

# Greater Downtown Dayton Plan

Developing a PR plan for this strategic  
blueprint for downtown Dayton, Ohio

May 2010



# Problem & Opportunity

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- **Problem:** Lack of economic prosperity in downtown Dayton.
- **Opportunity:** Growing national trend in which more and more people were looking back to urban centers as great places to live, work and play.
- **Solution:** Development of the Greater Downtown Dayton Plan, as much a PR effort as an economic development one.
- **My role:** Assist with the development of the plan and serve as project lead for the PR portions of the plan.

# Goals

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- Make downtown Dayton a better place to live, work and play
- Strengthen downtown Dayton as a desirable place to live, work and play

# Target Audiences

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- ① 1) The Downtown Dayton Partnership's constituents: property and business owners in the Downtown Dayton Special Improvement District.
- ② 2) Constituents of partner organizations and other downtown stakeholders.
- ③ 3) Dayton-area young professionals.

# Objectives

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- Increase the community's awareness about the importance of urban development in regional economic development.
- Host an event educating people about the plan attended by at least 150 people.
- Work with at least three partners to communicate with a wide audience about the plan.

# Strategies

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- Demonstrate to target audiences why greater Downtown Dayton matters to them, wherever they live.
- Leverage partnerships with like-minded organizations to reach a broader audience.
- Position the Greater Downtown Dayton Plan as a focused, proactive solution to downtown's challenges.

# Tactics

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- ① Organize a kick-off event to formally launch the plan.
- ② Create a visual, graphic element to communicate the main recommendations in the plan.
- ③ Develop print and digital collateral to communicate those recommendations.
- ④ Place positive stories in local print, broadcast and electronic media.

# Activities & Materials

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- Create a video outlining the plan's key recommendations.
- Develop a website for the plan.
- Create two documents: a four-page summary and detailed version.
- Host an event with keynote speaker and local speakers.
- Aggressive media relations work to ensure story placements.



# Budget & Timeline

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- Budget for development and kickoff of plan = \$20,000
- Funded by donations from public and private entities
- Timeline = launch in first half of 2010

# Evaluation

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- Event attended by more than 350 people.
- More than 25 partners post the video to their websites.
- Video shared widely on Daytonians' personal Facebook pages.
- Video was viewed nearly 6,000 times on the DDP's YouTube channel alone.
- All major media in Dayton covered the event and ran or aired feature-length stories and/or editorials about the plan.
- Project came in at budget.