

Marketing Plan Implementation

May 24, 2011
Town Board Work Session



Arnett–Muldrow Marketing and Economic Development First

- Launch Davidson brand
- Design Shopping and Dining Guide & Map
- Create New Residents package
- Modify Website presence
- Brand to connect 3 districts
- Marketing matching grant program
- Implement web-based marketing



Implementation of Strategy

- Take what AM gave us and make it our own
- Look at Phase II of the plan implementation so Phase I coordinates, it is a comprehensive plan
- Listen to public feedback
- Cost-effective, take advantage of technology

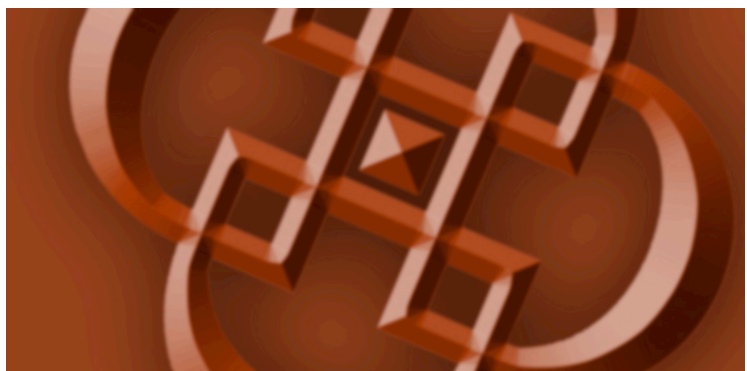






The Town *of* Davidson

College Town. Lake Town. *Your Town.*





FY 2010 Budget for Marketing Plan Implementation

- Merchant ad grant \$1,050
- Town website redesign \$3,500
- Creation of visitor website
\$4,757.80
- Video production for website \$1,575
- Community Calendar \$1,435
- Printing of modular system \$2,200
- Branded banners for 3 districts
\$4,124.33
- Advertising for roll out \$1,300

Visitor Website

- Launch Davidson brand
- Design Shopping and Dining Guide & Map
- Create New Residents package
- Modify Website presence
- Brand to connect 3 districts
- Marketing matching grant program
- Implement web-based marketing



Visitor Website

- Accomplish all the items in blue through the visitor website
- Official visitor website of the Town of Davidson
- No ads on site
- Similar but distinct design to municipal website
- www.exploredavidsonNC.com
- Mobile device enabled
- QR Scan codes on printed material d





Explore Davidson's Opportunities



The Summer Cafe helps Davidson area restaurants gain valuable exposure leading to a stronger customer base. The concept is simple. Right in the center of downtown is a small greenspace flanked by two brick buildings. We added twelve tables, umbrellas and candle lights to create a magical atmosphere. Five restaurants participated in the program where waiters and runners coordinated delivery of the food. Simply sit at the table, call in your order via cell phone and enjoy the evening! Drinks are served on site. Patrons loved to cool downtown vibe, plus the choices of several types of cuisine in one place.

Day Trip

Where else can you begin the day at an eclectic farmers market, then stroll through vintage shops, visit restaurants and take in a historic walking tour of Davidson College Campus.

Cross over and have lunch overlooking Lake Norman, visit the circles at 30 district and then spend the evening at an outdoor concert. Davidson is a great town to live and work in. Business opportunities abound.

Circles @ 30

Exp. 30 connects historic Davidson to I77 and Lake Norman. Amazing opportunities are available for retail, office and corporate headquarters.



Links



Events

About DCM

Davidson Restaurants

Davidson Merchants

Directions



Whimsical parking signage creates a memorable Downtown atmosphere and celebrates some of Davidson's culture and history.

Don Clark, Davidson College professor and world-renowned scholar has created thousands of characters called Wood Smith. Davidson designer Bruce Brazell suggested the town embrace its whimsical side by adding Curious like characters to the parking sign program.

"Our goal is to create an unforgettable atmosphere," says Kim Fleming Davidson Downtown Director.

Encouraging new business to embrace the town history in their brand can be a win/win situation for both. While working on a creative graphic program for the first gas and convenience store in Davidson, NC in over two decades required a careful balance between the town planners desire to be low profile and the owners desire to stand out. Brazell Design worked with both groups to create a graphic and branding program that both would love.

"Let's face it. Gas stations along our highways have become unofficial visitors centers. Unfortunately no has to the local one exit. Most are of course identical corporate mandated designs. Our design firm helps cities and small towns create identity. The greatest problem is overcoming this, few opportunities like this arrive."

[Read More](#)





Six-Word Story

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Watch the Video

Where to Find Us



We're just 20 miles
north of Charlotte, NC!

Fun Stuff



Email Sign-up | Privacy Policy | Site Map



marketing by ShauMark
site design by Litter Fox



Business
New Residents
Visitors



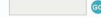
H2 Header

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sunt ceteris.

Search



Town of Davidson
P.O. Box 279
216 South Main Street
Davidson, NC 28036
704.862.7501
www.ci.davidson.nc.us
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Things to do

- Itineraries
- Davidson College
- Family Fun
- Dog Fun
- Parks, Outdoor, and Sports
- Arts and Entertainment
- Community
- History



Lodging/Shopping/Dining

- Searchable by alpha, district , or category if applicable
- Lodging will also include small market meetings, retreats, weddings, reunions



Getting Here

- Directions by car, plane, bike, walk, pedicab, taxi, limo, bus
- GPS coordinates
- Links to mapmyrun.com, mapmyride.com, etc.
- Downloadable parking map
- Map of districts
- Link to google maps



New Residents Guide

- Tax information
- Trash collection
- Recycling
- Utilities
- MI-Connection
- Schools
- Vehicle registration
- Post Office
- Library
- Worship
- Voter registration
- Media



Business

- Guide to doing Business in Davidson
- Commercial property listings
- Current business listings
- Business license instructions
- Highlight a new business or existing business each month
- Economic Development key words for location selectors



Featured Story

- First one will be six word story
- College Town, Lake Town, Your Town is six words
- Use video clips and six words to describe Davidson
- Introduction from Margo



Community Calendar

- Stand alone website with links to both Visitor and Town websites
- Comprehensive listing of events in Davidson
- Events have to meet criteria and will be approved





Davidson Community Events!



Lake Norman Triathlon Series June 23 & 24!

Register now for your spot in the most popular event in Davidson. This year the event will be held over two days to meet the demand of racers wanting to compete in Davidson. Alongside the event will be a special concert on the green.

Events

Click on Each Event for More Info. Or slide down box.

- April 1, 2011
Concert on the Green
Zack Brown Band
- April 7, 2011 Annual Sidewalk
Gallery Sale
- April 10, 2011
Farmers Market
- May 6
Town Day, Parade & Concert



Walk around downtown Davidson and raise money for the American Cancer Society with every step. This 24 hour event will follow Main Street, Depot Street and Back Street.

Along the way will be food, fun and entertainment! Six bands will line the route as well as dance troops and clowns.

Organize your team, line up sponsorships and help make a difference for all who have been affected by this disease.

Mark your calendar for Sept. 24th



What is a Drum Circle?

A drum circle is any group of people playing (usually) hand-drums and percussion in a circle. They are distinct from a drumming group or troupe in that the drum circle is an end in itself rather than



[Read More](#)



Modular System for Marketing Collateral

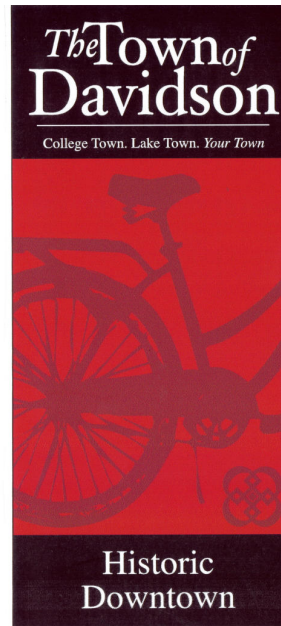
- Folder to house information
- Commercially printed sheets for standard information
- Commercially printed sheets for commercial properties
- Commercially printed sheets for new residents, guide to doing business, etc.
- Personal computer printing for items that change frequently



Banners for 3 Districts

- Usable banners not just graphics
- Designed with all other elements of marketing plan
- Branding Davidson, locations help people to find restaurants, stores, offices
- Helps visitors to get around town
- Pre-cursor to additional parking and way finding signage
- Parking study recommendation map for placement



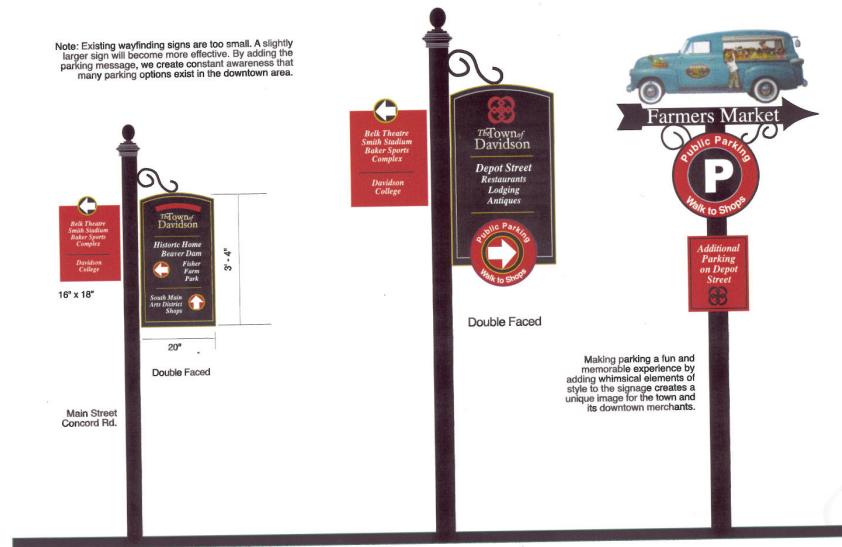


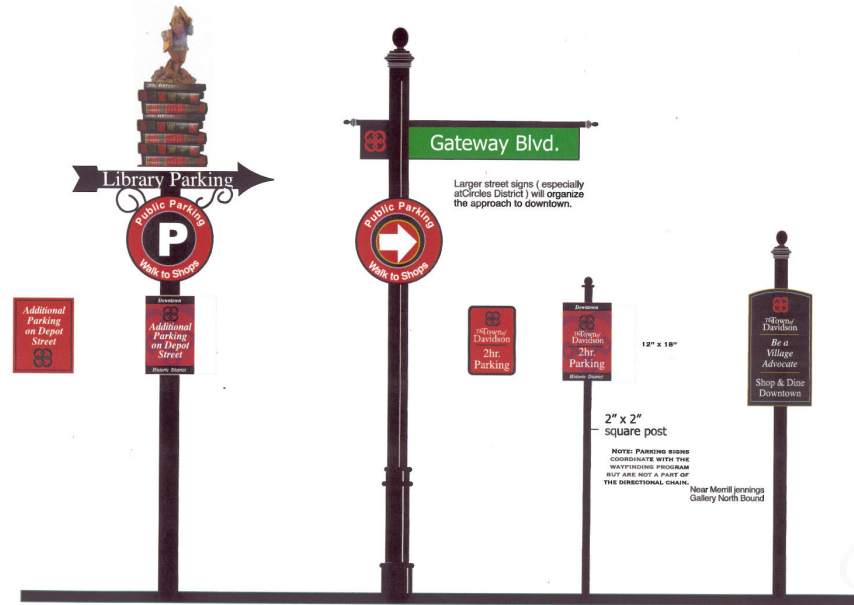
Complete Downtown Parking

- Final copies due June 1 from Rich and Associates
- Recommendations for Parking and Wayfinding signage based on map from Rich & Associates
- Key corresponds to type of sign and placement



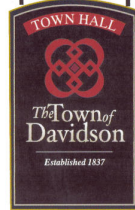
Note: Existing wayfinding signs are too small. A slightly larger sign will become more effective. By adding the parking message, we create constant awareness that many parking options exist in the downtown area.





Replace existing graphics with updated logo. Remove the message board function.

5'-6"



4'-0"

4" dia. powder coated aluminum post with cast aluminum base.

Direct buried 30" in concrete

2'-8"



4'-0"

3" dia. powder coated aluminum post with cast aluminum base.

Direct buried 30" in concrete

