

# BUSINESS MARKETING & COMMUNICATIONS

# YEAR RECAP '20-'21

## EIGHT EXISTING SIGNATURE PROMOTIONS

### YEAR-ROUND

#### ART WALK [9 participants]

**CONTINUED** website and rack card, inclusive of map and business participants.

**STARTED** Art Walk LIVE @ Lunch on Facebook Oct. 2020 - Aug. 2021. Promoted Art Walk 'Any Day' to encourage patronage outside of First Fridays. 'Celebrate' murals painted by two artists during First Friday in May 2021.

#### FOODIE WALK [9 participants]

**CONTINUED** website and rack card, inclusive of map and business participants.

**STARTED** Foodie Walk LIVE @ Lunch on Facebook, Aug. 2020 - May 2021. Advertised in Edible Magazine [print and digital] in the Spring and Summer 2021 issues.

### ANNUAL

#### SUMMER SALES 2020 [41 participants]

July 16 - 19

**STARTED** creating website/digital listings. Added End of Summer Sales: Aug. 21 - 23, 37 participants.

#### HOLIDAY GUIDE [61 participants]

**STARTED** offering as free to participate, past printed guide ad space ranged from \$499 - \$2,499 per ad. The Guide was created as a Digital Guide instead of printed magazine. Launched at end of October 2020 to support 'Shop Early, Shop Local' messaging.

#### OLD TOWN SPREE [60 participants]

**STARTED** using digital entry format and eliminated manual data entry by staff. Collected real time submissions and contact information, including an opt-in feature to the Destination Downtown Newsletter to grow audience. Window decals for participating businesses with a QR code linking to promotion webpage and to denote participants.

#### DOWNTOWN SANTAS QUEST [51 participants]

**STARTED** using new format to be COVID safe by having businesses display named Santa inside of storefront windows (vs. inside the businesses).

#### SUMMER SALES 2021 [44 participants]

July 15 - 18

**STARTED** Co-op marketing opportunity with limited edition tote bag; the cost per bag was partially offset with a \$1/bag contribution from the DDA. 11 participants offered the tote as a 'free gift' with purchase) Two tote bags were given away via social media. Worked with a Social Media Influencer for post and stories.

#### GREAT PLATES [38 participants]

**CONTINUED** printed donation envelopes and Old Town Square pole banners. \$104,608 was donated to the Food Bank for Larimer County. **STARTED** offering as free to participate. No contract for services fee charged to the Food Bank. A partnership with NoCo Nosh was established to utilize as a delivery option, the DDA covered 15% of delivery fees (\$11,000) for restaurants. A People Behind the Plates social media campaign was launched in conjunction with the promotion, inclusive of storytelling and professional photos of 25 staff from participating restaurants. A promotional video was produced by Black Sparrow Media. Window decals with a QR code to denote participating restaurants.



# NINE NEW PROJECTS WITH THE BUSINESS MARKETING & COMMUNICATIONS PROGRAM

## NEW PROGRAMMING

New campaigns and promotions were introduced, notably at no cost to businesses within the district. The [www.downtownfortcollins.com](http://www.downtownfortcollins.com) website was utilized as a central resource for patrons to find timely and relevant information. The Board approved enhancements allow for additional reach outside of the traditional marketing efforts previously taken. Staff is enthusiastic of what may be accomplished going forward.

## ALL FOR FALL [18 participants] Oct. 1 - 31

Launched in 2020 as a new round up donation promotion. Raised a total of \$9,905. The money was split equally and donated to four local non-profit organizations, which were selected by participating businesses. This promotion won the Downtown Colorado, Inc. Governor's Award for Downtown Excellence.

## SOCIAL MEDIA

Hired Aspen Grove Marketing to add to the following during May - September 2021:

- Evergreen Content, including photography
- DDA Promotion and Campaign Content, including photography
- General Content, specific to current Downtown happenings and information, including photography
- Compiling data analytics and metrics affiliated with each post

Staff hired two social media influencers to target specific demographics aligned with promotions.

## PETS OF DOWNTOWN & PET-FRIENDLY BUSINESSES

Recognizing locals and visitors love to include their pets when visiting Downtown, a dedicated page was created to feature businesses as well as a storytelling social media campaign. The Pet-Friendly Businesses webpage includes 30 Downtown businesses that welcome pets. The Pets of Downtown social media campaign highlights 15 businesses that have an in-store pet, capturing their story and a high quality photograph.

## WEBSITE

Worked with web developers Nerdy Mind Marketing to:

- Add the ability to manage Old Town Spree entry submissions digitally
- Develop a Great Plates menu module to display menu specials digitally
- Create a new image gallery for People Behind the Plates
- Updated itinerary functionality for ease of use
- Modified Event Calendar plugin with expanded functionality and better display

## CREATE YOUR HOLIDAYS

The campaign was created as an umbrella to highlight all holiday promotions as well as free, family-friendly activities in Downtown. A holiday rack card was made with a QR code linking to the Create Your Holidays webpage, as well as for Downtown Gift Cards. Rack cards were distributed in Downtown and around Fort Collins, as well as mailed with online Downtown gift card orders. Advertising in the Coloradoan for the Create Your Holidays campaign featured both a story and digital advertising component with the message to: Shop Early, Dine Local, Stay Safe.

## DINE UNDER THE LIGHTS

[33 participants] December 4, 2020 - February 14, 2021

A digital Downtown dining resource guide on the website was created to showcase dining inside and outside under the Holiday Lights.

## "CELEBRATE" CAMPAIGN

"Celebrate" was the umbrella campaign for the spring and early summer holidays, encouraging people to celebrate all things big and small.

- ***Celebrate Small Business Week***: 20 regional partners, with an official City of Fort Collins Mayoral Proclamation
- ***Celebrate Graduation guide***: 45 participants
- ***Celebrate Mother's Day guide***: 43 participants
- ***Celebrate Father's Day guide***: 41 participants
- ***CSU Alumni Owned-Businesses Feature***: 10 business owners' stories featured, 28 alumni-owned businesses included on the webpage and itinerary

## STORY STROLL

A partnership with Poudre River Public Library District to create a fun, family-friendly, self-guided walking tour that tells a bilingual children's story, one page at a time, in the windows of participating businesses.

- Feb. 1 - 28; *Maria had a Little Llama* by Angela Dominguez; 15 participating businesses
- June 1 - 30; *¡Vamos! Let's Go Eat* by Raúl the Third; 20 participating businesses

## TV COMMERCIAL

Hired Jet Marketing to create a marketing strategy, including media research, for a 3-month implementation plan. Video storyboard, compiling b-roll, capturing footage, editing of three 30-second videos to be used as commercials. Design digital assets such as display ads, retargeting ads, social posts. Creation of audio digital assets, voice overs. Commercial will air September - October within a 6-hour drive market (Salt Lake City, Colorado Springs, Wyoming, Nebraska, Rapid City).







The DDA established a Business Marketing & Communications, BMC, Program in June of 2020. The BMC program advances marketing programs that communicate the downtown's distinctive qualities and generates promotions to enhance the prosperity of the businesses and stakeholders within the DDA boundary.

# MEASURABLES



## DOWNTOWN GIFT CARD PROGRAM

between Aug. 2020-Jul. 2021

- **\$511,641** in Downtown Gift Cards sold
- **\$338,780.23** Redeemed
- **17** New businesses added to Gift Card Program



## BUSINESS OUTREACH

- **53** New and reengaged businesses
- **32** New business listings added to website



## NEW MEDIUMS FOR PROMOTING DOWNTOWN

- Facebook LIVE for Art Talk and Foodie Talk
- TV commercial
- Professional videography and photography
- Social media influencers
- Window decals
- Digital guides on website
- Advertising in: Edible magazine [print and digital], The Coloradoan [print and digital], 5280 magazine [print]



## LEVERAGED PARTNERSHIPS

- Poudre River Library District - Story Stroll
- CSU, Visit Fort Collins, Chamber of Commerce - TV Commercial
- Regional partners from Wellington to Berthoud: Small Business Week

