

DOWNTOWN MARKETING INITIATIVE

MARKETING PLAN

(April 2013 – June 2014)

MARKETING GOALS

These goals will be achieved through a highly targeted approach, strategically using limited funds to increase the level of awareness during this transitional and still economically challenging time.

During the calendar year 2013:

- I. Generate at least \$1.5 million in free positive publicity (advertising value).
- II. Obtain positive publicity for at least 75 downtown businesses.
- III. Obtain a minimum of \$350,000 in added-value donations from individuals and businesses. (Includes sponsorships, prize donations, donated professional time, etc.)
- IV. Earn a 1:6 return on our \$300,000 campaign budget investment.
- V. Maintain 9,000 subscribers for monthly e-newsletter, Noteworthy. (A drop in the current subscriber base is possible when e-blast is transitioned to lvdowntown.com; therefore, the goal is to maintain the base for 2013.)
- VI. Obtain at least 24 positive testimonials from business owners/operators on Downtown Las Vegas and/or the Las Vegas Redevelopment Agency.
- VII. Produce at least 10 social media videos promoting downtown Las Vegas (longer videos may equal 2-3 of the usual short — 1 to 2 minute — videos).
- VIII. Begin public relations, publicity and social media efforts to target business owners/operators outside the Las Vegas region (allowing for budget limitations).

OBJECTIVES

- I. Create cohesive downtown messages linking key projects and areas, including:
 - Symphony Park
 - Fremont Street Experience
 - Fremont East Entertainment District
 - 18b, The Las Vegas Arts District
 - Cultural Corridor
- II. Continue to work with downtown business owners/operators to promote positive information pertaining to downtown Las Vegas.
 - Coordinate messages
 - Provide promotional assistance
 - Provide positive publicity exposure
 - Promote via social media
- III. Continue to broaden partnerships with businesses and the Downtown Las Vegas Alliance to share messages and costs and to expand reach.

- Build and maintain lecture sponsors
- Grow and maintain Las Vegas Review-Journal partnership on photo competition and special downtown section
- Expand *Rediscover Day* partnership with DLVA and expand DLVA's lecture series involvement.

TARGET AUDIENCES

- I. Las Vegas business and development communities
- II. General Las Vegas population
- III. Outside business community (where possible and within budget limitations)
 - Emphasize California region
 - Emphasis on technical and medical fields

STRATEGIES & TACTICS

I. Stakeholder Relationship Building

- Continue ongoing communications via meetings, emails and phone calls.
- Work closely with downtown businesses' marketing staffs for deeper involvement and inclusion in public relations efforts.
- Obtain positive testimonials from and positive publicity about downtown business owners/operators.
- Obtain suggestions for improvement, to be shared internally with RDA staff.

II. Public and Community Relations

- Continue ongoing public relations campaign to promote downtown's positive news:
 - Promote individual business successes. Feature at least 24 businesses in *Noteworthy* annually and pitch to print, broadcast and social media when appropriate.
 - Develop stories about new downtown businesses. Pitch to relevant publications and media outlets throughout the U.S. through PR Newswire.
 - Serve as PR resource for downtown small businesses.
 - Meet with new business owners/operators to familiarize them with the Downtown Marketing Initiative.
 - Promote parking, downtown living and economic development in topic-specific releases, as well as in other stories.
 - Capitalize on media opportunities as they occur.
 - Respond, when appropriate, to negative press.
 - Produce at least 24 press releases and 12 news pitches on an annual basis.
 - Update the Symphony Park Media Kit at least once annually.

III. Online Activities

- ***Noteworthy* newsletter**
 - Maintain 9,000-subscriber database.
 - Transfer to lvdowntown.com and to RDA's server.

- Change header to **NOTEWORTHY – Downtown News of Note** in 2013 to better reflect expanded focus.
- Share all *Noteworthy* content on social media channels.
- **Downtown Las Vegas portal website, lvdowntown.com**
 - Repurpose site to serve as a company “welcome wagon,” a portal where businesses interested in downtown Las Vegas can begin info research.
 - Feature prominent links to sites such as RDA and DLVA.
 - Symphonypark.com site eventually will be incorporated into and become an element of this new portal site.
 - Personalize site (Example: welcome video with mayor).
 - Consider how to use relocation resources.
 - **Content:**
 - Prominent and extensive links to business-related sites: RDA, DLVA, etc.
 - Links to other appropriate downtown-related sites
 - Symphony Park link
 - Facts about doing business downtown
 - Feature Capture Downtown photo competition
 - Consider including video competition
 - Produce at least 10 videos per year for this site, including:
 - Mayor’s welcome
 - Productions featuring business leaders
 - Info on city’s business incentives and services
- **Social Media**
 - Create new social media channels on Facebook, LinkedIn and YouTube
 - Post Downtown Marketing Initiative-related topics on these sites
 - Coordinate branding of all social media
- **Lecture Series**
 - Continue to secure co-sponsorships.
 - Obtain a new organizer/sponsor for this lecture series by the end of 2013.
- **Creative Development, Advertising & Promotions**
 - Use the **Rediscover Downtown** theme through the end of fiscal year 2014.
 - Continue producing the LVRJ downtown tabloid section.
 - Partner with DLVA again on this.
 - Emphasize a broader range of businesses.
 - Continue with Capture Downtown photo competition, which supplies us with valuable photos at no cost. Include a business-related category in the 2013 competition.

IDEAS FOR SPECIAL FOCUS:

IV. Parking

- Generate grassroots support for street-front parking from DLVA members, particularly key downtown business owners.
 - Invite these individuals to attend parking-related press conferences to show support.
 - Quote in press releases and social media.
 - Include parking stories in *Noteworthy* and DLVA newsletters.
 - Include parking stories in downtown special section, social media and more.

V. Downtown Living

- Pitch media stories on the continuing gentrification of downtown neighborhoods and homes, with focus on remodels done by new urban dwellers.
- Add historic downtown neighborhoods to our social media and website promotions. Consider featuring historical homes that have undergone renovation.
- Consider downtown living as the focus of the fall 2013 lecture.
 - Create a video tour of historical downtown neighborhoods and homes.
 - Feature panel of interesting people living downtown, both new and long-time residents.
 - Feature PowerPoint of homes that have been restored and/or undergone renovation.

VI. Economic Development

- Assist with promotion and media relations related to city and regional economic development studies.
- Promote results of second downtown study.
- Assist with promotion of Quick Start program as appropriate.

KEY MEASUREMENTS:

I. Public relations

- Advertising value of editorial
- Number of pitches and press releases
- Press views on PR Newswire

II. Number of downtown businesses worked with

- Publicity obtained
- Testimonials provided
- Event and advertising participation

III. Added-value (dollar value)

- Professional consultants' time exceeding amount covered by retainers
- Partnerships/sponsorships
 - Event co-sponsorships
 - Prizes donated by downtown businesses for photography competition

- Downtown businesses' donated services/products for FAM trips, downtown tours, etc.
- Media sponsors (such as KNPR and Las Vegas Review-Journal) donated media time and space
- Photos from Capture Downtown competition and donated photos from other sources

IV. Creation of new digital communication

- Website, lvdowntown.com
- Facebook page
- YouTube site
- LinkedIn site

V. Online activity

- Noteworthy newsletter readership
 - Subscriber number
 - E-blast openings
 - E-blast click-throughs
- Website, lvdowntown.com
 - Google Analytics
 - Google for Social Media
- YouTube video viewership
- Social media
 - Facebook Insights
 - LinkedIn Group Analytics
 - Google for Social Media
 - Social media sharing