

Improving the Gwinnett Place CID area's image and business vitality Research and Planning



Project Overview

Status of project

- Research completed with exception of broker input currently underway
- Strategic marketing plan development underway
- Program goals established
 - Engage resident, employee audiences
 - Involve/Utilize key leadership audiences
 - Ignite potential visitor audiences

Next Steps

- Assimilation of research into strategic marketing plan
- Candid board discussion and appraisal of CID area “current state”
- Development of CID “future state” vision
- Communicate process and outcomes, etc. to key audiences, opinion leaders

Today’s objective

- Review project task list
- Review/comment on research conclusions
- Key message development (3-4 key messages)
- Agreement on “next steps” and board member assignments (appendix)



Task List Review



Task List Review

Task 1 Public Involvement—next 30 days

- Provide report summarization release to local media
- Prepare short report summary briefing for Gwinnett Chamber presentation
- Develop “coalition” list of potential players and list of “asks”—who do we want to help us and what do we need
- Outreach to potential “coalition” participants

Task 2 Plan Design Workshops—next 60 days

- Develop board working group agenda and planning template for workshop
- Develop “coalition” steering group meeting agenda and schedule meeting
- Prepare/combine working group output, coalition steering group output



Task List Review

Task 3 Comparables Research Snapshot—next 60 days

- Develop/catalogue “similar project” intelligence
- Schedule calls/meetings with similar project reps, appropriate/connected entities/properties i.e. (Simon, JLL, Cumberland, Fox Hills, etc.)
- Aggregate media/analyst coverage/review of similar venue turnarounds

Task 4 Plan development—next 60-90 days

- Prepare strategic marketing plan draft
- Plan draft review/fine tuning with executive board/working group
- Present final draft of plan to CID board, stakeholders



Task List Review

Task 5 Brand Expression/Marketing Communications—next 60-90 days

- Concepts and plan presentation to board
- Finalize concepts and plan following board input, CID member input
- Introduce concepts and plan to public via media, coalition partners, etc.
- Website posting of concepts and plan
- Media interviews



Key Issues/discussion of research conclusions

Do you agree with the research conclusions? Why or why not?

Ranking from 1-4 with 1 being most important

Safety/Crime 1

Traffic/access 2

Property/appearance 3

Cultural/language/signage 4



Key Issues/discussion of research conclusions

Do you see a single solution to negative perceptions?

Do you believe specifically mentioned properties/areas will collaborate on a solution?

What is the most surprising element of the findings and why?



Key Issues/discussion of research conclusions

What are our key messages during this phase?

- **Relative to safety/security**
- **Relative to traffic/access**
- **Relative to property/appearance**
- **Relative to cultural/language/signage**
- **Relative to the development of the strategic marketing plan and future state vision for the CID**



Key Issues/discussion of research conclusions

How can the CID and its KOLs be a catalyst for change while simultaneously helping specific properties/entities address their issues/concerns?

In this context, what are the CID-focused messages we must drill down to insure CID property owners feel represented, understood?

In this context, what are the public-facing messages we must drill down to insure positive momentum going forward with this effort?



Key Issues/Discussion of research conclusions

Boundaries/limits

- Funding
 - Safety/crime
 - Traffic/access
 - Property appearance/condition/vitality
 - Cultural change/language/signage
- Resistance to change
 - Safety/crime
 - Traffic/access
 - Property appearance/condition/vitality
 - Cultural change/language/signage
- Language/cultural barriers
 - Safety/crime
 - Traffic/access
 - Property appearance/condition/vitality
 - Cultural change/language/signage



Moving forward

Task list execution—what role are you willing to play?

- **CID working group**
 - Present/influence KOLs, NGOs, government agencies, civic/business leaders
 - Funding task force
 - Industry task force

- **Coalition steering group**
 - Ethnic/cultural task forces
 - Retail task force
 - Present/influence key audiences as needed



Managing perception during the process of program development

Are there ideas/concepts apparent in the research that we are missing or could impede our progress from “current state” to “future state”?

- *What are the quick fixes versus longer processes?*
- *What is realistic—what can we fix and how?*
- *What has been improved and what’s on the horizon that we can message?*
- *How can the CID best be unified?*
- *Within this context, where can media coverage be leveraged?*
- *Are there media channels we can engage now to improve the CID area image? (PR, social media, advertising, etc.)*

