

Capitol East District 2015 Scope of PR and Marketing Services

Overview

The revival of the Capitol East District has brought and continues to bring new interest and momentum to an area of Madison that is evolving in an exciting and dynamic way. In terms of progress of CapEast projects and the City of Madison's marketing efforts, some highlights from 2014 include: The Galaxie groundbreaking; the completion of the Breese Stevens renovation; as well as the *In Business* supplement, email newsletters, website updates and discussions around future development. The successes seen in 2014 stood on the shoulders of those from 2013, namely the completion of The Constellation, select business events, CuriosityFest, email newsletters, website updates and more.

As we look ahead to 2015 and as additional CapEast plans become realities, we believe strategic and diverse marketing strategies will be essential to accelerating the District's momentum and to building further affinity for the area among Madison residents and visitors. Furthermore, because the District is becoming a place where people are choosing to work, live and enjoy, people will be looking to find more information about CapEast online and in the news. We believe this expectation – which arises whenever any project starts to come to fruition and gain traction – creates a demand for informative and interesting website content and additional media relations around milestones and happenings.

With client input, a detailed plan and timeline will be developed from the following recommended goals and initiatives.

Marketing Goals

1. Keep Capitol East District top of mind with City leadership, civic leaders and development industry
2. Drive interest from prospective developers and brokers
3. Engage and excite existing owners, developers, tenants and residents

Target Audiences

- City and civic leadership/influencers
- Existing owners, developers, tenants and residents
- Regional prospective businesses, investors and developers

Recommended Strategies and Tactics

Continue to build excitement with our information ambassadors.

E-Newsletter. Continue quarterly email newsletter to provided updates and progress reports to those who are vested in the District's evolution and success. Feature compelling imagery whenever possible.

Promotional Events. Create a deeper sense of place for the District with events that celebrate milestones and combine fun and charity to build the fabric of the community:

- Spring/Summer/Fall: Warm-weather event at Breese Stevens Field with Parks & Recreation to feature games, races and throwback activities, perhaps organized in conjunction with a can drive for local food pantry

- Summer 2015: Phase 1 Grand opening event for Phase I of The Galaxie and Festival Foods

Stakeholder Meeting. Provide support for two stakeholder meetings in the form of content and attendance. Treat meetings as an opportunity to inform, inspire and perhaps establish emotional and financial buy-in for the next generation of PR and marketing initiatives for the District (2015, 2016 and beyond). Time the meeting to follow Phase I opening of The Galaxie and Festival Foods and underscore recent and past successes to show what's needed for an optimal future.

Marketing and Team Meetings. Connect with CapEast stakeholders and continue to contribute to ongoing team and marketing meetings.

Fuel greater awareness of the District and its entities with compelling content.

Media Relations. Create a proactive pitching calendar to aggressively find ways to seed success stories about the District and seize opportunities around milestones, including:

- Summer 2015 opening of Phase I of The Galaxie and Festival Foods
- Opportunities in consumer and trade publications around milestones, upcoming developments and more
- Development agreement for 800 South Block
- Potential approval of Business Plan for the Madison Public Market District

Website Updates. Provide consulting and copywriting support to update website frequently, including map development, testimonial creation, news coverage, events, openings and more. Begin planning for a bigger, better website for the District as it becomes a true, well-loved and often visited destination.

Budget

Quarterly E-newsletter	\$2,500
Promotional Events	\$4,000
Stakeholder Meetings	\$1,000
Marketing/Team Meetings	\$7,500
Media Relations	\$5,000
Website Updates	\$5,000
TOTAL	\$25,000

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