

Learning Lab #3: Promotion and Community Assets



Idea

We might apply a methodology when we have an idea about a new or existing event or promotional activity that is tied to our district's assets.



Promotion

To position (situation or condition, especially in relation to favorable or unfavorable conditions) the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics (distinct or unique feature or quality).



Identify Assets

Might be a community's natural environment, socio-cultural, and economic assets.

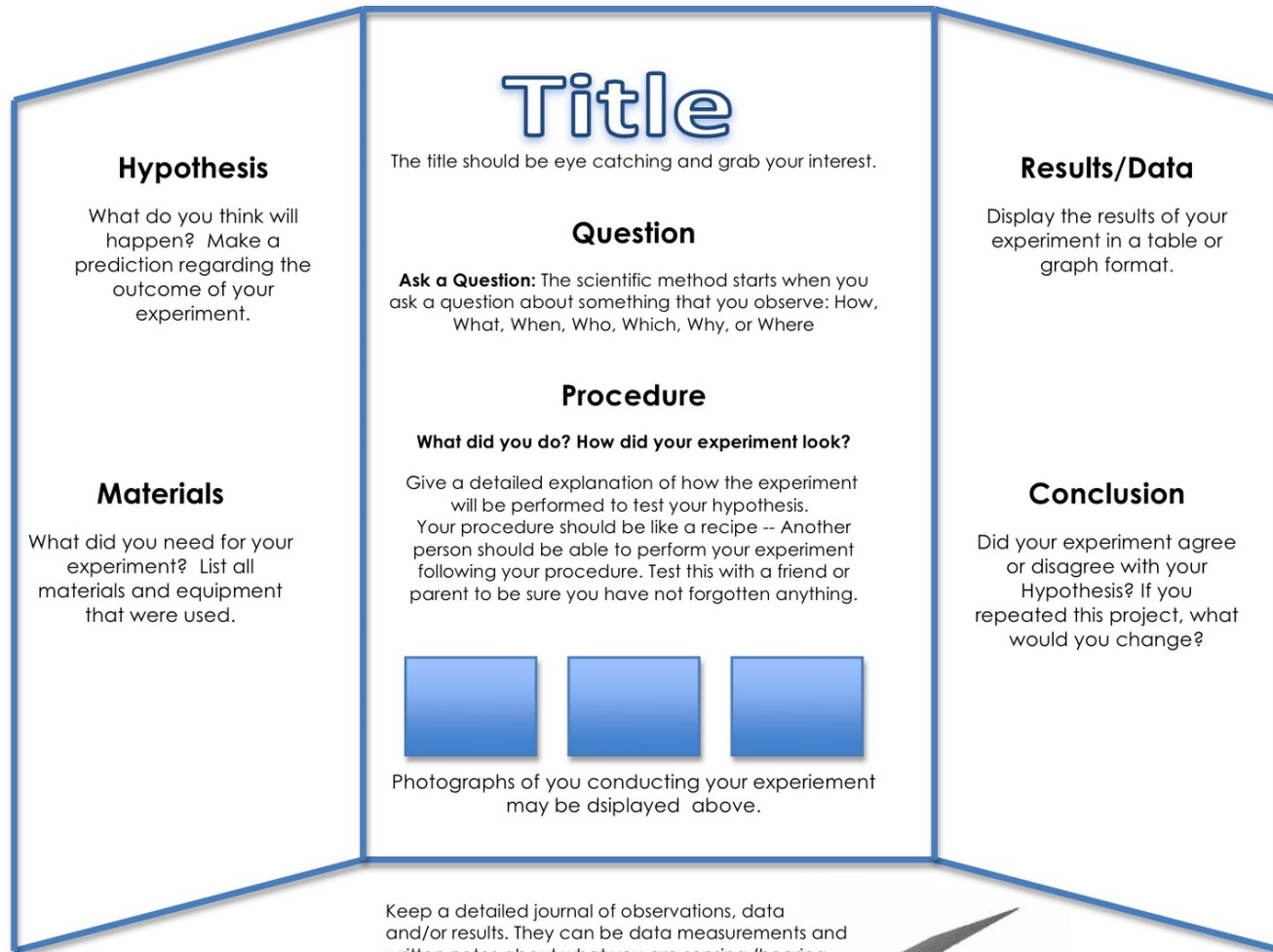


Do My Promotional Efforts:

- Promote my community's assets?
- Address perceptions about the district?
- Align with my organization's strategies?
- Increase community engagement?
- Communicate about the organization?
- Promote and position the district?
- Increase Economic Vitality?



Scientific Approach



Hypothesis:

Carefully crafted Promotion tied to community assets can ensure successful promotion that support events and community engagement.



Method:

Examined three promotional efforts to see how they reflected the unique assets of their communities



We Asked the Following Questions

What is the promotional activity?

What are some of the community assets?

What is the strategy?

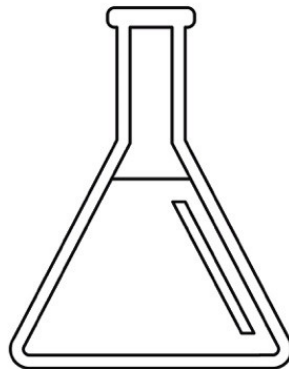
What types of materials, platforms, products were used?

What were some of the Impacts?





Experiment #1



Background:

- In January 2016, Carlsbad MainStreet was approached by a company to sponsor a downtown event to feature local merchants, vendors, & artists.
- Carlsbad MainStreet developed Cavernfest as an all-day fundraising event.
- Partnered with the City of Carlsbad.
- Largest event in downtown Carlsbad.



Community Assets

- Creative & Driven MainStreet Leadership
- Community partners: businesses, individuals, artists, & City of Carlsbad
- Natural & Cultural Assets that lend themselves to the name and branding of this unique event



Strategy:

Capture more local consumer dollars
helping existing businesses to better serve
local residents



Promotional Efforts

- Visual brand was applied to posters, flyers, coasters, table tents
- Extensive use of social media including Facebook and Instagram
- Radio ads
- Video Ads
- Featured in local/regional media



MUSIC BY
RESTLESS HEART
W/ HIGHWAY WOMEN & BRIAN JAMES SCHRAM



CAVERN FEST

DOWNTOWN CARLSBAD
MUSIC ALL DAY CRAFT & FOOD VENDORS

JUNE 3RD • 12 NOON

FREE ADMISSION

VIP \$75 BY BUFFALO WILD WINGS//
MILTON'S BREWING//THE LUXE
BEER GARDEN \$10 BY MILTON'S BREWERY

OUR SPONSORS
 Carlsbad Mainstreet Bhakta Waters Construction Southeast Redi Mix
 City of Carlsbad Lodgers Tax Thunder Run Concrete La Quinta Inn & Suites

BEER GARDEN \$10
//MILTON'S BREWING//



CAVERN FEST



CAVERN FEST

VIP \$75
//BUFFALO WILD WINGS//
//MILTON'S BREWING//
//THE LUXE



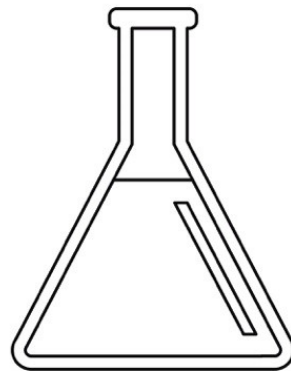
Some of the Impacts

- More than 10,000 in attendance in the first year
- More than 15 bands, on three stages
- Renewed success in the second year
- Strong foundation for annual event that people are invested in
- Successful fundraiser
- Interesting Storytelling aspect where young artists are sharing to networks





Experiment #2: I Love South Valley



Background:

- Dispel negative stereotypes of the South Valley
- Highlight the assets of the South Valley
- Hear from community members themselves
- Create a buzz on social media
- Work with businesses in the future to promote art work submitted for the "I Love the South Valley Campaign"
- Promote the South Valley



Strategy:

Develop Catalytic Projects for Revitalization
in the South Valley MainStreet District



Community Assets

- Creative & driven MainStreet Leadership
 - Community partners: businesses, individuals, artists, farmers, & Bernalillo County
 - Unique cultural and historic heritage
 - Natural resources
 - Food
 - Engaged community members, community pride & events
- 
- A decorative graphic at the bottom of the slide consisting of several overlapping geometric shapes in shades of blue, green, yellow, and orange, arranged in a triangular pattern.

Promotional Efforts

- Competition to design the logo to engage community members
- Developed "I Love the South Valley Because" cards
- Extensive use of Facebook



Materials

South Valley MainStreet

Mission

The preservation and revitalization of the historic commercial district along the Bridge and Isleta corridors of the South Valley through community-based economic development, education, networking, beautification, and promotion of community pride.

For More Information Contact:
South Valley MainStreet
318 Isleta Blvd. SW
Albuquerque, NM 87105
Tel: (505) 400-3635
southvalleymainstreet@gmail.org
Find us on Facebook at:
South Valley MainStreet



We Need a Logo for the:
"I Love the South Valley"
Campaign

Calling all artists from the
South Valley to submit art work

Deadline: June 22, 2017

Email:
southvalleymainstreet@gmail.com

Regular Mail:
South Valley MainStreet
318 Isleta Blvd. SW
Albuquerque, NM 87105

Winner receives the following:

- \$150.00
- T-Shirt with New Logo
- Promotion of Logo

If you have any questions, give us a call
or send us an email



"I Love the South Valley
Because..." Campaign is a
community project to
highlight all of the positive
assets of the South Valley and to
promote the arts, culture,
history, food, people, traditions,
community events, artists, farms,
and businesses in the area.



Community Engagement

I Love the
South Valley
Because...



it's HOME!

I Love the
South Valley
Because...



of the Culture +
Traditions

I Love the
South Valley
Because...



My grandparents
raised me here, I went to
school here and my
beautiful Paga is here!



I Love the
South Valley
Because...

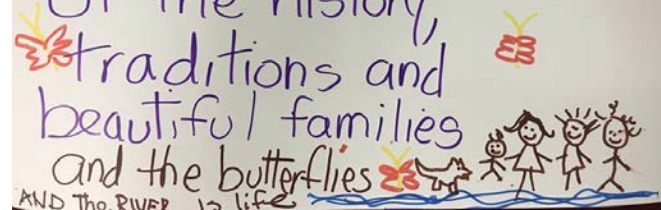


The Aceqias
WATER IS LIFE

I Love the
South Valley
Because...



Of the history,
traditions and
beautiful families
and the butterflies
AND THE RIVER IS LIFE



Youth Outreach



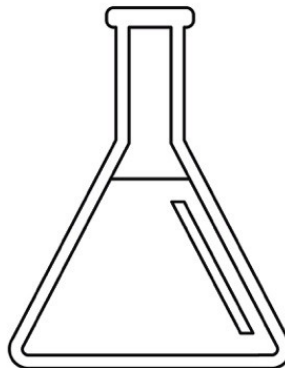
Some of the Impacts

- Producing a Brochure
- Artist Finalist Submissions
- More than 100 community members participated (25% Youth)
- Youth artists were engaged
- Created a buzz around connection to and sense of place
- Event at first Growers' Market





Experiment #3: Sciencefest




Background:

- A Four-Day Event that celebrates the Scientific Heritage & Excellence of Los Alamos
- Connects people to scientists & engineers
- Raises awareness for STEM Education
- Connects visitors to experience new science and technology



Community Assets


- Creative & Driven MainStreet Leadership
 - Community partners: businesses, individuals, LACDC, LANL, Technology Start-ups, etc.
 - Historic and scientific significance of the community
 - Natural Resources
 - Engaged community members & community pride & events
- 
- A decorative graphic at the bottom of the slide consisting of several overlapping triangles in shades of blue, green, orange, and yellow.

Strategy:

Promote and encourage niche tourism by capitalizing on Los Alamos historic and scientific significance



Promotion & Impact

- Award Winning
 - Strong Brand for Event
 - Tie-in to New Mexico True Campaign
 - Developed Flyer & website
 - Outreach to local media and beyond
 - Use of Social Media, Digital Media (Pandora, Hulu, etc.)
 - Attended by more than 11,000
 - Estimated economic impact of \$110,000
- 

Website

The image shows a browser window displaying the website for the Los Alamos ScienceFest. The browser's address bar shows the URL <http://www.losalamosciencefestival.com/spy-tour/>. The website's header features the event title "LOS ALAMOS SCIENCE FEST" in a large, white, sans-serif font, with "2017" in a small box above the "ST". Below the title, the dates "July 12 - 16" and the tagline "THE SECRET CITY UNLOCKED" are displayed. A navigation menu includes links for "HOME", "TOURS" (highlighted in red), "SCHEDULE", "GET INVOLVED", and "PLAN YOUR VISIT".

The main content area features a large banner with a dark red, textured background. The text on the banner reads "Los Alamos ScienceFest is NEW MEXICO True" in a mix of orange and white fonts. Below the banner, the text "New Mexico True Atomic City Spy Tour Experience:" is visible, followed by a partially obscured link "Los Alamos Spy Tour".

Logo



Print Material

Bike & Hike
 Pajarito Mountain Ski Area
 Enjoy lift served access to biking & hiking
 9am-3pm
 Day tickets for bikers \$25, day tickets for hikers \$10

Sunday July 16

Flight Of The Origami Cranes!
 Los Alamos History Museum
 9am-5pm
 Admission to Los Alamos History Museum is \$5 and free to Los Alamos residents and historical society members

Atomic City Van Tour Of Los Alamos
 Bradbury Science Museum (meet in front of)
 Get to know Los Alamos on this 1.5 hour tour at 1:30pm daily.
 Reservations required: (505) 662-2547
 Please leave a message and Georgia will return your call.
 \$25/person, \$10 children 13 & under, accompanied by adult fare.

Warm Water Weekend at the Aquatic Center
 Larry R Walkup Aquatic Center
 Come make a splash! The pool temperature is raised to 85°F for the weekend and the inflatable obstacle course is set up!
 1-5pm Fee at door

Bike & Hike
 Pajarito Mountain Ski Area
 Enjoy lift served access to biking & hiking
 9am-3pm
 Day tickets for bikers \$25, day tickets for hikers \$10

Wednesday July 12 - Saturday July 15:

Curiosity Challenge Scavenger Hunt App
 Download the app and cultivate your curiosity by heading out on a wild and crazy scavenger hunt! Discover some of the best parts of Los Alamos and ScienceFest 2017 through this interactive contest. Visit: Goosechase.com to load app, then search for "ScienceFest Curiosity Challenge" starting Wednesday, July 12. Challenge runs through Saturday July 15 at 2:30pm. A Yeti cooler will be awarded to the participant that collects the most points. Must be present at Ashley Pond Park Saturday, July 15 at 2:30pm to win.

**LOS ALAMOS
 SCIENCEFEST
 SPONSORS
 LANB**

Creating a better way.



PARKING

- 1 Corner of 20th Street & Trinity Drive
- 2 Corner of 20th Street & Central Avenue
- 3 Deacon Street between 15th & 20th Streets
- 4 Corner of 15th Street & Central Avenue
- 5 Near 15th Street & Iris Street
- 6 Near 19th Street & Central Park Square
- 7 Near Central Park Square and Nectar Street
- 8 Corner of Nectar Street & 15th Street
- 9 Corner of Bathtub Row and Central Avenue
- 10 Corner of Central Avenue & Oppenheimer Drive
- 11 Near Oppenheimer Drive & Central Avenue
- 12 On Trinity Drive near Ashley Pond Park



THE SECRET CITY UNLOCKED
 JULY 12-16, 2017 LOSALAMOSSCIENCEFEST.COM



**LOS ALAMOS
 SCIENCE
 FEST** 2017
 THE SECRET CITY UNLOCKED



COMMUNITY PARTNERS
 Atomic City Tours
 Bathtub Row Brewing Co-op
 Bradbury Science Museum
 Central Park Square
 Comfort Inn
 Fuller Lodge Art Center
 Los Alamos Arts Council
 Los Alamos Historical Society
 Los Alamos Little Theater
 Los Alamos Nature Center
 Reel Deal Theater
 Smith's Marketplace
 UNM - LA



**LOS ALAMOS
 National Security, LLC**



Los Alamos ScienceFest is
 NEW MEXICO *True*

Results

- Increased engagement
- Well-attended events
- Increased awareness of MainStreet District & Organization
- Increased Economic Impact



Conclusion

Promotion activities that are directly tied to community assets and ETS are strongly positioned to achieve their intended goals.



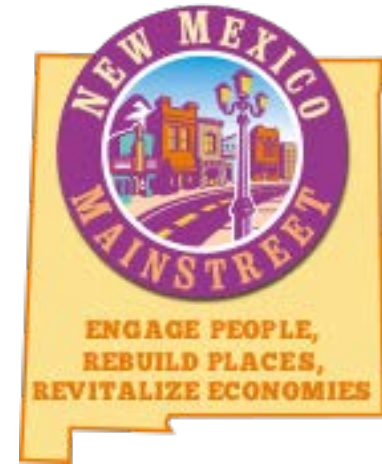
Los Alamos Tours: Exercise



Session Questions

1. When you thought about your visit to Los Alamos, what things came to mind?
2. When you visit a community what assets are you drawn to, what things surprise you?
3. What impressions will you take with you, now that you are more familiar with Los Alamos and the work of Los Alamos MainStreet?
4. Are there examples when identifying community assets that can help your promotion work?
Please provide an example?





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