

The Study Area

Downtown NOMi



The Marketing Plan Process

Situation Analysis

Where are we? What does the data say?

Strengths, Weaknesses, Opportunities & Threats

This section clearly defines what we will be promoting and helps define how we will promote it.

Objectives

Clearly defined objectives will be established so we can accurately measure the results each year.

Strategies

Once objectives are set and we ensure stakeholder buy-in regarding marketing and branding the area, our strategies then set the stage for how any funds will be spent.

Tactics & Budget

These are the actual activities that will take place and what they will cost.

Evaluation

Efforts and activities are evaluated to ensure the defined objectives were met. Each year the cycle begins again – establishing new objectives, strategies, tactics, and an appropriate budget based on the current situation.



Intercept Survey



76% reported that they would consider moving to Downtown NoMi if there were residential options available.



Word of Mouth

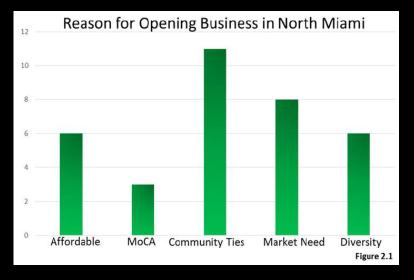
was the most common way that event attendees heard about events



Most responded that they would like to see

restaurants/cafes and bar/lounges open in the NoMi downtown

Merchant Survey





Community Survey & Public Input

Like MOST about Downtown NoMi...

- Art
- Restaurants
- Stores (Vintage shops)
- Parking
- Convenient

Like LEAST about Downtown NoMi...

- Parking
- Lack of Restaurants
- Lacking aesthetic/look
- Traffic signage
- Stores

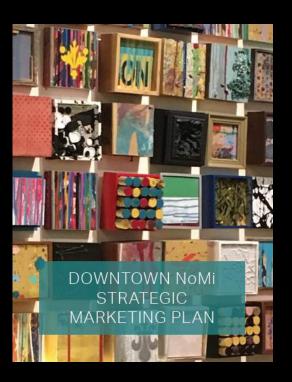
Changes/enhancements that would increase the frequency of your visits to retail stores in Downtown NoMi

- Police Presence
- Quality Shops
- Quality Restaurants
- Parking
- Aesthetically nicer streets
- Variety
- Welcoming
- Traffic on 125





CRA Goals = Marketing Plan Objectives, Strategies, Tactic & Budget



VI. PROBLEM/OPPORTUNITY/OBJECTIVES

Problem/Opportunity/Goals	Objectives		
Downtown NoMI and North Miami in general does not have a brand or strong identity and it is viewed as a thoroughfare from 195 to Biscayne Boulevard and the beach. There is a cluster of mid-century modern shops within the downtown core along with a few restaurants and other various retail. MoCA is an loonic destination that has been riddled with controversy but appears to be overcoming this set-back with robust programming and special events. Digital searches indicate there is little or no online presence and even the county's convention and visitor's bureau lists the North Miami Area rather than the city. Most searches return sites directing to North Miami Beach and even shops online are listed as North Miami Beach. Every plan reviewed recommends branding the downtown including the recently adopted Amendment to the CRA plan. Goal #5 of the CRA Plan Reposition the North Miami market through Branding & Marketing initiatives to attract new targeted uses/industries, retain existing businesses and improve the quality of life within the North Miami CRA.	1.1 Develop an identifiable, distinguishable downtown brand 1.2 Create a comprehensive campaign message to be used exclusively across all media channels		

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Identity & Branding

Although North Miami has a city has a logo, what was missing was branding the CRA and the Downtown as a destination. To achieve this a North Miami CRA logo was created while keeping elements of the North Miami logo in mind to create a cohesive look. Additionally, a Downtown NoMi logo is in development – a first step in plan implementation. In addition, a Brand Standards Manual was created as well as CRA branded stationary.

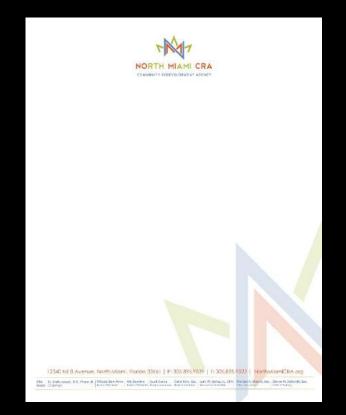












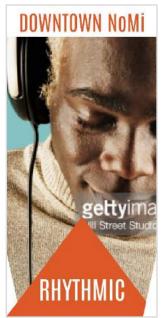
Identity & Branding

A kaleidoscope concept was created for the marketing campaign to coincide with the new CRA logo. It will be used in different forms on collateral throughout the city, tying together North Miami's color palette and vibrant new look.





Downtown NoMi Logos



















Business Attraction/Retention & Communications







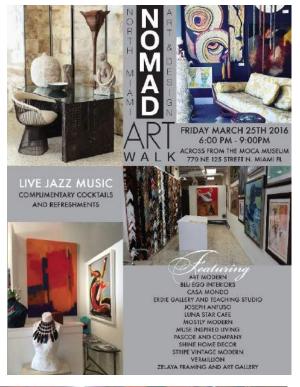






Customer Base/Special Events/Cultural Assets Advertising









Murals/Community Enhancement/Art in Public Spaces











Physical Environment: Exterior Condition of Buildings /Parking/Wayfinding











Clean & Safe Programs







