MARKETING ACTION PLAN 2019-2020

The marketing department, in coordination with the marketing and branding commission, has made significant progress on the 2017 Branding, Development and Marketing Action Plan including creating a Brand Style Guide, securing domain names and logo trademarking, rebranding of the village website with music calendar, rebranding the village communication channels and creating the ‘Best of’ brochure, media ads and logo gear. The plan below reflects a continuation of the branding plan (with revised timelines) and other overall village marketing initiatives.

Some items called for in the action plan will be deferred until the plaza is nearly operational including execution of a comprehensive promotional plan, update of the Village’s tourism video, purchase of CRM software, evaluation of a Downtown BID (business improvement district) and consideration of an ordinance allowing sidewalk dining and alcohol consumption.

In addition to maintaining the existing communications and special events schedule, marketing staff will undertake the initiatives below over the next 18 months. Corresponding funding has been identified in the marketing department budget or requested in a capital improvement request (as noted with an asterisk).

1. **Begin construction of Harmony Square (branding plan item #39)**
   - **Timeline:** Spring 2019 through plaza opening in spring/summer 2020
   - **Lead:** Community Development, Marketing and Public Works
   - **Approximate cost:** $8 million*

   This is a key component of the Village’s new brand which includes the planning and development of venue; development of the programming schedule and plaza O & M plan; and planning for the eventual grand opening promotional plan.
   - **Measurement:** Completion of the O&M plan, grand opening of the venue and execution of a comprehensive programming schedule in 2020.

2. **Wayfinding signage program (branding plan item #10)**
   - **Timeline:** Plan is underway, Installation to begin Spring 2019 through 2020
   - **Lead:** Marketing department
   - **Approximate cost:** Estimated at $200,000 per year over two years*
   - **Wayfinding sign plan will be completed in FY19. Phase one sign construction and installation is scheduled to begin in FY20 and phase 2 slated for completion in in FY21.**
   - **Measurement:** Successful installation of the wayfinding signs.

3. **Manage brand visibility initiatives including distribution and installation of brand awareness posters, pole banners, street printing, brand support/signage at the music theater and convention center (branding plan items 11, 13, 18)**
   - **Timeline:** Spring/Summer 2019
   - **Lead:** Marketing department
   - **Approximate cost:** $40,000
   - **The marketing department will coordinate the production and installation of brand awareness posters and pole banners in the spring. Brand support/signage will be coordinated with the convention center and amphitheater management.**
   - **Measurement:** Installation of brand awareness posters around town and branded pole banners in spring 2019; brand presence at the convention center and amphitheater and street printing installation in Downtown Tinley.
4. Evaluate options for better, more direct reinvestment of hotel/motel funds to support Village’s tourism needs and consider the potential development a Tinley Park (or regional) Destination Management Organization (**branding action plan item #30**)

**Timeline:** Begin winter 2018/19

**Lead:** Marketing department

**Approximate cost:** TBD

Plan will address needs and voids in current process as identified by branding plan and convention sales staff including a fragmented/interrupted sales process and lack of direct contact with prospective clients and show organizers; more focus on key trade shows that support association, corporate and leisure markets; a better, local VIC (visitor information center); sales support (with fully-functioning customer management system); and the need for Tinley Park-specific convention support services, familiarization tours, premium items and travel writing/photography support.

**Measurement:** Finalization of a plan that maximizes the use of our hotel motel funding to support the Village’s tourism marketing needs.

5. Adding Tinley Park businesses to GPS services and web-based applications and creating a database of clubs and organizations and large non-profit organizations (**branding plan items 17, 28, 29**)

**Timeline:** Fall 2019

**Lead:** Marketing department

**Approximate cost:** Staff time

Coordinate with businesses to add or update their information on a variety of applications. Create and/or update databases of clubs and organization and large NFPs.

**Measurement:** Development of databases and place pages.

6. Develop an enhanced public art project: ‘Musical Chairs’

**Timeline:** Spring 2019

**Lead:** Benches on the Avenue coordinators

**Approximate cost:** $5,000

This program, recommended by the marketing and branding commission, will be a companion program to the ‘Benches on the Avenue’ program that will be aimed at creating foot traffic in businesses while engaging residents and visitors.

**Measurement:** Roll out of new program.

7. Develop a new ‘Community Profile & Opportunities’ brochure (**branding plan item 37**) and other marketing support materials requested by Tinley Park hoteliers

**Timeline:** Summer 2019

**Lead:** Marketing department

**Approximate cost:** $20,000

This publication will be a snapshot of Tinley Park that can be used by economic development staff, local real estate agents, etc. for business recruitment purposes and by the marketing department to attract festivals and events. It will include demographic information, weather, some history and other information. A new, electronic entertainment/‘Things to Do in Tinley Park’ guide will be developed for use by Tinley Park Hoteliers and other hospitality-related businesses.

**Measurement:** Publication of new brochure.
8. **Develop community pride campaign**
   Timeline: Summer/Fall 2019  
   Lead: Communications staff  
   Approximate cost: Staff time  
   Roll out a village-wide campaign (using existing village-owned communication channels) aimed at featuring the many positive village attributes in Tinley Park. Topics will include economic viability, neighborhood livability, safety, transportation accessibility/convenience, entertainment opportunities, other good news stories and, of course, music.  
   Measurement: Campaign roll out.

9. **Evaluate participation in new resident engagement platforms such as Next Door.**
   Timeline: Winter 2019/20  
   Lead: Communications staff  
   Approximate cost: Staff time  
   Measurement: Evaluation of platform and recommendation to leadership.

10. ** Evaluate the visitor experience at the Hollywood Casino Amphitheatre including pedestrian flow and alternate transportation initiatives (e.g., trolley)**
    Timeline: Begin winter 2018/19  
    Lead: Interdisciplinary staff team: Marketing, Police, Community Development departments  
    Approximate cost: Staff time  
    This request has come through the marketing and branding commission. The rationale is that if music is our brand, and large numbers of people are attending concerts at the amphitheater and visiting our community, we want to ensure that the visitor experience is as positive as possible.  
    Measurement: Evaluation of experience and recommendation to leadership.

11. **Evaluate the feasibility of creating a year-round, music-centric destination such as a ‘wall’ of signed photos from famous musicians who have performed in Tinley Park.**
    Timeline: Spring 2020  
    Lead: Village staff and leadership of Hollywood Casino Amphitheatre  
    Approximate cost: Staff time  
    The concept is that Tinley Park would create a destination, perhaps at the music theater to extend its season or at a Downtown VIC (nearby the new plaza). The idea is to create a ‘must see’ feature to enhance our brand and is inspired by Disney’s ‘purple wall’, Planet Hollywood’s displays and old-time celebrity photos in nostalgic restaurants.  
    Measurement: Research and evaluation of similar, successful destinations and development of recommendation to execute a program/experience in Tinley Park.

12. **Make concierge training available to front line staff of all hospitality-related businesses in Tinley Park (branding action plan item #50)**
    Timeline: Winter 2019/20  
    Lead: Marketing staff  
    Approximate cost: $10,000  
    Measurement: Development of program and execution of training.

13. **Evaluate and make recommendations on the development of a trolley transportation program.**
    Timeline: Spring/Summer 2019  
    Lead: Marketing staff  
    Approximate cost: Staff time  
    Staff has been asked to evaluate the purchase and coordination of a Village-owned trolley to support large group transportation (e.g., shows at the convention center) and potentially include an organized ‘Tinley Park Ale Trail. The idea is to create an additional ‘after hours’ event for residents and visitors.  
    Measurement: Evaluation of program and recommendation to leadership.
14. Develop and execute a brand- and tourism-focused advertising and PR campaign to include media ads (cable, radio, trade publication), co-op advertising campaigns (with Metra, State VICS), boosted social media posts; travel writing/editorials, video and visitor outreach; and get a brand spokesperson on film (branding action items 15, 53)
   **Timeline:** Spring/Summer 2020
   **Lead:** Marketing department
   **Approximate cost:** $100,000*

   In coordination with the grand opening of Harmony Square, the marketing department will execute a comprehensive promotional campaign to create a buzz around the new plaza and Downtown Tinley’s redevelopment initiatives.
   **Measurement:** Successful execution of PR campaign surrounding grand opening of Harmony Plaza/Downtown Tinley.

15. Evaluate the feasibility of creating a winter draw (e.g., large event at convention center) to fill hotel rooms during slow season.
   **Timeline:** Summer 2020
   **Lead:** Marketing Department and convention center staff
   **Approximate cost:** TBD
   **Measurement:** Recommendation to leadership.