Do the LOOP!
NSB Waterfront LOOP

Branding a Geographical Destination
New Smyrna Beach, FL
The Problem

Community Redevelopment Area

Lagging foot traffic in business districts.

Marketing requests from merchants.
The Problem: “Doin’ our own thing!”

One CRA; 2010 master plan update

Four distinct ‘downtown’ areas

Many divergent efforts
A Historic/Traditional Downtown
A “Beachside” Downtown
A Suburban Downtown
And... a Causeway
Why they did their own thing...

Perception of “competition”
No method/desire for working together
Mantra: “We’re different”
Lack of funds/staff/time
The Vision

CRA Master Plan Update
Marketing
Branding the circle geography
Two marketing sub-studies
Extensive capital project list
Call for partnerships/incentives
Nuts and Bolts

* “Vision without execution is hallucination”
* Marketing plan and implementation
* Advertisement for contract employee
* City Commission contract approval: 3 steps
Prepare Marketing Plan

- 10-day schedule
- Marketing Steering Committee
- Surveys
- Identification of the target audience
- Logo and tagline
- Initial and ongoing campaigns
Approvals

* Logo and tagline
* Plan implementation
The Launch

- CRA/funding ends 2015
- Marketing plan: Oct. ‘11
- Website: Nov. ‘11
- Facebook page: Dec. ‘11
- Initial ad campaign: Dec. ’11
Initial campaign/call to action

- Do the LOOP!
- Catchy
- Builds awareness of LOOP assets/builds brand
- Broad enough to include all amenities/character districts
- Flexible for seasonal/special campaigns
  - Do the LOOP for the holidays!
  - Do the LOOP for summer!
  - Do the LOOP for history! ... etc.
Marketing campaigns

* Do the LOOP for the holidays!
* All LOOP holiday events under one umbrella
* Augmented merchant efforts
* Use professional graphic designer
* Stretch funds through bulk buys, etc.
Do the LOOP... for the holidays!

This holiday season, enjoy the old-Florida charm of the New Smyrna Beach Waterfront LOOP. Quaint venues set the stage for a variety of hometown holiday events. Bring a friend or the family. Stay for the day or a weekend. There are many ways to Do the LOOP! for the holidays!
Happy holidays... from the Loop!
Ongoing marketing

- Rack cards
- Local radio ads
- News releases
- Online/on-air calendars
- Print ads
- Website (landing page)
- Facebook
Do the LOOP... with each other!

Sample print ads

Do the LOOP... with friends!

Spring Sidewalk Sale - 9 a.m. - 5 p.m., March 16, along Flagler Avenue
Shamrock & Roll/St. Patrick’s Day Celebration 5 - 9 p.m., March 17, along Flagler Avenue

For information on events: NSBWfrontLOOP.com/events

Good People, April 12 - 21, The Little Theatre of New Smyrna Beach, E. 3rd Ave.
Canal Street Cruise, classic car show, 4 - 8 p.m., April 13, Canal Street
New Smyrna Beach Food Festival, 5 - 9 p.m., April 18, Flagler Ave.
Wine Walk, 1 - 7 p.m., April 27, Flagler Ave.

Bridging the historic marina with the “island” and its white, sandy beaches, the New Smyrna Beach (NSB) Waterfront LOOP encompasses the heart of New Smyrna Beach. The nearly six-mile LOOP gets its name from the views offered of the Intracoastal Waterway, Indian River and Atlantic Ocean. Visitors often comment on the quaint, laid-back, non-commercialized atmosphere that surrounds the LOOP’s scenic waterfront. Locals will tell you they also are proud of the area’s old Florida charm. “Do the LOOP!” and see for yourself why New Smyrna Beach is a favorite getaway for locals and Central Floridians.
Outcome after 12 months

- Event organizers: up to 200% increase
- Merchants: significant increase in sales
- Community buzz
- ‘new’ visitors
- Merchants happy
- For-profit events want ‘in’
The bottom line?

- Annual advertising budget FY ‘13: $70,000 includes:
  - Graphic design and production
  - Ad buys
  - But not staff time for coordination (30+ hrs/wk)
- It’s tight but affordable.
Does this apply to your community?

Group discussion

What info is relevant to your community?

Please share examples of how you will use it.
Resources

* www.nsbwaterfrontloop.com (home page)
* www.nsbwaterfrontloop.com/events (landing page)
* Facebook.com/nsbwaterfrontloop
Contacts

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