



Marketing your
neighborhood

Every place has a story.



What's yours?



What is your neighborhood's known for?

What are the first THREE things you want people to think/feel when they hear about your neighborhood?

Why do people come to your neighborhood?

What does your neighborhood value?

Smell, taste or look like?

CREATE.









Marketing your neighborhood

Get to know your neighbors, their ideas/needs

Articulate your distinction

Define your goal(s)



Marketing your neighborhood

Brainstorm activities and resources

- Now narrow that list (start small)

Make a plan, create a timeline

Ask people to help make the plan a reality



Marketing your neighborhood

Explore communication channels

Gather and share positive stories (with calls to action)

Consider brand elements (logo, tagline, etc.)

HAVE FUN!

Assess and evaluate



Get to know your neighbors

Who lives in your neighborhood? Who do you want to move there?

How have you been talking with existing neighbors?

How do they prefer to communicate (including with each other)?

How often do you want to talk with them? How often do they want to hear from you?

What do you want to say? Who should say it?



Articulate your distinction

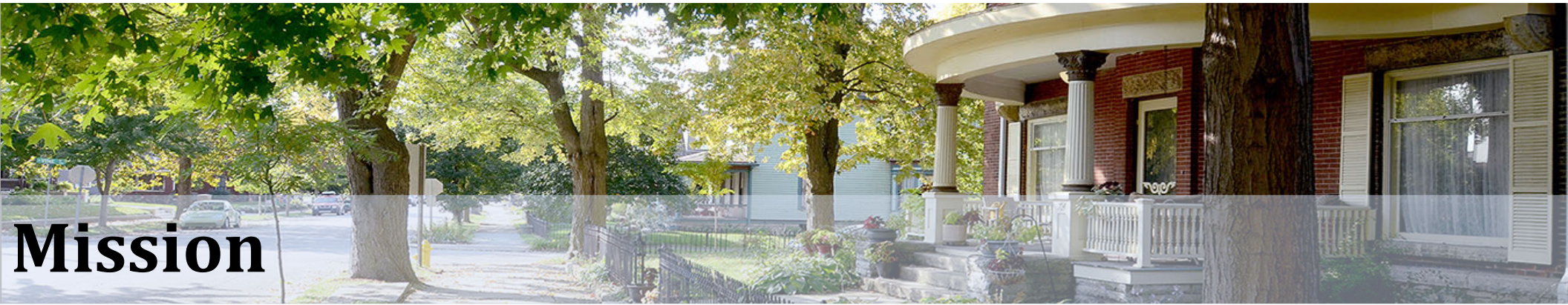
What is your neighborhood's known for?

What are the first THREE things you want people to think/feel when they hear about your neighborhood?

What do people compliment your neighborhood on?

Why do people come to your neighborhood?

What does your neighborhood value?

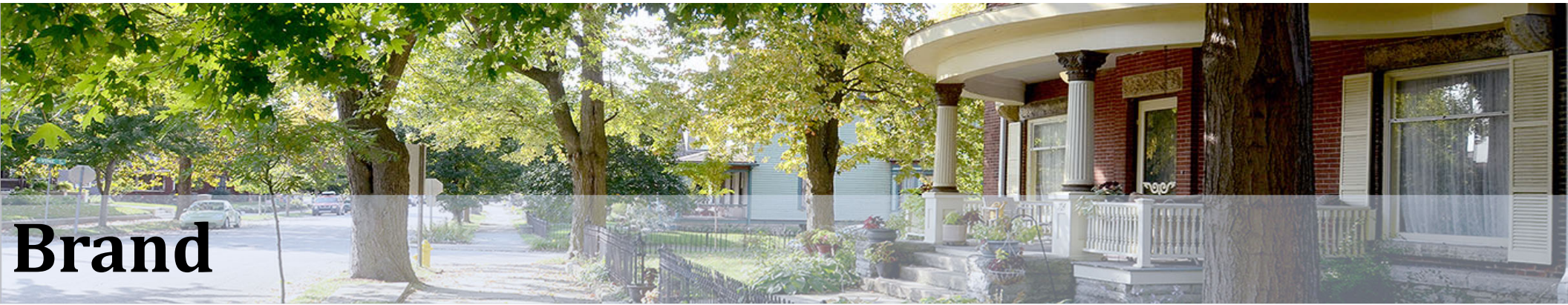


Mission

Develop a mission statement (and goals)

Describes your purpose. An internally focused, aspirational statement meant to drive decisions.

- Keep them short – 3-5 sentences
- Specific and positive
- Where will it be visible? Keep it relevant in neighbors' lives
- It's not set in stone



Develop a brand

Words, symbols or combination that distinguish your neighborhood from others.

- It reflects/aligns with your mission
- Tagline
- Logo

The Bancroft Neighborhood Association (BNA) facilitates community inclusiveness, sustainability, awareness, investment, and involvement to promote a safe, vibrant neighborhood.

The primary goals of the BNA are to:

- Build interest of residents in the welfare of the neighborhood
- Support the improvement of the neighborhood
- Create awareness of issues that affect all residents of the neighborhood
- Encourage participation of residents in neighborhood gatherings and initiatives
- Represent the neighborhood and its residents in the wider Minneapolis community

The mission of the Echo Lake Neighborhood Association is to build community by providing a forum for sharing information, connecting neighbors, promoting activities, and fostering civic involvement in our diverse community.

OUR VISION AND VALUES

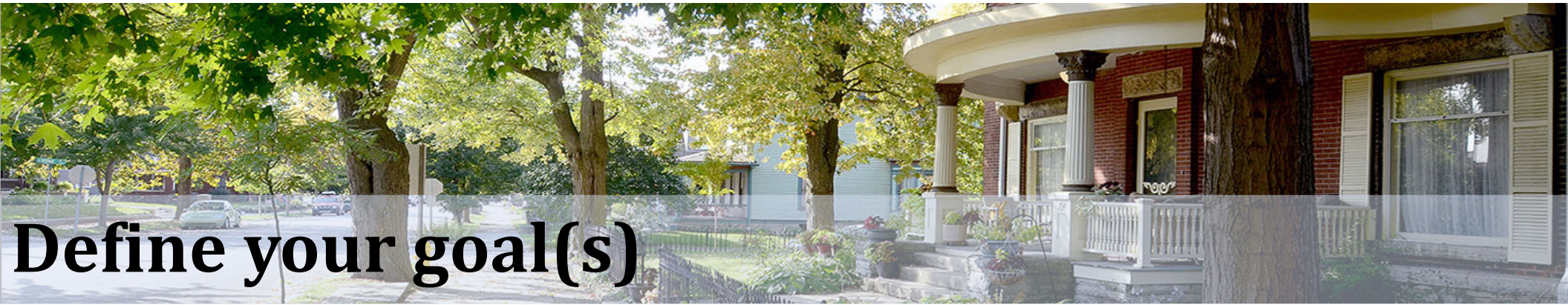
We are a volunteer association striving to **make our neighborhood a better place to live**, with membership being open to everyone residing in or working in the Echo Lake Neighborhood.

We are responsive to our community's needs through the relationships we build with our neighbors, neighborhood businesses, community organizations and the City of Shoreline.

We operate as a conduit of information for our neighbors. By providing speakers at our meetings, and maintaining a membership e-mail list and web site, **we keep our neighbors aware** of city operations, community organizations and events and potential developments and changes in the neighborhood.

We promote activities within our neighborhood, such as the beautification project at Echo Lake Park and an annual family picnic.

We offer an opportunity for neighbors to bring forth their concerns and problems, **providing direction and connecting them to resources** for further investigation of their issues.



Define your goal(s)

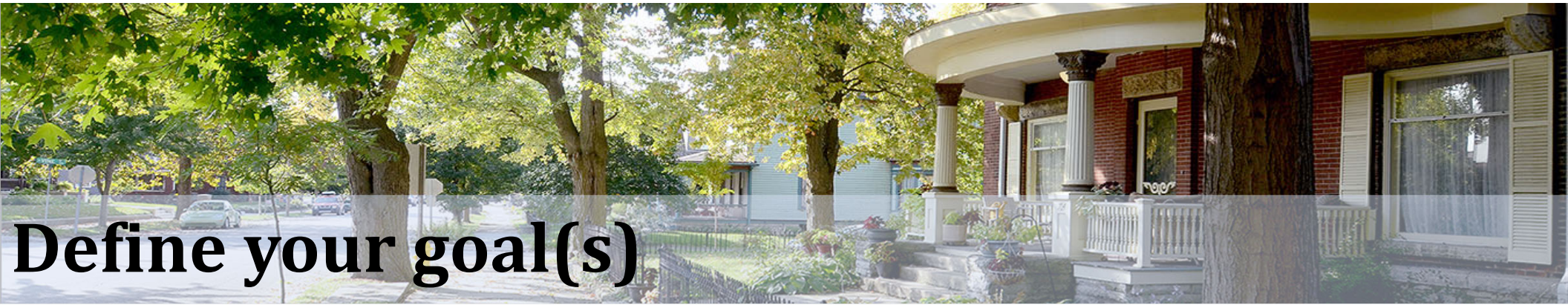
Develop goals

Create a timeline

Assign roles

How will you measure success/efficacy?

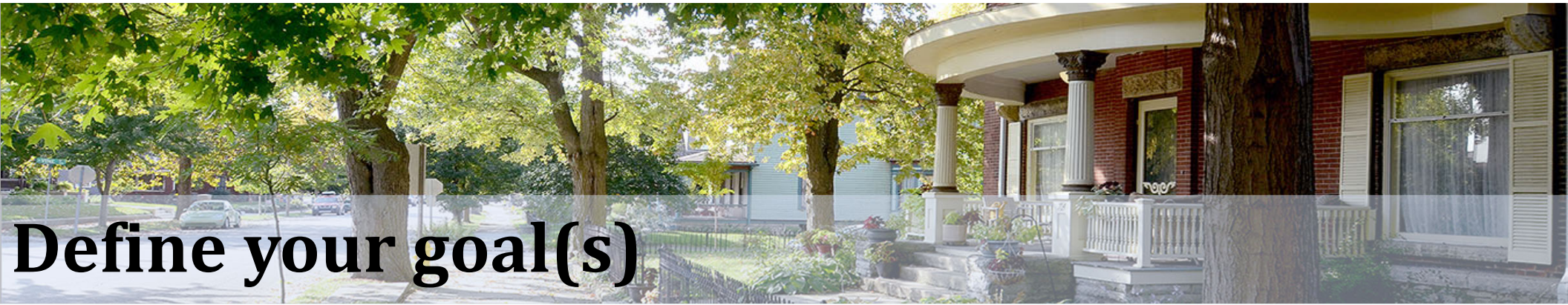
Do those goals reinforce our mission?



Define your goal(s)

Goal 1. Conserve, stabilize, and revitalize the Pleasant Valley neighborhood.

Objective 1.A. Design Guidelines for Existing Residential Areas.
Promote the conservation and rehabilitation of existing residential areas by encouraging compliance with Design Guideline 3.0, included in Section 5.



Diversity

Goal: Encourage and maintain a diverse neighborhood that provides housing, employment, shops, services, and restaurants that attract and support a wide range of cultures and incomes.

Objectives:

- Promote and support multi-cultural businesses and institutions that are inherent components of diverse neighborhoods.
- Create programs to preserve and encourage diversity through supporting and retaining affordable housing for existing residents and cultural groups.



Connect with neighbors

Based on those goals, develop tactics:

- What are you currently doing well?
- Create an annual list of holidays and existing community events.
- Google (feel no shame in stealing ideas).
- Share responsibilities (to avoid burnout).

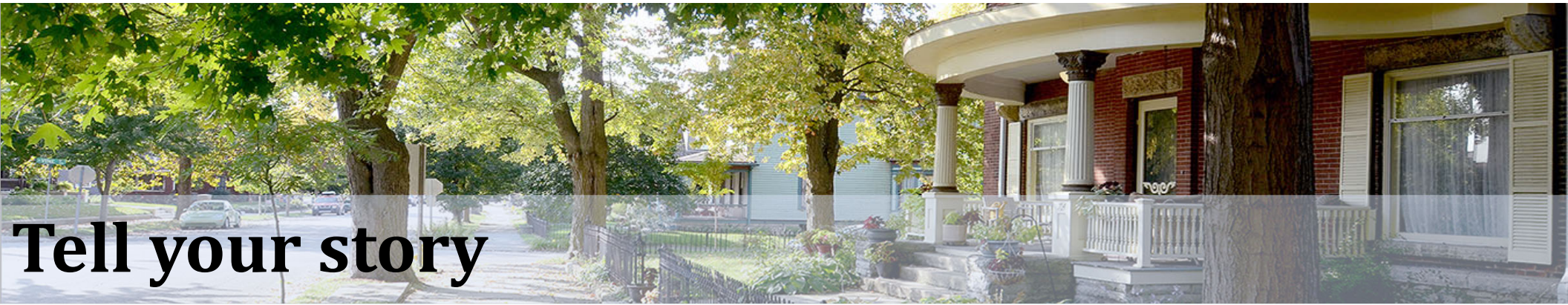
Do the tactics reinforce your mission?



List of activities/tactics

- Fourth of July parade and popsicles
- Summer story time
- Morning yoga
- Soup nights (fall)
- Community garden or library
- Group outings (baseball game, hike, etc.)
- Informational talks
- Monthly “meet your neighbor” profiles on your Facebook page

Do the tactics reinforce your mission?



Tell your story

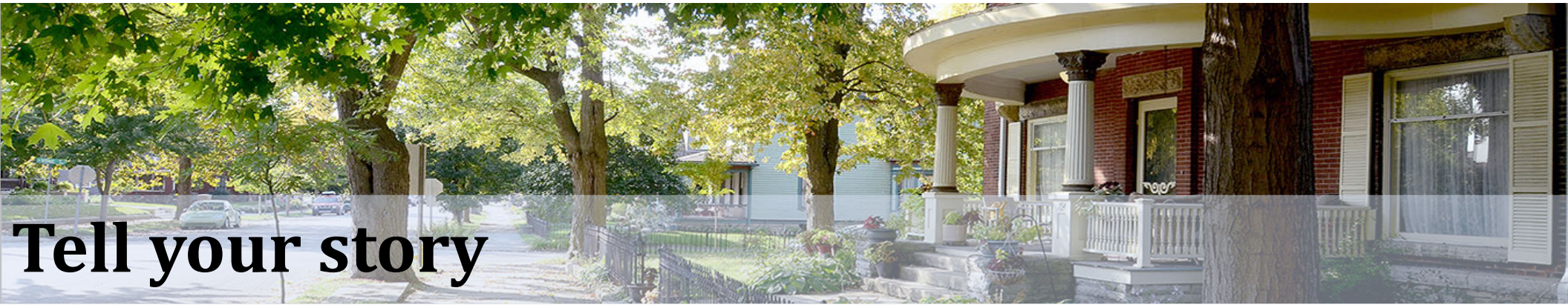
If you have communications channels:

How are you currently talking/connecting with neighbors?

Does it work? How can you improve?

If you don't:

Start with one or two you can maintain. Develop a content calendar.



Tell your story

A few points to consider:

- More isn't always better.
- Ask neighbors/consider audience.
- Can you keep it up?
- What is the purpose?
- Do your stories have strategy (include a call to action)?
- Think diversity (photo galleries, Q&As, stories, etc.)



Make time for assessment and reflection.

It's OK to course correct.

Once you set a plan, the work/fun is not over. It's just beginning.



HAVE FUN!!