



Marketing Committee Recap - May 16, 2023

Attendees

Sarah Chapin (Explore Communications)
Rebecca Cordingley (Intern - Downtown Boulder)
Erica Dahl (Savvy on Pearl)
Evan Faber (DBP Board Chair)
Mindy Gantner (Explore Communications)
Mark Heinritz (DBP Board Member / The Sink)
Kathy King (Barbara & Company)
Karleen Lewis (Visit Boulder)
Katie Olson (Art Source International)
Stephanie Schindhelm (Boulder Book Store)
Katherine Shanahan (Downtown Boulder)
Emi Smith (Downtown Boulder)
Terri Takata-Smith (Downtown Boulder)
Laurel Tate (DBP Board Member / Two Sole Sisters)

Please refer to the [meeting slide deck](#) for corresponding information.

Brand Campaign Update

- DBP's 2023 brand photo shoot was completed on Friday, April 21. All the models used have a connection to downtown.
 - One photo shoot and one video shoot
- :30 and :15 second TV spots have been produced using footage from the video shoot - see [slide deck](#) to watch the ads.
- DBP works with a highly professional video production team to create the TV spots and allocates a significant portion of the marketing budget to their production.
- **Ask to DBP:** Can these videos be repurposed in future campaigns?
- **DBP Response:** Yes - because the ads hit on more generic imagery, there is a chance they can be utilized in the future.
- Part of the advertising buy for 2023 was the creation of a series of :05 second radio spots with KDVR - see [slide deck](#) to listen to the ads.
- Display Ads:
 - "Where X meets X" messaging
 - Each display ad uses a unique URL to track the ad performance.

- In response to feedback from prior marketing committee meetings, DBP emphasized Boulder's natural setting in this round of ads.
- Geo-Fenced Mobile Ads:
 - Statewide Messaging: broader language (i.e. "Where Wild Flowers meet Wild Nights")
 - Local Messaging: targeted to those living nearby (remind locals about happy hours, grabbing lunch downtown, free weekend parking in city garages, etc.)
- Paid Social:
 - Targeting people who come out to events as well as enjoy shopping and dining.
 - DBP and Explore Communication are saving several social images to swap out in a few weeks and will compare performance to the current images.
 - So far in the campaign, the paid social images are performing extremely well with very few negative comments.
- Bus Kings / Bus Backs:
 - Focus on locals, messaging is similar to geo-fence targeting.
 - Two bus backs instead of three due to design constraints of the bus.
 - Bus kings represent shopping, dining, things to do and getting outside.
- 5280 July Issue Options:
 - Option 1: Replace "Eat. Shop. Play. Local!" with the Happy Place logo.
 - Option 2 and 3: Play off "Where this meets that messaging"
 - **Committee Feedback:** Drawn to tall pines and tall pints over wild flowers and wild nights (Option 3)

Event Updates

- Just completed:
 - April 15: Spring Window Painting Program - Received good feedback, DBP will try to grow this program next year.
 - April 23: Tulip Fairy & Elf Festival (31,000 pedestrian impressions for the day compared to 16,000 the year before)
 - **Committee Ask:** What is the normal ped count on a Sunday?
 - **DBP Follow-Up Response:**
 - Looking at ped impressions for all four Sundays in April (using the counts from Pearl and Broadway):
 - April 2: 6,497
 - April 9: 6,747
 - April 16: 6,918
 - April 23: 16,806
- Coming Up:
 - June 14: Bands on the Bricks starts
 - June 22: West End Mile + Top Gun Maverick
 - July 13: East End Mile + Short Film Festival
 - July 14 - 16: Pearl Street Arts Festival

13th St. Activations

- The City of Boulder has launched the [Downtown Streets as Public Space \(DSaPS\) Project](#) in an effort to reimagine downtown streets as spaces to gather, attend events and connect with Boulder.
- This project is in response to the public sending City Council letters to keep the West End street closed. The city hired a consulting firm to do some research on re-utilizing streets throughout the entire downtown district to answer the question: Where can streets be repurposed without causing a big impact to businesses on the West End?
- Downtown Boulder was awarded a contract from the City of Boulder to implement a series of 'activations' on 13th St. from Arapahoe to Canyon throughout summer 2023.
 - The 13th Street activations are a separate contract from the [Après Street Fest](#) and the [Race and a Movie](#) contract.
- **Committee Feedback:** When we activate spaces, they become safer. Hopefully, the events on 13th Street create a safer, cleaner Civic Area.
- **DBP Response:** The activations play into DBP's [Five Year Vision Plan](#) and the goal to connect Downtown Boulder to The Hill using 13th Street as a corridor.
- **Committee Feedback:** Signage needs to be really clear about getting people to move between the two areas. How are you getting people from the Civic Area to downtown?
- **DBP Response:** Wayfinding will need to be addressed - figuring out how to move people back and forth between the Civic Area and downtown has always been a challenge. We see it during the Farmers Market and during our holiday activations. Canyon Boulevard is a barrier that we need to overcome.
- **Committee Feedback:** Could the wayfinding be considered an "urban design project" rather than wayfinding signage to move through the city's process faster? Note from Two Sole Sisters: People come to their East End store via 17th Street
- **DBP Response:** The possibility of an urban design wayfinding project will need to be explored. It is not currently part of the 13th Street Activation plan.

13th Street Event Activation List

- Sunday, June 25 (afternoon) - Boulder Wheel Fest
- Friday, July 21 (evening) - Social Dance Night
- Sunday, July 30 (afternoon) - Picnic in the Park
- Friday, August 4 (late afternoon/evening) - Yappy Hour
- Sunday, August 13 (all day) - Street Soccer Tournament
- Friday, August 25 (evening) - TBD
- Friday, September 8 (late afternoon/evening) - CU Football Meet & Greet
- Sunday, August 24 (afternoon) - Community Art Day

Staff Flowchart

- In response to the 13th Street Activations, Kat will be moving into a new position as Senior Programming Manager.
- DBP is bringing in a Community Relations Manager under the Marketing & Communications umbrella of the organization. This role will primarily be responsible for the membership program.
- See the [slide deck](#) to view the staff flowchart. The different colors represent the three different organizations (DBP, BID, DBCI).

April SMAC

- Outgoing referrals and pageviews remain consistent with prior months. Tulip Fairy Festival was the top-viewed page, and it was the most searched item in April.
- Email newsletter OR has bounced back strongly from last month.
- Gift card numbers look great for April - up 11% from this time last year and up almost 30% from last month.
- Facebook in particular had really great impressions in April (almost 2x the page visits and reach compared to March 2023). Instagram saw an increase of 300 followers from March - this is likely impacted by DBP's collaborative post with Postino.

Round Table Check-In

- **DBP**
 - On May 9, DBP hosted a conversation with the 1300 block and created a contact sheet for businesses on the Pearl Street Mall to share information with one another.
 - Recently, the restaurant community hosted an event with Boulder PD to give hosts/hostesses training de-escalating situations with the general public - in particular those experiencing mental health issues.
 - It is essential for businesses to continue to call Boulder PD in the case of emergencies. PD tracks the number of calls / reports that are coming in and that way they can respond to patterns.
 - Bathrooms continue to be an ongoing issue of great importance.
 - DBP is working closely with the city to explore options to keep the public restrooms open and safe. One idea is adding a passcode to the bathroom doors that would change on a daily basis. Ambassadors would provide the passcode to people in the Visitor Information Center.
 - **Committee Feedback:** Ambassadors do not direct people to the public restrooms anymore because of their state. The ambassadors are day-to-day dealing with people, while Boulder PD doesn't have much of an impact. Many businesses tell customers to go to a restaurant or a coffee shop and purchase a beverage to use a bathroom.

- **DBP Response:** It's a big issue - the burden of bathrooms should not fall on businesses. DBP is continuously looking at options to improve the situation.
- **Committee Feedback:** A port-a-potty situation for the 1300 block and Civic Area needs to be addressed before the 13th Street Activations occur.
- **DBP Response:** A port-a-potty will be in place for all the 13th Street activations.
- **Committee Feedback:** Can we talk about racial bias issues happening downtown?
- **DBP Response:** Terri and Emi recently attended the Boulder Chamber of Commerce's "Race in the Workplace" conversation at the Museum of Boulder. Visit Boulder created an [online hospitality training](#) program (free to all), and they provide a sticker to businesses whose employees have gone through the training. Visit Boulder's hospitality training is the start of the conversation - not the end. With Coach Prime and all the attention he is bringing to Boulder, there is genuine concern about Boulder being a welcoming place. This work is not just a one time checkbox training - the conversation must be ongoing. Some of the issues are unconscious bias.
- **Trash Cans:** They are in the process of getting re-marked. The new stickers are really big, which should mitigate issues of visitors finding trash cans.
- **Visit Boulder**
 - Gearing up for summer with sustainability efforts (Park to Park, Eldo Shuttle, Rocky Mountain Bus and Hesse Shuttle). Postcards will be available in the VIC. The hospitality training program is open to anyone in Boulder who wants to take it, but Visit Boulder is really focused on hotels at the moment as the frontline faces of the city. The value of the training is that it starts the conversation in a more overt way and begins to hold people more accountable.
- **The Sink**
 - On June 14 at 7 pm, The Sink is showing their documentary at the Boulder Theater showcasing the business's hundred year history. (This is also the first night of Bands on the Bricks).
- **Evan Faber**
 - Bias training is amazing - we all need ongoing training.
 - Brand campaign looks good
- **Art Source**
 - Excited for summer and visitors. Growing concern for transients and messiness of the Pearl Street Mall - will Boulder become the next Denver?
- **Two Sole Sisters**
 - The city is planting trees on the East End, and the new urban design art piece featuring creek pebbles is eventually coming. Really proud to be part of the DBP board and what they have put together with the Chamber and Visit Boulder for advice on safety and unhoused folks in Boulder. Looking forward to the day shelter being built. Reiterate Ambassador program is amazing - they go above and beyond for downtown every single day.
- **Boulder Book Store**

- Gearing up for the summer - basically had a Christmas day on Saturday with CU Graduation. Getting ready to celebrate their 50th anniversary in September.
- **Barbara & Company**
 - April was a record month for Boulder and Denver locations, and Barbara & Company just celebrated their 40th anniversary.
- **Savvy on Pearl**
 - 16th anniversary celebration. Echos support for the Ambassador program.

Looking Ahead

- The next Marketing Committee Meeting will be held in July.
- DBP has been exploring uses for ChatGPT and found it to be a great source for idea generation. If there is enough interest, DBP will put together a Digital Media Breakfast on the topic.