



BROOKINGS AREA CHAMBER OF COMMERCE

# DOWNTOWN BROOKINGS

BUSINESS DISTRICT



ASHLEY BIGGAR  
DIRECTOR OF DOWNTOWN BROOKINGS  
MARCH 17, 2020

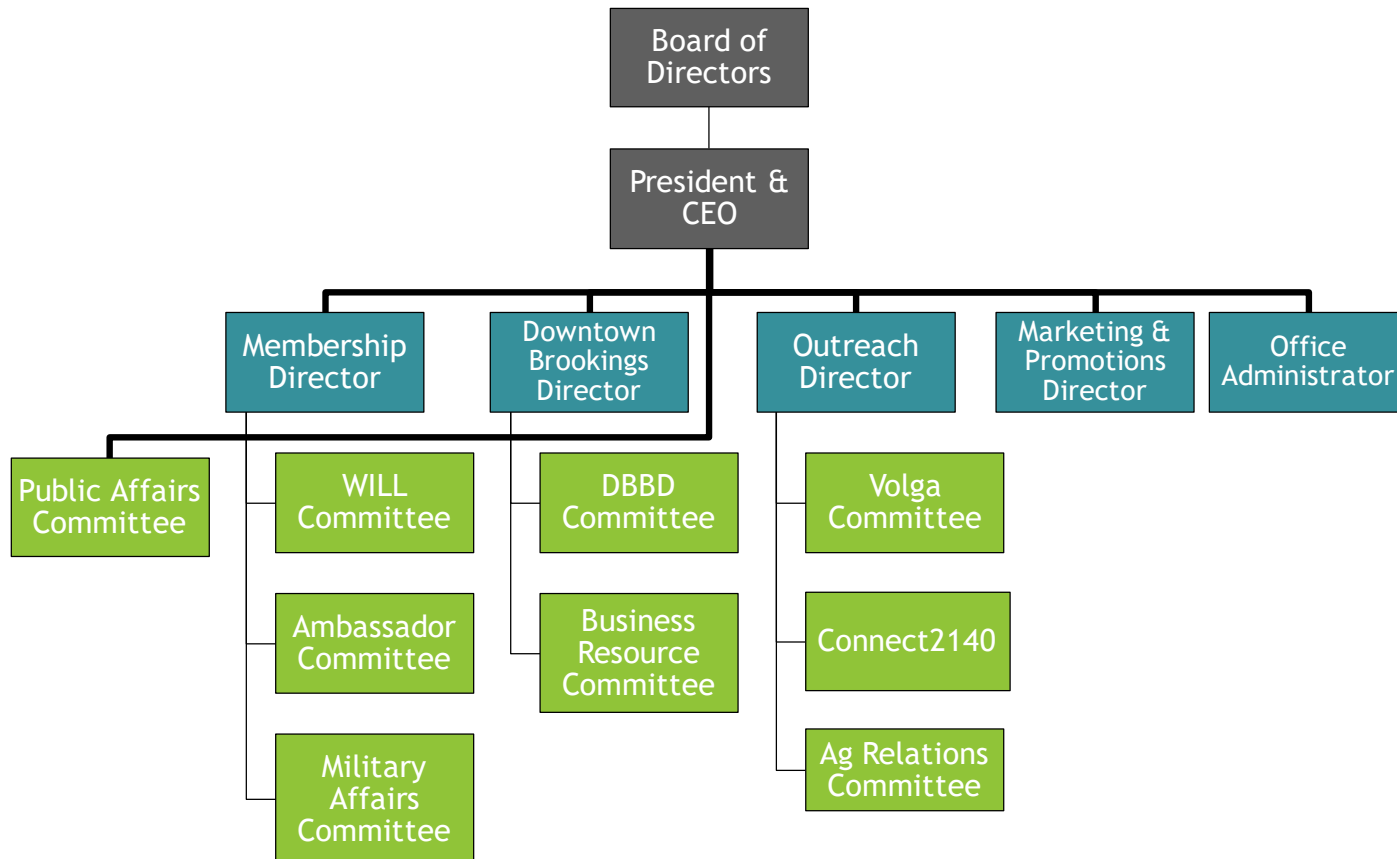
# HISTORY

- DBI (2001 – 2017)
  - DORIS RODEN
  - ELLIOT JOHNSON
- COMMITTEE UNDER THE BROOKINGS AREA CHAMBER OF COMMERCE (2018 – 2019)
- ADDITION OF DIRECTOR OF DOWNTOWN BROOKINGS (2019 – CURRENT)
- TAKEOVER OF DT@SD (2019)
- CREATION OF SUBCOMMITTEES (2019)
- RE-BRANDING (2020)
- 2020 STRATEGIC PLAN & INITIATIVES (CURRENT)



# CURRENT STRUCTURE

## Brookings Area Chamber of Commerce Organizational Chart



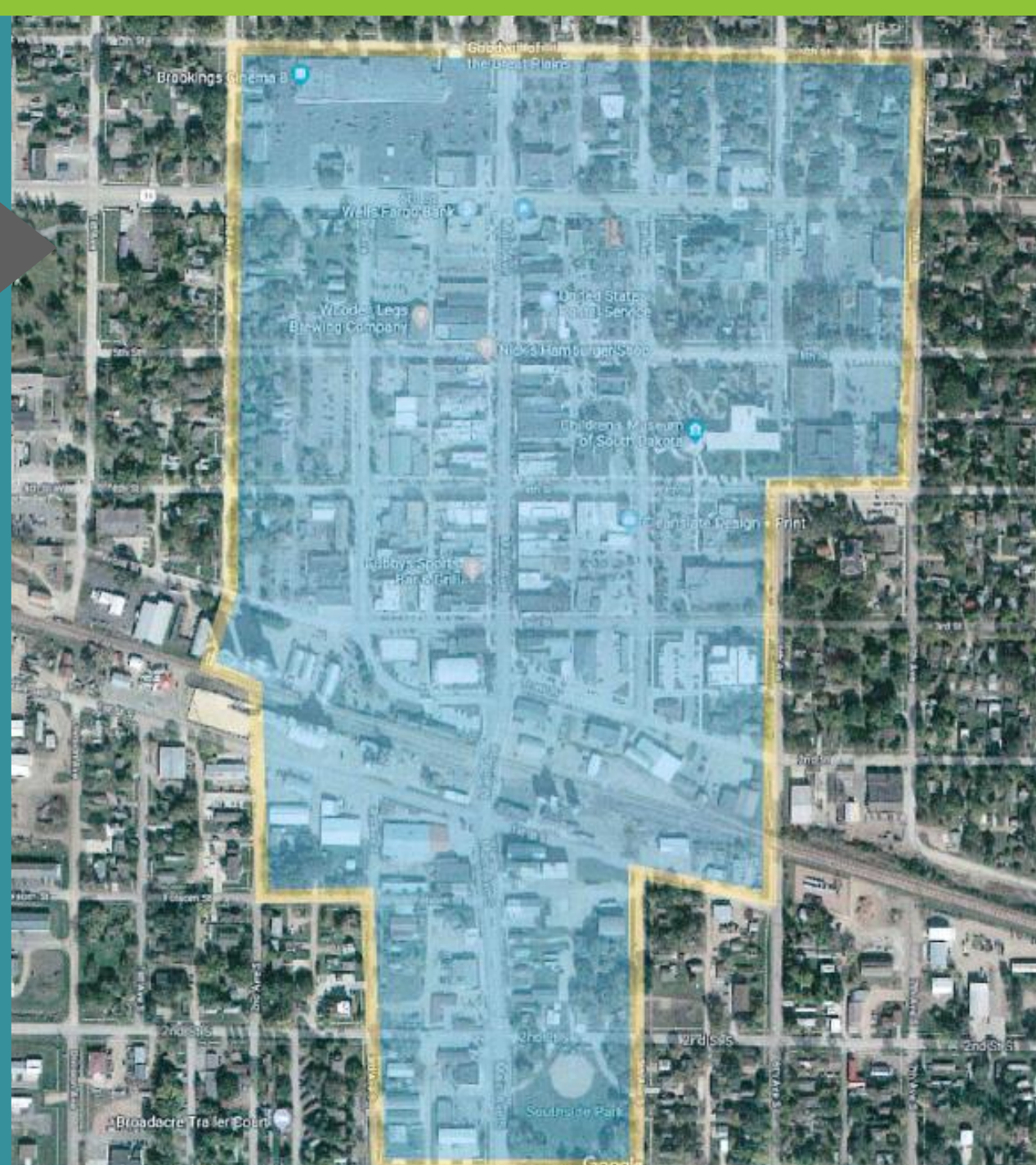
# WHERE + WHO

- WHERE:

- 7<sup>TH</sup> ST BETWEEN 2<sup>ND</sup> AVE AND 7<sup>TH</sup> AVE
- 2<sup>ND</sup> AVE (S) TO FOLSOM ST TO 3<sup>RD</sup> AVE
- 3<sup>RD</sup> AVE (S) TO 3<sup>RD</sup> ST (E) TO 5<sup>TH</sup> AVE
- 5<sup>TH</sup> AVE (N) TO 1<sup>ST</sup> TO 6<sup>TH</sup> AVE
- 6<sup>TH</sup> AVE (N) TO 4<sup>TH</sup> ST TO 7<sup>TH</sup> AVE

- WHO:

- 282 BUSINESSES  
(EXCLUDING RENTAL PROPERTIES)
- 150 CHAMBER MEMBERS
- ALL TYPES REPRESENTED  
(EXCEPT MANUFACTURING)





# COMMITTEE + VISION

- 14 MEMBERS
  - 10 DOWNTOWN BUSINESSES
  - 1 CITY LIAISON
  - 1 CITY COUNCIL LIAISON
  - 1 CHAMBER LIAISON
  - 1 CHAMBER STAFF
  - MEET MONTHLY
- SUBCOMMITTEES
  - 3 FROM VISION STATEMENT
  - ALL MEET MONTHLY

DOWNTOWN BROOKINGS PROVIDES AN AUTHENTIC, INVITING EXPERIENCE FOCUSING ON CONNECTING COMMUNITY AND BUSINESS. WE MAKE OUR LIVABLE AND WORKABLE NEIGHBORHOOD POSSIBLE THROUGH:

- PROMOTION AND MARKETING
- INFORMATION AND EDUCATION
- WALKABILITY AND ACCOMODATION



# INFORMATION & EDUCATION



## PURPOSE STATEMENT:

TO INFORM AND  
EDUCATE BUSINESSES  
AND CONSUMER ON  
THE SERVICES, EVENTS,  
AND OPPORTUNITIES  
IN DOWNTOWN  
BROOKINGS.

### MEASURABLE GOALS—Information & Education

#### GOAL 1: Tell the story of Downtown Brookings

Action items	<i>Develop a list of prospective businesses and buildings for interviews</i>
	<i>Create content for both social media and website</i>
	<i>Review and evaluate opportunities to further tell the story</i>

#### GOAL 2: Inform Downtown businesses on programming, events, and update pertaining to the DBBDC and other Downtown specific news

Action items	<i>Design and create a Downtown specific email newsletter, intended to be published quarterly</i>
	<i>Brainstorm and identify additional materials for the newsletters that can be developed on a prioritization schedule</i>

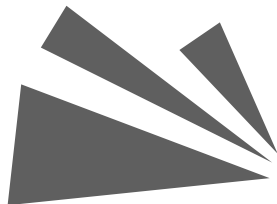
#### GOAL 3: Educate Downtown Brookings business owners

Action items	<i>Work with Downtown businesses to create and implement four learning sessions</i>
	<i>Review and evaluate current available programming and needs</i>
	<i>Brainstorm and identify additional trainings</i>

# WALKABILITY + ACCOMMODATION

## PURPOSE STATEMENT:

TO IDENTIFY A CLEAR PLAN OF ACTION FOR PRIORITY PROJECTS, STRATEGIES, AND PARTNERSHIPS ALIGNED WITH THE COMMUNITY'S VISION FOR DOWNTOWN BROOKINGS.



### MEASURABLE GOALS—Walkability & Accommodation

**GOAL 1:** Expand Urban Canvas by finishing art mural on Brookings Register

Action items	Determine size, budget, and theme for design
	Create artist call and selection
	Promote new mural through website, social media and press release

**GOAL 2:** Improve convenience of locating destinations Downtown

Action items	Create map of businesses, attractions, and parking
	Meet local agencies to discuss
	✓ Meet with City and DOT to discuss wayfinding signage

**GOAL 3:** Provide a financial resource for renovations and beautification through DEDIF

Action items	Form 2 committees, Financial & Design, to execute the DEDIF program
	Create the updated program parameters and logistics
	Educate DT businesses on the program

**GOAL 4:** Develop long term plan for Downtown Brookings

Action items	Meet with City leadership and other stakeholders to discuss opportunities, ideals and means of funding
	Identify 2-3 options for creating a master or strategic plan

# PROMOTION + MARKETING

## PURPOSE STATEMENT:

TO MARKET AND  
PROMOTE  
DOWNTOWN  
BROOKINGS TO THE  
COMMUNITY AND  
TOURISM THROUGH  
EVENTS AND  
MARKETING  
INITIATIVES.



### MEASURABLE GOALS—Promotion & Marketing

#### GOAL 1: Manage and execute both events and programs in Downtown Brookings

Action items	<i>Develop event timeline and checklist for each event</i>
	<i>Create and release one sheet calendar of events in Downtown Brookings – both consumer and business facing</i>
	<i>Partner with appropriate businesses and agencies to co-op on developing new events</i>
	<i>Identify areas for grant opportunities and apply for funding</i>

#### GOAL 2: Renovate Downtown at Sundown Event

Action items	✓ <b>Identify areas of change to maximize profits and guest experience</b>
	<i>Meet with City leaders and businesses to share initiative and plan for future</i>
	<i>Develop &amp; implement operational plan</i>

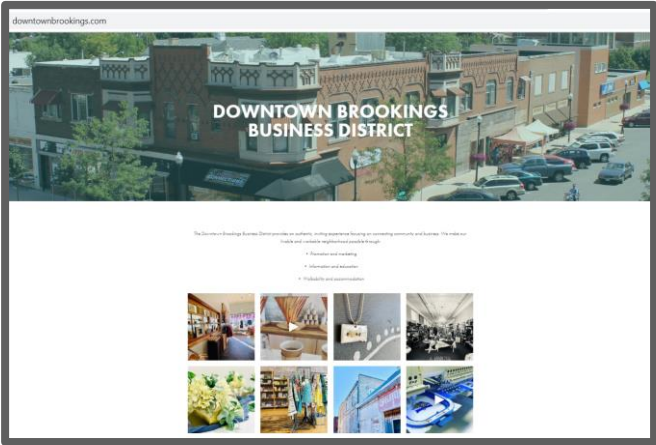
#### GOAL 3: Refresh the marketing of the Downtown Brookings Business District

Action items	✓ <b>Work with internal staff to create new logo branding of Downtown Brookings</b>
	<i>Create brand design book to be used create consistency and brand awareness</i>
	<i>Create marketing plan utilizing data from 2019</i>



# COMMUNICATION + SOCIAL MEDIA + WEB

- INTERNAL COMMUNICATION TO DOWNTOWN BUSINESSES
- BUSINESSES
- COMSUMERS
- VISITORS
- COLLABORATION WITH COMMUNITY PARTNERS



WHERE:	DOWNTOWN BROOKINGS BUSINESS DISTRICT	DT@SD
WEBSITE:	downtownbrookings.com	downtown@sundown.org
FACEBOOK:	Downtown Brookings Business District   @downtownbkgs	Downtown at Sundown   @DowntownatSundownSD
INSTAGRAM:	dtbtown	downtownatsundownsd

# DT@SD 2019 RECAP

## MARKETING

WEBSITE



2,776 VISITS = UP 49% FROM 2018  
7,162 PAGE VIEWS = UP 47.6% FROM 2018

SOCIAL



TOTAL IMPRESSIONS = 365,495  
AVERAGE ENGAGEMENT PER POST = 1,591

PRINT



605 MAGAZINE  
THE BROOKINGS REGISTER  
THE TOWN AND COUNTRY SHOPPER



IMPRESSIONS  
PRINT = 198,000  
DIGITAL = 206,337

RADIO



**40** 30 SECOND ADS AIRED  
EVERY THURSDAY FROM 7/11 - 8/22

## OUTCOMES

### NEWS

#### KELOLAND

EYE ON  
KELOLAND  
JUNE 14, 2019



#### KDLT

7 MORNING  
SEGMENTS  
AUGUST 1, 2019



### ATTENDANCE

DATE	ATTENDEES
JULY 11	2066*
JULY 18	1379
JULY 25	1414
AUGUST 1	1674
AUGUST 8	1269
AUGUST 15	539**
AUGUST 22	1406

TOTAL = 9747  
WEEKLY AVERAGE = 1392  
27% INCREASE FROM 2018

\*RECORD BREAKING HIGH ATTENDANCE  
\*\*CLOSED AT 6:45PM DUE TO FORCES OF NATURE

# DT@SD 2020 CHANGES

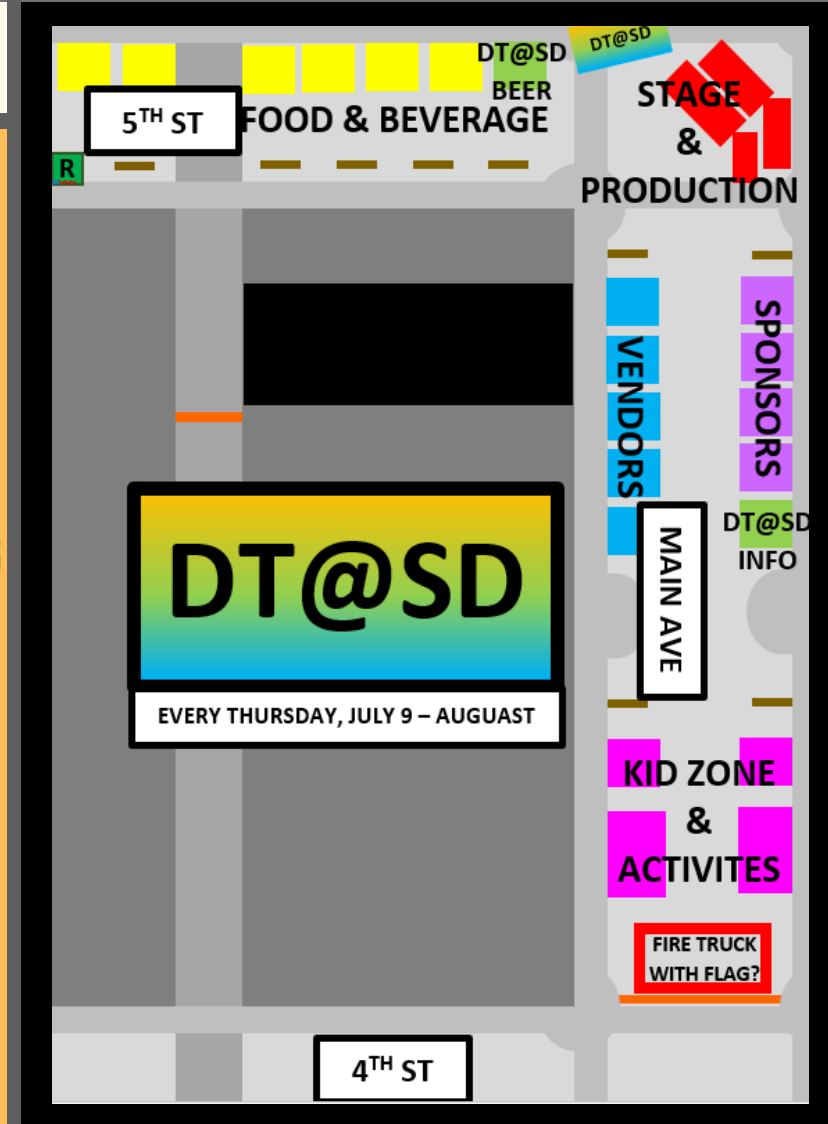
## DATES >>>



JULY 9  
JULY 16  
JULY 23  
JULY 30  
AUGUST 6  
AUGUST 13  
AUGUST 20

## CHANGES >>>

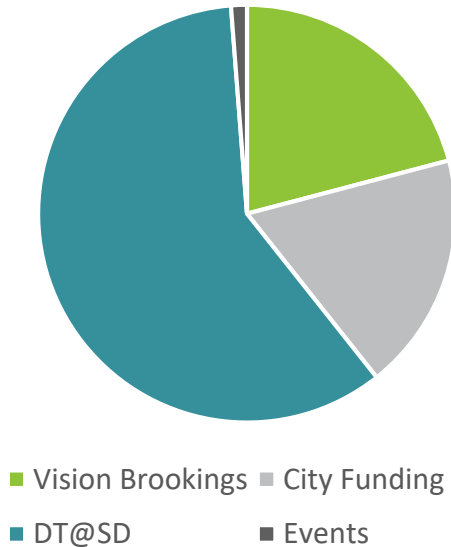
- MORE ROOM WITH NEW LOCATION
  - STAGE NOW TO THE EAST
  - EVENT PURCHASE OF PICNIC TABLES AND BARRICADES
- ELIMINATION OF ORANGE FENCING
  - ELIMINATION OF TICKETS
  - ELIMINATION OF OPENER
- ADDITION OF POLICE OFFICER
- EVENT TIME 5:30 PM-9 PM WITH HEADLINER ON AT 6 PM
  - STILL MORE TO COME!



# BUDGET

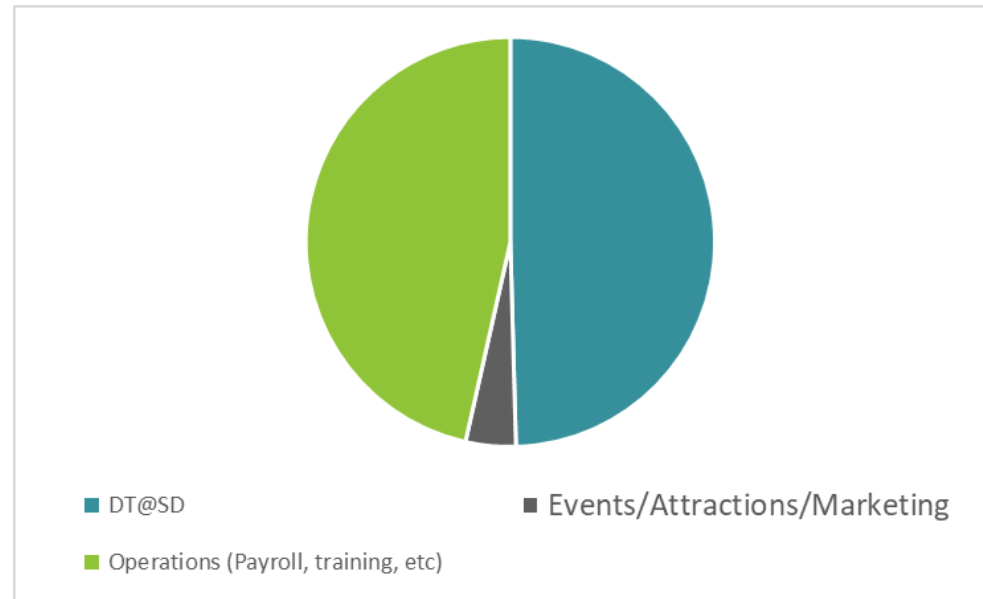
## 2020 INCOME

\$162,700



## 2020 EXPENSE

\$126,100





# QUESTIONS?