

**Promotion Subgroup**  
**Ypsilanti DDA Charette**  
**Saturday January 24, 2009**

- Safety Perception — 0
  - You don't have to tell people its safe; in fact you raise awareness of an issue if you tell people that it is safe.
  - Promote events, not safety
  - Promote the assets of the area, entertainment and arts.
- Include downtown on Home tours — 0
- Partner on Marketing — 5
  - Connect downtown and EMU students
  - Use local resources and media to promote downtown activities
    - Eastern Echo
  - Tie Depot Town and Downtown Events together
    - Both areas need to work together for mutually beneficial good
  - Increase opportunities for joint events between EMU and Downtown
    - Fashion Show
- Improve and expand media relations —1
  - Shared Press Release and resources, generate positive press coverage
- Recruit local design talent — 4
  - Community and Graffiti Bulletin Boards
- Enhance downtown web presence — 2
  - Ypsiciti.com
  - Blog new Site
    - Only positive news
    - Anyone can post
    - Currently active
  - Be-All End-All web presence to present Ypsilanti in proper identity
  - Website with current (real-time) information geared toward consumers and email blast
  - Increase Convention and Visitors Bureau visibility
- Grow and Eagle discount card program — 0
  - Geared toward business
- Lure Brochure — 2
  - New residents and business “Welcome Pack”
- Business to Business referrals — 0
  - Brochure Rack for business flyers and literature
- Grow Heritage Tourism — 1
- Connect Special events to Downtown — 3
  - Downtown Music Event
  - Crossroads
  - Promote 2<sup>nd</sup> Friday
- Create downtown signature event — 3
  - Dressed on Washington Street

## Ranked and Combined Priorities

1. Partner-Marketing, improve media relations
  - a. Ongoing
  - b. Low, <\$5,000
2. Recruit local design talent
  - a. Mid 6 – 12 moths, Ongoing
  - b. Medium \$5,000 - \$20,000
3. Create downtown signature event and increase connection to special events. (Include youth events). Event grows over time in size, scope and cost. Do it well each time and build upon the success to have a bigger event next time.
  - a. Mid term 6-12 months
  - b. Medium \$5,000 - \$20,000
    - i. High \$20,00 - \$100,00
    - ii. Monster >=\$100,000
4. Youth involvement in downtown promotion
  - a. Short 3 – 6 months
  - b. Low <\$5,000
5. Enhance Web Presence (Lure Brochure, Welcome Packet, Caught in the Act)
  - a. Quick 0 – 3 Months, Ongoing
  - b. Medium \$5,000 - \$20,000
6. Arts Grant (Sculpture Walk) — Cost and number of grants to create outside sculpture grow over time, competitive process and focused on quality.
  - a. Mid term 6 – 12 months
  - b. Medium \$5,000 - \$20,000
    - i. High \$20,000 - \$100,000
7. Youth Oriented Open Spaces
  - a. Ongoing, Long 1+years
  - b. Monster \$100,000 +

### Other Ideas

- Downtown location and activities designed to attract youth
- Promotion = Safety
  - Develop a skate park
  - Recreation
  - Local Artist concert in the Park
- Arts grant access should have low barriers but strong criteria