



Legislation Details (With Text)

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Title:	Update on Communications and Marketing Plan for South Greensboro at South Green PURPOSE: The purpose of this item is to brief the Board on communications and marketing strategies that are being developed to mitigate impacts on business and the community during the road closure at South Greensboro at the entrance of South Green.		
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TITLE:

Update on Communications and Marketing Plan for South Greensboro at South Green

PURPOSE: The purpose of this item is to brief the Board on communications and marketing strategies that are being developed to mitigate impacts on business and the community during the road closure at South Greensboro at the entrance of South Green.

DEPARTMENT: Economic and Community Development Department and the Town Managers Office

CONTACT INFORMATION: Annette Lafferty, ECD Director alafferty@townofcarrboro.org alafferty@townofcarrboro.org (919) 918-7319 and Rachel Heggen, Communications Manager rheggen@townofcarrboro.org rheggen@townofcarrboro.org (919) 918-7314

INFORMATION: The Town was made aware last week that it will be necessary to close South Greensboro at the entrance of the South Green Shopping Center to construct the round-about that was approved as part of CUP process. The closure will occur between June 11 and August 23, 2018.

Staff has already made efforts to reach out to the business and residential community via email, newsflash, and social media. Staff has meet with the CBA leadership and will be formulating a messaging strategy and request from the developer for additional signage and promotion efforts to drive customers to the downtown. Staff will undertake the following strategies to ensure communication during the closure:

South Greensboro Closure Media Plan

Social Media Campaign:

- Facebook, Twitter, Instagram, Nextdoor, etc.
- Email blasts and updates from webpage
- Get hastag trending
- Facebook live events

- Create logo to use for this project

Signage:

- Use traffic signs and message boards to encourage customers to travel downtown
- Print banners with the message that businesses are open and accessible
- Use bright colors and logo for consistency and branding

Media:

- Reach out to local media resources- news stations, newspapers, local blogs or radio shows
- Invite media to community events and input on project.

Community Events and Messaging

- Work with the CBA to create promotional community events that can occur on the 100 block of South Greensboro Street.
- Work with the CBA to develop consist messaging to customers and the community

FISCAL & STAFF IMPACT: Staff is working with the CBA to have the developer absorb cost of signage and marketing efforts

RECOMMENDATION: Staff recommends the Board accept the update.