

Downtown ACD Marketing & Communications Plan 2017/18



Be led by creative forces.

With 30-plus blocks of art, music, food, film, theater, coffee, craft beer, and creative entrepreneurship at work, Downtown Albuquerque contains a wealth of creativity, most of it within a few minutes walk or bike ride.

N E W M E X I C O
arts & cultural
D I S T R I C T S

But, as identified in the [approved cultural plan](#), many people never get to the point of exploring that multitude of creative riches...

“The biggest hurdle will be that of changing a deep-rooted belief that Downtown is not a vibrant, cultural place for all ages and arts and cultural interests.”

Welcoming residents, visitors, and a talented workforce to the area requires consistent communication, and a plan that showcases creatives, cultural assets and activities, and stimulates critical mass.

The starting point is simple: grow a strong creative identity internally, and invite people to participate in one or more of the creative forces already present.

The Downtown Albuquerque Arts & Cultural District’s marketing and communications plan in 2017 is built on three components:

- Use multimedia and carefully crafted copy to share the stories of Downtown-area businesses and institutions
- Showcase partnerships across industry areas (food, art, music, film, etc.) via earned and owned media platforms, with an emphasis on scaleable, digital first publishing and distribution of selected print assets
- Create and provide re-useable assets that local businesses and organizations can easily take advantage of

Content Creation & Design. *Develop consistent, high quality content and pair with a recognizable brand identity*

1. Create a database of high-quality photos and videos to be shared across social media and website channels, and release to the public as a free, no permission required to use resource
2. Develop a new, simplified logo and design that connects to the state ACD program but provides us with a unique identity
3. Develop an editorial strategy and content strategy with a brand voice for the ACD, along with individual variation by channel (website, Twitter, Facebook, Instagram etc)

Earned Media. *Conduct outreach to local media to make them aware of multimedia assets, stories, and activities in the district*

1. Develop pitch templates and establish relationships with at least a half-dozen local publications incl. broadcast media, print, and digital
2. Provide multimedia assets (photos database etc) that publications can easily pull from
4. Reach out to journalist list on a monthly basis with non-ACD related stories and/or bigger picture stories that they might cover (e.g. “here’s how NEA budget cuts may affect creative economy locally”)
5. Keep a “press clips” section on our site as social proof of ACD work and leadership in arts and the creative economy
6. At the six-month mark, develop pitches and templates and reach out to 2 arts and creative publications per month outside of New Mexico to share stories from the district

Outreach. *Refocus the brand of downtown to encourage a safe, friendly, and creatively vibrant district.*

1. Conduct site visits with at least 20 local businesses and institutions within the district on a quarterly basis to share information on the ACD mission, and provide resources and opportunities for marketing and promotion
2. Conduct site visits with at least 12 local businesses and institutions outside of the district to reinforce how the ACD can help serve as a gateway for the rest of the city, and provide marketing and promotional opportunities

Social Media & Web Presence. *Develop a strong internal and external perception of downtown’s creative assets as mapped out in the approved cultural plan.*

1. Consistently update website - including copy, design, assets, categories, and establish process for new businesses / institutions to be easily added. Sync events calendar options with ABQToDo or another similar local events calendar.
2. Use a weekly newsletter (currently DowntownABQ MainStreet) to share written and visual narratives highlighting work from multiple asset areas in the approved cultural plan, as well as current events
3. Develop a consistent editorial strategy and calendar per social media channel, along with reviewing and refining the brand’s voice on a monthly basis
4. Deliberately reach out to and cultivate a broad array of informal partnerships via social media (entrepreneurship/tech, creative economy, sub-sets of arts and culture like craft brewing/beverages, printmaking, arts, artists, food and food trucks, music venues and galleries, etc.)

Data Collection & Sharing. *Engage with a broad array of businesses, creatives, and visitors to the district to let them know about collective impact of arts and culture in the Downtown-area and in New Mexico*

1. Use the website and social channels to communicate findings from the approved cultural plan's market analyses and highlight arts, cultural, dining and entertainment business development opportunities, including state and local tax and training incentives
2. Curate and share across all channels (incl. earned media, outreach, and social media) data points, stories, and articles that share the importance of the creative economy and arts and culture businesses and institutions

Additional areas to pursue for late 2017 and into 2018.

1. Paid ads and placement in tourism and travel publications
2. Extend design concept and brand identity for the district into physical wayfinding and signage that supports its image as an arts, culture, dining and entertainment district
3. Add paid personnel to help with marketing and brand partnerships
4. Once a broad base of content and digital distribution is established, develop carefully curated print materials that can be updated on a year basis (right now, so much is happening in arts and culture in the ACD that print publications go out of date quickly and/or can't include a wide array of creative assets)

NOTE: This plan is slated to be reviewed and revised as appropriate by June 30th, 2018.