

Marketing Plan
for
Central West End Midtown Development



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1. Overview

The recent revitalization efforts in the Central West End South and Midtown neighborhoods provide a perfect opportunity for Central West End Midtown Development to provide a framework and action plan to set this area apart as a vibrant destination and living option. In an effort to achieve both short and long-range goals, this Marketing Plan encompasses elements of predictability for increased growth in awareness that over time will cultivate “outsiders” to drink, dine, and dwell here.

Essentials of the plan include a structured PR component to keep CWEMD and the area in the media forefront, foster community involvement, establish cohesive efforts with new establishments in the vicinity, and attract and retain new residents.

The plan was created from input of the CWEMD Marketing Committee, which met almost twice a month from March – June 2007. The group analyzed the following components to arrive at this cohesive outline to help achieve a launching pad for the efforts of the CWE. The implementation of the plan will be driven by the Marketing Committee and staff of CWEMD. Measurements and assurances will be put in place to analyze the return on investment for any marketing expense and effort.

2. Mission/Purpose

The mission of Central West End Midtown Development is to guide the Central West End South and Midtown area into becoming a thriving, full-service urban neighborhood. To achieve this goal, CWEMD focuses on attracting quality development, improving infrastructure, bolstering security, and marketing the area to potential residents, developers, business owners and visitors.

The Marketing Plan will be a living document to be used in the following ways:

- A progress report
- A checklist of tasks
- A cogent strategy
- To show funders the plan and to have available for future funding opportunities
- To make the Board aware of marketing efforts
- To stimulate cohesiveness between South and North Euclid

Overall Goals:

- Generate media awareness with unique angles of the area via stories, calendar listings, radio interviews, electronic media, etc.
- Establish the CWE South and Midtown area as the dynamic place to live and play.
- Assist in building retail and restaurants options.

3. Situational Analysis

The Target Markets

Current Target Markets

- Empty nesters/retirees/people not worried about sending kids to schools
- Twenty-somethings
- Students
- DINK's - Double Income No Kids
- Developers/Retail

What do they read?

- Sauce
- St. Louis Magazine
- Post-Dispatch
- Business Journal
- Commerce Magazine
- New York Times
- Ladue News
- RFT
- New Yorker
- Conde Nast
- Vital Voice
- Student Newspapers (SLU, WU, etc.)
- American

What do they listen to?

- KWMU/NPR
- XM
- 99.1 FM – KFUE
- 102.5 FM – KEZK
- 1380 AM– ESPN
- 104.9 FM

What do they do on weekends?

- Something athletic
- Walking dogs in Forest Park
- Brunch
- Saturday night plans
- Attend cultural events – theatre, galleries, live music
- Focused on central corridor
- Read coffee & paper
- Go to Farmer's Markets
- Volunteer
- Get manicures/pedicures
- Travel
- Talk politics

What type of Education do they have?

- Master's degree
- Medical degree
- Continuing education classes – foreign language, dance, etc.

Summary of Current Situation

STRENGTHS:

- Green space
- Architecture
- Diversity of residents/visitors
- Diversity of housing stock
- Walkable neighborhoods – easy
- Access to major highways
- Metrolink/Metrobus
- Hospitals, Churches, Post Office
- Restaurant, bars
- Amenities, i.e., salons, grocery, etc.
- Trendy, yet timeless
- Community feel/village
- Neighborhood groups
- Cinemas/entertainment
- Proximity to Grand Center
- Location
- SLU Arena/Universities
- CWE Family Org.

WEAKNESSES:

- Safety – need more lighting, etc.
- Perception of higher housing costs
- Lack of retail
- Parking
- Migration west
- Perception of lacking schools
- Transient community
- No street life
- Weak-grim blocks/spotty developments
- Aging alleys and infrastructure
- N. of Lindell is more aesthetically pleasing
- Litter

OPPORTUNITIES:

- Hwy 40 closing – people cut through CWE, FP Ave.
- Larger retail on major corners
- Developer retail
- Events to keep it lively
- Take advantage of young, transient residents
- Market via website/emails
- Larger institutions help market - go beyond
- Rent Popcycles, rollerblades, bikes
- Create historical literary tour
- Collaborate with theatre in Gaslight Square
- Green neighborhood
- Cortex
- Create fashion show
- Welcome new residents
- Have temp. art exhibits
- 3D sidewalk chalk drawings
- Enhance streetscape

THREATS:

- 40 Closing
- Negative publicity - crime generalization
- New retail downtown/Grove/Clayton
- Loft boom in all areas
- Gentrification
- Businesses moving downtown
- Crime/not cleaning up glass
- Spotty parts
- Funding of city services/implementation of services
- Political direction – not a broad consensus to agree on basic things

Environmental Problems and Opportunities – Trends, events, conditions that are external (usually uncontrollable) that may impact the CWE area.

<p>Social/Cultural</p> <p>Opportunities:</p> <ul style="list-style-type: none"> • Collective creativity • Residents bonding • Neighborhood Assoc. • Twilight Tuesdays at MoHis, Shakespeare Festival, Munny, etc. <p>Problems:</p> <ul style="list-style-type: none"> • No cohesive neighborhood activities • No resident social group 	<p>Demographic</p> <p>Opportunities:</p> <ul style="list-style-type: none"> • 20-29 year olds • Baby Boomers • Young, professional women • Couples with no kids <p>Problems:</p> <ul style="list-style-type: none"> • Under 45 want brand new • Safety perception –among women • Couples with kids
<p>Economic</p> <p>Opportunities:</p> <ul style="list-style-type: none"> • 07-08 development is positive • Supply-demand • Cortex – new jobs • Economic growth, development • Tax asses. Increase • Comparable to Clayton taxes • Growth in industry and healthcare • 80 Fortune 500 companies in SL <p>Problems:</p> <ul style="list-style-type: none"> • 09-10 projection is that the real estate market will crash • Lack of retail vision in new development 	<p>Technology</p> <p>Opportunities:</p> <ul style="list-style-type: none"> • WiFi • Website/linked to other key sites • Email blasts • Targeted email databases • Alternative transport • Moped, Flex car, etc. • Market bus routes <p>Problems:</p> <ul style="list-style-type: none"> • Traffic lights
<p>Political:</p> <p>Opportunities:</p> <ul style="list-style-type: none"> • Election year • Alderman is supportive • Liberal <p>Problems:</p> <ul style="list-style-type: none"> • People don't know plan • Boundary line – Lindell • Redistricting in 2010 due to population 	

4. Marketing Strategy and Objectives

The overall marketing strategy will focus on leveraging unique story angles to create a “groundswell” of media coverage coupled with a creative new ad campaign and the launch of the new CWEMD website. The plan focuses on using neighborhood resources (restaurants, new developments, shops, etc.) and also crafting a message for the larger public to reach the established goals.

Current message and theme

- Lots going on in the CWE
- Ever evolving/a lot of development
- Encouraging grass roots advocacy
- Retention of current residents
- Civic pride
- Wide range of housing options

Current marketing/outreach efforts to:

Internal – CWE Midtown Residents, Business Owners

- Newsletters (4 a year)
- Meetings with community leaders, City Talk (3x a year)
- Holiday Party/Awards Ceremony (Dec. – 200 people)
- Town Hall Meeting (1)
- Wayfinding/kiosks (2)
- Website

External - Those not in CWE-Midtown Area

- Promote new real estate developments
- Dialogue Project – art based

Proposed

New Message

- Enjoy a different lifestyle
- Play and live
- Convenience/location/accessibility
- Retention of current renters/converting to buyers
- Address perceptions on security

Feel of the message

- A witty, yet sophisticated feel
- Fun, raise the excitement level

Public Relations

Public Relations Objectives

- Create a megaphone for the CWE
- Show the caliber and diversity of residents, restaurants, living options, etc.
- Entice potential developers and retail into the area
- Maximum exposure/low cost

Public Relations Strategy - CWEMD Organization

- Craft “key messages” so the staff, board and committees are all delivering a uniform message to the public.
- Convert “The 17th Ward Report” into pdf on website and attach to monthly emails.
- Create and distribute press releases and calendar listings about CWEMD events, human interest, and new developments. (At Home with CWE resident, Up Close, etc.).
- Press Release celebrating major accomplishments in the area: Solae, Cortex, garage parking, Park East Tower, Drs. Building, Koman project, etc.

Public Relations Strategy - Neighborhood

- Build strong public relations activities including consistent story pitches to print, radio, tv, and electronic media. (Target: Show Me St. Louis, Living St. Louis, Where Magazine, chefs on John Carney/KMOX).
- Create and distribute press releases and calendar listings about events, human interest, safety and new developments.
- Partner with CWE Association to collaborate on PR efforts, ensure a seamless and consistent message, cull resources, etc.
- Create “boiler plate” and logo guidelines to give all area organizations that may be referring to CWEMD in materials, website, etc.
- Ask all area restaurants and services to use the CWEMD logo and website on their materials.
- Target national travel writers to feature the CWE. Work with CVC to promote to convention visitors.
- Incorporate pitch points about the surrounding hospitals, Metrolink (especially with 40 closing), Forest Park, etc.
- Create specific e-mail blast targeted for realtors.
- Organize press packet for realtors and out of state developers to “sell” the area.
- Build an e-mail list and develop monthly E-news blasts to create a “buzz” about news.
- Welcome packets for prospective and new residents
- Use website to include interactive CWE events calendar, announcements of monthly happenings, new developments, maps, where to park, restaurant, shops and living options, etc.

- Create “My Space” page to promote events, opening of new restaurants, living spaces, etc.
- Talk to West End Word about a CWE calendar or focused column on the happenings in the area.
- Create “org hit list” to target specific contacts at BJC, SLU, Conrad, Metrolink, etc.

Advertising

Advertising Objectives

- Reach and inform
- Educate
- Buttress neighborhood strengths – various income levels/housing
- Focus on target group
- Capture the Realtor/Apt. Finder market

Advertising Strategy- CWEMD Organization

- All advertising should reflect the work of the CWEMD (such as logo placement, tagline, website, etc.)

Advertising Strategy- Neighborhood

- Creation of an effective branding and imaging campaign that will attract new residents, visitors, etc. The branding campaign will incorporate the use of high-end images in collateral pieces, advertising, and E-Commerce marketing.
 - Focus on committee suggestion of a “Live as a West Ender for the weekend” where people register on-line to win a weekend at the Park East and to hang out with people who live the CWE.
 - Profile interesting people who live in CWE (artists, chefs, businessmen) in a testimonial ad campaign.
- Work with restaurants to have a CWE “bucksip” when they present the bill. Could focus on the area, upcoming events, new developments, etc.
- Have custom CWE coasters designed to promote area.
- Create a short questionnaire for visitors to fill out in shops and restaurants.
- Research internet banners on real estate websites.
- Collaborate with CWE Association on advertising efforts.

Events

Event Objectives

- Unique with a “cool” factor.
- Have a broad reach – county, age, race, income, etc.
- Show off area (focus on Sarah St.?) during day and night
- Help businesses
- Entice people to move to area
- To build rapport with current residents
- Build sense of community
- Break even/not spend a lot of \$\$
- Grow the event to make \$\$
- Capture emails and addresses
- A signature event for demographics
- Make it high caliber and secure media partners
- Partner with cultural institutions
- Want people to come back and visit
- Foster a great experience/show comfort
- Reach out to ArtLink, Fuel, Metropolis, and other demos previously discussed.

Event Strategy

Special Events take a tremendous amount of man-power and coordination. After consideration the Marketing Plan Committee advises CWEMD to focus on the PR and Advertising components at this time, possibly partnering with other organizations on an event.

Possible ideas that were discussed:

- **The Giving Fest** (working title)
 - Have booths of St. Louis non-profits (cultural and charities)
 - People can fill out ballots to donate hours or \$\$ to specific orgs (ballots list all orgs, can drop at any table or people will walk around with “ballot buckets”)
 - Music, Movies, Locks of Love
 - Work with BJC & St. Louis Cares of the United Way
- A “Cultural Caravan” where we play hostess to people attending GC events, work with restaurants, provide shuttles.
- Beatle Bob-a-thon – look alike contest, dance contest, etc.
- Iron Chef Competition between S. Lindell and N. Lindell restaurants
- Scottish Street Festival at Scottish Arms.

5. Measurements

To measure the “return on marketing” there must be positive tangible changes to determine the value. Momentum and awareness build over time and has a snowball effect. So, adequate time and attention must be given to the outlined strategies to sufficiently evaluate the outcomes.

The Marketing Committee will measure success of the above combined efforts in the following ways:

- Number of people attending City Talk, Town Hall Meetings, and other events.
- Increased foot traffic
- Increased media attention
- More residents moving into the area
- Website traffic and emails captured
- Feedback

6. Timeline

* Subject to change

Completed <input checked="" type="checkbox"/>	Month	Activity	Target Aud.	Type of media	Key messages	Comm. Method	Evaluation	Resources
<input type="checkbox"/>	Oct. 07	City Talk	Residents	Print & electronic	- Get involved	Newsletter	- Attendance - Create survey to garner ideas for area, website, etc.	Newsletter
<input type="checkbox"/>	Nov. 07	Town Hall	Residents	Print & electronic				
<input type="checkbox"/>	Nov. 07*	Launch of new website	Residents and broader Comm.	Print & electronic	- New resource to learn about area - About CWEMD - Developments - City Services	Press release to local media.	Number of website hits.	Printing costs of postcard
<input type="checkbox"/>	Dec.07*	Create Realtor Packets	Realtors	Electronic	- CWE is place to live, work, play - High standards for affordable \$ - Amenities	Mail packets Have info on website	Calls for more information, homes/condos sold	Create map
<input type="checkbox"/>	Jan. 07	Create & Pitch story angles to media	All	Print, TV, Radio	- Developments - Streetscape	Press release and follow-up	Stories ran	
<input type="checkbox"/>	Spring 07*	Create Ad Campaign	Targeted Demo	Print & electronic	- Live as a CWE'er	Place ads in targeted media		Ad design, rates
<input type="checkbox"/>	Nov. 07*	E-mail blasts	All	Electronic	- Events - Living options		- Attendance - Feedback	
<input type="checkbox"/>	Spring 08*	Living Tour	Comm. at large					

7. Suggested Advertising

Outlet	Ad Size	Rate	Deadline	Website	Contact
Green Sheet	½ page	\$170			Dale Hutton, 973-2365 or cwgreensheet@yahoo.com
Sauce			5 th of the month	Saucemagazine.com	director@saucemagazine.com
West End Word	1/4 page	\$495		http://www.westendword.com/moxie/bm%7Edoc/wew-rates-2007.pdf	367-6612 x25
Daily Sauce				Theadaysauce.com	director@thedadaysauce.com
St Louis Magazine					