

Downtown Promotion Reporter

The tools you need to bring more people and more business downtown



Vol. 41, No. 7
July 2016

In this issue

Branding & Wayfinding

New logo boosts city identity and locally made products

A new branding campaign is underway in New Haven, CT (est. pop. 129,779). The goal is to brand locally produced products with a distinctive logo and to promote them together under the Made in New Haven banner. Like similar programs in San Francisco, CA, and Brooklyn, NY, the organizers hope to heighten public awareness of local products, create a unique identity for the city, and keep money in the local economy.

The Made in New Haven campaign, which is an initiative of the city's Department of Economic Development, will, "celebrate, unite, and promote various efforts, and put some of the bigger manufacturers together under one tent with people who are more identified with the maker movement and artisanal products," says Elinor Slomba, of Arts Interstices, who is managing the branding campaign for the city.

In addition to the city, other partners in the branding effort include the Town Green Special Services District, the Ninth Square Historic District, and
(Continued on page 2)

Come for a visit, stay for a lifetime. Attracting visitors is only half the battle 3

Online sweepstakes urges visitors to discover the Ultimate Tempe. Contest builds e-newsletter data bases while also showing off the downtown 4

Looking Ahead to January. Celebrating trivia, bobbleheads, green thumbs, and more. 6

Guerrilla campaign highlights burgeoning residential and retail district. Clever signage and taglines target millennials. 9

Film festival success built on more than movies. Portable venues, app access, and more attract attendees 10

Tool Box. Dinner and a movie on a slow night, Unique opportunity to tour downtown's past, Selfie infrastructure, and more 11

Supporting Merchants

Art Route will attract more visitors, and lead them past downtown businesses

About 90 pieces of public art in downtown Des Moines, IA (est. pop. 203,433), will be better promoted and more easily located thanks to the Greater Des Moines Public Art Foundation's Art Route project. More than six miles of painted sidewalks, as well as six artfully decorated crosswalks, will bring the city's large collection of public art under one marketing umbrella and guide visitors through the downtown core.

When the Community Foundation of Greater Des Moines issued its Ignite Community Innovation Challenge and offered grant money to the winners two years ago, Tiffany Tauscheck, chief communications officer with the Greater Des Moines Partnership, pitched Art Route. "They were looking for game-changing ideas," says Tauscheck. "I had been to Boston's Freedom Trail, which is basically a red brick line that leads visitors through the historical district to points of interest. It's a way to get people out and moving, and from a visitor's perspective, it was so easy to follow and understand more of the city's history."
(Continued on page 8)

New logo boosts city identity and participating businesses — Continued from page 1



DowntownDevelopment.com

To read the *Made in New Haven Branding Guide*, visit our website and click on Web Extras.

the New Haven Manufacturers Association, which have all been, “very helpful promoters,” of the new brand, says Slomba. “We have some pretty vibrant start-up networks that have made referrals to us, as well.”

Three types of businesses can apply to participate in the campaign: manufacturers that make products in or in honor of New Haven, retail companies that sell these products, and web-based businesses that promote the city. Qualified business owners must sign a license agreement in order to participate. Once licensed, businesses may use the Made in New Haven logo, but only in accordance with the branding guide.

Having a *Made in New Haven Branding Guide* available is important because, “this is to be a mark of distinction and is to be used to certain standards and our businesses care about that,” Slomba says. “We wanted those dos and don’ts on how to use the brand to be very transparent and understandable, and people have been very appreciative [of the guidance].”

The brand is meant to promote each participating business, but also the city as a whole as, “a home for innovators,” says Slomba. New Haven competes with larger markets such as New York City and Boston, so the goal is to position New Haven as the place where entrepreneurs and manufacturers want to be.

The word has spread quickly, and often, the businesses approach the city rather than Slomba needing to do outreach. “We are actively out there managing accounts, and getting everyone license agreements,” Slomba said in early June. “We have about 42 businesses right

now in various stages of the paperwork to come on board.”

One sausage company had already put the logo on a billboard visible on the highway as motorists drive through the downtown. A downtown video game design and manufacture company co-located with a busy café is displaying the logo on its door and on its products, which get shipped all over the world. An Italian marketplace is using the logo as a sticker on their door and on their products — and supermarkets selling that company’s bottled sandwich spreads also meet the criteria, “so that opens the door for us to also work with those retailers on some displays,” Slomba says. “It’s exciting how people’s enthusiasm is leading us to bigger conversations.”

Be inclusive, but set standards

It is important to go into this type of branding effort with clarity about what you want your city’s brand to represent, Slomba says. “Be invitational, but with standards and structure. We decided to include production companies and digital products and web-based, but some cities don’t do that. We felt it was important. We have a company that’s been making documentary films here for 25 years and wants to put “Made in New Haven” in the credits. That’s part of what we’re about.”

Participating businesses are also helping to promote the branding campaign. “We provide them with some language and tools to do that,” says Slomba. “And the media interviews that we are being asked to do right now are more oriented toward the businesses themselves. They are really the greatest spokespeople for the type of quality that [the brand] represents.”

Slomba envisions hosting events at varying downtown business locations to deliver progress reports throughout the year, and also plans to compile links to all of the participating businesses for creation of an online directory that will be accessible through the city’s website.

Contact: Elinor Slomba, Arts Interstices, (203) 812-9093, artsinterstices@gmail.com. **DPR**



Artist Kelly Bigelow Becerra presents the new logo at the Made in New Haven launch party, during which the mayor was presented with a custom-designed necklace bearing the new brand.