

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.

COMPREHENSIVE STRATEGY



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.



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.



Situation Analysis

Where are we now? What does the data say? What do our businesses say? What do visitors say?

Strengths, Weaknesses, Opportunities, Threats

The Study Area



"Downtown NoMi"



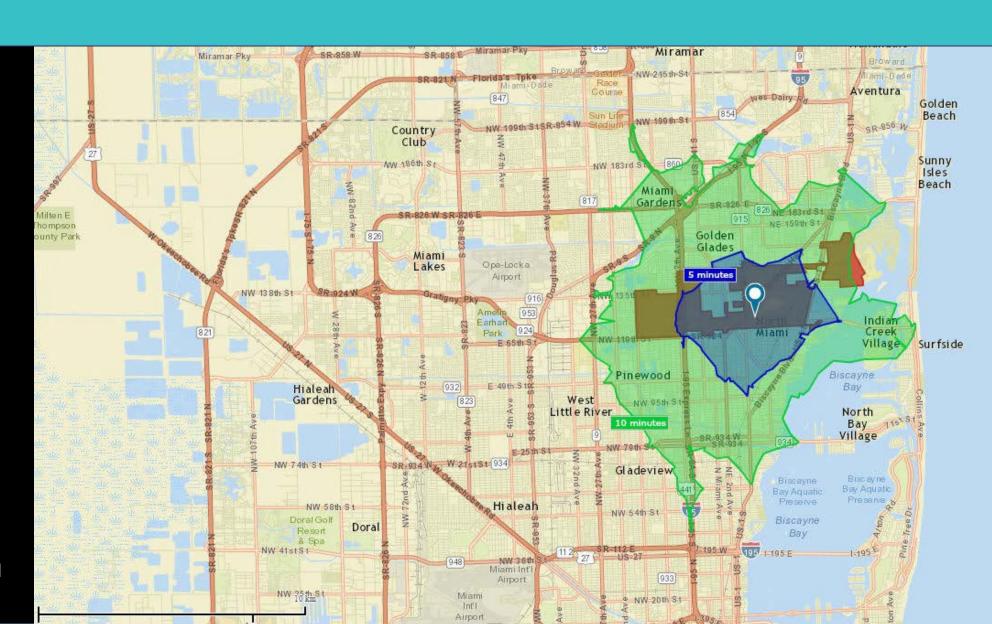
Consumer Habits

Approximately 80% of consumers' disposable income is spent on businesses within 10 miles of their homes, or about a 14-minute drive

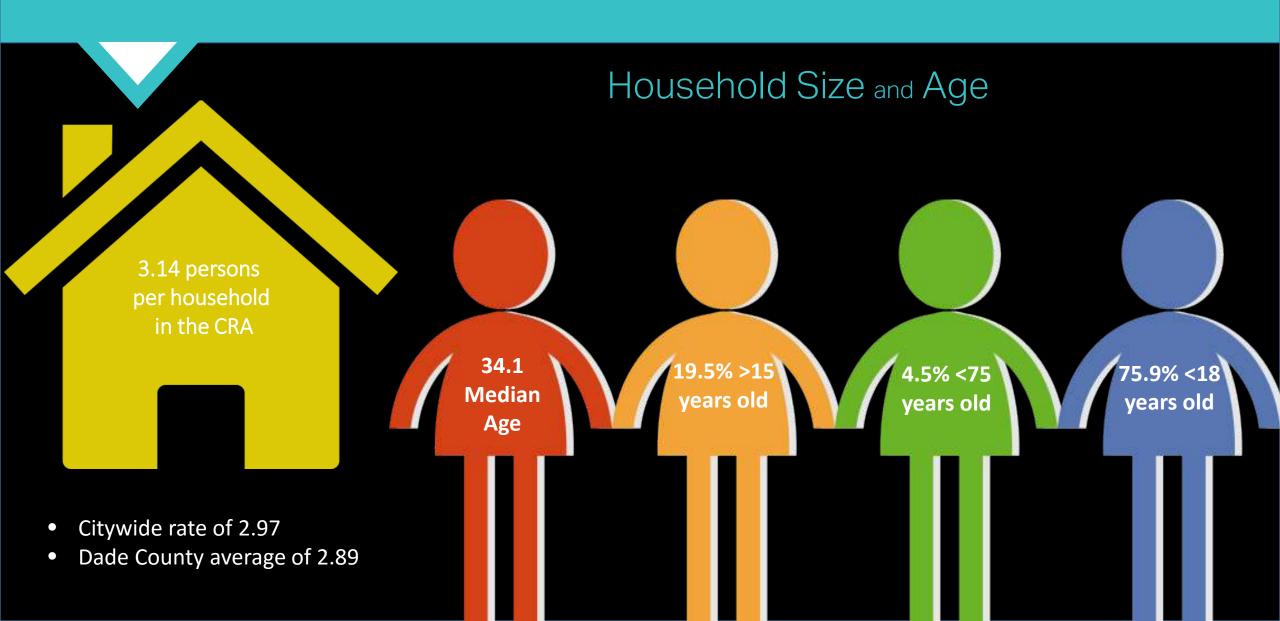


Existing Conditions and Market Analysis

- The CRA has
 44,253
 residents, which is nearly 75% of the city's population
- Another
 230,518 live
 within a 10 minute
 drive
- 69.7% of the population resides in family households.
- 41.6% of households have children while 11.6% are multigenerational households.

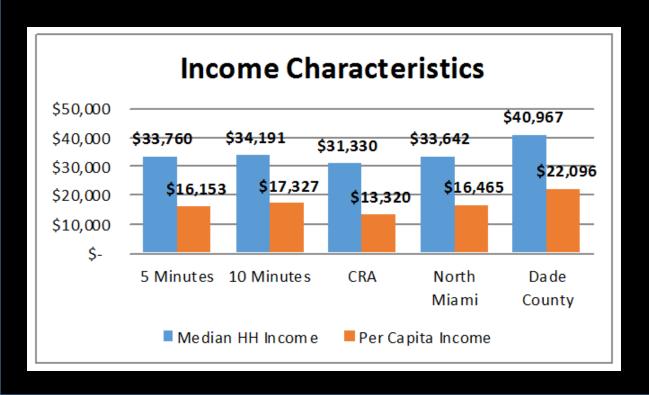


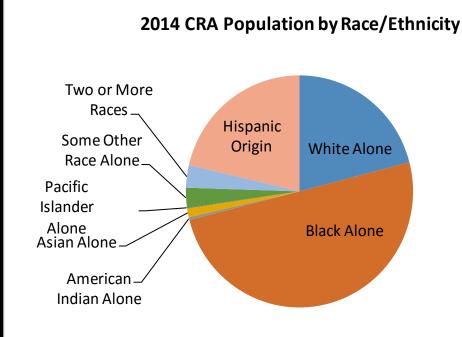
Demographics



Demographics

Income and Ethnicity





Psychographics Tapestry Segmentation





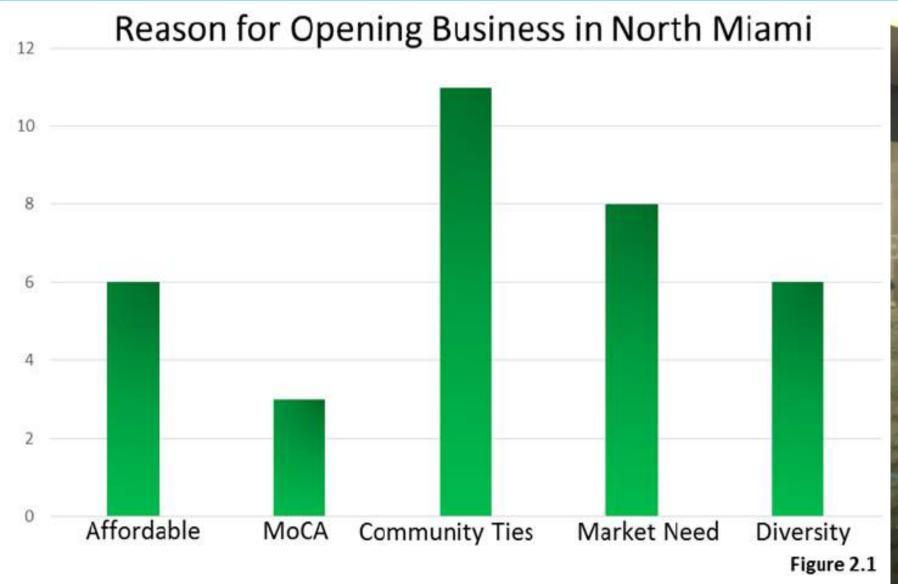


Global Roots - The common thread among the markets in Global Roots is ethnic diversity. Global Roots' households are young with modest incomes. Because households with children dominate this marketplace, it is not surprising that spending for baby goods, children's apparel, and toys is higher here. Residents of Global Roots are less likely to have home PCs but just as likely to use cell phones. They maintain ties with friends and relatives in their countries of origin with foreign travel.

Traditional Living - Traditional Living includes the common perception of middle America: hardworking, settled families. The group's higher median age of 37.8 years also conveys their lifestage—a number of older residents who are completing their child-rearing responsibilities and looking forward to retirement. They work hard to earn a modest living and typically own single-family homes in established neighborhoods. Residents in Traditional Living's segments take care of their homes and gardens; and rely on traditional information sources, such as newspapers, for their news.

Metropolis - The Metropolis group live and work in America's cities. They live in older, single-family homes. Those living in larger cities tend to own fewer vehicles and rely more on public transportation, featuring commuters to service-related jobs. The Metropolis group reflects the segments' diversity in housing, age, and income. Employment status also varies from well-educated professionals to unemployed Their lifestyle is uniquely urban—and media oriented. They like dancing and music, especially urban and jazz formats; watch a variety of television programs and prefer movies to books.

Merchant Survey

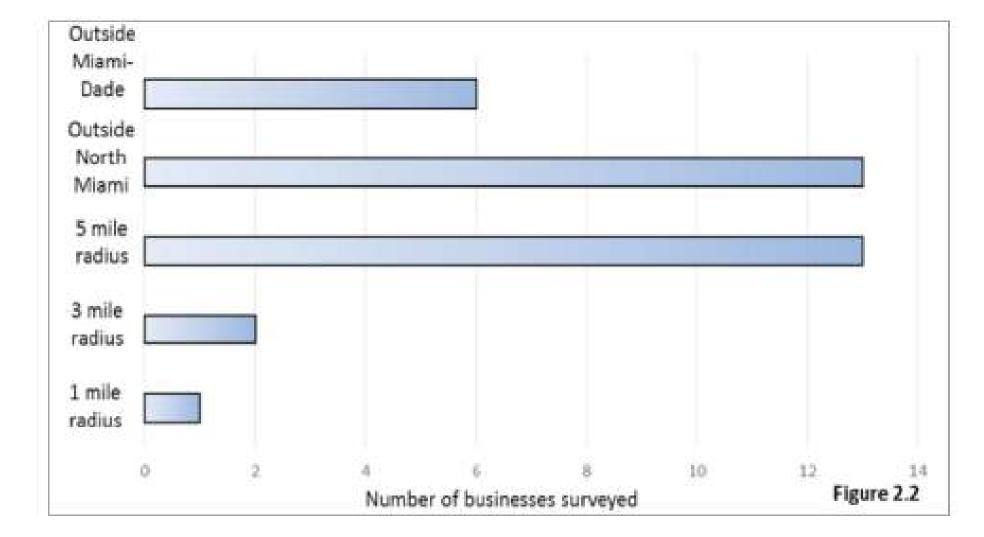




Merchant Survey



Where Customers Come From



Merchant Survey





Intercept Survey



Word of Mouth was the most common way that event attendees heard about events

/ 0% reported that they would consider moving to Downtown NoMi if there were residential options available.

Most responded that they would like to see **restaurants**/cafes and bar/lounges open in the NoMi downtown

Community Survey and Public Input

Like MOST about Downtown NoMi...

Art Convenient Restaurants Location Stores

Vintage Shops Businesses Parking

Like **LEAST** about Downtown NoMi...

Traffic Signage Parking Restaurants Stores

Aesthetic Lacking Look

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

Police Presence Shops Quality Restaurants

Parking Nicer Variety Inviting

Traffic on 125 Welcoming Stores







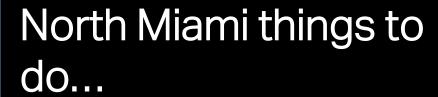


Marketing, Branding, Public Relations and Digital Presence

What are people saying about NoMi?



Digital Search Results



North Miami Beach...
North Miami Beach...
North Miami Groupon...
North Miami Beach...
Miami...Miami



north miami things to do



.II Maps News Images Shopping More ▼ Search tools

About 7,230,000 results (0.72 seconds)

The Top 10 Things to Do in North Miami Beach - TripAdvisor - North ...

www.tripadvisor.com > United States > Florida (FL) > North Miami Beach ▼ TripAdvisor ▼ Book your tickets online for the top things to do in North Miami Beach, Florida on TripAdvisor: See 1339 traveler reviews and photos of North Miami Beach tourist ...

Things To Do In North Miami Beach - Groupon

www.groupon.com > Local > Florida > North Miami Beach ▼ Groupon ▼ Things To Do in North Miami Beach, FL: Discover the best things to do in North Miami Beach with deals of 50-90% off every day along. South Florida Vegfest on ...

Things To Do In North Miami - Deals in North Miami, FL | Groupon

www.groupon.com > Local > Florida > North Miami ▼ Groupon ▼ Things To Do in North Miami, FL: Discover the best things to do in North Miami with deals of 50-90% off every day along. South Florida Vegfest on Saturday, ...

Best Things to do near North Miami Beach, FL 33160 - Yelp

www.yelp.com/search?find_desc=**Things**+To+**Do**&find...**North**+**Miami**... ▼ Yelp ▼ Reviews on **Things to do** in **North Miami** Beach, FL 33160 - Oleta River State Park, Everglades Safari Park, Haulover Park, Everglades Nature Tours, Founders ...

Attractions, Activities, & Things To Do in Miami | Expedia

https://thingstodo.expedia.com/miami-florida-activities/ •

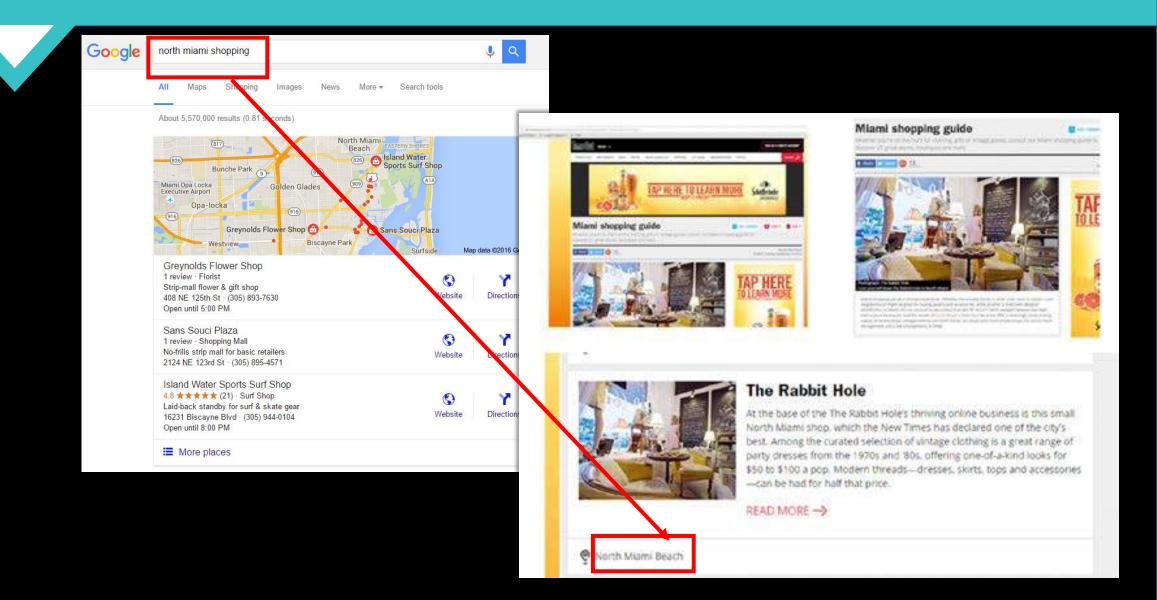
Find things to do in Miami – Discover tourist attractions, schedule tours, plan fun ... See one of the largest mangrove forests in North America, and explore ...

101 Fun Attractions in Miami For Visitors Wanting Things To Do

www.miamibeach411.com > News ▼

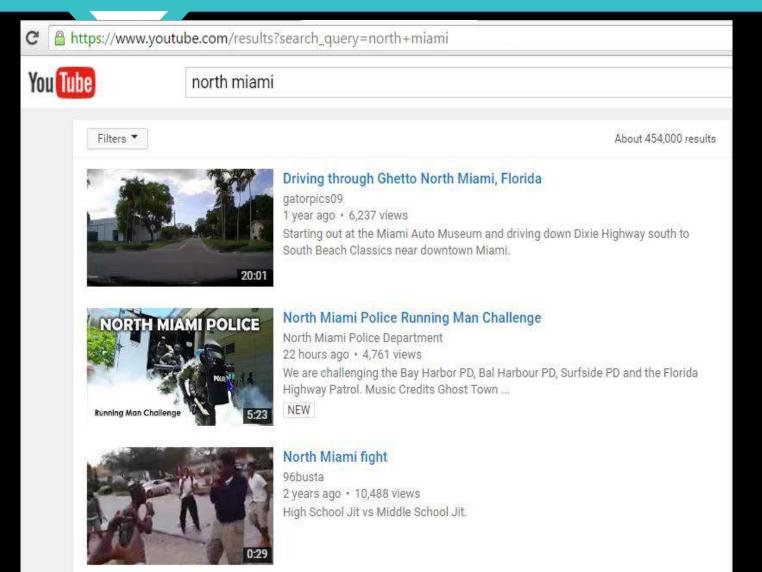
These article lists 101 Fun Arrtractions and Things to Do in Miami, FL. ... Tours are conducted in North Miami at Pelican Harbor Marina and Crandon Park's Bear

Digital Search Results



Digital Search Results

"Is North Miami Safe?"





The Future



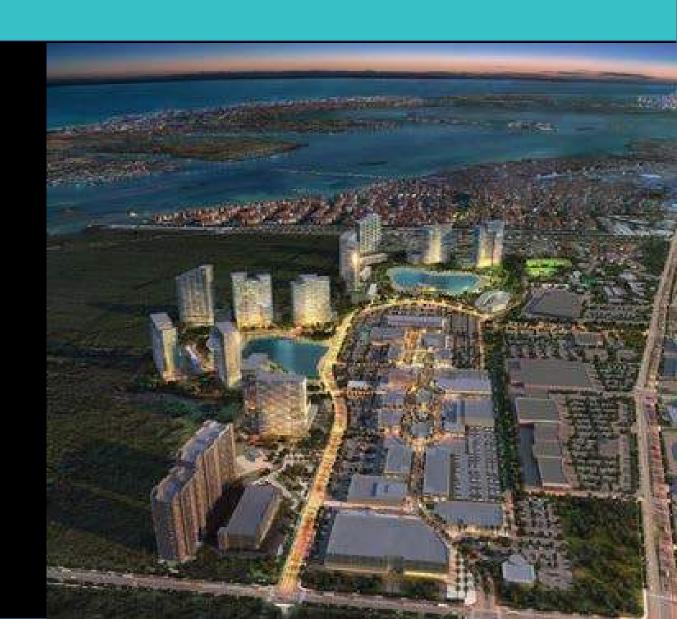




Population Growth



- 4390 residential units
- 1,000,000 square feet of retail
- 150 key hotel
- 37 acres of parks and recreation



Population Growth

Serious Developer Interest

- 3 building complex
- 325,000 square feet
- rooftop recreational areas
- 175 workforce apartments,
- assisted living facility
- 10,000 sq ft ground floor retail
- freestanding garage



Major mixed-use development slated for downtown North Miami

Complex to include 175 workforce apartments, an assisted living facility and 10k sf of retail July 08, 2016 12:00PM



The Tourist Market



staying overnight in Miami-Dade County



The Tourist Market

Miami tourism in 2015

The Greater Miami Convention & Visitors Bureau 2015 statistics show another record year of growth for Miami's tourism industry.



Total visitor spending: \$24.4 billion

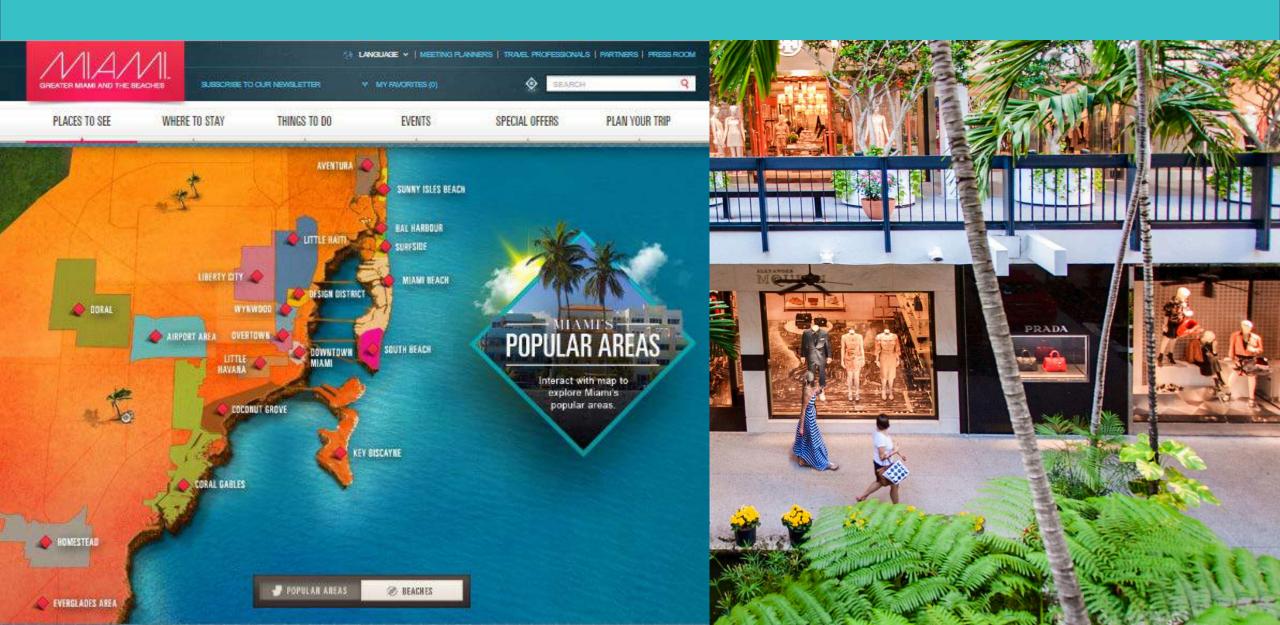
Hotel occupancy: 78.1 percent

Average hotel room rate: \$195.75

Total tourism employment: 136,100



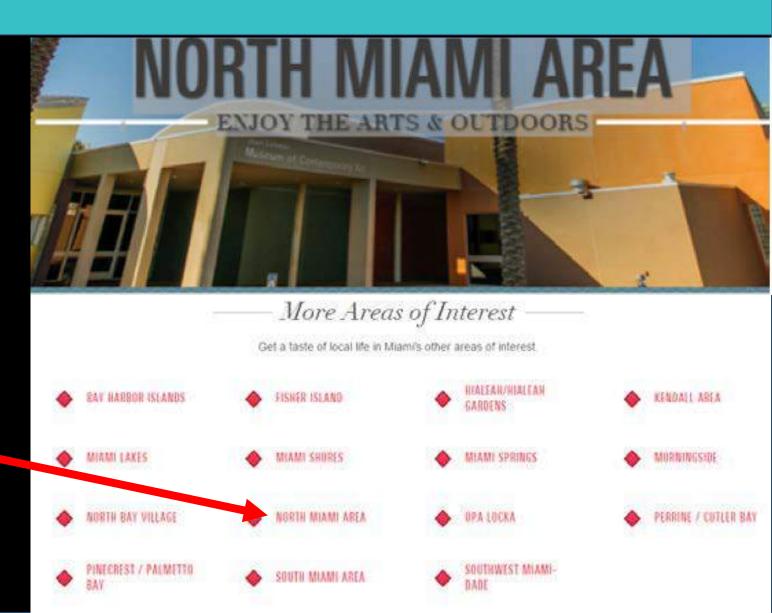
Popular Areas



Non-Beach Area "Hot Spots" featured on the GMCVB website



North Miami AREA



Airbnb

AIRDNA Choose a city -

Q Search for a city.

About 307,000 results (0.43 seconds) Buffer Golden Glades North Miami Beach - Airbnb Miami Beach www.airbnb.com > United States > Flonda * Airbnb * Rent from people in North Miami Beach from \$25/night. Find unique places to stay with local hosts in 191 countries. Belong anywhere with Airbnb. Miami Beach North Miami - Airbnb www.airbnb.com.) United States.) Florida . Airbnb. . Bay Harbor Rent from people in North Miami from \$35/night. Find unique places to stay with local hosts in 191. countries. Belong anywhere with Airbnb. The Top 20 North Miami Beach Apartment Rentals - Airbnb www.airbnb.com > United States > Flonda * Airbnb * Key Biscayne Rent Apartments in North Miami Beach from \$38/night. Find unique places to stay with local hosts in 191 countries. Belong anywhere with Airbnb. North Miami, Miami Guide - Airbnb Neighborhoods Airbnb AIRDNA search www.airbnb.com > Cities > Miami * Airbnb * est Little River Boats bob alongside backyard docks and golfers go for the back nine in North Miami, a quiet suburban community a few miles north of Miami proper. North ... The Top 20 North Miami Beach Vacation Home Rentals - Airbnb www.airbnb.com > United States > Florida . Airbnb de Cou Ky ... Airdne - Airbnb Data and X ← → C 🖹 Andra CIC [VS] https://www.airdna.co Population Total Homes Median Income AIRONA Choose a city -Data Services Blog 💆 🛈 664.400 1,723,800 \$51,200 **Build a Better Airbnb Business** Airbnb Listings (3,773 active rentals) @ Q north m 100+ Reviews Entire Place lorth Miami Beach, FL Private Room 6 50-99 Reviews eth Myrtle Beach, SC Shared Room 25-49 Reviews 10-24 Reviews 1-9 Reviews Zero Reviews

^ \$ 90 € \$ \$ \$ 7/10/2016

East Coast

Miami Lakes

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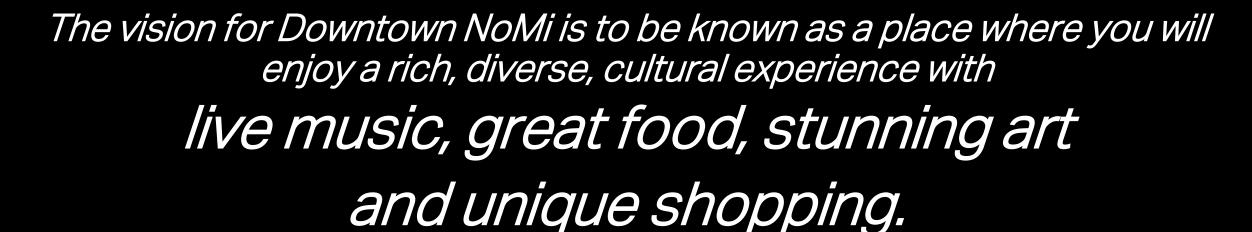
airbnb north miami

Google

→ C 🔓 https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=airbnb%20north%

Images More ▼ Search tools

Vision





Objectives / Strategies / Tactics

Where are we going? What are our goals? How do we get there?

Identity / Branding

POSITIONING THE DOWNTOWN

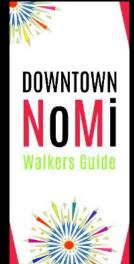
- Develop an identifiable, distinguishable downtown brand
- Create a comprehensive campaign message to be used exclusively across all media channels

Identity / Branding / Campaigns















Website

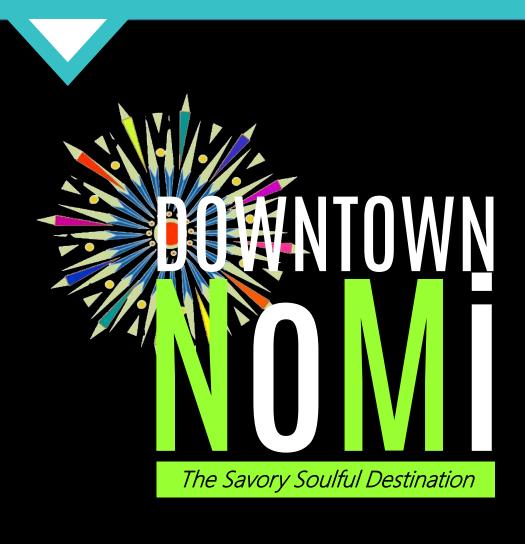


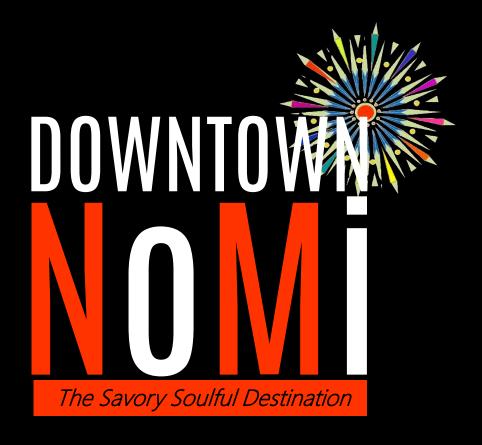






Preliminary LOGO CONCEPTS





CONCEPTS

Light Pole Banners – Campaign Concepts

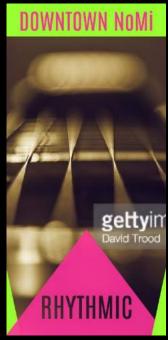
Cross promotional and co-op ad campaigns will compliment final designs

If the To NoMi is to Love Me campaign is launched, the people will be REAL people that live, work and enjoy downtown NoMi















CONCEPTS

Light Pole Banners – Campaign Concepts

Cross promotional and co-op ad campaigns will compliment final designs

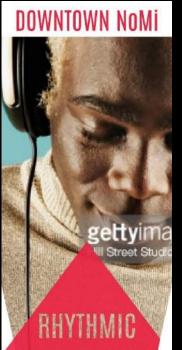














Identity / Branding / Communications

- Press Releases
- E-News



Contact: Sarah Blake; North Miami CRA Marketing Consultant; 772-708-0230; sarah@rma.us.com



PRESS RELEASE

North Miami CRA Launches Official Neighborhood Ambassador Program Series with July 7th event at MOCA

North Miami, Florida – The North Miami Community Redevelopment Ager (NMCRA) is kicking off its Neighborhood Ambassador Program with the firs vent of the case, taking place on July 7th from 6:00pm-8:00pm at MOL ocal at 17 NE 125 St.

"There has been the a positive turnout of engaged and enthusiastic residents of our community at the two events so far this year. This program has given people the opportunity to visit North Miami businesses and meet others who are interested in what's going on in the city. We would love to see the next two events be even bigger!" says John Smith, Executive Director of the NMCRA.

To RSVP or for more information, contact Sarah Blake at 305-924-6801.

The next Neighborhood Ambassador Program event of the series will take place on September 8th from 6:00pm-8:00pm at City Hall, located at 123 N. Main St.

Business Attraction/Retention/Communications

- Attract new businesses to the Downtown and retain existing businesses (grand openings/re-openings)
- Create and launch a restaurant incubator program (+chef challenge)
- Establish a merchant assistance interior grant program
- Communications (e-news/regular merchant and property owner meetings/workshops)

Business Attraction/Retention/Communications

- Business Attraction
- ICSC
- Banker/ broker/ developer events







What We Do

Use paragraphs often. A wall of white text make it hard for the reader to blom a story and find a way to specify drop in and out of your content. White space gives the user an apening into your information. Dust be affaird to leave expose one.

- Use builets to terrice lists
- Keep your bullets short.
- . Start each bullet with an action word.
- Don't use more than a New bullets in a row.

Our story

Use conversational text when you can. Write to your reader as if you were having a conversable with him or her over a meet "use" is a better choice then "ubligs."



your reader as if you ever having a conversation with him or her over a med.

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products or services.

Keep your words simple. Don't use a longer worthen you need to. For example, in most cases

Use paragraphs often A well of white tent makes it hand for the reader to skim a story and find a way to quickly drop in and out of your content.



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Keep your words simple, Don't use a longer word than you need to For example, in most cases.

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Contact U

Northwed Traders 4567 Men Steel Raisigh, NC 02134-000

Lit us on the work www.morthwind.com

Culinary Incubator and

Chef challenge































Grand openings/re-openings









Merchant Assistance Grant Program



Merchant Assistance Grant Program

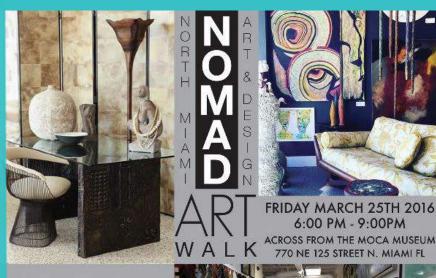
Customer Base/Special Events/Cultural Assets/Advertising

- Launch a monthly strolling event
- Enhance Jazz at MoCA event and the NOMADic ArtWalk
- Capitalize on MoCA events (cross-promotions)
- Establish an Events and Promotions Assistance Program
- Establish a Neighborhood /University Ambassadors Program
- Launch a NoMi cross promotional advertising campaign

Customer Base/Special Events/Cultural Assets/Advertising











ART MODERN
BLU EGG INTERIORS
CASA MONDO
ERDIE GALLERY AND TEACHING STUDIO
JOSEPH ANFUSO
LUNA STAR CAFE
MOSTLY MODERN
MUSE INSPIRED LIVING
PASCOE AND COMPANY
SHINE HOME DECOR
STRIPE VINTAGE MODERN
VERMILLION
ZELAYA FRAMING AND ART GALLERY



Customer Base/Special Events/Cultural Assets/Advertising



Physical Environment: Streetscape/Parking/Wayfinding

- Communicate status of projects with business and residents
- Communicate CRA progress with local and national journalists (PR)
- Promote available grants to business and property owners
- Install Downtown branded pedestrian wayfinding
- Launch a Mini-Façade grant program

Physical Environment: Streetscape/Parking/Wayfinding









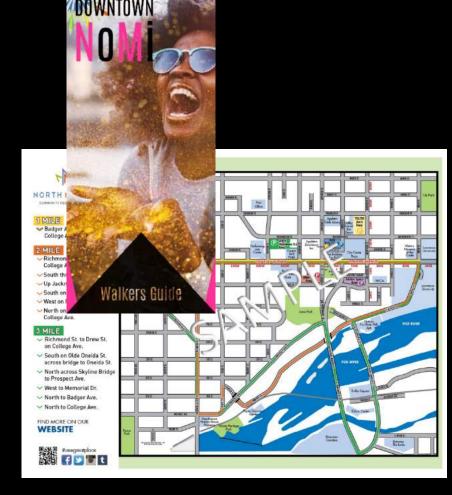


Pedestrian Wayfinding

• Links to Walkers Guide







Exterior Condition of Buildings







Clean and Safe Programs

- Conduct a "clean and safe" analysis and develop a comprehensive Clean & Safe Program
- Improve the perception and position NoMi as a safe place to live, work, visit and enjoy

Clean and Safe Programs









Murals/Community Enhancement/Art in Public Places

- Implement projects that beautify and/or activate unexpected areas (such as the Arts Warehouse District)
- Implement the Utility Box Art Wrap Program

Murals/Community Enhancement/Art in Public Places



Urban Acupuncture









Implementation Plan Overview

- Identity/Branding Positioning the Downtown
- Business Attraction/Retention/Communications new programs, culinary incubator, chef challenge
- Customer Base/Special Events/Cultural Assets/Co-Op Advertising new programs, enhance current programs
- Physical Environment: Exterior Condition of Buildings/ Parking/Wayfinding – streetscape, pedestrian wayfinding, new minifaçade program
- Clean & Safe improved communications /coordination with police and code
- Murals/Community Enhancement/Art in Public Places allow in target areas, urban accupuncture



NorthMiamiCRA