


Greater Downtown Dayton Plan Update

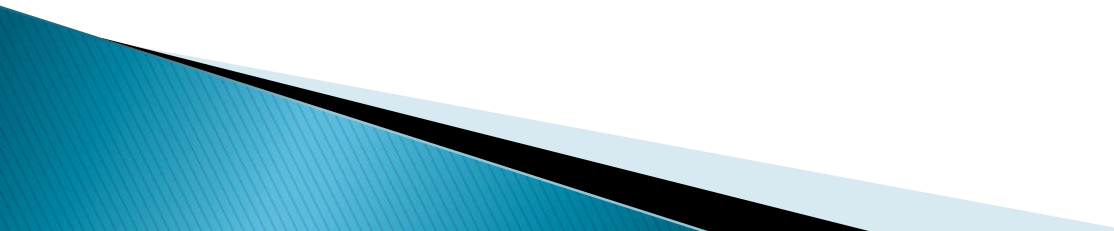
Providing a comprehensive update to the community on progress in greater downtown Dayton since the 2010 launch of the plan

May 2012

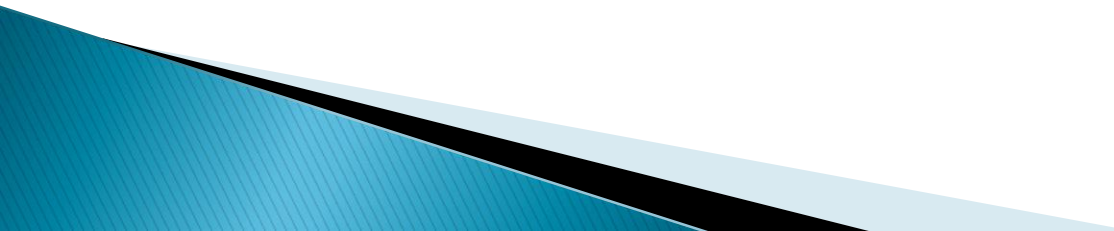
Goals

- ▶ Renew momentum and excitement in the community about downtown Dayton.
 - ▶ Build community support for the Greater Downtown Dayton Plan based on its successes.
 - ▶ Reach new audiences with the message that downtown Dayton is critical to the Dayton region's economic prosperity.
 - ▶ Increase the community's awareness about the Greater Downtown Dayton Plan and its projects.
 - ▶ Improve the community's perception of downtown Dayton.
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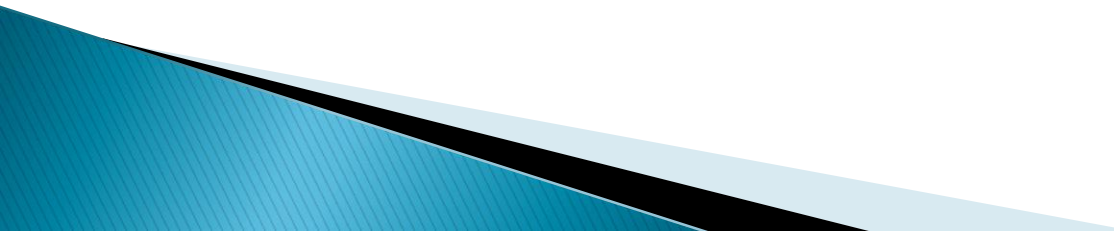
Target Audiences

- ▶ Downtown Dayton stakeholders (property and business owners)
 - ▶ Constituents of partner organizations
 - ▶ Young professionals
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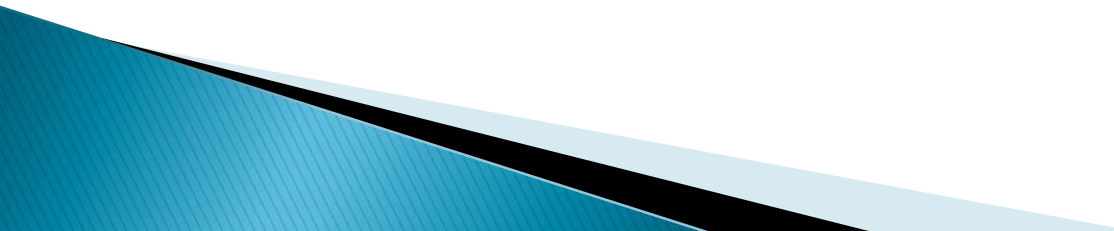
Objectives

- ▶ Host an event attended by at least 300 people, double the number attending the 2010 Plan launch event.
 - ▶ Receive media coverage of the event by the daily newspaper , business newspaper and at least two local TV stations.
 - ▶ Create at least one video of the event that could be distributed to those unable to attend the event.
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Strategies

- ▶ Leverage partnerships in the community to reach a broader audience.
 - ▶ Use digital and traditional media to communicate with existing audiences and reach new ones.
 - ▶ Package the message in a fun, lively manner.
 - ▶ Include announcement about fundraising for high-profile community project (RiverScape River Run) to increase attention and coverage.
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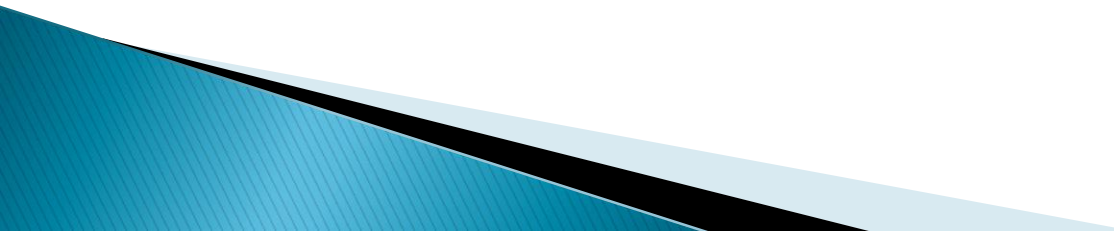
Tactics

- ▶ Develop talking points and find community members to present them.
 - ▶ Compile list of all progress in greater downtown since 2010.
 - ▶ Gather graphic elements to communicate in a very visual way.
 - ▶ Work with all local media outlets.
 - ▶ Develop strategic messaging about the plan overall.
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Activities & Materials

- ▶ Develop Pecha Kucha–style presentations on each of five focus areas in the plan.
 - ▶ Organize event at venue able to accommodate guests.
 - ▶ Package stories for media and pitch them.
 - ▶ Develop and distribute postcards to promote the event.
 - ▶ Hire videographer to record event and produce post–event videos.
 - ▶ Heavy use of social media to promote event.
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Budget & Timeline

- ▶ Budget = \$6,000: Figure based on expenditures for past annual meetings.
 - ▶ Timeline: As close to May as possible so the event is two years from the time of the launch of the plan.
 - ▶ June 1 selected to correspond with monthly art hop, First Friday.
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Evaluation

- ▶ More than 450 people attended the event, a standing-room-only crowd that included a diverse group from the community.
 - ▶ Extensive coverage by all major local media outlets.
 - ▶ Significant mentions on variety of social media outlets.
 - ▶ Project completed under budget at \$5,525.
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