



# OLYMPIA DOWNTOWN ASSOCIATION STRATEGIC PLAN

## Vision

Downtown Olympia is the heart of our region, offering our unique local flavor in a clean and safe setting while blending our contemporary quirkiness with historic charm.

## Mission

Advocate for business and property owners while serving as a catalyst for downtown prosperity and positive perception.

## Values

**Safety**-We provide a safe environment both to communicate honestly within the organization and to welcome customers coming downtown.

**Growth**-We are committed towards affecting positive change both within the organization and in downtown as a whole by employing innovation and strategic thinking.

**Communication**-We actively listen and clearly articulate to seek understanding and agreement.

**Service**-We prioritize customer response, tell the truth, and instill trust.

## Goals

**Advocacy**-Channel the voice of the downtown business community to compel action in both local and state government.

**Clean and Safe**-Support a welcoming environment to ensure business success and a thriving downtown.

**Imagemaking**-Improve the community's perception of downtown while making them aware of all that it offers.

**Business Assistance**-Leverage community partnerships to provide tools to help our small businesses succeed.

**Financial Health**-Ensure diversified funding sources and efficient business practices that lead to long-term fiscal solvency.



# OLYMPIA DOWNTOWN ASSOCIATION IMAGEMAKING STRATEGY

## KEY AUDIENCES

TRADE AREA-The ODA should focus on attracting and welcoming visitors from Olympia. While it is certainly interested in drawing from the entire Thurston County area, if we are able to attract a higher percentage of Olympians, our market will grow substantially. This should lead to greater density downtown, thereby creating a more welcoming environment.

DEMOGRAPHIC-The demographic we are marketing to should be determined by what it is that we are marketing. For example, if we are marketing a craft beer event, our demographic will likely be different than that of an antique event.

## MESSAGING

The ODA's messaging should seek to magnify the positive attributes that exist downtown while aspiring to achieve downtown's potential as a destination.

Messaging should capture the following:

- Hip, edgy, and unique-The trendsetters, makers, creators, and artists in Thurston County call downtown home. Leverage that creative/cool factor, being careful not to be haughty. Pay homage to the downtown's history.
- Custom, personalized experience-Sell the depth of knowledge and passion our downtown businesses and their employees have. Underlying this is David (downtown) vs. Goliath (malls, etc)
- Authentic, historic, walkable downtown-Market the history and authenticity that others try to fabricate. Downtown is ageless.

## PLATFORMS

The ODA should invest its time leveraging imagemaking platforms that provide the highest return on investment of time and money. Following is a guide to how to make those investments.

## MOST VALUE-

- Social media-FB being the best return
  - Consider video content-most bang for the buck
  - Instagram campaign
- Advertorial
  - Thurston Talk
  - Olympian now doing content ads that include some content
- Events
  - Great way to expose new (and return) customers to downtown

- Prioritize driving them to the businesses before/after/during the event
- Postering for events
- Public relations
  - Social media
    - Bloggers
- Cross-Promotions
  - Work to get downtown stakeholders sharing ODA content
  - Consider ads at movie theaters

#### MEDIUM VALUE-

- Radio can be effective depending on audience
- Direct mail (expensive)
  - Use iconic images and style
  - Has to be high quality
  - EDC has tools to help target
  - Target state employees with program

#### LOW VALUE-

- Public relations
  - Print
    - Make friends with reporters
    - Best to get objective and factual info out there
    - Street cred if Olympian is writing positive stories
    - Formal press releases can work
- Advertising
  - Not recommending print advertising

#### MEASURABLE RESULTS/DATA

- Track social media analytics
- Track web analytics. Where is visitor coming from?
- Customer satisfaction surveys
- Get parking meter data from City