PlacePrint & BrandPrint: Effective Community Revitalization & Rebranding

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Placemaking & Place Branding: Engage, Transform, Involve & Inspire

- Learn how to identify unique attributes in order to differentiate your message
- Learn key processes in strategic downtown planning that will support branding and increase community involvement
- Explore new ways to integrate social media campaigns in order to drive interest, activity and engagement
- Get key steps to building a sound plan of action for placemaking and place branding
The Importance of Place:

- Placemaking done right, or well, is grounded in authenticity, uniqueness and realness but placemaking done poorly, or wrong, results in sameness, and "generica."
Place: Nostalgia
Place: Attempting to Compete
Place: Empty Streets
Place: Everybody’s Doing It

Welcome to...

Anywhere, USA

☆ LIVE. WORK. PLAYED OUT. ☆
• In a global economy natural resources, highway access, locations along a river or rail line have all become less important. Education, technology, connectivity, and distinctiveness have all become more important.
Authentic, Unique and Real

• “The unique characteristics of place may be the only truly defensible source of competitive advantage for communities.” – Joseph Cortright

• “How people think of a place is less tangible, but more important than just about anything else.” – Richard Florida
1. Culture Aesthetics
2. Placemaking Palette
3. Demographic Dashboard
4. Demand Appetite
5. Linking the Drivers
PlacePrint: Culture Aesthetics

1. What is the vibe of downtown?
   - Good, bad, indifferent
   - Can it be shaped or changed

2. What is the vision for downtown?
   - Clearly understood
   - Built upon assets
Culture Aesthetics: Vibe and Vision

“I think that troubled cities often tragically misinterpret what’s coolest about themselves. They scramble for cure-alls, something that will ‘attract business,’ always one convention center, one pedestrian mall or restaurant district away from revival. They miss their biggest, best and probably most marketable asset: their unique and slightly off-center character. Few people go to New Orleans because it’s a ‘normal’ city – or a ‘perfect’ or ‘safe’ one. They go because it’s crazy, borderline dysfunctional, permissive, shabby, alcoholic and bat shit crazy – and because it looks like nowhere else.”

— Anthony Bourdain
Culture Aesthetics: Vibe and Vision

- Authentic, Unique, and Real
- Embrace "authentic urbanism"
- Do Not Theme
- Revitalize Organically
- Embrace Gritty
Vibe and Vision: Authentic, Unique, Real

"An ‘authentic’ city (downtown) doesn’t behave like we want, it prods us and baffles us and eludes our control. We may want it to stand still. But it never does – and that’s part of the allure."

-- John King, architecture critic, SF Chronicle
Authentic Urbanism: Do Not Theme
Authentic Urbanism: Revitalize Organically
Authentic Urbanism: Embrace Grittiness

“There’s a sexiness to the grit and the opportunity.”
-- John Varvatos
PlacePrint: Placemaking Palette

1. What are your place attributes?
2. What are your place differentiators?
3. What is the condition of your public spaces?
4. What is the appetite for creative placemaking?
Placemaking Palette: Place Attributes

- Authenticity is important, can be high impact/low cost
- More than a streetscape project
Placemaking Palette: Place Differentiators

- 3141 counties in America
- What will differentiate you?
Placemaking Palette: Place Differentiators

- You differentiate your city by declaring what you are.

Keep Austin Weird

We'll keep the river on for you.

Visit Cleveland
Placemaking Palette: Public Spaces

- The condition of your public spaces reveals your commitment to placemaking.
Placemaking Palette: Public Spaces
Placemaking Palette: Placemaking Appetite

- Are you willing to invest the necessary capital in placemaking?
- Do your city ordinances or zoning codes, design standards, and preservation ordinances allow for creative placemaking?
- Will private property owners see the value in creative placemaking and support the efforts?
PlacePrint: Demographic Dashboard

1. Basic demographic snapshot of a few key indicators
2. Establishes a narrative about the condition of a community
3. Provides a starting point to build from and improve upon
4. Measures economic health of downtown by tracking investment and vacancy
5. Roadmap for demographic recruiting such as Talent Attraction
Demographic Dashboard: Snapshot

• Crawfordsville, IN

Economic:
• PCPI: $38,940 (83% of IN & 72% of US)
• Poverty Rate: 15.5%
• Unemployment Rate: 5.5%

Cultural:
• BA 25+: 19.2% (IN: 25.3% & US: 30.9%)

Population:
• Median Age: 37.0
Demographic Dashboard: Snapshot

- **Jackson, MS**

  - **Economic:**
    - **PCPI:** $38,069 (80% of MI & 71% of US)
    - **Poverty Rate:** 32.8%
    - **Unemployment Rate:** 11.0%

  - **Cultural:**
    - **BA 25+:** 16.8% (MI: 28.1% & US: 30.9%)

  - **Population:**
    - **Median Age:** 32.1
Demographic Dashboard: Downtown Health

Downtown Jackson:
- $184,656,242 of recent investment (82% private)
- $121,403,905 of potential investment (88% private)
- 37% street level retail vacancy down from 46%
- $31.9 M of potential retail sales unrealized
- 66 M/R units currently
- 86 M/R units under construction
- 195 A/J restricted units currently
- 118 A/J restricted units under construction
- 465 total units YE 2020 (261 currently)
Demographic Dashboard: Attraction

- Talent is attracted to unique and authentic places, and downtowns attract talent.
- Jackson Anchor Initiative’s mission is to attract and retain talent through downtown revitalization.
PlacePrint: Demand Appetite

1. It's all about demand
   - Is there sufficient demand to enable (re)development?

2. Attract private capital
   - Will private capital see the opportunity?

3. Incentivizing demand
   - Does the community have the appetite to incentivize demand to get what it desires?
Demand Appetite: Sufficient Demand
Demand Appetite: Attracting Capital

- Will private capital see blight or .... opportunity?
Demand Appetite: Incentivizing Demand

- Multiple incentive strategies
  - IIF, Tax Abatement, NMTC, Low Income Housing Tax Credits, Site Assemblage
PlacePrint: Linking the Drivers

1. Large Employers
2. Civic Uses
3. Retail / Restaurant
4. Arts / Culture
5. Natural Features
6. Under-the-Radar
Linking the Drivers: Employers / Civic Uses
Linking the Drivers: Retail / Restaurant
Linking the Drivers: Arts and Culture
Linking the Drivers: Arts and Culture
Linking the Drivers: Arts and Culture
Linking the Drivers: Natural Features
Linking the Drivers: Under-the-Radar
MANAGE YOUR MESSAGE
OR SOMEONE ELSE WILL.
BrandPrint

• Why Brand?
• What’s the alternative?
• How’s it done?
  • Vision
  • Strategy
  • Commitment
  • Execution
• Goal:
  • Position our place in the mind of our audience.
Why Brand?

- People are more loyal
- They buy/do/interact more
- Willing to pay more
- Travel farther; do more to find you
- Tell more people
Companies, organizations and communities must manage their communications.  

*It is your brand.*

Otherwise, prevailing perceptions, ideas, reports and assumptions form the brand. And once perceptions are created, it’s more difficult to change, reinvent or convince otherwise.
The Need for Branding

• There’s a discrepancy between the community’s reality & its perception in the public.

• Current communications don’t accurately reflect the brand

• Need to create a clear distinction or simply improve the impact of the messaging.
BrandPrint

Building an Engaging Brand

- **Target**: Determine Who We Want to Reach
- **Message**: Craft a Compelling Message
- **Method**: Identify How & Where
- **Management**: Manage All Points of Contact
Target: Narrow the Focus

• More than just demographics
  • Psychographics: Values, Interests, Lifestyle, Behaviors
• Purpose: What do we want them to do, buy or believe?
Every organization has a specific message, target audience and methods to reach them. 

It’s about engaging.
“WHEN DEALING WITH PEOPLE, REMEMBER YOU’RE NOT DEALING WITH CREATURES OF LOGIC, BUT CREATURES OF EMOTION.”

- Dale Carnegie
Message: Logic vs. Emotion

- Avoid Attribute Only Messaging
- Strike an Emotional Chord (using imagery and words)
WE PROCESS IMAGES 60,000 TIMES FASTER THAN WORDS.
And recall 6 times more effectively.
Puppies for sale!
$100/ea.

- Cute
- Cuddly
- Great companions
- Can learn tricks
Puppies for sale!
$150/ea.
Building a Brand Identity

- ‘Local’ is not a brand identity
- Identify uniqueness, authenticity, personality
  - Legitimizes the message; Live the brand
- Don’t tell me, compel me
Method: Getting the Word Out

• Selecting the Media & Methods
  • Regionality; demographics; psychographics
  • Where are they? When? How are they consuming media?
• Media Mix: Traditional & New Media
• Managing the Media Strategy
Method: Social Media

• **How has Social Media Changed the Game?**
  • Amount of time people spend on devices
  • Type of content being consumed (image based)
  • Ability to target
  • Ability for further (*immediate*) engagement
  • Measurable

• **Regionality matters; Audience profile matters**
  • (Facebook in MI; Transit signs w/QR codes in FL)

• **Reporting: Tracking audience engagement**
Method: Utilizing Social Media

• Social Media is a venue, not a strategy.

• Determine the Strategy:
  • Share knowledge, information, ideas
  • Promote events, happenings, highlights
  • Involve audience: comments, polls, feedback
  • Associate/Partner: articles, links, shares, blogs

• Integrate with other marketing efforts
  • Online, advertising, communications, presentations
Managing the Message

• Manage All Points of Contact
• Consistency is the key!
  • It is the strength of the message; provides clarity
• Reporting & Tracking
Examples

• **Crawfordsville Main Street, Crawfordsville, IN**
  • Create energy, pride of place, encourage activity & engagement

• **Jackson Anchor Initiative, Jackson MI**
  • Rebranding “Prison Town”
Real
mission.
history.
downtown.
benefits.
community.
progress.

CRAWFORDSVILLE
Main Street
P.O. Box 772 • Crawfordsville, IN 47933 • (765) 366-5764
www.crawfordsvillemainstreet.com
Real opportunity.

This building isn't empty. It's full of possibilities.

(765) 366-5764

www.crawfordsvillemainstreet.com
Example

Downtown Jackson, MI

- “Prison Town”
- Lack of focus in messaging
- Needs:
  - Identify assets
  - Clarity of purpose in marketing/branding
  - Local engagement
  - Strategic outreach
  - Managed campaign
WHEN DEALING WITH PEOPLE, REMEMBER YOU'RE NOT DEALING WITH CREATURES OF LOGIC, BUT CREATURES OF EMOTION.

-Dale Carnegie
WHETHER WORK OR PLAY, JACK IS NEVER DULL.

JACK
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NEIGHBORLY NEIGHBORS.
ART, MUSIC & HISTORY.
JACK. FOR ALL TRADES.

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PURSUE YOUR PASSION IN DOWNTOWN JACKSON.

Please fill out the form below to get started!

NAME: 
COMPANY: 
ADDRESS: 

CITY: STATE: ZIP: 
EMAIL: 
PHONE: 

CONTACT ME VIA:  ○ Email  ○ Phone

I’M INTERESTED IN:
○ Available Retail Space
○ Cool Downtown Living & Residential Options
○ Commercial Properties
○ Development Opportunities
○ More Information about Living & Working in Downtown Jackson

SUBMIT
INNOVATIVE IDEAS, ARTISTIC ENERGY & A HISTORY OF CREATING THINGS.

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prepare for launch.
master a craft.
find your place.
break sound barriers.
take the lead.
explore new waters.
build community.

- Volunteer Driven, Charity Organization
- Provides Bikes, Teaches Safety
- 146 Repaired Bikes Last Year

JACK original
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color outside the lines.

- Nationally Renowned Artists
- Donated Space for Public Art Murals
- A Transformational Downtown Event

BRIGHT WALLS

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prepare for a departure.

- Inventive Space for Turning Ideas into Reality
- Accelerating High-Tech Manufacturing
- Helping Make a Social Impact

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go against the grain.

- Locally Owned & Operated Craft Brewery
- Revitalized Location on the Grand River
- Top Honors at NY Int'l Beer Competition

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GRAND RIVER BREWERY
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7th  First Friday Film
10th First & Third Tuesday Live
21st Summer Solstice Concert & Cruise In

JULY
2nd First & Third Tuesday Live
5th First Friday Film
12th, 14th International Music Festival
16th First & Third Tuesday Live
26th Cruise In & Concert

AUGUST
2nd First Friday Film
6th  First & Third Tuesday Live
20th First & Third Tuesday Live
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6th  Art Walk
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“WITHOUT STRATEGY, EXECUTION IS AIMLESS. WITHOUT EXECUTION, STRATEGY IS USELESS.”

- Morris Chang, CEO, Taiwan Semiconductor Company
Getting Started

Keys to Getting Off the Ground:

• 50 - 70% Principal
• Internal Branding: Get people involved inside
• Dedicate a person/team & commit to a timeframe
Executing the Plan

• Develop the Brand Strategy & Identity
• Ensure Online Strategy Reflects the Brand
• Employ Outreach Marketing & Communications
• Integrate/Deploy Social Media
• Share Vision & Encourage Involvement
• Extend the Brand: Events, promotions, cross promotions
• Public & Media Relations: Promote & Share via media
• Live the Brand: Signage, wearables, car tags,
Thank you.

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