



The District Marketing Plan Presentation to the Clearwater Downtown Development Board

Request for Funding
\$68,600

Funded by a grant from



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD



Goal

To leverage the closure of the 400 - 500 blocks of Cleveland Avenue to revitalize and rebuild the independent retail, service and restaurant sectors in the core downtown area. To “play” a significant part of fulfilling the mission of the Downtown Development Board and the Community Redevelopment Agency to make the Downtown Clearwater as the premier destination to “Live, Work and Play.”

Strategy

1. Create new opportunities and unique experiences to bring Clearwater-area residents back into the downtown corridor, changing existing perceptions as well as dining and entertainment buying habits.
2. Provide on-going events to attract and engage new and current downtown residents to The District.
3. Make The District a destination for Clearwater-area visitors.
4. Brand The District as Clearwater’s catalyst for small business development and engagement.

History

“The whole is greater than the sum of the parts:” The District is a collaborative venture which started with the Back-to-Business professional grants offered by the City of Clearwater. Nine restaurants pooled their \$1,000 grant to create and execute a joint marketing campaign under the umbrella brand of “The District.”

The marketing intent was to initially focus on the original partners to give them marketing exposure for their initial investment. Going forward, the vision is to expand The District brand to all businesses operating in the downtown Clearwater area. Marketing efforts will focus on the open air atmosphere and activity (“vibe”) of The District from a customer’s perspective and a higher “call to action” with events and activities to complement the dining offerings.

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Target Demographics

Residential (1-3 miles of The District)

There are 2 distinct audiences within this initial target:

	Zips	Avg. Age	Income	Average Family Size
Clearwater Downtown	33755	37.3	\$ 53,663	2.47
	33756	44.9	\$ 42,416	2.21
Clearwater Beach	33767	62	\$ 118,122	1.79

Clearwater Downtown has several distinct characteristics:

1. Many have never married 37%, with 47% living alone
2. Highly educated in professional / administrative positions - 59%
3. Those who are married have school-aged children (20% of the population is under 18)

Opportunities: Weekend entertainment, family-friendly events, mid-week socials, cultural activities, locally-sourced, locally-owned restaurants and healthier food options.

Clearwater Beach also has it's own distinct personality:

1. Highly educated, upper income
2. Dining and drinking frequently outside the home
3. 44% have either never married, widowed or divorced

Opportunities: Early morning, mid-day and early evening events with a focus on social, educational and experiential activities. Also need to provide diverse dining options for repeat business. Give them more reason to come - and come back - to The District.

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Target Demographics

Small Business

Targeted Zip Codes: 33755 / 33756 / 33767

9,945 with under 10 employees / 7,307 with under 5 employees

Opportunities: Networking groups and small business education and professional development. With the Clearwater Library closed, many workshops and classes have gone on-line; post-COVID, there may be many opportunities for The District to host short term.

While there are many networking opportunities (post-COVID), most are along the US-19 Corridor or in other communities, and many may be cost-probative for small business owners.

Also many opportunities to recognize the diversity of small business owners as well as the overall economic muscle of the small business sector during National Small Business Week, along with the support and services Clearwater and Pinellas County offers them.

Focus on highlighting ease of access (Drew / Court street corridors) with / free parking to participate.

Clearwater Visitor

Couples - 50% / Families 49% / Average length of stay - 5.2 days (4.3 COVID)

Average size of party - 3.1 (more than one child)

Average age of householder - 41 / Average income: \$136,043

Opportunities: "Uniquely Clearwater" experiential events, family-friendly outdoor dining and activities. Diverse transportation modes (without using personal automobile).

Post-COVID marketing: Travel experts indicate that there will be a rebound in the sector 2nd and 3rd quarter of 2021. Trends now show that limited service hotels are experiencing a uptick in reservations as most travelers are coming to the Clearwater market as families who are able to work and attend school on-line (workcation / schoolcation) versus large corporate events. The #1 concern of travelers is health and safety during the visit, and The District's open-air amenities can be a clear call to action when marketing to potential visitors.

Additionally, Florida's COVIC's numbers are hampering VisitClearwaterFL and Visit St. Petersburg Clearwater efforts from getting press in major northern markets.

Focus: Use 2020—Q4 and 2021 Q1 to build relationships with travel industry professionals to complement their guest's stay in Clearwater.

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Execution

The vision of The District partners is to leverage the “open” physical space to be an “open” engaging community space for all residents and visitors of Clearwater: from dawn to dusk and beyond, welcome to everyone at all ages and stages. Additionally, District partners are looking to create unique events and opportunities to embrace the overlooked market (small business owners, minority and diversity groups) and to be more aggressive in partnering with the travel industry. Toward that end, an ambitious programming effort is in development, including:

Weekly Events (in addition to weekly promotions within District Members)	Cost to participate
Exercise Classes at Station Square (partnership with Clearwater Parks & Rec)	Free
Keep It Local - Real Estate Group (partnership with outside group)	Membership Dues
RGA (Revenue Generating Activities) - Networking (partnership with outside group)	Dues
The District Movable Happy Hours - Rotating to each participating restaurant with specials	Free
Monthly Events	
Wine Walk (Bourbon or Beer)	\$10
District Leads - Small Business Networking (partnership with Amplify Clearwater and Clearwater Business Spark)	Free
Best Seller Book Club (partnership with Clearwater Library)	Free
Business Book Club (partnership with Clearwater Library)	Free
In The Kitchen with District Chefs	\$35
"Meet Your Neighbors" in The District (partnerships with neighborhood groups)	Free
Working Women of Tampa Bay (partnership with outside groups)	Dues
Bridge Babes & Buds - (partnership with Parks & Rec or outside business)	\$10
Cause Marketing (partnerships with local charities)	Varies
Seasonal Events (Quarterly)	
"Meet The District" (partnership with local realtors and new homeowners)	Free
Coffee Connections & Concerns (elected officials)	Free
District Taste Fest (April)	Paid
Havana Nights or Mardi Gras Weekend (Tuesday, Feb. 16)	In development
Makha Bucha Day - February 26 - Thai national holiday	In development
Super Bowl Sunday - February 7	In development
October Fest (September 18 - October 3)	In development
Panama Independence Day (November 3)	In development
Saturday "We've Got It Made" In Clearwater - Open Air Markets in 500 Block	In development
The District VIP (Volunteers in Partnership) Thank You Event	Free

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Marketing Process

Marketing is a very “noisy” and inefficient process:

1. There are 41 marketing channels available which individuals and organizations can choose to promote their business. (American Advertising Association of America)
2. The average sale takes 5 - 12 contacts (various)
3. The average American sees between 4,000 –10,000 ads per day (Forbes)

As a result, many small-to-mid-size businesses and local not-for-profits are both overwhelmed with choices and have been disappointed with results (revenue or impact). I created a simplified version to address their marketing challenges, using on a “360° approach.” The “catalyst” was rooted in the facts:

1. These sectors had limited resources (time, money, marketing experience or expertise).
2. Their target markets were hyper-local (customers lived and worked within 5 miles) and typically required a hands-on product/service delivery.
3. A grass-roots/guerilla marketing approach would be the most effective / efficient approach
Word-of-mouth marketing / referrals has consistently been the most trusted form of advertising.
4. The business model in rooted in developing & building a trust relationship versus a transactional relationship.



Working with clients I use two visuals to explain a local holistic approach and the execution.

Channel	Definitions
Feet On The Street	Outside - in person contacts / Follow-up phone calls
Paid Advertising	Paid Promotion TV / Radio / Print / Billboards / Promoted Social Posts / Influencers
Cause Marketing	Partnership with a Not-For-Profit
Market Makers	Cooperative/Non-competitive companies which serve similar target market
Speaking Gigs	Outside groups - education / informational speeches
Earned Media	Media Releases
Collateral	Printed material - Ad Specialties
Customer Engagement	Client events, appreciation/welcome gifts, sampling, loyalty cards
Special Events	Trade shows, community events & activities
Direct Mail	USPS
POS / POP	In-store / 4-walls marketing
Digital Media	Website
	Social Media: Facebook / LinkedIn / Instagram / Twitter / Email Marketing

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District Marketing - By Segment

Q1 2021 Execution and Planning

Channel	Description	Clearwater Resident	Clearwater Business Owner	Clearwater Visitor
Feet On The Street	Outside - in person contacts / Follow-up phone calls	Meeting with neighborhood groups / associations to plan events	Partnerships with Amplify Clearwater / Clearwater Business SPARK / DDB / CRA	Meeting with Concierge Groups / Associations focused on Tourism Development
Paid Advertising & Media Relationships	Print	TBN - Welcome Back Guide		Clearwater Visitor Guide / TBN Welcome Back Guide
	Radio	Kelly Kelly Show	Kelly Kelly Show	
	TV	Charlie Belcher Segment	Charlie Belcher Segment	
	Billboards / Banners	Jolly Trolley / Clearwater Ferry	Jolly Trolley / Clearwater Ferry	Jolly Trolley / Clearwater Ferry
	Paid Influencers	Patch / Nextdoor		
Cause Marketing	Partnership with a Not-For-Profit	Dress for Success / GOAT Exhibit / Go Red For Women	Dress for Success / GOAT Exhibit / Go Red For Women	
Market Makers	Cooperative/ Non-competitive Organizations	Apartments / Condo Assn. / Neighborhood Orgs. / Local Realtors	Keep It Local / RGA / WWTB / Amplify Clearwater / Clearwater Business SPARK / SCORE	Visit St. Petersburg Clearwater / Visit ClearwaterFL Hotels
Speaking Gigs	Community Talks	4Cs: Clearwater Coffee Connections & Concerns (Elected / Gov. officials)	Business Education / Workshops	
Earned Media	Media Releases	Special Events / Grand Openings - Traditional & Social Media Aggregates	Special Events / Grand Openings	Special Events / Grand Openings
Printed Collateral	Tents	District Branding Launch		
	Wine Glasses			
	Signs			
	T-shirts			
	Fans			
	Rack Cards	Monthly events - Restaurants	Parking / Access	Hotels / Visitors Centers
Customer Engagement	Events, Welcome gifts, Sampling, loyalty cards	District Advantages APP / Monthly "Meet The Neighbors" / Quarterly "Meet The District" Events / Monthly Book Clubs / Exercise	Monthly "District Leads . . . To Small Business Development" Networking event" / Business Book Club	Bounceback Coupon
Special Events	Trade shows, community events & activities	Monthly Wine Walks / Taste of The District / 3 District Wide Events / "We've got it "MADE" in Clearwater	Small Business Week - May 2021	Monthly Wine Walks / Taste of The District / 3 District Wide Events / "We've got it "MADE" in Clearwater
Direct Mail	USPS	Monthly Calendar of Events - Specific Zip Codes		
Point of Sale / Point of Purchase	In-store / 4-walls marketing	Posters for Members / Rack Cards for Members		
Digital (# Differentiation)	Website			
	Email Newsletter	Combined Dine Out Databases - Content sent to members for distribution		
	Facebook	Local Groups / Meet The District Video / Facebook Live	Business Groups	Visitor
	Instagram	Local Content	Business Content	Visitor Content
	Linkedin		Business Content	
	Twitter	Local Content	Business Content	Visitor Content



Potential Revenue Sources

Potential Revenue Opportunities	1/1/2021	4/1/2021	Explanation
District Corporate Partnerships		\$ 12,000.00	\$1500 per month - Year 1 Exposure at all events and communications
Wine Walk	\$ 4,500.00	\$ 13,500.00	150 people attending - \$10.00 - 12 times (beer & bourbon)
500 Block "We've got it 'MADE' in Clearwater" - Open Air Event		\$ 8,000.00	\$25 for 40 vendors - 8 months (Spring & Summer)
Special District Events	\$ 4,000.00	\$ 10,000.00	Taste of The District (500 X \$10) / 3 Special Events (200 X \$15 profit X 3 events)
In The Kitchen With Chef - Cooking Classes	\$ 2,625.00	\$ 7,875.00	\$35 for 25 attendees for 12 classes
Passport App	\$ 5,000.00		500 X \$10 (sales from visitors and direct)
Passport App	\$ 3,750.00		500 X \$7.5 (pre-launch pricing to groups and through restaurant servers)
Potential Revenue Sources	\$ 19,875.00	\$ 51,375.00	
Total Revenue		\$ 71,250.00	

Our focus is not what The District currently offers, but who's in The District to enjoy it.

With morning-noon–night activities scheduled for 2021, The District will provide a premium high-impact exposure to higher income, well-educated Clearwater residents and business owners.

Following a 3-month “proof of concept” test market, we will pursue businesses looking to align with this target market: including but not limited to banks, automobile dealers, insurance companies, financial planners, professional service firms (IT firms, CPA's, Attorneys), medical professionals, hospitals, utilities, home builders, realtors, med-spas and interior designers.

As we are in a “start-up year,” we will offer a “full course” of marketing elements to the sponsors. See following draft for marketing value for sponsors.

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Is your target market local?
Smart, young OR young-at-heart? Active?
Appreciates good friends, good food, good wine & good times?
Discerning? LOVES Clearwater? Buys local?
Good looking? (okay, that's a joke)
But seriously, is your business built on word-of-mouth referrals?

Then invest in yourself and your success through The District Marketing

The closing of the 400 and 500 blocks of Cleveland has created an unprecedented opportunity for residents and visitors to enjoy lively outdoor dining, breathtaking sunsets, a diverse selection of cuisines and amazing live, local entertainment - all within two short blocks.



Monthly Wine Walks make for Happier “Marketing” Hours

You, your business and your logo can get involved with
the newest event in downtown Clearwater:
Leverage the relaxed outdoor vibe of The District with some
“Marketing Muscle” to set your company apart from your competition:



Your Sponsorship includes:

**High-quality reusable stainless steel wine tumbler with your company logo / name
(cupboard keepers: good for both hot and cold drinks!)**

In-person promotion with both residents and businesses

Cross-promotion in 9+ venues throughout downtown Clearwater

Email marketing to individuals who have visited The District (2,000+)

Social media posts, reaching 56,000+

Recognition on hyper-local news sites

20 complementary tickets to the Wine Walk (great for prospects, clients or staff)

Tent next to registration table and introductions from The District

Acknowledgement through The District member communications and Day-of event!

Opportunity to collect contact information for future promotion

2021 Pricing - \$1500 per month