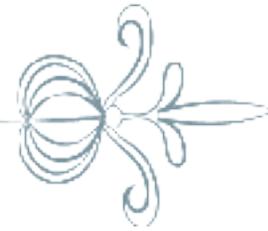


Downtown Thibodaux District



Campaign Report

Annie Knight, *Executive Director*

Kaitlyn Biri, *Chief Strategist*

Stephen Donovan, *Presentation Coordinator*

Lexcie Lewis, *Creative Director*

Brandon Cherry, *Media Manager*

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Client Background

Downtown Thibodaux District (DTD) is a non-profit organization established in 2002 interested in “revitalizing and promoting” the importance of downtown lifestyle. Danielle Stein operates as the Executive Director of the organization. She has been in this position for over a year where there has previously been a high turnover rate. The organization is accredited by both Louisiana Main Street and Main Street America. Many of the funds for promotional material and events come from in-kind donations catered to special events. These special events include:

Arts Walk

“Arts walk invites the community to stroll the streets and visit our retailers and restaurants as we showcase some of the talented artists that call our area home. Historic Downtown Thibodaux serves as the backdrop for the culture we all hold so close to our hearts.” -2018 Annual Report

St. Patrick’s Day on the Bayou

“Friends of Bayou Lafourche hosted their inaugural St. Patrick’s Day on the Bayou along the downtown banks of Bayou Lafourche. Live music, local food vendors and boat races entertained guests at this fundraising event for the nonprofit organization.” - 2018 Annual Report

Fraternal Order of Police Mud Bug Boil Off

“Over 12,000 pounds of boiled crawfish were served to record crowds that enjoyed the live auction and local bands. A generous portion of the proceeds are donated to Downtown Thibodaux District and the Children’s Advocacy Center.” -2018 Annual Report

Boogie on the Bayou Outdoor Concert

“Boogie on the Bayou is a family-friendly outdoor concert held in Historic Downtown Thibodaux next to the Lafourche Parish Courthouse. Held the Friday night of the Manning Passing Academy, Boogie on the Bayou feeds the souls and appetites of locals and tourists with tasty eats and jammin’ tunes.”

-2018 Annual Report

Big Boy’s Main Street Cook-off

“After 18 years, Big Boy’s Main Street Cook Off was the first to get rained on. That didn’t stop more than 30 teams from cooking up some of the most delicious and unique dishes the cookoff has ever seen! The tried and true Nonc Nu and Da Wild Matous entertained the crowd even through the down-pour.” -2018 Annual Report

Thibodauxville Fall Festival

“Gorgeous weather graced Thibodauxville Fall Festival and drew crowds out in droves. Live music on three stages combined with over 100 arts and crafts and food vendors, a kids’ corner and the famous “duck race” made this annual event a tremendous success.” -2018 Annual Report

The organization’s status within Thibodaux is not well established considering people do not recognize Downtown Thibodaux District as its own entity. Downtown Thibodaux District’s overall message is pushed through social media on a weekly basis. Their tactics, however, are not research based or goal oriented. Post are made about upcoming events, businesses having specials like boutique sales, and sharing other organizations posts. These post are not monitored and aren’t analyzed for their effectiveness.

A board of directors exists within the organization. The board of directors is comprised of volunteers that, ideally, share a common interest in promoting the importance of downtown. Current Board of Directors members include:

Jenny Aucoin, President

Jeffery Leuenberger, Vice President

Anh Tran, Treasurer

Adam Lefort, Secretary

Rhonda Dempster, Past President

Annette Fontana, Ex-Officio

Michael Gros, Ex-Officio

Kaitlyn Barrett

Heather Hendrix

Sara Lindley

Tammy Ledet

Grant Ordoyne

Mark Osborne

Brie Robichaux

Renee Talbot

Situation Statement and Analysis

The opportunity lies within what already exists downtown. Downtown Thibodaux is culturally and historically rich and has already begun to make strides to become a more thriving center of activity. Stein showed interest in promoting the historic and cultural parts of downtown. We plan on working with her passion and existing structures to improve DTD's exposure in the community.

The problem is that the downtown businesses and organizers of downtown are having trouble getting people to come out. There is no communication or relationship between Downtown Thibodaux District and the businesses downtown. There are more than 40 businesses in Downtown Thibodaux. All of these businesses have the potential to benefit from partnering with Downtown Thibodaux District, but due to the lack of communication, no relationship exists.

If businesses downtown partner with Downtown Thibodaux District that could help bring more people downtown, benefitting both the businesses and Downtown Thibodaux District. We plan on helping Stein create an effective way to communicate with downtown business owners and a targeted portion of the surrounding community to generate a regular habit of going downtown for material and social needs.

SWOT Analysis

Strengths

- Business cooperation (sometimes)
- Grid structure, not one street
- A few strong events
- Downtown is culturally and historically rich
- Strong ties with the Mayor and Chamber of Commerce
- Committee structure exists in board of directors

Weaknesses

- No branding guidelines-colors, logos
- One-woman show
- No money
- Businesses want “money in the register” to cooperate
- No follow through, doesn’t know where money goes
- Signage-confusing, conflicting
- Poor social media use
- Poor existing communication system with businesses

Opportunities

- Beautification, courthouse improvements already underway
- New/old look, favorable aesthetic
- Fundraising/sponsorships, in kind donations
- Friends of downtown Thibodaux-incentive
- Signage cohesion would be powerful
- Tourism-international tourists

Threats

- Parking problem
- Vandalism of beautification efforts
- Business owners unhappy with Blocking off streets for events
- Post director burned bridges
- High turnover-executive director
- 25% buildings vacant

Target Audience & Publics

Target Audience

- Younger to middle-aged women
 - Middle class families
 - Ages 25-40 years old
- Downtown business owners

Thibodaux Publics

- Downtown business owners
 - College students
 - Young and married
- Well-established older adults
 - People attending church
- People downtown for court

Enviromental Scanning

Downtown Thibodaux has a lot of potential, but there are some battles that will have to be considered. While walking downtown, there are several cosmetic things that *Downtown Thibodaux District* cannot control, yet hinders them. More than 25% of the buildings downtown are vacant. This makes the downtown area look like an undesirable place to be. Potential buyers consider the vacancies as a caution against investing in a downtown location. Downtown Thibodaux also has uneven sidewalks and some of the building facades are not kept up. This is not aesthetically pleasing, so it drives away potential customers. Downtown Thibodaux has limited parking. Locals complain that when they go downtown there is no where to park or that they won't go downtown because they know parking is a hassle. Many available parking spaces require parallel parking which is uncomfortable for many drivers.

These variables effect *Downtown Thibodaux District* as an organization promoting the downtown experience. Some of these variables are out of Stein's control, like the uneven sidewalks and the limited parking. In order to get people to come downtown there needs to be a spotlight on the positives of downtown, so people don't focus on the negatives. Overall, downtown Thibodaux is a richly historic area and *Downtown Thibodaux District* wants to capitalize on that. The state of downtown presents some challenges, but there are also opportunities that lie within these challenges.

Campaign Goals & Objectives

Organizational Goals

- Create one place to easily get historical, business and event information about downtown Thibodaux
- Enhance the downtown experience for people who are already going downtown

Campaign Goals

- Draw people downtown
- Capitalize on what already exists in the area
- Express the benefits of going downtown regularly

Objectives

- Increase the number of people, specifically women ages 25-40, that go downtown and spend money in downtown businesses by 20% by April 2020.
- Generate 50% or more of the downtown businesses participation in regular meetings and Friends of Downtown Thibodaux District by December 2019.

Message & Theme

Campaign Message

“A Story Around Every Corner.”

This message capitalizes on Downtown Thibodaux’s unique grid layout and rich historical value. It contains opportunities for businesses to be featured as well as gives tools for citizens to feel like they are able to take ownership of the town’s culture and history.

A Storytelling Theme

Past Stories: *Downtown Thibodaux District* has a historical richness and many sites within it that can be featured for this reason. There’s a lot of existing stories to uncover that would make existing and potential customers interested.

Present Stories: Show people in action downtown. Highlight people that are taking part in events and supporting the local businesses. Also feature the downtown businesses and what they have to offer.

Future Stories: This is promotional storytelling of what downtown businesses have to offer (sales, events, etc) and events being held by the *Downtown Thibodaux District*.

Strategies, Tactics & Channels

Objective 1: Increase the number of people, specifically women ages 25-40, that go downtown and spend money in downtown businesses by 20% by April 2020.

STRATEGY	TACTICS	CHANNELS
<ul style="list-style-type: none"> Find the most effective channels of communication to publicize DTD events in a way that reaches the target audience directly. 	<ul style="list-style-type: none"> Survey downtown business owners to find out how they communicate and how they evaluate their success so far Survey target audience to find out how they get information about local events 	<ul style="list-style-type: none"> Walking downtown into businesses and talking Walking down the St. Joseph car line talking to parents (target age group)
<ul style="list-style-type: none"> Repurpose existing communication channels to maximize efficiency. 	<ul style="list-style-type: none"> Repurpose the website (create a PS layout of what it would look like and how it would function. Include how much it would cost to get done or propose to hire an intern to implement this) Repurpose social media (have a schedule and post examples, create a Hootsuite account to manage all of her social media) 	<ul style="list-style-type: none"> Website: pictures of people you would see downtown Message is clearly displayed on website with features “stories” Instagram: photos of “stories” of downtown Thibodaux.

Objective 2: Generate 50% or more of the downtown businesses participation in regular meetings and Friends of Downtown Thibodaux District by December 2019.

STRATEGY

TACTICS

CHANNELS

<ul style="list-style-type: none"> • Establish an opportunity that fosters the relationship between DTD and the downtown businesses as well as the relationships between downtown businesses with one another. 	<ul style="list-style-type: none"> • Expand upon “Friends of Downtown Thibodaux District” as it already exists • Have a monthly meeting with the Friends of DTD at local restaurants • Create a calendar with dates, locations and times for members to remember meetings • Give Danielle a structure for the meetings (outline of an agenda, objectives for each meeting, goals for the group to achieve) 	<ul style="list-style-type: none"> • Facebook page for Friends of DTD • Email meeting notifications • Google drive • Face-to-Face communication
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Friends of the Downtown Thibodaux District

Danielle has this program started, but we want to expand on it. We have rebranded it to “Friends of the Downtown Thibodaux District” to fit within the rebrand. The goal of this program is to bring together Danielle and the downtown business owners. When this partnership is formed it will benefit Danielle by giving her first hand access to how the downtown district is doing financially. She can see if people are coming downtown, who is coming downtown and why they are coming downtown. The business owners also benefit from this program because they get promotion from Downtown Thibodaux District. Overall, we want to help foster a sense of community within the downtown district.

In order to recruit business owners we recommend going to downtown businesses and talking to owners face-to-face. Face-to-face communication is more personal and will begin the trust building between the two. In the conversation, highlight the benefits of joining:

- Getting featured on the Downtown Thibodaux District’s social media pages
- Receiving a decal to place on store fronts to show participation (Appendix 6).
- Invitation to participate in monthly meetings with all members
- Ability to give their feedback to better the downtown community

Once the conversation is over, Danielle will leave them with an invitation letter that goes over what they talked about (Appendix 3).

Monthly Meetings

At monthly meetings, Danielle will have an agenda to give out to members that goes over what will be discussed and all of the events coming the next month. Meetings will be held at restaurants in the downtown districts to help with fostering a sense of community. At the end of the meeting Danielle will hand out a feedback form for the business owners to fill out on how they are liking the “Friend of the Downtown Thibodaux District” and their business. This feedback is crucial because it will help Danielle make the necessary changes to better the organization and the downtown district. The feedback form and the agenda can be found in Appendix 4 & 5.

Social Media & Branding

Instagram

Post will be centered around telling stories of the past, present and future. Instagram is the perfect platform to visually tell it's viewers what is going on downtown. Example posts can be found in Appendix 10.

Facebook

The post will be the same or similar content as Instagram, but the post will be longer and give more information. Examples of post can be found in Appendix 9.

Twitter

This platform is currently being utilized well with having the Facebook account linked the platform. This platform will continued to be used to push readers to Instagram and Facebook.

Ideas for Weekly Posts

Monday

- Daily deals from downtown businesses
- Specials from downtown businesses
- Share posts of downtown businesses

Tuesday

- "Tell it Tuesday"
- Short story of downtown business employee
- Ask followers to send in story nominations

Wednesday

- “Hump Day Deals”
- What to look forward to on the weekend

Thursday

- “Throwback Thursday”
- History piece post about businesses that transformed with the times
- Ask followers to send in memories they have of downtown

Friday

- Weekend summary of “To-Do’s”
- Give weather updates regarding events
- Promote coming out to create stories

Saturday

- Pictures of people downtown that day
- Feature customers with quotes about their experiences downtown

Sunday

- Events and deals for the week

Branding

The goal of these brand guidelines are to protect the strength of Downtown Thibodaux brand so that it continues to create value. These brand guidelines are a comprehensive manual for anyone who uses the brand Downtown Thibodaux District and its components in their work, including employees, channel partners, and designers. All of the guidelines can be found in Appendix 1 & 2.

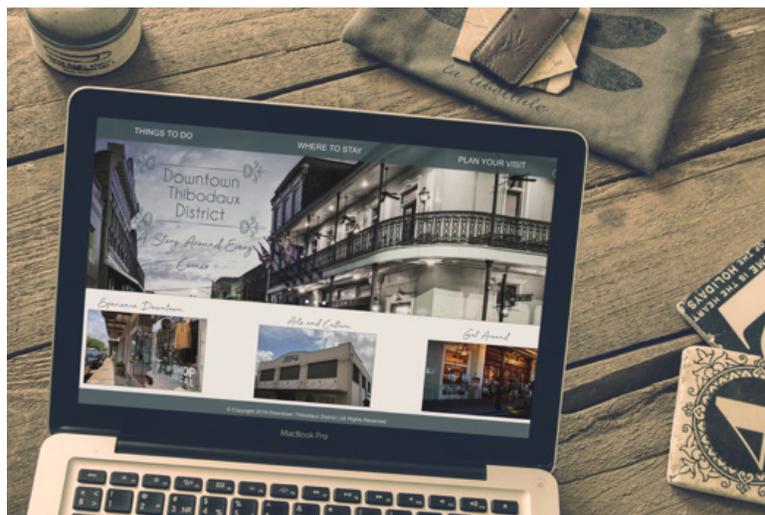
Logo

The goal of the new logo is to protect the strength of Downtown Thibodaux brand so that it continues to create value. This logo is to be used for anyone who uses the brand Downtown Thibodaux District and its components in their work, including employees, channel partners, and designers. (Appendix 1)



Website

The website was redesigned to perform better for the user. The design is not streamline and organized. The website contains a calendar of events, background on the organizations, what constitutes the downtown district, partners of "Friends of the Downtown Thibodaux District", what to do downtown, where to stay and how to plan a trip to visit the downtown district. The website also mobile friendly. Examples of what the website is to look like and a map of the district is in Appendix 6, 7 & 8.



Implementation Timeline

May 2019

- Start using the message on social media: “A Story Around Every Corner”
- Inform audience of the rename: “Downtown Thibodaux District”
- Implement new logos and branding
- Make edits to website

June 2019

- Promote the hashtag #astoryaroundeverycorner
- Invite businessowners to “Friends of the Downtown Thibodaux District”
- Hold first meeting at the end of June
- Use social media to promote “writing your downtown stories”

July 2019

- Receive feedback from business owners about meeting and implement use-able feedback
- Hold second meeting at the end of July

August-October 2019

- Continue with same format as June and July, implementing feedback from meetings as you go
- Continue with weekly social media routine

November 2019

- Evaluate progress by looking at business and foot traffic downtown by collecting data through monthly meetings
- Adjust social media schedule and promotions as needed for the holidays

December 2019

- Evaluate business participation and implement feedback
- Analyze social media analytics and adjust for the new year as needed

January-April 2020

- Continue monthly meetings
- Continue using social media to promote “creating stories”
- Adjust as needed based on analytics and feedback from the monthly business meetings

Weekly Implementation Guide

- Event Promotion
- Posts centered around “writing stories” at the event
- Tell stories about past events (much like you did with Thibodaux Fireman’s Fair)
- Post approx. 3-4 times a week on each social platform (Appendix 12).

Regular Weeks

- Tell stories of the past to interest tourists and locals
- Promote sales and weekly specials to interest locals to “write their own stories” by coming downtown
- Add posts that mention “Friends of the Downtown Thibodaux District” businesses

Event Weeks

- Promote the event and the businesses and sponsors related to that event
- Continue posting some regular content, such as the throwback Thursday or the Feature Friday, but tie in the event where you can

Budget

Without having a set budget, it was important to implement quality content while remaining realistic on spending. This campaign was strategically designed to keep cost low and utilize as many cost effective resources as possible. The costs of this campaign come from ordering decals for the “Friend of the DTD” and possibly from Hootsuite if the free plan isn’t used.

Decals for “Friends of Downtown Thibodaux District”

Best of Signs (Online)

Size: 5” x 5”

Quantity: 100

Price: \$159.00

OPTION A

Sticker Mule (Online)

Size: 4” x 4”

Quantity: 100

Price: \$146.00

OPTION B

Hootsuite

Free Plan (Recommended)

3 Social Profiles

30 Scheduled Messages

1 user

Professional Plan

\$29/month

10 Social Profiles

Unlimited Scheduled Messages

1 user

Appendix

REBRANDING GUIDE

Brand guidelines

02 Logo



Brand guidelines

06 Color



HEX 39515a
R57 G81 B90
C79 M57 Y50 K31



HEX 2E85B4
R46 G181 B180
C72 M4 Y34 K0



HEX C05931
R192 G89 B49
C19 M76 Y93 K7



HEX EEEEEF
R238 G238 B238
C8 M7 Y5 K0

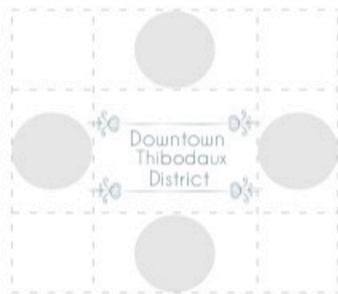
Brand guidelines
04 Typography

Arial

Brand guidelines
05 Typography

Caviar Dreams

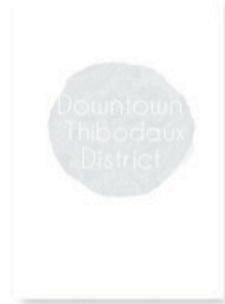
Brand guidelines
03 Logo usage



Please allow adequate spacing at all times.



Letterhead example



Photography example



Business card example



EMAIL INVITATION MOCKUP



Dear (Enter Business Owner's Name),

I am pleased to invite you to become a Friend of the Downtown Thibodaux District. Friends of the Downtown Thibodaux District was created in an effort to unite the business of Downtown Thibodaux.

Downtown is a unique place where business thrives and culture lives. We all have a special connection with Downtown Thibodaux and by becoming a Friend of the Downtown Thibodaux District we can all share our passion for business and culture. When you become a friend, you will be invited to monthly meetings held at a different downtown restaurants. At these meetings we will enjoy lunch/dinner and discuss the happenings of downtown, such as local events, how business is going and how we can better downtown as a whole. In addition to these meetings, when your business joins, we will make a post welcoming you to our Facebook and Instagram page. When your business is having a sale, special event, or any other special news we will post about that as well.

There is a \$250 yearly fee to join the Friends of the Downtown Thibodaux District. This money will be used to conduct meetings as well as help better the downtown area. The money you pay goes back into helping the downtown area you love. The Downtown Thibodaux District's goal it to help keep downtown alive and thriving and we can use your help in these efforts.

Thank you for your time and consideration in joining the Friends of the Downtown Thibodaux District. Please feel free to contact me if you have any questions pertaining to the Friends of the Downtown Thibodaux District or if you have an concerns related to Downtown Thibodaux.

Sincerely,

Danielle Stein
Executive Director

409 B West 3rd Street
Thibodaux, LA 70301
(985) 413-9886 • thibodauxmainstreet@yahoo.com
downtownthibodaux.org

MEETING AGENDA MOCKUP

FRIENDS OF THE DOWNTOWN THIBODAUX DISTRICT

Monthly Agenda

Events this Month

- List events you are putting on
- Add events and sales that the businesses of the group are having/hosting
- Include the dates as well

Things to Discuss

- This is where you list what you want to talk about each meeting
- Keep the discussion of the meetings open and casual
- Hand out the agenda and discuss while eating and such to keep the conversation casual
- After each meeting record important points of the discussion

Notes

- leave this section blank so people can add their own notes and reminders discussed at the meeting

BUSINESS MEETING MOCKUP

FRIENDS OF THE DOWNTOWN THIBODAux DISTRICT

Feedback Form

Name of Your Business:

What made you decide to join Friends of the Downtown Thibodaux District?

What is your typical clientele?

What are the changes you want to see in Downtown Thibodaux?

DECAL FOR “FRIENDS OF THE DOWNTOWN THIBODAUX DISTRICT” MEMBERS



WEBSITE MOCKUP (DESKTOP)

THINGS TO DO

WHERE TO STAY

PLAN YOUR VISIT



Experiences Downtown



Arts and Culture



Get Around



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WEBSITE MOCKUP (MOBILE)

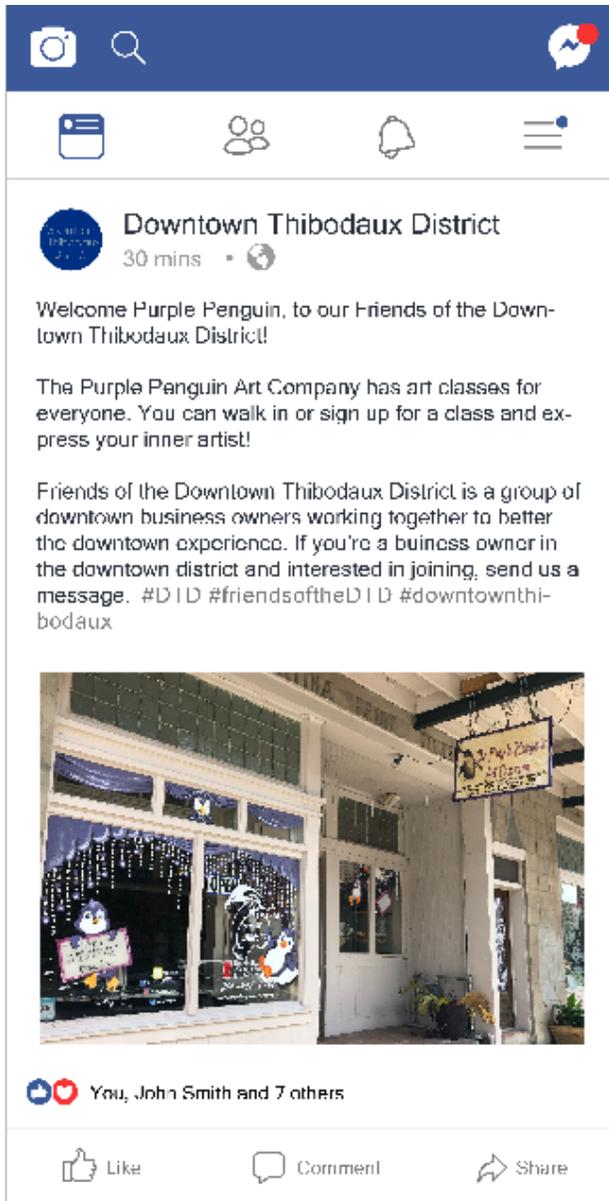


ONLINE MAP



FACEBOOK POST EXAMPLES

EXAMPLE A



Facebook post interface for Downtown Thibodaux District. The post includes a profile picture, name, time, and a welcome message to a new member. It also contains information about art classes and a group of business owners.

Downtown Thibodaux District
30 mins • 🌐

Welcome Purple Penguin, to our Friends of the Downtown Thibodaux District!

The Purple Penguin Art Company has art classes for everyone. You can walk in or sign up for a class and express your inner artist!

Friends of the Downtown Thibodaux District is a group of downtown business owners working together to better the downtown experience. If you're a business owner in the downtown district and interested in joining, send us a message. #DID #friendsoftheDID #downtownthibodaux



You, John Smith and 7 others

Like Comment Share

EXAMPLE B



Facebook post interface for Downtown Thibodaux District. The post includes a profile picture, name, time, and a history lesson about the Dansereau House. It also contains information about the house's current use as a bed and breakfast.

Downtown Thibodaux District
30 mins • 🌐

It's time for a little history lesson on Downtown Thibodaux!

The Dansereau House has a very long history. It was originally build in 1847 as a one-story home. The building gets it's name from Dr. Francois Philip Dansereau, who purchased the home in 1852 to practice medicine.

Today, the Dansereau House is a bed and breakfast as well as a event venue. #tbt #historicdowntown #astoryaraundeverycorner #DTD



You, John Smith and 7 others

Like Comment Share

INSATGRAM POST EXAMPLES



SAMPLE SOCIAL MEDIA SCHEDULE

Social Media Schedule

Week *June 12, 2019*

	Platform	Post	Time	 
MON	Facebook	(sale) Dear Boutique 40% off Friday only	5 pm	342 / 6
	Instagram			532/10
TUES				
WED	Instagram story	Bridal Corner opened in 1984. (quote)	3 pm	212/ 8
	Facebook			456 / 16
THURS	Instagram	Johnny's Mens Clothing store (history)	5 pm	121 / 12
FRI				
SAT	Facebook	Mrs. Hebert shares her favorite thing about downtown (quote)	11 am	235 / 15
	Instagram			
SUN				

This
Week

Platform	Followers	Visits
Facebook	2100	453
Instagram	1121	375