

## Northville DDA - Marketing Committee

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### AGENDA

Thursday, April 4, 2019

Tipping Point Theatre – 361 E. Cady

Lower level Training Room, 8:45 am

- 8:45 – 8:55            1. Introduction Tipping Point Theatre
  
- 8:55 – 9:05            2. PR & Marketing efforts for February 2019
  - A. February Stats and Measurements (Attachment 2.A)
  - B. February PR Summary (Attachment 2.B)
  - C. March Stats and Measurements (Attachment 2.C)
  - D. March PR Summary (Attachment 2.D)
  - E. Print ads (Attachment 2.E)
  
- 9:05 – 9:20            3. Recap of Events
  - A. Daddy Daughter Dance – February 8, 2019
  - B. Winter Tea: Vintage Lace – February 9, 2019
  - C. Art Crush – February 9, 2019
  - D. Northville Market Place – March 9, 2019
  
- 9:20 – 9:25            4. Upcoming Events
  - A. Eggstravaganza - April 13, 2019
  - B. State of the Community – April 17, 2019
  - C. New Fall Wine and Food Festival – September 7, 2019
  - D. Heritage Festival Update – September 13-15, 2019
  
- 9:25 – 9:30            5. Update of DDA Website and Branding Project (Attachment 5)
  
- 9:30 – 9:50            6. News from Other Organizations
  
- 9:50                    7. Next Meeting – May 2, 2019

## **February 2019:**

### **FACEBOOK:**

#### **Page Update:**

Page Likes: 9,897

New Likes: 12 (since last summary)

Monthly Total Reach: 4,211

Monthly Page Visits: 135

Monthly Post Engagement: 1,162

#### **Organic Post ~ Browndog Paczki-Palooza (shared Browndog's event link)**

Run date(s): February 26 (11:18 a.m.)

Reach: 2,158

Reactions: 48 (44 Like & 3 Love & 1 Wow)

Comments: 7 (on post)

Shares: 0

Post Clicks: 150 (14 link / 136 other such as page title or "see more")

#### **Organic Post ~ SAVE THE DATES! Maple Syrup Tours**

Run date(s): February 18 (1:00 p.m.)

Reach: 3,076

Reactions: 43 (43 Like)

Comments: 5 (on post)

Shares: 14 (on post)

Post Clicks: 83 (83 other such as page title or "see more")

#### **Organic Post ~ Shared Lorla's photo of boys from the community delivering flowers to people along their mom's mail route for Valentine's (with photo)**

Run date(s): February 9 (3:00 p.m.)

Reach: 3,834

Reactions: 161 (117 Like & 42 Love, 1 Haha & 1 Wow)

Comments: 0

Shares: 6 (on post)

Post Clicks: 709 (35 photo & 674 other such as page tile or "see more")

### **ADVERTISING:**

#### **SEEN Magazine:**

The DDA has placed ads in 12 issues of the magazine. SEEN Magazine's readership is 158,000 and the magazine reaches 26,000 homes every month.

#### **SUBSCRIPTION**

- On average, Neighborhood SEEN reaches 26,000+ homes each month

- **DEMOGRAPHIC TARGETING**
  - SEEN subscribers are affluent, aspirational and community-focused. They appreciate the finer things in life, favoring craftsmanship and quality over quantity, fine food, fine dining, fine clothing, and unique experiences.
  
- **NEWSSTAND**
  - Neighborhood SEEN on average, delivers 1,000+ copies to various coffee shops, book stores, airline clubs, bakeries, and hotels.

**READERS:**

- Median Reader Age – 46
- Average HHI – \$250,000
- More than 80% are included in the Top 20 wealthiest cities in Michigan list

**The Ville:**

The DDA has placed ads in 12 issues of the magazine.

The 'Ville is mailed directly to every residential and business address – a total of nearly 21,000 – in the Northville Community, covering the 48167 and 48168 zip codes.

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY February 2019:**

### **PUBLICITY:**

#### **Press materials that have been prepared & sent out in February 2019:**

- March / April 2019 calendar

#### **Upcoming press materials:**

- Los Tres Amigos opening

#### **Press Coverage Received & Upcoming (Highlights/major press hits):**

- Event listings

### **SOCIAL MEDIA:**

- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements
- Twitter ~ Continued to maintain the page, including daily posts on events and business announcements
- Instagram ~ Continued to maintain the page, including daily posts on events and business announcements

### **PAID ADVERTISING:**

- Ad in February issue of The Ville
- Ad in February issue of SEEN Magazine

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
  1. March 2019
  2. April 2019
  3. May 2019
  4. June 2019
- Quarter-page Ads in The Ville
  1. March 2019
  2. April 2019
- Ad in Parks & Rec Spring/Summer brochure
- Ad in Chamber Directory

## **March 2019:**

### **FACEBOOK:**

#### **Page Update:**

Page Likes: 9,946  
New Likes: 49 (since last summary)  
Monthly Total Reach: 4,211  
Monthly Page Views & Previews: 547  
Monthly Post Engagement: 5,430

#### **Organic Post ~ Adorn Business Spotlight (shared Enjoy Northville's post)**

Run date(s): March 26 (9:20 a.m.)  
Reach: 2,389  
Reactions: 55 (52 Like & 3 Love)  
Comments: 2 (on post)  
Shares: 4 (2 on post/2 on share)  
Post Clicks: 290 (88 photo / 202 other such as page title or "see more")

#### **Organic Post ~ Friday Night Concert Announcement (with event link)**

Run date(s): February 18 (1:00 p.m.)  
Reach: 3,340  
Reactions: 120 (113 Like / 5 love / 2 wow)  
Comments: 6 (on post)  
Shares: 14 (on post)  
Post Clicks: 250 (91 link / 159 other such as page title or "see more")

#### **Organic Post ~ Shared Tirami Su Of Northville's post (story of their amazing staff helping guests)**

Run date(s): March 10 (1:10 p.m.)  
Reach: 5,291  
Reactions: 233 (151 Like & 82 Love,)  
Comments: 8 (on post)  
Shares: 36 (18 on post / 18 on share)  
Post Clicks: 1,667 (other such as page tile or "see more")

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- May / June 2019 calendar

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- Ad in Chamber Directory

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#### **PRINT:**

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
  1. April 2019
  2. May 2019
  3. The DDA is renewing for another 12 months with SEEN
- Quarter-page Ads in The Ville
  1. April 2019
  2. The DDA is renewing for another 12 months with The Ville

# EXPERIENCE DOWNTOWN NORTHVILLE



Downtown Northville has everything you need to help you maintain a **HEALTHY & ACTIVE** lifestyle.

[downtownnorthville.com](http://downtownnorthville.com)

\*Styles pictured may vary at locations due to availability/inventory. Pictured clockwise: Town and Country Bike and Boards; Warehouse Pilates; Sweet Brew n Spice Cafe

# EXPERIENCE DOWNTOWN NORTHVILLE



Spend the day in **Downtown Northville** where you'll find **AMAZING** dining, **UNIQUE** shops, and **EXCITING** entertainment. You'll never want to leave! [downtownnorthville.com](http://downtownnorthville.com)

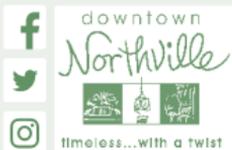


\*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: Tuscan Cafe; The Moon and Me Baby & Toddler Boutique

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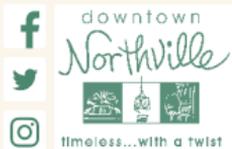
[downtownnorthville.com](http://downtownnorthville.com)

\*Styles pictured may vary at locations due to availability/inventory.  
Pictured left to right: Adorn Fine Flowers; Dear Prudence

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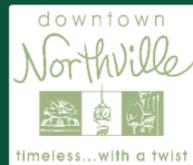
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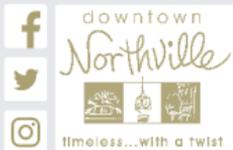


\*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: Alexanders Custom Clothings; Lucy & the Wolf

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[downtownnorthville.com](http://downtownnorthville.com)

\*Styles pictured may vary at locations due to availability/inventory.  
Pictured left to right: Gardenviews; Browndog Barlor & Restaurant

## Town of Rolesville Official Brand Guideline



Contents:

- 1& 2 Project Overview
- 3-Positioning Statement
- 4- Logo, type and colors
- 5- Background Options
- 6- Configurations
- 7- Stationary & Promotional Materials
- 8- Signage & Vehicle
- 9- Dimensional option
- 10- Digital File Map

“Our goal within the scope of this project was to create a very effective graphic brand for our town.

However, we will first create a memorable *place* and *position* for this brand to *perform*.”

Town of Rolesville  
Branding Workshop

In 2017 Rolesville the town council embarked on an economic development plan that included an initial study of a new downtown vision. With the help of town residents ( stakeholders ) Capital Area Metropolitan Planning Organization and area experts and consultants created an overall plan. This is a trend taking place in many North Carolina small towns with the help of North Carolina Main Street and the National Trust for Historic Preservation. This organized approach and wealth of support from our State have been essential in maintaining the balance of quality growth while preserving the history and natural resources.

A major recommendation of the report has led the town to begin a new brand and Identity program and Kelly Arnold, town manager researched and interviewed experts in small town branding. The town stakeholders selected a small firm Bizzell Design, Inc. “ The committee members were impressed by Bizzell's philosophy and methodology in creating an authentic brand story. He developed a process that actually brings us all together emotionally and just like writing a script for a great movie, we all uncover what is really important about our town and we all as a group begin to develop ways to make our vision become real”.



***“This process actually brings us all together emotionally and just like writing a script for a great movie, we all uncovered what is really important about our town.”***

As the group of stakeholders grew to more than 20 residents and town leaders, each member demonstrated what was important to them and why they lived in Rolesville. You might compare the session to an episode of Antiques Road Show. Residents brought items: photographs, artifacts, pizza boxes, high school football jerseys, furniture, pieces of granite, photos of walking trails and more. They explained to the group why these attributes of the town were valuable to them. As the discussions continued common threads began to emerge. Things like safety were important factors. Being members of a community with a local police department that knows its residents is amazing. “We are all encouraged to call the department when we go on vacation and the police will patrol our street and check our property.” Planned park and recreation events with organized sports like soccer and softball were also sources of community pride. They also gave residents a chance to develop friendships and meet. Community organizations and their many members work hard to make Rolesville a better place. The town park with playgrounds and trails gave young Moms the chance to enjoy the outdoors in a great community setting. One member brought a rocking chair to symbolize how most of the homes in Rolesville have front porches that help neighbors connect. Some members of the stakeholder's group brought photos of quaint coffee shops and charming downtown streetscapes. the conversation moved to the need for places to gather and experience community. Places to hold events and attract visitors to cool annual events and festivals. The group of twenty represented approximately six thousand residents and at the end of the meeting, the desire for better communication and places and events to gather emerged as early building blocks to the town's image.

## Positioning Narrative

While the branding assignment began with thoughts of logos, colors, and symbols, developing a position and platform for the brand would establish a frame for us to create the graphic style. In essence, they all helped to build a platform to tell their story.

Rolesville has a rich history. It is a safe place to live because its local Police & Fire Departments get to know all of its residents. Neighbors connect with each other and enjoy planned park and recreation events they actually use playgrounds and trails throughout the year. The vision for a charming downtown features areas to park and walk to quaint coffee shops, the local brewery, local shops, and charming downtown streetscape. Several times a year the town of Rolesville attracts regional visitors to cool annual events, concerts, and festivals.

Quality planned communities with amenities offer a wide variety of home styles and price choices. Mixed use land planning along the downtown core will expand "Main Street" into a genuine destination. All of this is within a short drive to the Capital City-Raleigh.

It is amazing, the impression from that little crossroad northeast of Downtown Raleigh seems to be insignificant to the commuter passing by on HWY 401. But once you dig a little deeper and get to know the people within the town limits you will find a fast-growing small town with a genuine desire for community and quality lifestyle all framed with a charming downtown.

Note: Highlighted words helped us to begin the second phase of the study - understanding how a new brand and vision can emerge.

## Positioning Statement

Genuine  
community  
thrives in Rolesville  
as we embark on  
a new Mainstreet  
design focused  
on walkability,  
connections to parks,  
greenways and  
gathering spaces.

All just 15 miles from  
Downtown  
Raleigh

## Tagline

***Genuine Community  
Capital Connection***

## Logotype, Symbol, & Tagline

- The symbol for Rolesville represents four key positions for the Town of Rolesville.
- 1- Showing the NC State Capital Building in Raleigh conveys an important connection to the City and the advantages of living close to the culture a larger city brings us all.
  - 2- The green leaves symbolizes the rural countryside and our dedication to provide this way of life for our citizens.
  - 3- The tower offers us a promise to plan and carefully develop Main Street into a place to gather, shop and enjoy life.
  - 4- The bicycle shows our commitment to the quality of life here through parks, greenways and safe streets.



The typography is simple, easy to read. Slightly dropping the "R" and the "S" increases the natural flow of the word. Elongating the oval letters gives the word more graphic presence

## Colors



## Typography

**Times New Roman** Headlines, Titles  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**Sophia Pro Bold** Tagline and Est. Date  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**Arial** Body Copy / Document  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

White Background



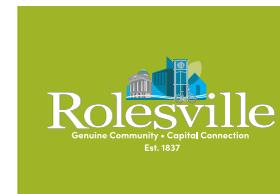
Pantone 2119 C Background with White Logotype



Metallic Silver Background



Unacceptable Background



Unacceptable Background



Unacceptable Background

Branding / Adaptation

Primary Logo Format



Added message



Department Signature



State Signature



1-Color / Grayscale



Horizontal



Logotype Only

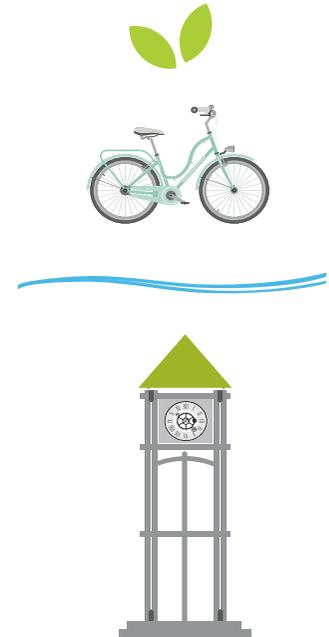


Note: Depending on size application and artform the graphic symbol can be modified to remove clock detail and exchange it with a simple circle.

For best reproduction use vector artwork and reduce or enlarge to actual print size before converting to PDF.

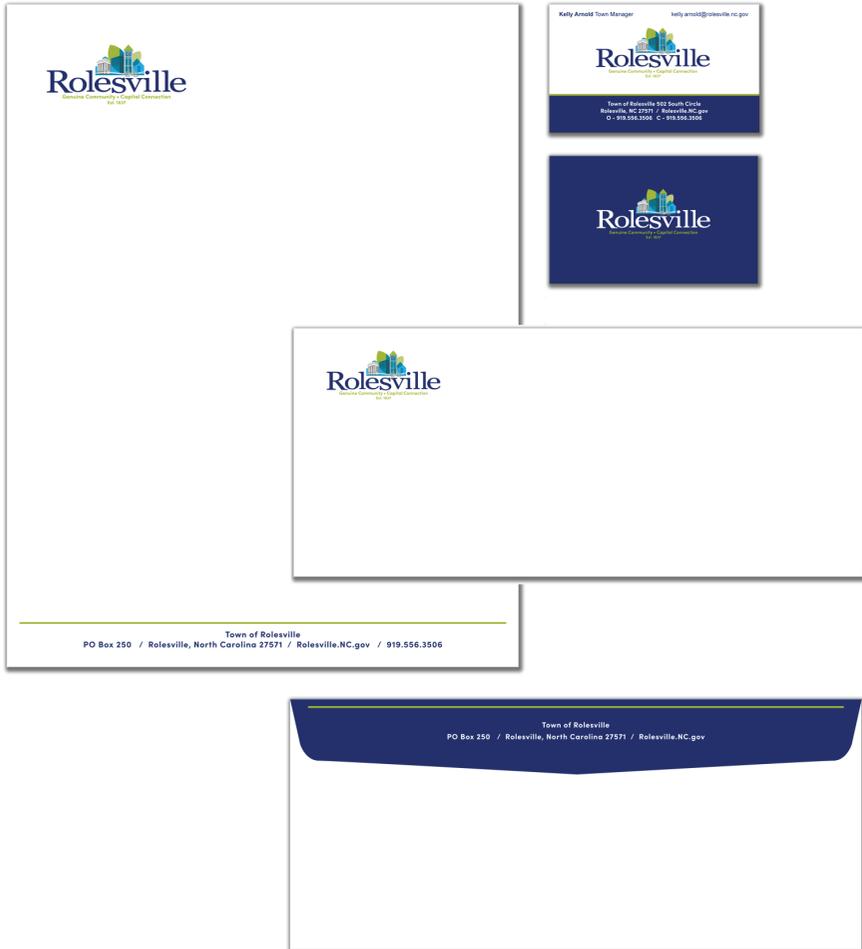


Elements of Style



Unique components of the symbol can become interesting graphic elements of style to emphasize documents. They should be used to accent copy in publications and never used alone as a "logo" option.

Stationary



Promotional Materials



Note: Apparel graphic should be heat transfer for graphic symbol and embroidery for the typography.



Horizontal formatted logo can be applied to smaller applications. Digitally printed only.



Vector files should be converted to CMYK files for full color applications. Consult with your specialty supplier for specifications and size requirements.

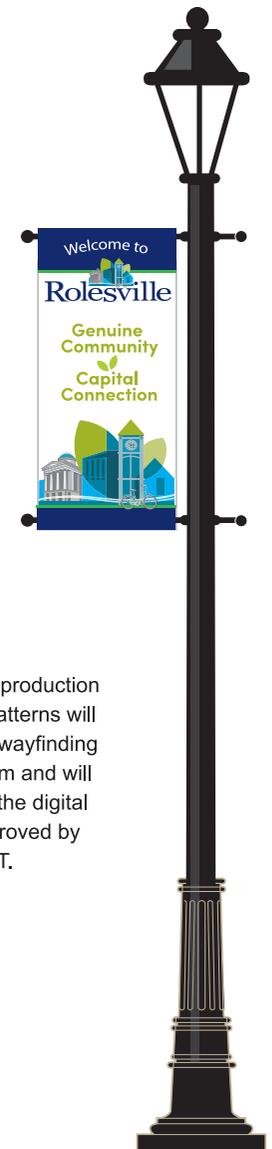
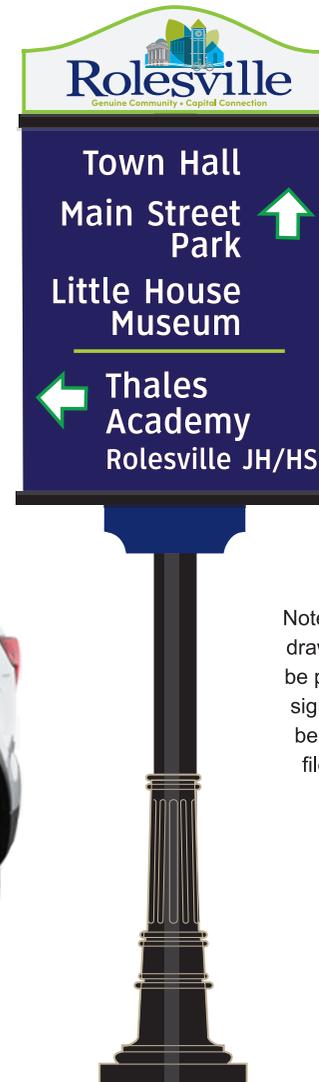


Police insignia shows elements of the brand displayed in an all metallic silver color scheme that projects an authoritative image for uniforms and vehicles.



## Signage & Vehicle Graphics

Brand and Identity that is mobile ( cars & trucks ) combined with wayfinding signage and seasonal banners are often overlooked as a part of the branding program. In most cases it is the most effective use of brand graphics and should be implemented as soon as possible.



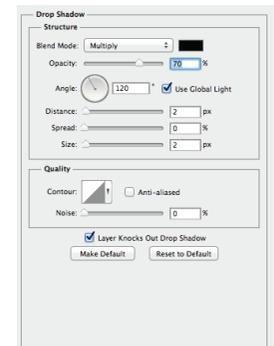
Note: Full scale production drawings and patterns will be provided for wayfinding signage program and will be included in the digital files once approved by NCDOT.

Dimensional Techniques

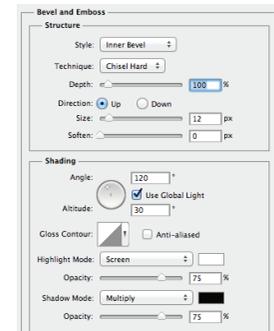


Dimension can be added to the logo for specific uses by modifying the vector image in photoshop.

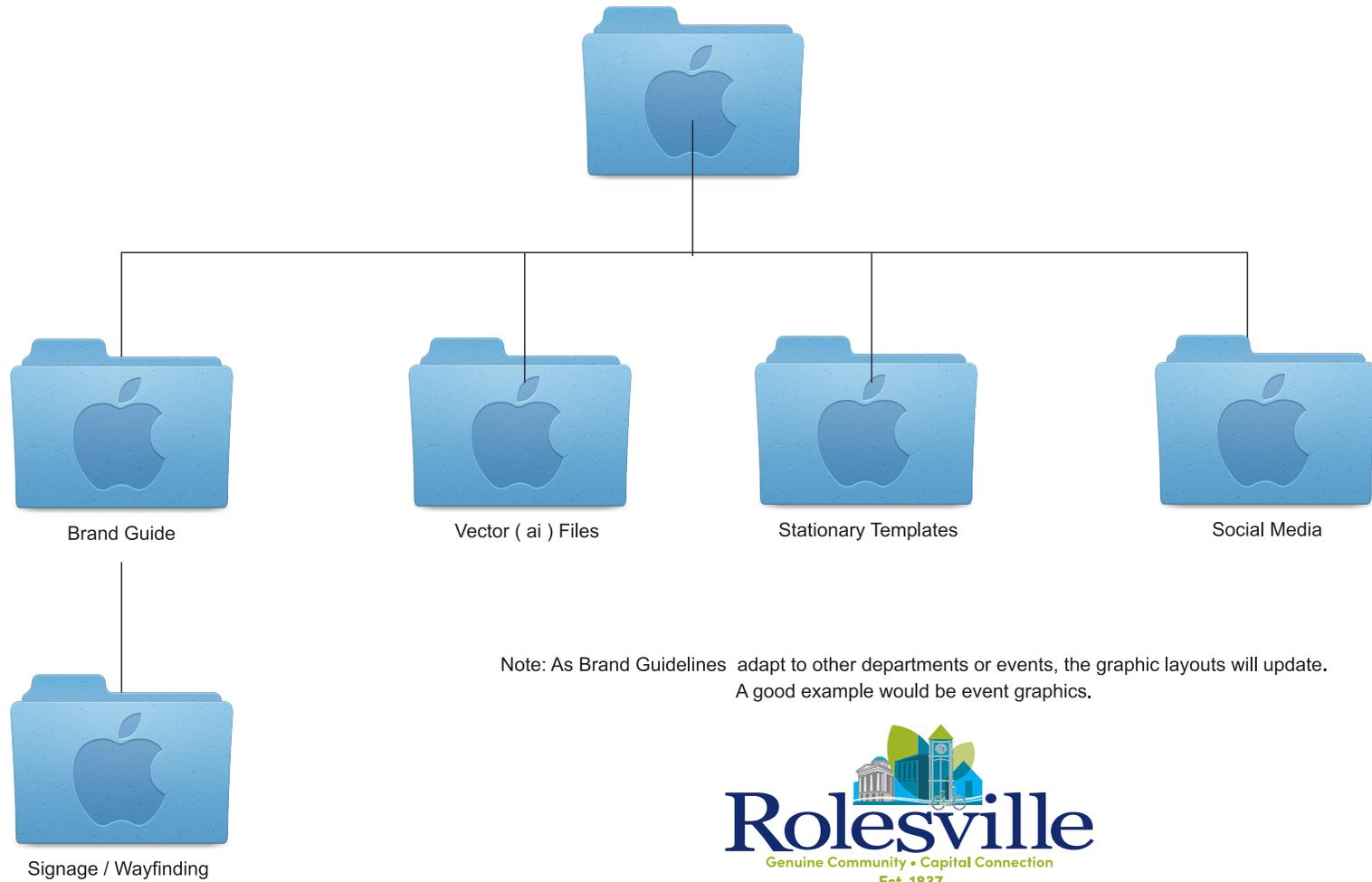
Import entire vector logo as layer 1  
add drop shadow as shown.



Import entire vector logo as layer 1  
add drop shadow as shown.



Rolesville Brand Digital File



Note: As Brand Guidelines adapt to other departments or events, the graphic layouts will update. A good example would be event graphics.



A special thank you goes to the Rolesville citizens that volunteered to be a part of the branding committee. By sharing their knowledge and perspective about life in Rolesville they helped us all to achieve an authentic brand story.

Becky DeAngelo  
Catherine O'Kobrick  
Charles Flournoy  
Derek Versteegen  
Diana Pelletier  
Ellen Holding  
Gejuan Sweat Batson  
Holly Batchelor  
Jeff Wuchich  
Jeff Wohlhueter  
Justin Thigpen  
Michelle King  
Michelle Medley  
Natasha Miller  
Rachel Cox  
Rachel Morris  
Sandra Young  
Sherwood Bobbitt  
Steve Dieckhaus  
Susan Flower  
T'Asia Ratliff  
Terri Simmons  
Terry Marcellin-Little  
Rick Eddins