

Marketing

Introduction

During the recent Reality Check Workshops, topical experts and members of the public worked together in small groups to examine a particular topic in-depth. During the two-hour workshops they worked with a trained facilitator to complete the following exercises:

- 1) Review of Ideas. Participants reviewed all of the ideas related to their topic that were collected during the community Idea Gathering Sessions.
- 2) Critical Questions. Participants engaged in a discussion of two Critical Questions, which had been identified by the *Vision for Staten Island* Steering Committee. The facilitator recorded the results of the discussion on flipchart paper, and then helped the group summarize major areas of agreement and disagreement.
- 3) Implementation Recommendations. At the end of the discussion period, each participant wrote down two practical, specific strategies or implementation steps to help Staten Island achieve its vision for their topic.

The results from the Marketing group are provided below. Note that responses have been recorded verbatim, and some errors may remain due to handwriting legibility. Responses are numbered for reference purposes only; this does not indicate any sense of priority.

Critical Question 1:

What attributes of Staten Island should be promoted to market the borough?

1. Green borough (plant life)
2. Using waterfront – community, cultural etc. focus on water
3. Famous people from S.I. – recollections
4. Ready, able, affordable workforce
5. Affordable family attractions: 200 museums
6. Real Estate – Arts/Design district, artists incubator, housing work/live (e.g. Brooklyn Navy Yard, market to businesses (Manhattan, have NYC address, satellite office on SI)
7. Marketing our history – Ft. Wadsworth, Richmondtown, Sandy Ground
8. Infrastructure – in place business, tourists. Mech not in place
9. Diversity of cultures (restaurants)
10. College and universities – high end
11. Population growth, something good is happening and retailers have consumers
12. Shopping – services, upscale retail
13. Family friendly – good schools
14. Community involvement
15. Parks, hiking, biking, gardens
16. Ferry
17. Sports – Yankees, ice rinks, field time, golf
18. Safety, person/public safety, law crime

Critical Question 1 SUMMARY:

1. Infrastructure – making it easier for people/business to come
2. People of S.I. – community – who we are: fascinating, affordable, educated – also population to be marketed to consumerism, growth
3. Unrealized potential of waterfront
4. Established attractions – arts, culture, recreation
5. Ferry – practical, recreational
6. Family friendliness – affordable, safe, educated, popular attractions

Critical Question 2:

What resources can be used to leverage our marketing efforts (e.g. media, internet, community organizations, etc.)?

1. Utilize government agency SIEDC, NYC and Co., NYCEDS, State
2. Leverage events, e.g. 5 boro bike tour – nothing about SI in promotional materials. Greenbelt adventure challenge. Team up with citywide events
3. Leverage with existing PR/Ad campaigns. Collaboration whenever possible!
4. Expand e-calendar, make it centralized/one source. A lot of duplication
5. Provide print resource – inclusive of more people, seniors, etc. Small community papers/neighborhood/region specific
6. Green market – place for outreach and/or community event
7. TV – community calendars, newsworthy
8. Ferry terminal – computers for tourists, retail, media capability on boat
9. F.B.O's – religious communities
10. Build on other city agency campaigns, MTA advertising and public art programs
11. Global campaign. International publications, business publications. Papers to promote business stats of Island. Draw businesses to Island! If we can't get people/business from state, let's look abroad!
12. Telemarketing – leadership, Boro President sets the tone, support needs to come from top

Critical Question 2 SUMMARY:

1. Utilize elected officials, government agencies, BID's
2. Centralized, electronic and print. Also specific publications for neighborhoods, groups
3. Leverage citywide events and existing ad campaigns
4. Increased info and signage at Ferry
5. Global/International marketing
6. Utilize existing community platforms

Implementation Recommendations:

Consider the draft vision statement, the ideas gathered from the public, and your group's discussion of critical questions. Please recommend two practical, specific strategies or implementation steps that you would recommend to help Staten Island achieve its vision for your topic.

1. "SI: Affordable NYC" – An international marketing campaign targeted to bring in large-scale businesses to Staten Island highlighting people: increasing population, education level, consumerism, work force. Real Estate: Affordable real estate, housing, waterfront opportunities. Recreation: parks and open spaces, sports complexes, entertainment. Community: civics, churches, retail establishments.
2. "Come Back to Staten Island – Where It All Began!" A media campaign targeted to tourists/residential relocators highlighting: history, real estate, open space, schools, churches, educational facilities, cultural
3. Create/Implement global/international media campaign inclusive of print, electronic, social media, tv, radio to focus on
4. Create/promote/implement marketing/media campaign for SI industry/real estate offerings e.g. design district, artists' district (work/live spaces) "green" manufacturing district; all sustainable
5. Leverage existing events, such as 5 boro bike tour, NYC marathon, High Hock Challenge
6. Encourage collaborative efforts among existing groups – e.g. restaurant marketing should be tied to cultural events

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