

APPENDIX H: SAMPLE MARKETING MATERIALS FOR THE STATE AND DIVISION NEIGHBORHOOD

In the appendix below are sample marketing materials for the various components of a neighborhood marketing plan to be applied to the State and Division Neighborhood.



DEFINE AND DEVELOP THE BRAND

The following list provides an example of core brand elements that could potentially represent the State and Division Neighborhood:

1. **Exciting Downtown Location:** The State and Division Neighborhood is attached to the prospering Downtown Elkhart district, which reflects a cross between a small town and a

big city. Downtown Elkhart offers eclectic dining and a vibrant nightlife and embraces an art and entertainment culture. This element also highlights the diversity of the population, backgrounds, and perspectives, all of which bring something different and unique to both Downtown Elkhart and the State and Division Neighborhood.

2. **Friendly and Engaged Neighbors:** Residents express a strong sense of community, neighborhood accountability, and a shared passion for continuous improvement. The neighborhood association has just been revitalized and members are ready to enact change.
3. **Rich History and Elegant Architecture:** State-Division's architecture has remained intact amidst urban renewal in Downtown Elkhart and Elkhart's River District, which further emphasizes the beauty of the homes within the neighborhood. Residents enjoy sharing the unique histories of their homes.

CRAFT THE BRAND PROMISE

A potential brand promise for the State and Division Neighborhood is provided below.¹

"State-Division offers a fulfilling urban experience in a small-town setting, where the individuality of this historic neighborhood can be felt. The neighborhood is located in the heart of Elkhart, connecting residents to a vibrant and growing downtown that cherishes and celebrates its rich history of arts and entertainment. Members of the neighborhood take pride in providing midwestern hospitality to their visitors and share a unified passion for encouraging and enacting change within their community."

ASSEMBLE YOUR MARKETING TOOLKIT WHICH INCLUDES:

- a. Three potential **brand essences** for the State and Division Neighborhood are provided below:
 - "historic homes with midwestern hospitality"
 - "a place where history is embraced, and diversity is encouraged"
 - "historic homes near a modern downtown"
- b. A potential list of **key messages** tailored for **real estate agents and investors** interested in the State and Division Neighborhood is provided below:
 - Active and ongoing development in Downtown Elkhart
 - Knowledge of existing and future City of Elkhart-sponsored homeowner subsidies
 - Proximity to River District development
 - Community members that are passionate and supportive of growth and improvement
 - Early value opportunities
- c. A potential list of **key messages** tailored for **incoming residents** interested in the State and Division Neighborhood is provided below:
 - Quality community lifestyle
 - Midwestern hospitality
 - Active neighborhood association

¹Nedland, M. (n.d.). Using Place Branding Strategy to Create Homebuyer Demand in Middle Neighborhoods [PDF]. San Francisco: Federal Reserve Bank of San Francisco.

- Historic homes
 - Proximity to emergency services – fire department and police station
 - Ease of access to work in downtown
 - Diverse population, backgrounds, and perspectives
 - Access to train
 - Proximity to downtown – eclectic dining and vibrant nightlife
- d. A potential **positioning statement** tailored for **incoming residents** to the State and Division Neighborhood is provided below.

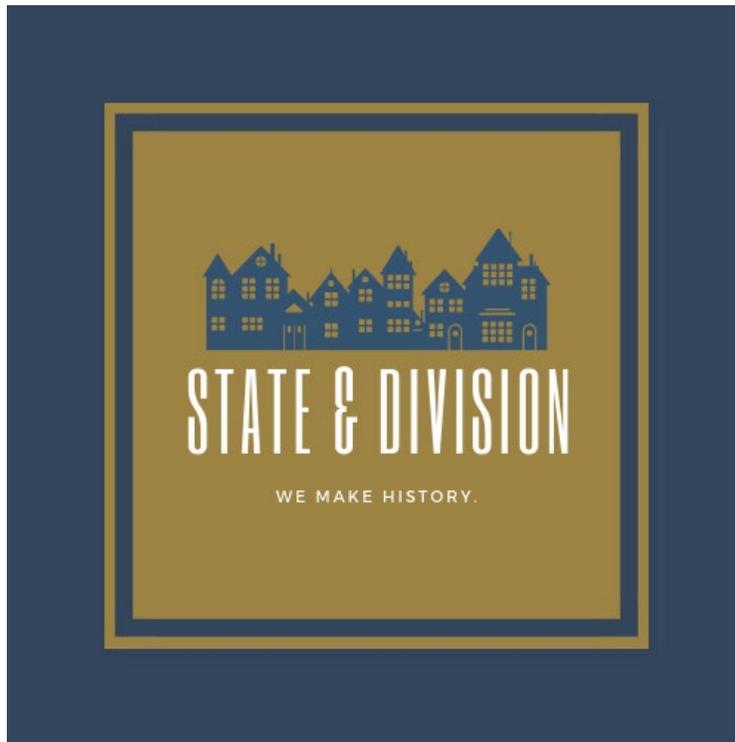
“For people energized by differences and interested in making one, State-Division’s historic neighborhood is a close-knit and passionate community located just outside Downtown Elkhart, which offers a unique mix of eclectic dining, arts and entertainment, and a vibrant nightlife.”

- e. A potential **positioning statement** tailored for **real estate agents and investors** interested in the State and Division Neighborhood is provided below.

“With a community that is optimistic about the future of State-Division and motivated to enact change within their community, the State-Division Neighborhood presents a profitable opportunity for those seeking early value investments.”

- f. A potential list of **tangible benefits** tailored for **incoming residents** interested in the State and Division Neighborhood is provided below.
- Walkability
 - Central Park
 - Neighborhood garden
 - Elkhart River District
 - Aquatic Center Plaza
 - Kandzhali Park
 - Wellfield Botanic Gardens
 - NIBCO Water and Ice Park
 - River Walk
 - Lerner Theater
 - Microbreweries
 - Boutiques
 - Ambiance through historical architecture
 - Easy access to work downtown
- g. A potential list of **emotional benefits** tailored for **incoming residents** interested in the State and Division Neighborhood marketing campaign is provided below:
- Sense of community with neighbors and local businesses
 - Ease of access to retail and services
 - Connection to the history and essence of State and Division Neighborhood

- h. A selection of potential **logo design and tagline** for the State and Division Neighborhood can be found below:



- i. Other potential **taglines** for the State and Division Neighborhood include:
- The Eternal Neighborhood
 - United Through Division
 - History at Your Doorstep

ACCESS DIGITAL MEDIA

The majority of Downtown Elkhart’s neighborhoods currently rely on word-of-mouth and e-mail blasts to communicate with their residents. This report acknowledges that these methods are effective; however, it suggests that there are other forms of communication to be considered. For example, social media! Facebook in particular is an effective way for neighborhood associations to engage with their community members, keep them connected, and strengthen their loyalty.

PROVIDE TARGETED RESOURCES FOR KEY STAKEHOLDERS

Community members could be attracted to an event such as:

- **Walking Tour/Parade of Historic Homes:** Hosting a walking tour/parade of State and Division’s historic homes is a great way to showcase what the neighborhood has to offer. Residents who are willing to participate should be enthusiastic about sharing the history of their homes. Participants should gather

at a predetermined location, perhaps a local landmark or ice cream/coffee shop downtown, so that the tour can begin with food and beverages.

