

“ Our work is to make Downtown, Work Better”

Implementing Strategic Initiatives in your Downtown Main Street District



Who we are!

Tallahassee Downtown
Improvement Authority

Special Taxing District

Florida Main Street

What we do!

Our work is to make Downtown,
work better

Marketing, events, development,
activation, and anything that adds
to the Downtown Experience



DISCOVER YOUR DOWNTOWN EXPERIENCE

TALLAHASSEEDOWNTOWN.COM

Tallahassee
DOWNTOWN
EST 1824

What is your Downtown good at?



Our Downtown is good at....

1. We put on great events
2. We have awesome restaurants
3. We have fantastic hotels
4. Our parks are amazing
5. We have lots of historic charm



Not so good....

1. Lacking retail
2. Too much ground floor office
3. Parking can be tough

Tallahassee
DOWNTOWN
EST 1824



How about let's focus on the good....



Now that you know what you're good at...

Let's tell that story!

“Always in session.”

DISCOVER
YOUR
DOWNTOWN
EXPERIENCE

TALLAHASSEEDOWNTOWN.COM

Tallahassee
DOWNTOWN
EST. 1984

SPRINGTIME IN DOWNTOWN IS ONE BIG

PARTY

WHERE EACH AND EVERY SINGLE PERSON

LINES

UP FOR FESTIVALS, PARADES, AND RITUALS



Tallahassee
DOWNTOWN
EST. 1924

“Always in session.”

“Always in session.”

Repetition & Redundancy

Craft your message, and repeat it

Over and over and over again...



DOWNTOWN IS THE PERFECT PLACE TO SHOW

SPECIAL INTEREST

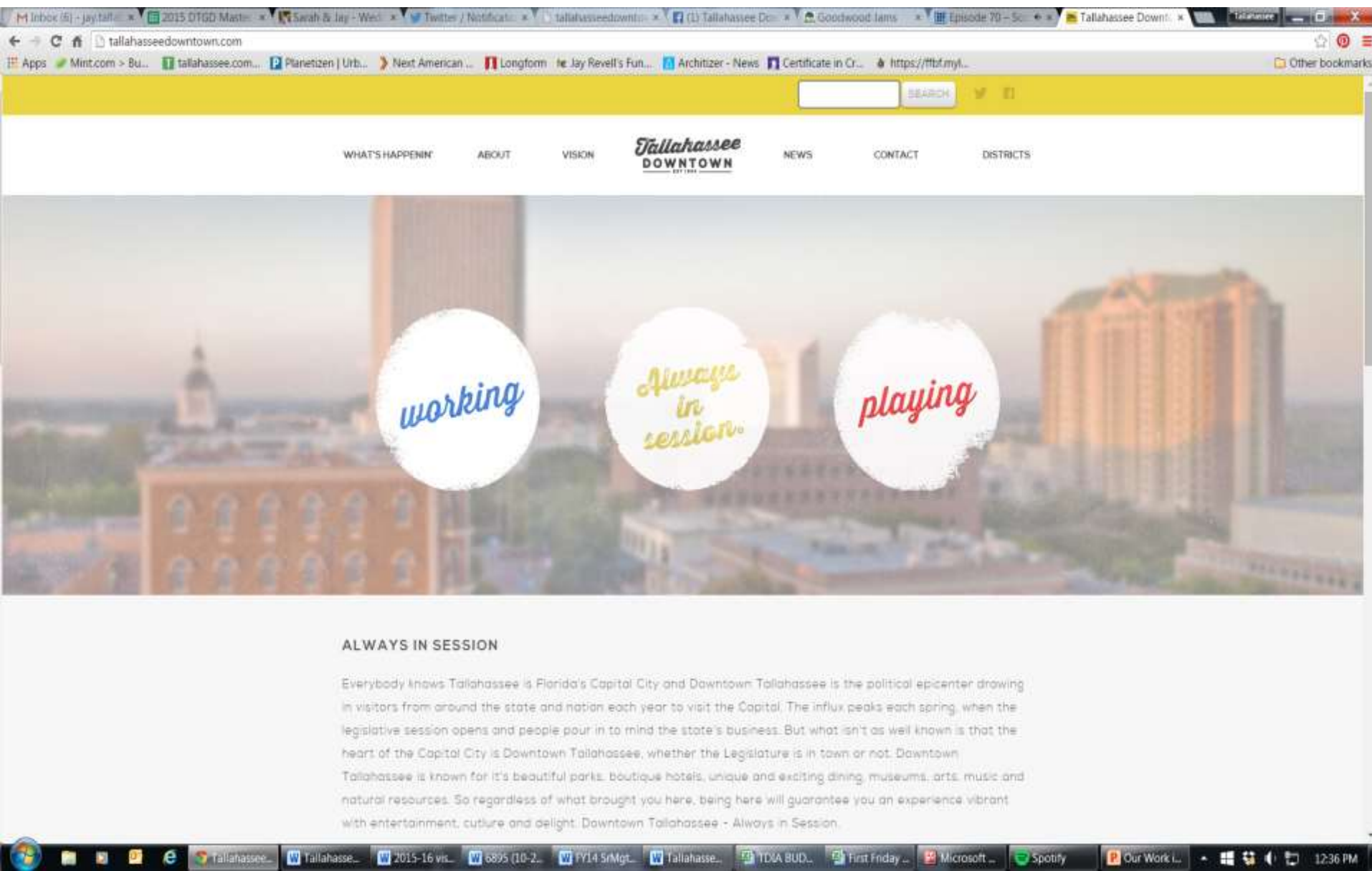
IN THAT SPECIAL SOMEONE



Tallahassee
DOWNTOWN
EST. 1924

“Always in session.”

The basic tools are the best ones!



The screenshot shows a web browser displaying the Tallahassee Downtown website. The browser's address bar shows the URL tallahasseedowntown.com. The website's navigation menu includes links for WHAT'S HAPPENIN', ABOUT, VISION, Tallahassee DOWNTOWN (with a logo), NEWS, CONTACT, and DISTRICTS. The main banner features a background image of a cityscape with three white circular graphics overlaid, containing the words "working" (in blue script), "Always in session" (in yellow script), and "playing" (in red script). Below the banner, the section title "ALWAYS IN SESSION" is followed by a paragraph of text.

WHAT'S HAPPENIN' ABOUT VISION **Tallahassee DOWNTOWN** NEWS CONTACT DISTRICTS

working *Always in session* *playing*

ALWAYS IN SESSION

Everybody knows Tallahassee is Florida's Capital City and Downtown Tallahassee is the political epicenter drawing in visitors from around the state and nation each year to visit the Capital. The influx peaks each spring, when the legislative session opens and people pour in to mind the state's business. But what isn't as well known is that the heart of the Capital City is Downtown Tallahassee, whether the Legislature is in town or not. Downtown Tallahassee is known for it's beautiful parks, boutique hotels, unique and exciting dining, museums, arts, music and natural resources. So regardless of what brought you here, being here will guarantee you an experience vibrant with entertainment, culture and delight. Downtown Tallahassee - Always in Session.

Make sure you use them!

Facebook

Twitter

Youtube

Instagram

The screenshot shows the Facebook profile for Tallahassee Downtown. The cover photo features the text "Always in session." in a cursive font and "DISCOVER YOUR TALLAHASSEE DOWNTOWN EXPERIENCE" in a bold, sans-serif font. Below the cover photo, the page name "Tallahassee Downtown" is visible, along with navigation tabs for Page, Messages, Notifications, Insights, and Publishing Tools. On the right side, a "Promote" dropdown menu is open, showing statistics for "THIS WEEK": 49 Page Likes, 6,179 Post Reach, 4 of 6 Response Rate, and a 9-minute Response Time. The main content area shows a post from July 21, 2015, published by Jay Revell, which mentions sponsors Tri Eagle Sales and Bud Light. The page also includes a "Find New Customers" section and an "ABOUT" section with the address "106 E. Jefferson St." and the website "http://www.tallahasseedown.com".

Every impression Matters!!!!

Facebook ads are a great way to reach and build your audience!

Targeted advertising has never been easier, or more affordable

The screenshot shows the Facebook Ads Manager interface for a campaign titled "Post: 'Like FREE concerts Downtown? We have a big...'". The "Audience" tab is selected, displaying a demographic breakdown. The primary target audience is Women, aged 18-55, with 1,872 people in the 18-24 age group and 22,831 in the 25-54 age group. The campaign is currently "Not Delivering (Ad Set Completed)".

Gender	Age Group	Percentage	Count
Women	18-24	69%	1,872
	25-54	62%	22,831
Men	18-24	31%	851
	25-54	28%	13,822

Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount Spent	Schedule
Post "Like FREE concerts Downtown? We have a big..." Post "Like FREE concerts Downtown? We have a big..."	Completed	2,728 Post Engagements	37,051	\$0.01 Per Post Engagement	\$25.00 Lifetime	\$25.00	Apr 21, 2015 - Apr 28, 2015 7 days
Results from 1 Ad Set		2,728 Post Engagements	37,051 People	\$0.01 Cost Per Post Engagem...		\$25.00 Total Spent	

The level of targeting available is incredible!

Downtown Yoga--- Women, aged 18-55, 5 miles of Downtown, interests include yoga – fitness-well being.

Don't underestimate Instagram...

Quickly becoming the preferred social outlet for younger generations

The screenshot shows a web browser window with multiple tabs open, including 'NYU Classes', '16VT_DowntownSec', '10 Ads Manager', 'Downtown_Getdown', 'Tallahassee Downto', 'Screenshot 2015-08', 'Inbox (9) - jay.tallah...', and 'TLhdowntown (@tlh...'. The address bar shows 'https://instagram.com/tlhdowntown/'. The browser's address bar and search bar are visible at the top.

The Instagram profile for 'tlhdowntown' is displayed. The profile picture is a circular logo with 'TLH.' in a script font and 'DOWNTOWN' in a sans-serif font below it. The profile name is 'tlhdowntown' with an 'EDIT PROFILE' button to its right. The bio reads: 'TLHdowntown Our Work is to make Downtown work better tallahasseedowntown.com'. Below the bio, the statistics are: '2,086 posts', '929 followers', and '113 following'.

The main content area shows a grid of 12 photos. The photos depict various scenes from downtown Tallahassee, including historic buildings, modern architecture, streets with cars, and public spaces with benches and trees.

Tracking your impressions...

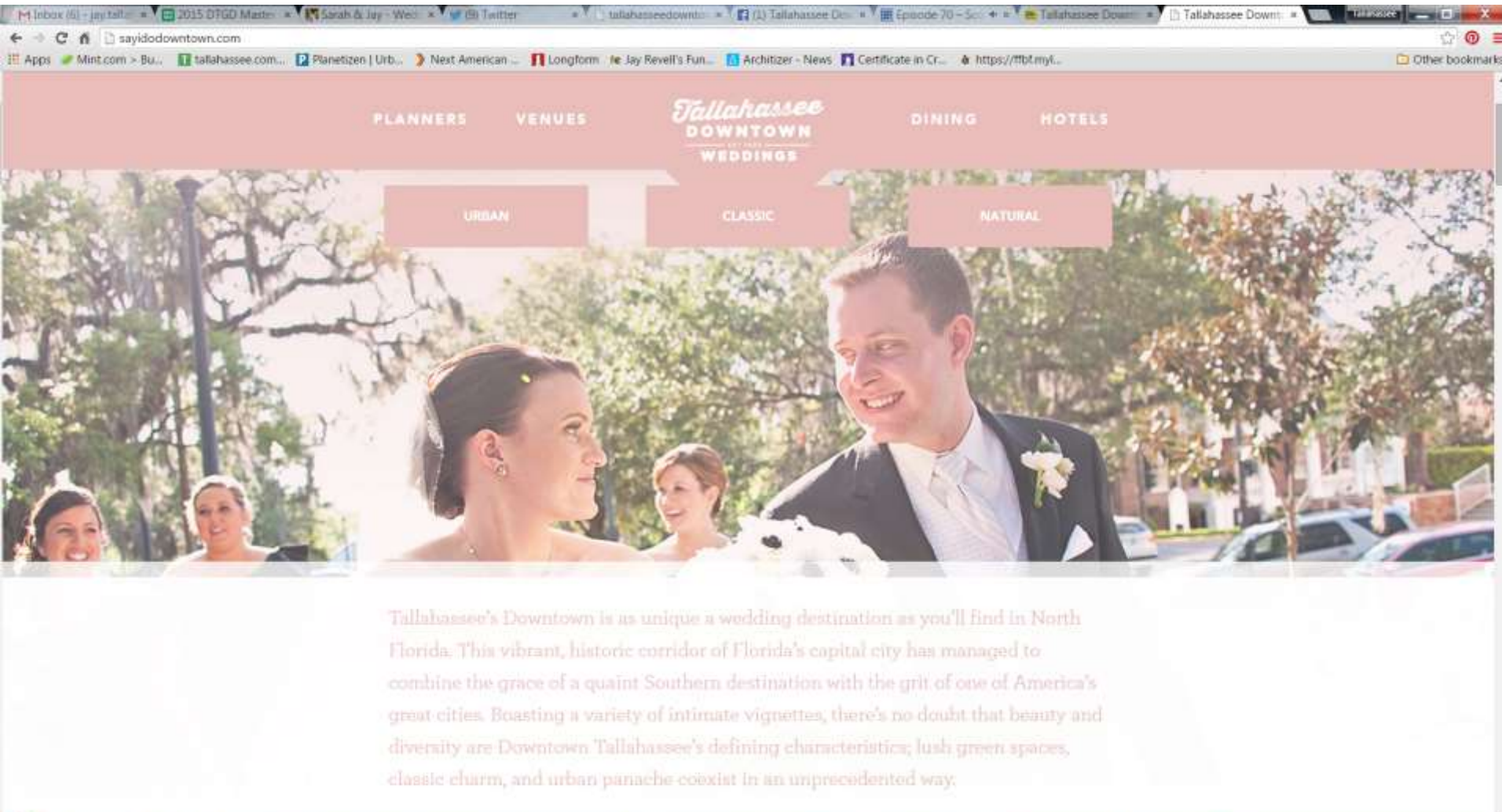
Check out Ground Signal at www.Groundsignal.com

The screenshot displays the Ground Signal website interface. At the top, the browser address bar shows the URL: [https://www.groundsignal.com/areas/7267?filters\[filters\]\[source\]\[0\]=instagram&filters\[filters\]\[pin_id\]\[0\]=19136806×pan\[startDate\]=2015-08-05T04%3A00%3A00Z×pan\[endDate\]=2015-08-13T03%3A59%3A59.000Z](https://www.groundsignal.com/areas/7267?filters[filters][source][0]=instagram&filters[filters][pin_id][0]=19136806×pan[startDate]=2015-08-05T04%3A00%3A00Z×pan[endDate]=2015-08-13T03%3A59%3A59.000Z). The website header includes a search bar, a '+ Add Area' button, and a date range filter set to 'Aug 5 - Aug 12'. Below the header is a navigation bar with various filter categories: Content Type, Followers, Topic, Hashtag, Mentions, Age/Gender, Venue, Primary City, Interest, and a 'Clear All' button. The main content area is a grid of 20 social media posts, each with a thumbnail image and a caption indicating the time and number of impressions. The posts include: two women by a fountain (3 days | 246), a solid blue square (3 days | 877), two women blowing bubbles (3 days | 824), a curved water feature (3 days | 524), a lightning storm (3 days | 661), a dog's face (3 days | 924), a colorful abstract pattern (4 days | 1.9k), a woman blowing bubbles (4 days | 421), a curved water feature (4 days | 388), a lightning storm (6 days | 412), a dog's face (6 days | 488), a colorful abstract pattern (6 days | 607), an aerial view of a city street (6 days | 508), an aerial view of a city street (6 days | 550), and a dog lying on grass (6 days | 278).

Find unique ways to tell your story

- Combine your strengths into a great message platform

Great events + Awesome restaurants + Fantastic hotels + Amazing parks + Southern charm
= Say I Do Downtown



The image is a screenshot of a web browser displaying the website for 'Say I Do Downtown'. The browser's address bar shows 'sayidodowntown.com'. The website's navigation menu is located at the top, with a central logo that reads 'Tallahassee DOWNTOWN WEDDINGS'. The menu items are 'PLANNERS', 'VENUES', 'DINING', and 'HOTELS'. Below the navigation, there are three large, semi-transparent buttons labeled 'URBAN', 'CLASSIC', and 'NATURAL'. The background of the website is a photograph of a wedding scene, featuring a bride in a white dress and veil, a groom in a dark suit, and several bridesmaids in white dresses. The scene is set outdoors with trees and a street in the background.

Tallahassee's Downtown is as unique a wedding destination as you'll find in North Florida. This vibrant, historic corridor of Florida's capital city has managed to combine the grace of a quaint Southern destination with the grit of one of America's great cities. Boasting a variety of intimate vignettes, there's no doubt that beauty and diversity are Downtown Tallahassee's defining characteristics; lush green spaces, classic charm, and urban panache coexist in an unprecedented way.



Use data to your advantage!

Google Analytics is a must use tool for your website

The screenshot displays the Google Analytics Audience Overview dashboard for the period of July 12, 2015, to August 11, 2015. The interface includes a navigation sidebar on the left with categories like Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, Demographics, Interests, Geo, Behavior, Technology, Mobile, Custom, Benchmarking, Users Flow, Acquisition, Behavior, and Conversions. The main content area is titled 'Audience Overview' and features a search bar, 'Email', 'Export', 'Add to Dashboard', and 'Shortcut' options. A 'Sessions' line chart shows daily fluctuations, with a peak around July 25. Below the chart are six summary cards for Sessions (2,263), Users (2,052), Pageviews (2,773), Pages / Session (1.23), Avg. Session Duration (00:00:49), and Bounce Rate (83.03%). A pie chart on the right shows 88.25% New Visitors and 11.75% Returning Visitors. At the bottom, there are sections for Demographics (Language, Country, City, System, Browser, Operating System) and a table for Language with columns for Sessions and % Sessions.

Language	Sessions	% Sessions
1. en-us	1,280	56.56%
2. (not set)	683	30.18%
3. ru	132	5.83%
4. ru-ru	71	3.14%
5. en	27	1.19%
6. pt-br	23	1.02%

Give People a brand to believe in!

CONCEPT BOARD



CONCEPTS



KEYWORDS: BOLD READABLE SCRIPT, LARGE IMAGERY, MINIMAL LAYOUT, GRAY PRIMARY, PRIMARY COLORS, SOUTHERN, CONTEMPORARY, URBAN, POST MODERN, VINTAGE

Let your brand tell your story for you.

If people believe in your brand, they will believe in your story

SLOW DOWN DOWNTOWN

SPEND YOUR *Summer* IN THE CITY

“Always in session.”

TALLAHASSEEDOWNTOWN.COM

Tallahassee
DOWNTOWN
EST 1924

Small victories build BIG momentum



Every city has a symbol....

Find one to implement in your Downtown!





Show people how to get around

Wayfinding comes in many shapes and forms...

And costs!

Try <https://walkyourcity.org/>



Bikes are the best!

Give your bike
community something
to love!





Create rituals that bring people
Downtown

Enhance an existing event or create
something new based on local
legend!





Create new and exciting events!

Think of sport as culture,

Downtown Yoga has been a huge success in many cities

We grew
Downtown Yoga
from 50
participants in
week 1

To over 300
participants by
week 4

All advertising
was via
Facebook
targeted ads





Summer
concerts...

People love
them!



**KRAFT
NISSAN**

PROUDLY PRESENTS



**SUMMER
CONCERT
SERIES**
@
Cascades Park

**ALL CONCERTS
BEGIN AT
6PM AND LAST
UNTIL 9PM**

MAY 1

HOUSTON DEESE BAND

JUNE 5

THE NEW 76ERS

JULY 3

THE ST FRANCIS BAND

AUGUST 7

**JOHNNY MARSHAL
BLUES BAND**

**ALL BEER SALES
BENEFIT LOCAL
CHARITIES**

**CASCADES PARK
CAPITAL CITY AMPHITHEATER**

"FREE FAMILY FRIENDLY FUN"
SPONSORED BY:



SEE YOU AT SUNDOWN



In year one, we averaged over 1,200 attendees per event!





presents



Track record of smaller successes has lead to bigger opportunities

We have created a unique brand of entertainment options





Make some friends!!!

It pays to have them!



In the pursuit of health®





Local ABC affiliate is opening a Downtown television studio this Fall!

Great partnerships can grow into larger opportunities!





What is your realm of influence?

- Local policy can make or break a Downtown
- Appointed and Elected officials must be supportive of Downtown
- Inform, Educate, and Collaborate
- Make sure that if Downtown is on the agenda, you are too
- Every Downtown needs a chief advocate, be that person

Think of yourself or your entity as a lobbyist....

Your Downtown businesses are your clients.
Your City and County Governments are where you operate.



Keep in mind...

- Everyone has an agenda
- Politicians are never permanent
- Coalitions can win the day
- Always know your vote count





Is it good for Downtown?

Is it possible?

Why aren't we doing it?

ONGOING DEVELOPMENT INTO OUR STATE

CAPITAL INVESTMENT

THAT IS CULTIVATING OPPORTUNITY FOR
IN AN ACTIVELY GROWING BUSINESS COMMUNITY

Tallahassee
DOWNTOWN
EST. 1824

TALLAHASSEEDOWNTOWN.COM

Key Takeaways...

1. Find out what you are good at and focus on that
2. Tell your unique Downtown story
3. Give people a brand to believe in
4. Small victories build big momentum
5. Make lots of friends!
6. Own your realm of influence



Cheers!

Enjoy St. Pete and the rest of
Conference!

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