



Gateway Arts District Bi-monthly Working Session Meeting: Friday, March 30 at 8:30 AM

DISCOVERY: SHARING CURRENT MARKETING VISION AND PRACTICES

<https://www.surveymonkey.com/r/GAD2>

Host: Town of Brentwood

Facilitated by C. Sol Espinoza,
Office of Councilmember Deni
Taveras/Arts District
Management Team Chair

PLACEMAKING BRANDING

ADMIRABLE EXAMPLES:

Chicago: The Windy City

Detroit: Motor City

Hershey: Sweetest Place on Earth

New Orleans: The Big Easy

New York City: The Big Apple

Philadelphia: City of Brotherly Love

- Atlas District (H-Street, Washington DC)
- Chinatown (SF, CA)
- Durham, North Carolina
- Elm Street (Greensboro, NC)
- Hampden Avenue, Baltimore, MD
- High Line (NYC, NY)
- Knoxville, TN
- Lower East Side (NYC, NY)
- Melbourne, Australia
- Miami Arts District (FL)
- U-Street Corridor (Washington DC)



BRAND ADJECTIVES: GATEWAY ARTS DISTRICT

Action
Artistic
Artists
Attractive
Authentic
Busy
Cheerful
Confusing
Connected
Cool(ish)
Creative
Delicious
Disjointed
Diverse
Doesn't resonate
Eclectic
Enriched
Evolving

Family-friendly
Food
Friendly
Under-appreciated
Full of promise
Funky
Great Potential
Growing
Heavily Trafficked
Historic
Indistinguishable*
Lacking cohesion
Local
Memorable
New
Not Meaningful*
Obscure*
Opportunity

Progress
Safe
Small town
Unconnected
Under-utilized
Unified
Unknown*
Up and Coming
Vague*
Vital

HOW TO MAKE YOUR MESSAGE

STICK

AN INFOPOSTER BASED ON DAN AND CHIP HEATH'S BOOK "MADE TO STICK"

1. KEEP IT SIMPLE

BAD:

"You should learn from unfortunate events and turn these negative things into positive things. I don't know how many people have gone through this, because now you'll be able to deal with this more effectively in the future"

GOOD:

"What doesn't kill you makes you stronger!"

2. BE UNEXPECTED

"I LOST WEIGHT AND GOT IN SHAPE BY EATING ALMOST NOTHING BUT FAST FOOD"

Jared Pepler lost 245 lbs by eating Subway sandwiches for lunch and supper everyday. Subway marketed his story and more than doubled their income to \$8.2 billion. The element of surprise grabs attention, points to gaps in people's knowledge and then fills them.



3. BE CONCRETE

MENTAL IMAGERY
Vivid descriptions make an impact.

"Tonight I'm going to fix out the shelves, the sinks, the plumbing and the wiring from the innards of my home"

VS.

"Tonight I'm starting phase one of my home renovation plan."

VISUAL IMAGERY
Pictures are more effective than dry argument.

You're lobbying for the Grand Prix in London. Draw some crude pictures of what the race would look like in the city and make them printed in one of London's free local papers.

PHYSICAL DEMONSTRATION
Sometimes actions speak louder than words.

Arguing that a certain model of car is unsafe? Then gather a group of safety experts and make your point by blowing one up in front of them. For maximum effect put it on YouTube.

4. GET CREDIBLE

LET YOUR AUDIENCE TEST FOR THEMSELVES

3M demonstrated the strength of their security film by building a glass-walled bus shelter and stuffing what appeared to be \$3 million dollars between the security-tinted panes. People naturally tried to break the cash out - but couldn't.

SELF-DEMONSTRATION

In 1984 Barry Marshall decided to prove his theory that stomach ulcers were caused by bacteria by drinking a glass filled with helicobacter pylori. True to the predictions, several days later Marshall had stomach ulcers. He shared his theory with anti-biotics - proving his theory correct. The scientific community had bought his findings. In 2005 Marshall was awarded the Nobel Prize.

TRANSFER CREDIBILITY FROM OTHER DOMAINS

If you were in charge of logistics for the Olympics, it makes sense to assert that you can organise any other event - this is a trick almost all of us have used at some point in our careers - usually in our CVs under the "Experience" section.

5. BE EMOTIONAL

"I HAVE A DREAM THAT ONE DAY THIS NATION WILL RISE UP AND LIVE OUT THE TRUE MEANING OF ITS CREED."

OPTIMISM
POSITIVE IMAGERY
POSITIVE CONCEPTS

"WE HOLD THESE TRUTHS TO BE SELF-EVIDENT, THAT ALL MEN ARE CREATED EQUAL."

ATTACHMENT OF CAUSE TO AUDIENCE'S PRE-EXISTING PASSIONS

MLK made his I Have A Dream speech to persuade Americans on the fence to join the movement. What do Americans care about with a burning passion? The Declaration of Independence. King successfully argued that the country's treatment of ethnic minorities was not in keeping with the principles its citizens so passionately believed in. He then used the emotion of optimism to present an alternative and make the overall feel of the speech a positive one, despite the heavy criticisms contained within it.



6. TELL A STORY

IN 2009 COLIN GREENLESS GAINED UNAUTHORISED ACCESS TO A FTSE LISTED FINANCIAL INSTITUTION.

20 MINUTES LATER HE FOUND A HIGHLY CONFIDENTIAL DOCUMENT DETAILING A HALF BILLION POUND MERGER.

HE REMAINED IN THE BUILDING FOR FIVE DAYS, LETTING HIMSELF IN AND GATHERING FURTHER INFORMATION.

HIS ENTRY WAS ACHIEVED BY APPROACHING THE SWIPE-ENTRY LIFT WHILST PRETENDING TO BE ON THE PHONE. IT WAS THE COMPANY'S MANAGING DIRECTOR WHO HELD THE DOOR OPEN FOR HIM.

The moral of that story is to always follow security procedures. Delivered alone this would come across as patronising - even dogmatic. By presenting this message as a story you let the audience recognise the importance of what you're saying for themselves. As it happens, Colin Greenless had been contracted to test security - had he been engaging in genuine corporate espionage they would likely have never found out about the security breach.

BY WILF HORSFALL of **oneleap**

Image credits: Entypo, Nevit Dillen
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BETHESDA ARTS & ENTERTAINMENT DISTRICT PUBLIC SCULPTURES



Artery Plaza Sunwork



Beacon 1



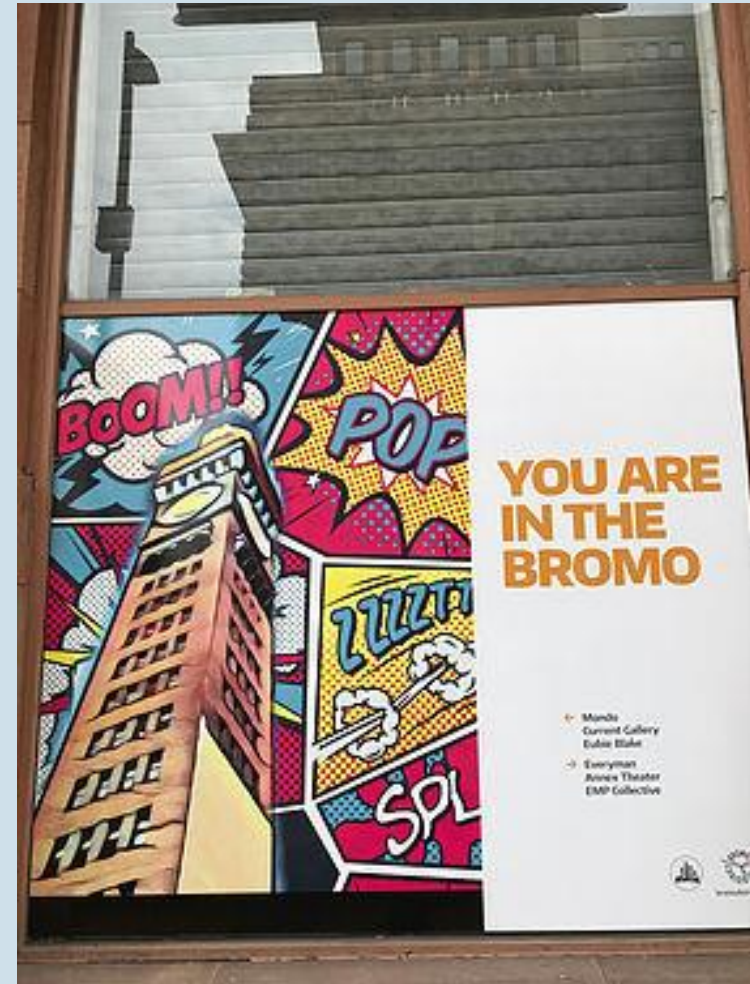
Girl With Hoop



Lyrical Lady

BROMO ARTS & ENTERTAINMENT DISTRICT SIGNAGE

- Located in downtown Baltimore
- Uses website to advertise brand
 - Bromo newsletter, BromoTV, Bromo Infographic
 - Fostering sense of belonging
- Use of large scale signage



MIAMI ARTS & ENTERTAINMENT DISTRICT FREE CONTENT AND EVENTS

- Easy to read blog highlights art, film, music, nightlife, theatre events
- All events are free
- Well-curated website

www.aedistrictmiami.com

21
january



PHOTO GALLERY // THE MIAMI FLEA: 2018 KICK- OFF

It's a brand new year, a fresh new start! This year in 2018, we've revamped our spaces, wardrobes and calendars at The Miami Flea with the sweetest decor, threads and vibes. Out with the old, in with the fresh. We jammed to a lineup of local, live music featuring Brendan O'Hara, Rachel Ohnsman and Scone Cash Players.

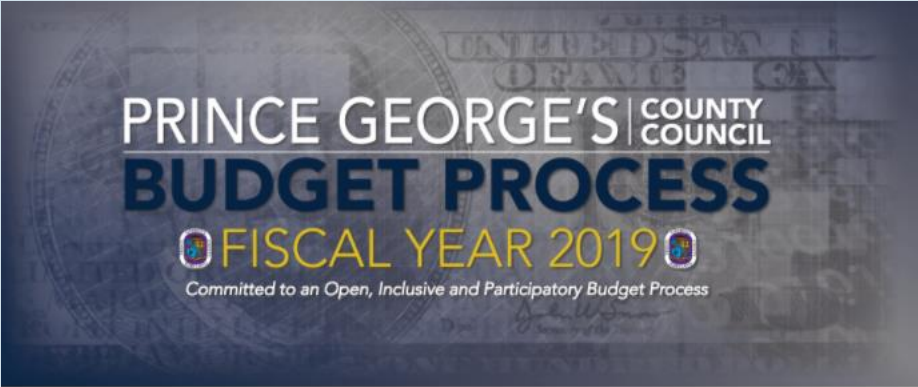
READ ON

**DISCUSSION: PLEASE DESCRIBE WHAT YOU DO TO
CONTRIBUTE TO OUR CURRENT BRAND IDENTITY OF THE
GATEWAY ARTS DISTRICT AND/OR WHAT YOU WOULD LIKE
TO SEE?**

- **CONTENT**
- **EVENTS**
- **INCENTIVES**
- **INTEGRATION**
- **PUBLIC ART**
- **SIGNAGE**

PRINCE GEORGE'S COUNTY COUNCILMEMBER DENI TAVERAS

- **Storytelling and Content:**
 - Free Content: <https://www.facebook.com/DeniTaveras>
 - Gateways Migration Project:
<https://www.facebook.com/groups/gatewaysmigrationproject>
- **Events and Meetings: Sponsorships of Signature Events and the Unity Initiative**
 - **Urban Parks, Public Art, and Connectivity: Funding & Design Integration**



Let's advocate for more investments in the Arts!



STANDING COMMITTEE WORK-SESSIONS AND PUBLIC HEARING SCHEDULE

MARCH 7	10:00 AM	PZED
MARCH 22	10:00 AM	THE – WSSC OVERVIEW
MARCH 28	10:00 AM	PZED
APRIL 10	2:00 PM	PUBLIC HEARING – WSSC
APRIL 11	10:00 AM	PZED
APRIL 12	10:00 AM	THE – WSSC Operating & CIP
APRIL 17	7:00 PM	PUBLIC HEARING – CDBG
APRIL 18	1:30 PM	HEHS
APRIL 19	10:00 AM	THE
APRIL 19	1:30 PM	PSFM
APRIL 23	1:30 PM	THE
APRIL 24	2:30 PM	PSFM
APRIL 24	7:00 PM	PUBLIC HEARING – M-NCPPC
APRIL 25	10:00 AM	HEHS
APRIL 26	10:00 AM	THE
APRIL 26	1:30 PM	PSFM
APRIL 30	1:30 PM	PSFM
MAY 1	2:00 PM	COW WORKSESSION – M-NCPPC OPERATING & CIP REVIEW
MAY 1	7:00 PM	PUBLIC HEARING – COUNTY Budget, CIP & BOE & Constant Yield Tax Rate
MAY 2	1:30 PM	PSFM
MAY 3	10:00 AM	PSFM
MAY 7	7:00 PM	PUBLIC HEARING – COUNTY Budget, CIP & BOE & Constant Yield Tax Rate
MAY 8	11:30 AM	HEHS
MAY 9	10:00 AM	COW WORKSESSION BOE Operating & CIP Carryover
MAY 10	3:00 PM	Bi-County Budget Meeting (Sweitzer Lane, Laurel)



THANK YOU!