise by creating positive and accurate associations.

## stillwater's brand platform

- Target. . . . . For people seeking the influence of a major university, but also desiring the intimacy of a small town.
- Landscape . . . . . Stillwater, Oklahoma is a vibrant city located between Tulsa and Oklahoma City.
- Promise. . . . . Where the college atmosphere and cowboy spirit make everything come alive.
- Benefit . . . . . So you're constantly connected to a youthful spirit, new thinking and smiling faces.

## breaking down the promise & benefit

### **“Where the college atmosphere makes everything come alive..”**

Oklahoma State University is without a doubt:

- Stillwater’s biggest asset for economic development that includes talent and research resources
- Stillwater’s biggest asset for tourism attraction
- Stillwater’s most famous asset
- Stillwater’s most unifying asset
- Stillwater’s largest employer
- Stillwater’s driving profile of its people
- Stillwater’s largest export brand
- Stillwater’s largest point of distinction

### **... and cowboy spirit**

- Seen in Downtown Stillwater and throughout Stillwater businesses.
- Captures the creation of Stillwater and its pioneer heritage.
- Reflects the values of its people — friendly, hard working, family focused and adventurous.
- Most of Stillwater, and more than 200,000 people worldwide, are OSU cowboys.

### **So you’re constantly connected to a youthful spirit, new thinking and smiling faces.**

- A youthful spirit that makes Stillwater very active and accepting to others.
- New thinking that drives Stillwater to constantly seek and deliver higher education, advanced workforce training and more.
- Smiling faces that can be found from the mutual connection made by a community united by their passion for OSU — a friendly and welcoming nature, and of course “the smile that is seen around the world.”

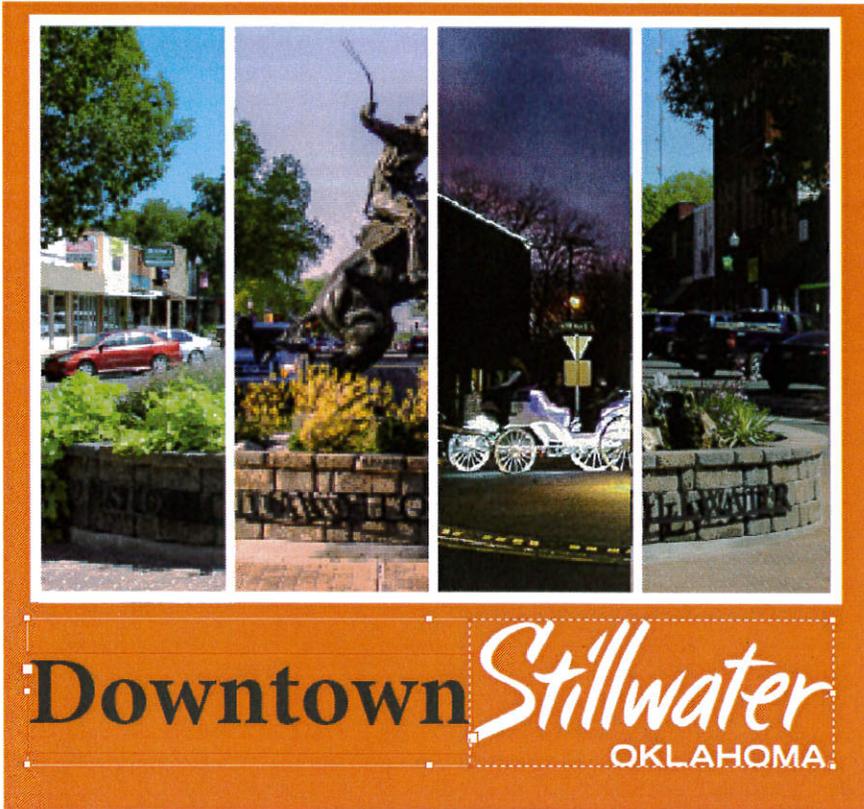
## stillwater's brand story

The brand story is more than a tagline — it is a story that tells where Stillwater has been, and more importantly, where it is going.

“

Pioneers are different. They are not happy with status quo and they constantly meddle. They see the future clearly, and what they see is different than what others can comprehend. It doesn't matter what you call it, but this vision, this attitude, this spirit is infused throughout Stillwater's businesses, educational systems and social community.

OSU pushes us forward through research, cultures, sports and arts. Businesses, whether hi-tech or down-home, breathe this spirit daily to solve problems in new and exciting ways. Our founders' spirit continues to burn decades after they arrived to build their new lives. It's this spirit that will take us into our future to build something greater than what we already have. This is why Stillwater is 'Still Pioneering.'”



**Downtown** *Stillwater*  
OKLAHOMA

**Downtown**  
*Stillwater*  
OKLAHOMA

## SEPTEMBER–JANUARY 2, 2017: CAMPAIGNS & PROMOTIONS

### CAMPAIGN 1: OSU FOOTBALL SEASON

#### • **Event 1: Game Day Park & Ride Program**

- OBJECTIVE 1: Promote local atmosphere supporting OSU
- OBJECTIVE 2: To encourage retail and dining before and after games
- KEY MESSAGES: 500+ free parking spaces, easy shuttle access to and from Boone Pickens Stadium, safe secure place to leave your car, friendly upbeat shops, unique boutiques, non-chain local dining, encourage retail and dining before and after games
- COMMUNICATION TASKS:
  - Use selected City of Stillwater communication tools to publicize this event.
  - For all OSU homes games, use social media. Target Stillwater, communities within 60 miles and cities with large OSU alumni bases that travel for football (Tulsa, OKC, DFW, Denton, Houston [Call Chase Carter to verify cities]). Boost facebook posts using geotagging (zip codes).
  - For each Big 12 game (Visitor Teams): Boost facebook posts using geotagging (zip codes) of the visiting team (10-1-16 TEXAS) (10-8-16 IOWA STATE) (10-29-16 WEST VIRGINIA HOMECOMING) (11-12-16 TEXAS TECH)
    - 2 or 3 Rounds of social media, focusing on downtown atmosphere.
    - 1 Round of parking details
  - Downtown's website is up to date.
  - Purchase local ads on Team Radio and Stillwater Radio Spots
  - No print ads
  - Purchase 2 drive-by banners announcing park and ride and Downtown. Post at Fire Station 2 and piece of land north of Hastings.

## **SEPTEMBER–JANUARY 2, 2017: CAMPAIGNS & PROMOTIONS**

### **CAMPAIGN 1: OSU FOOTBALL SEASON**

- **Event 2: Friday Food Trucks & Tunes**

- OBJECTIVE 1: Expand attendance from cities within 60 of Stillwater
- OBJECTIVE 2: Show support for OSU
- KEY MESSAGES: Fun. Tailgate all weekend, pre-game football party, wear your brightest orange, bring lawn chairs, etc. Free attendance. Free live music. Family fun. Enjoy all Downtown has to offer. College Atmosphere. Cowboy Spirit.
- COMMUNICATION TASKS:
  - Use selected City of Stillwater communication tools to publicize this event.
  - Create 1 piece of artwork to use for social media banners/website/event pages.
  - Social media posts on both Downtown Stillwater and City of Stillwater Facebook, Twitter and Instagram accounts.
  - Boost social media up to 60 miles outside city limits.

### **CAMPAIGN 2: DOWNTOWN HALLOWEEN FESTIVAL ~ TUESDAY, OCT. 25**

- OBJECTIVE 1: Promote goodwill
- OBJECTIVE 2: Promote awareness of downtown businesses through word of mouth and visitors downtown
- KEY MESSAGES: From the brand: "Constantly connected to a youthful spirit, new thinking and smiling faces." Family fun. Shop local.
- COMMUNICATION TASKS: The City will promote the event; however, individual businesses should use facebook to build awareness.

## **SEPTEMBER–JANUARY 2, 2017: CAMPAIGNS & PROMOTIONS**

### CAMPAIGN 3: DOWNTOWN HOLIDAY OPEN HOUSE ~ NOV. 18-19

### CAMPAIGN 4: HOLIDAY SEASON PROMOTION ~ THANKSGIVING THROUGH JAN 3, 2017

- OBJECTIVE 1: Promote local shop
- OBJECTIVE 2: Kick off the holiday season
- KEY MESSAGES: See what Stillwater has to offer. Holiday cheer for 6 weeks. Friendly. Fun. Unique shops. Christmas decorations. Carriage rides. Music. Santa. Decorations. Family friendly. Polar Express. Free park & ride.
- COMMUNICATION TASKS:
  - Boosted social media inside and up to 60 miles outside city limits.
  - City's Fall Utility Newsletter run before Nov. 18 publicizing Holiday season. (18,000 copies)
  - City of Stillwater to produce a video commercial for tv and social media
  - Social Media Contest with a gift prize. Selies downtown and post it on Downtown's facebook
  - Digital/mobile ads and limited print ads in NewsPress.
  - Radio in the key cities: Ponca, Enid, Edmond, Guthrie, Stillwater, etc.
  - Word of Mouth. Radio Interviews. Schedule interviews for Downtown Businesses
  - Video commercial for City of Stillwater TV and digital media
  - Work with partners: Chamber, Visit Stillwater, Medical Center, OSU, Stillwater Public School, etc.
  - Use an event #hashtag
  - Encourage businesses to use their media grants to promote themselves during the holiday.
  - Businesses should consider using Insider Perks—sales or perks that are posted only on social media.

## **BID RESOURCES & PROGRAMS**

### MEDIA GRANT APPLICATION

### EXTERIOR COMMERCIAL GRANT APPLICATION

### EXTERIOR RESIDENTIAL GRANT APPLICATION

## **Objectives/Tasks**

- OBJECTIVE 1: Outreach to educate business and property owners about who can use the Resources and Programs
  - TASK 1: Create a coffee hour and/or Beer 'O Clock social time to meet and mingle with BID Board.
  - TASK 2: Update <http://downtownstw.com/> website
- OBJECTIVE 2: Develop platforms that allow downtown business owners to tell Stillwater's (and their own) story
  - TASK 1: Pitch stories to the media (business reporters; Journal Record) about downtown businesses
  - TASK 2: Produce a video series that feature downtown business owners and entrepreneurs once a quarter (produced by the City) for City of Stillwater TV and social media platforms

## Communication Strategies

Communications should be about engaging people, building quality of place and fostering leadership. Successful telling of the downtown story will be seen when local leaders and entrepreneurs are connected, engaged and wanting to make a difference. Effective stories need to convey value, be easy to tell, be relevant and illustrate results. This includes mass media, social media and advertising.

## Marketing Strategies

- Expand where Downtown draws its shoppers. Make Downtown a destination.
- Leverage buying power of OSU (TBD)
- Plans should be 6 months at a time; should include publicity for campaigns, including events, festivals, sales, etc.
- Develop advertising guidelines. (For example: We support education and dedicate \$300 for each Stillwater school for ads in yearbooks, calendars, etc.)
- Consider the \$10,000 set aside for media grants as part of Downtown's local advertising campaign.
- Budget \$7,000 and \$10,000 for fall advertising.
  
- ADVERTISING EFFORTS/DOLLARS:
  - Split 80/20 between outside city limits and inside city limits
  - Split between radio, social media boosts, digital/mobile ads and print. [in that order]
  
- PRIMARY GEOGRAPHIES:
  - Audience #1: Within Stillwater city limits only
  - Audience #2: Stillwater and up to 60 miles outside Stillwater city limits: Stillwater, Morrison, Glencoe, Perry, Perkins, Ripley, Pawnee, Yale, Red Rock, Cushing, Langston, Maramec, Orlando, Lucien, Coyle, Tryon, Mulhall, Agra, Marland, Ralston, Carney, Jennings, Hallett, Billings, Oilton, Covington, Meridian, Marshall, Guthrie, Fairfax, Terlton, Stroud, Drumright, Crescent, Garber, Shamrock, Cleveland, Douglas, Wellston, Ponca City, Chandler, Tonkawa, Luther, Davenport, Arcadia, Mannford, Fairmont, Osage, Edmond, Hominy, Hunter, Burbank, Milfay, Sparks, Cashion, Jones, Depew, Blackwell, Wynona, Enid, Lamont, Bristow, Prague, Bison, Meeker, Waukomis, Kaw City, Oklahoma City, Sand Springs, Nardin, Harrah, Spencer, Dover, Prue, Kremlin, Deer Creek, Newkirk, Kellyville, Nicoma Park, Hennessey, Slick, Sapulpa, Choctaw, Kingfisher, Pond Creek, Shidler, Piedmont, Drummond, Braman, Paden, Mcloud, Medford, Shawnee, Barnsdall, Tulsa, Okarche, Skiatook, Oakhurst, Bethany, Lahoma, Castle, Boley, Carrier, Hillsdale, Avant, Newalla, Kiefer
  
- PRIMARY AUDIENCES:
  - Stillwater residents
  - Customers who will drive 60 miles to shop and dine.
  - OSU students and alumni
  - Tourists

## Primary Areas of Concentration

- Digital/Mobile Media (web banners, etc.) [Able to measure audience reach]
- Social Media [Able to measure audience reach]
  - Create and editorial calendar (post once a day). Downtown businesses needs to tag Downtown's facebook page.
  - Consider establishing an Pinterest account
- Website (needs to be updated. Decide if you want businesses to edit their own pages/but not recommended)
- Public relations, including interviews and word of mouth. This is what you can do that is free of charge.