

Marketing and PR for Places

Presented to
Downtown Forest Grove



CIVILIS CONSULTANTS

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ACKNOWLEDGEMENTS



This work was made possible through support from the **City of Forest Grove** and **Metro**. Thank you property owners, business owners, and residents of downtown Forest Grove for your involvement and engagement.

Revitalization starts with you!

STORYTELLING



- What is downtown Forest Grove's story now?
- Why would people want to connect with downtown?
- What story does Forest Grove want to tell in the future?

WHY STORY?

STORY

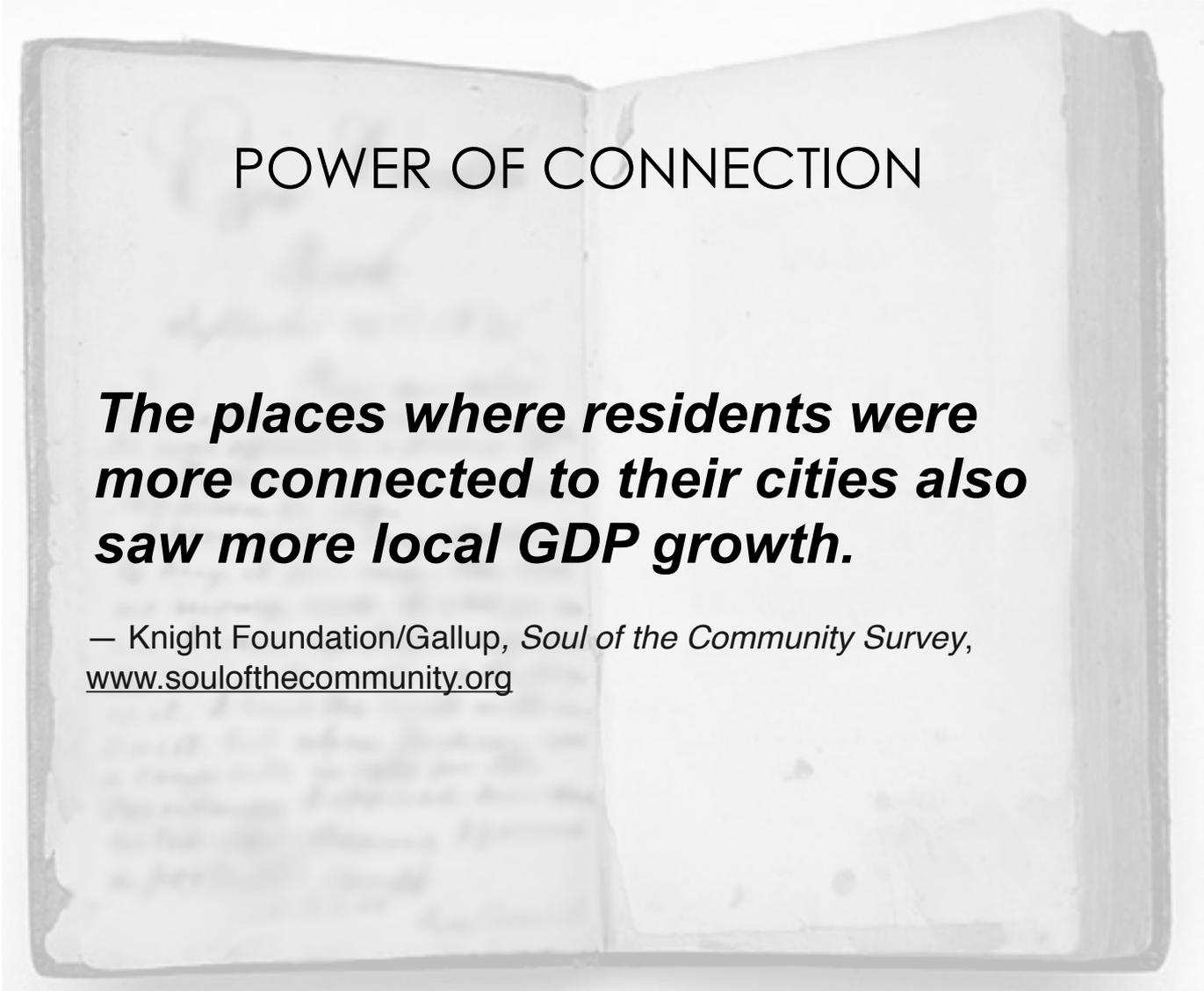
VS

MARKETING
Transportation Policy
ZONING
Land Use Planning
Event Planning
Economic Development
Public Relations
BRANDING



STORYTELLING

- Is downtown Forest Grove intentionally and actively telling a cohesive story?

An open book with a light-colored cover and pages. The text is overlaid on the pages. The title 'POWER OF CONNECTION' is centered at the top. Below it is a bolded quote. At the bottom is a citation.

POWER OF CONNECTION

The places where residents were more connected to their cities also saw more local GDP growth.

— Knight Foundation/Gallup, *Soul of the Community Survey*,
www.soulofthecommunity.org

MARKETING IS NOT BRAGGING



MARKETING IS NOT BRAGGING

- *OVERVIEW OF MARKETING*
- *DOWNTOWN FOREST GROVE
STORY FRAMEWORK*

MARKETING IS NOT BRAGGING

- *OVERVIEW OF MARKETING*
- *DOWNTOWN FOREST GROVE
STORY FRAMEWORK*

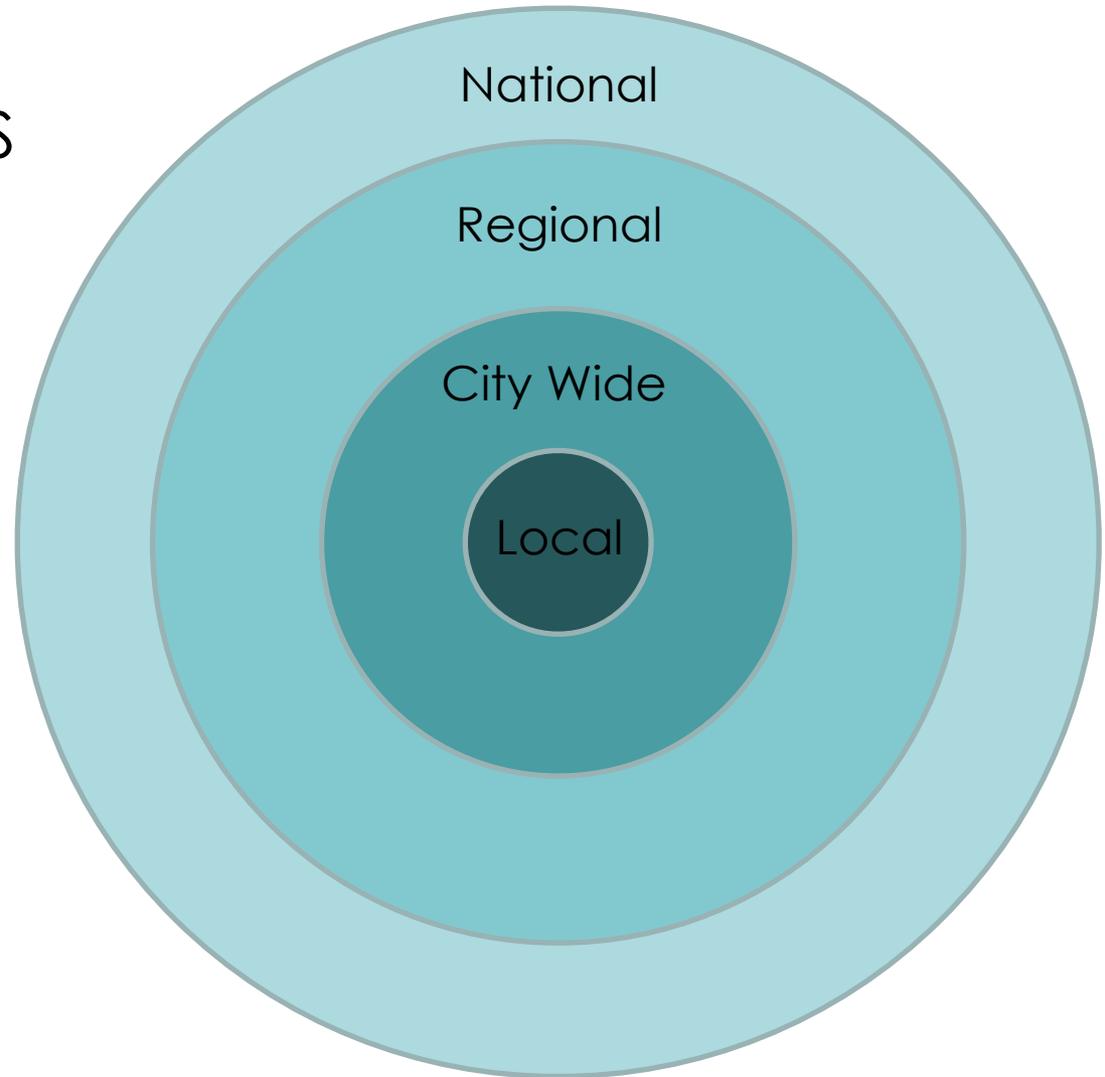
MARKETING IS NOT BRAGGING

- *PROVE IT!*
- *JUDGE FOR YOURSELVES*
- *BETTER PAN OUT*
- *CHECK OUT*
- *DIDN'T LIKE ME*

MARKETING FUNDAMENTALS

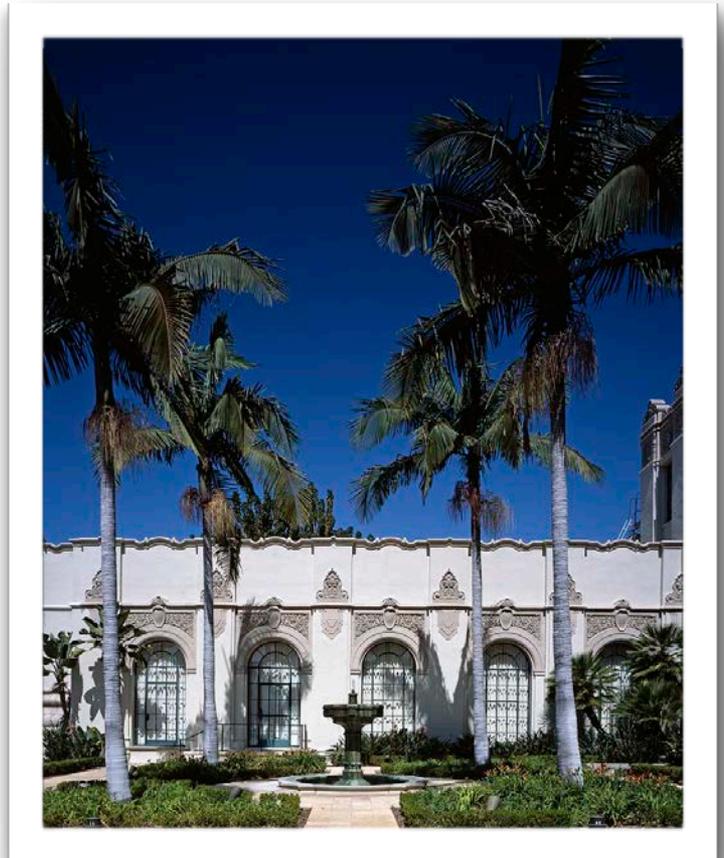
- *AUDIENCE*
- *AUTHENTICITY*
- *CONFLICT/TENSION*

MARKETING FUNDAMENTALS



➤ AUDIENCE

MARKETING FUNDAMENTALS



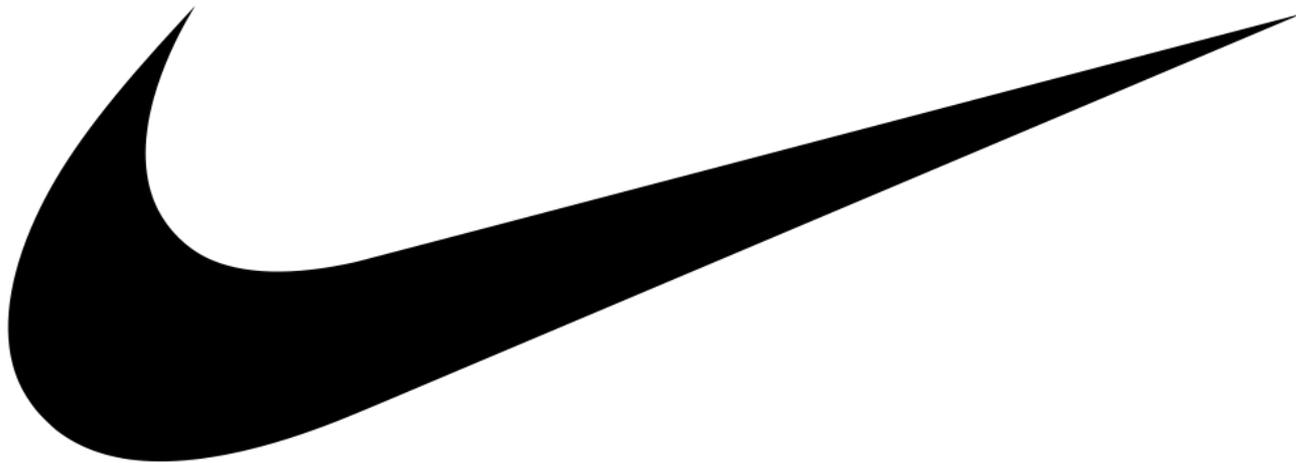
➤ AUTHENTICITY

MARKETING FUNDAMENTALS



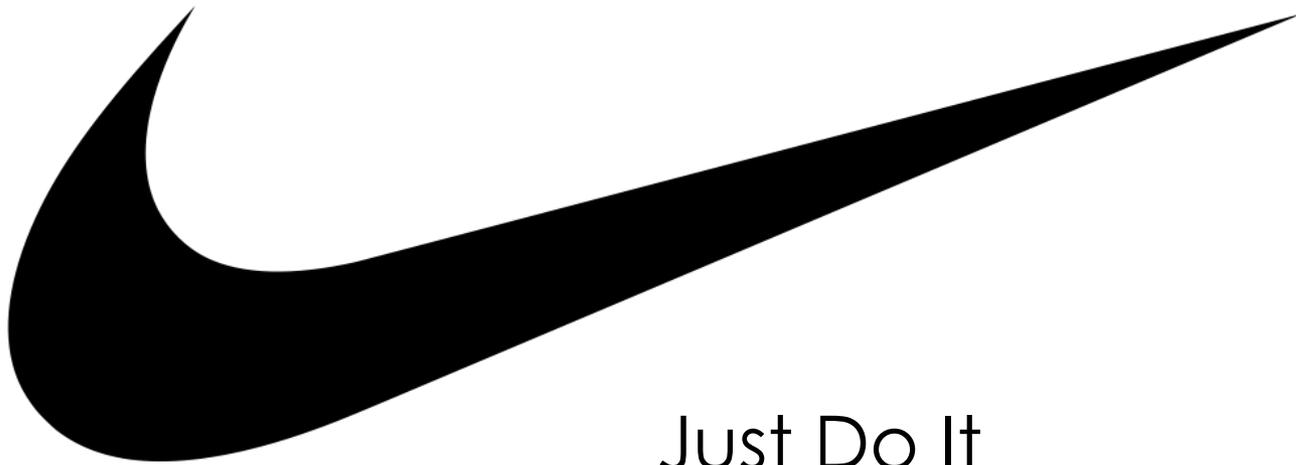
➤ *CONFLICT/TENSION*

MARKETING FUNDAMENTALS



➤ *CONFLICT*

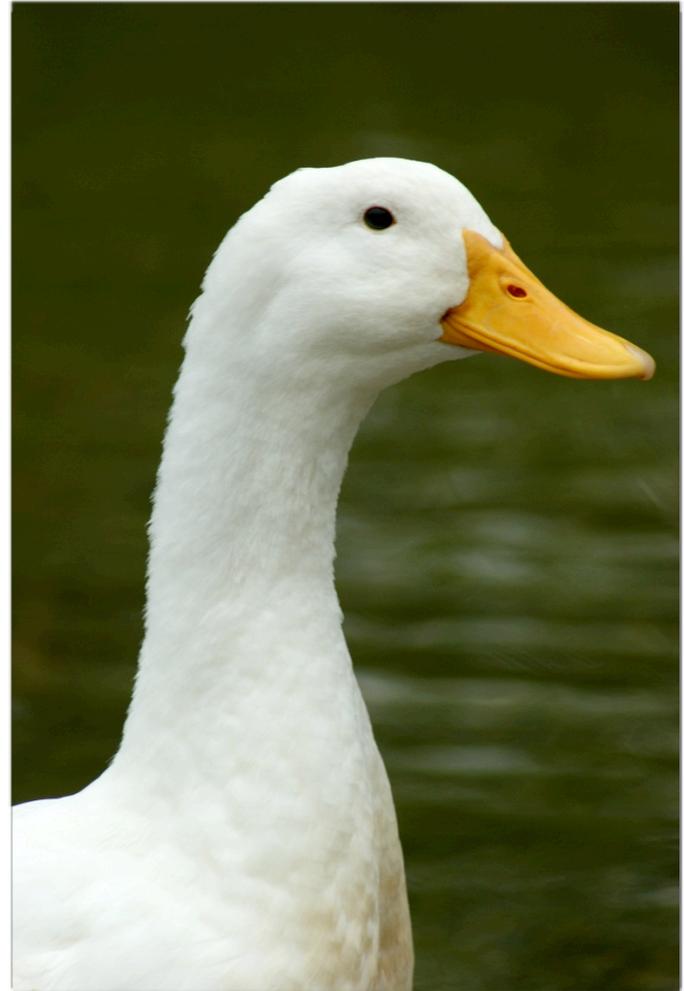
MARKETING FUNDAMENTALS



Just Do It

➤ *CONFLICT/TENSION*

MARKETING FUNDAMENTALS

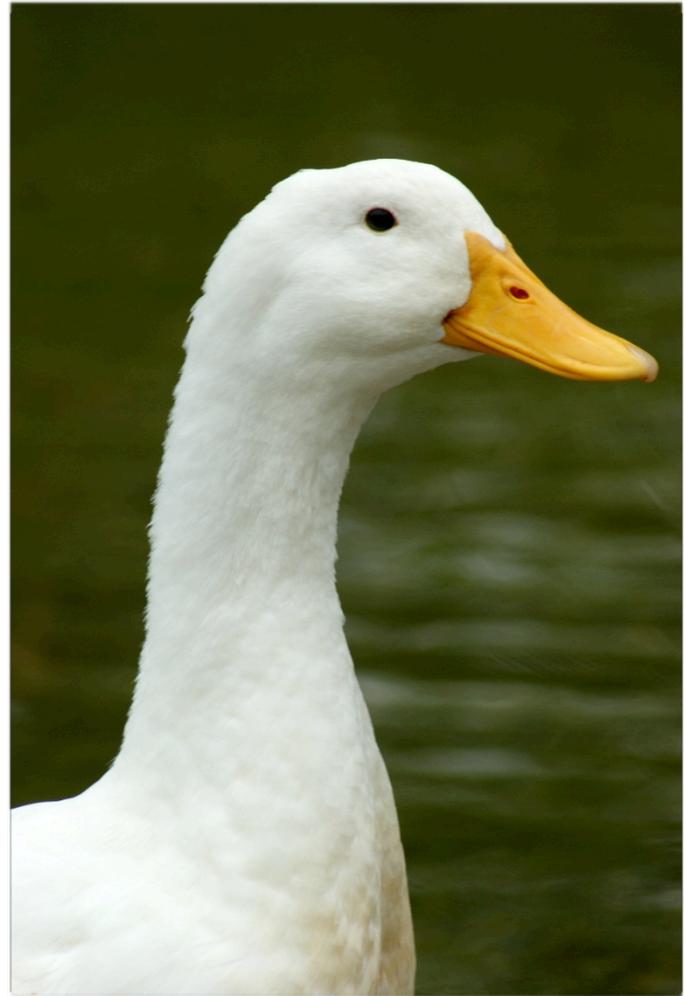


➤ *CONFLICT/TENSION*

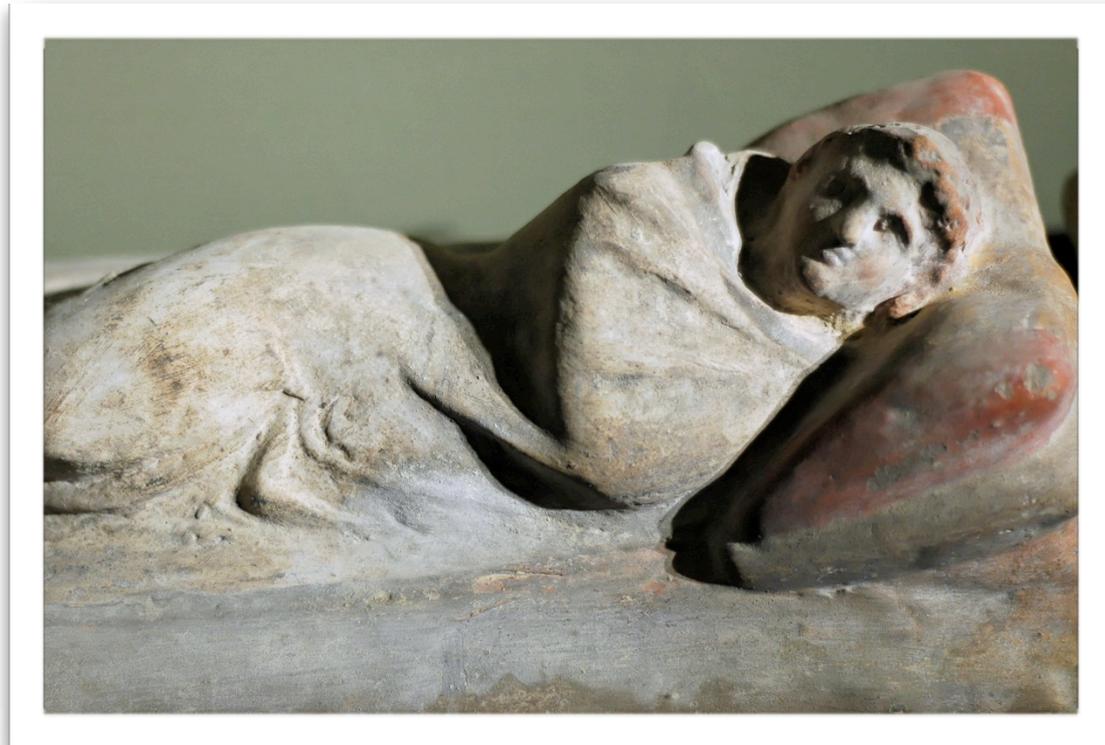
MARKETING FUNDAMENTALS

AFLAC

➤ *CONFLICT/TENSION*



MARKETING FUNDAMENTALS



➤ CONFLICT/TENSION

MARKETING FUNDAMENTALS

- *AUDIENCE*
- *AUTHENTICITY*
- *CONFLICT/TENSION*

GREAT BRANDS COME FROM GREAT STORIES



GREAT BRANDS COME FROM GREAT STORIES

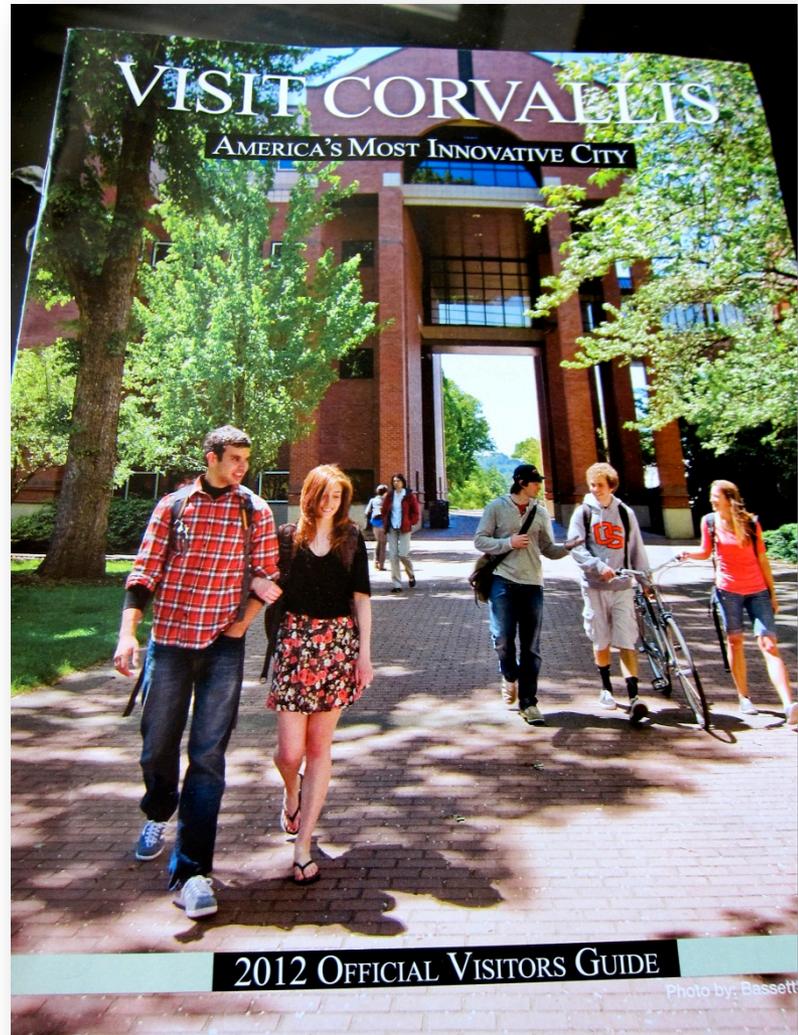


GREAT BRANDS COME FROM GREAT STORIES



GREAT BRANDS COME FROM GREAT STORIES

Corvallis: America's Most Innovative City



GREAT BRANDS COME FROM GREAT STORIES



MARKETING FUNDAMENTALS

- *AUDIENCE*
- *AUTHENTICITY*
- *CONFLICT*

GREAT BRANDS COME FROM GREAT STORIES



GREAT BRANDS COME FROM GREAT STORIES



What Happens in Vegas, Stays in Vegas

GREAT BRANDS COME FROM GREAT STORIES

BLUE
COLLAR 
creative

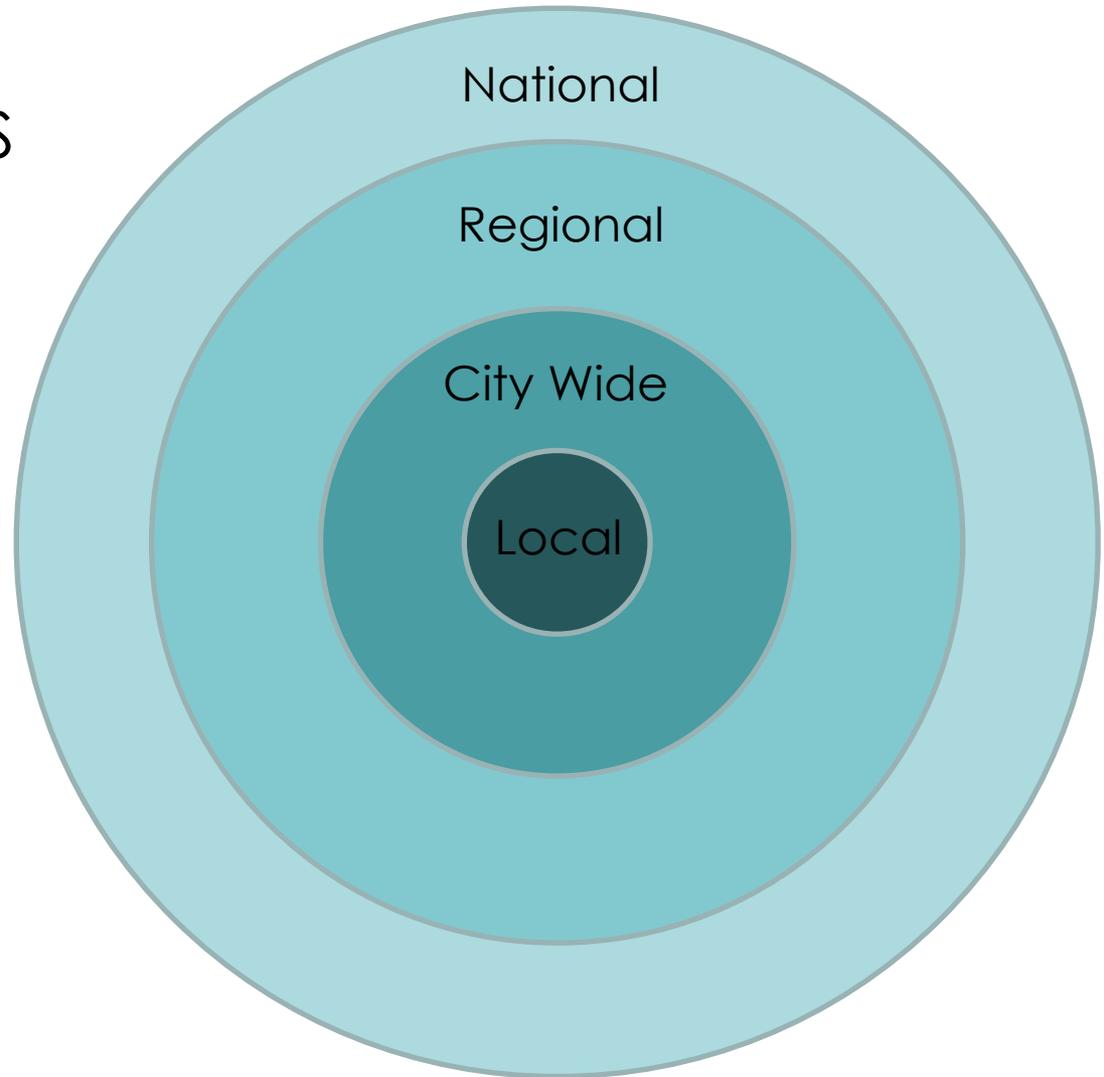
GREAT BRANDS COME FROM GREAT STORIES

Like
Come Feel a Local!

MARKETING FUNDAMENTALS

- *AUDIENCE*
- *AUTHENTICITY*
- *CONFLICT*

MARKETING FUNDAMENTALS

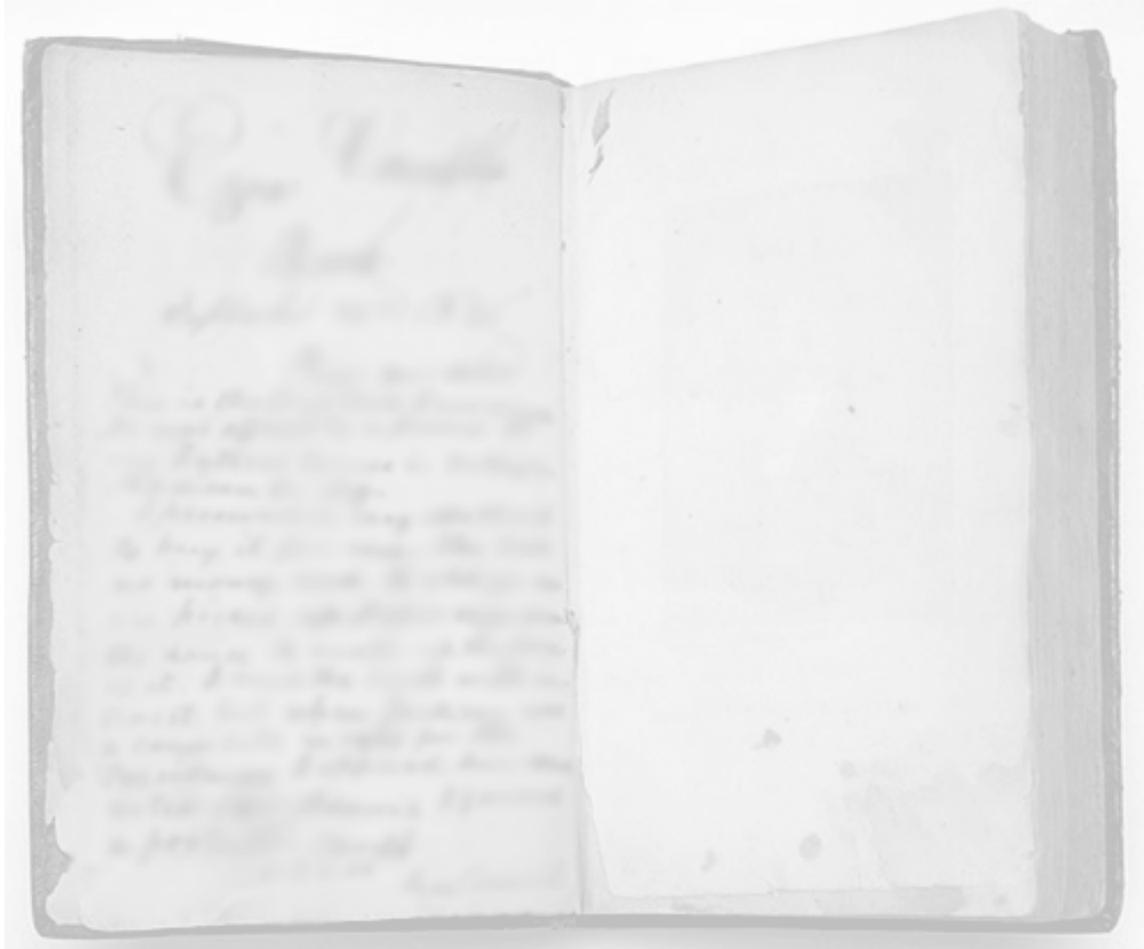


➤ AUDIENCE

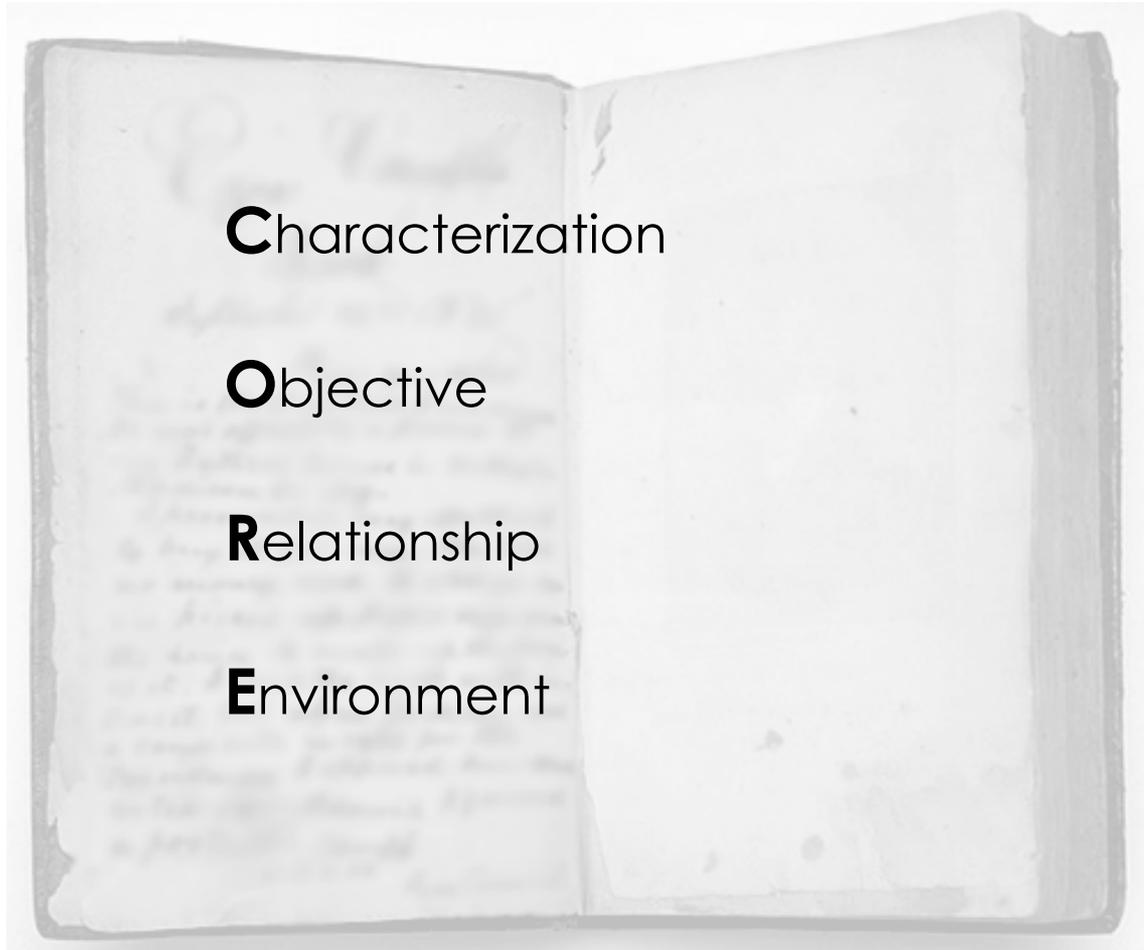
MARKETING IS NOT BRAGGING

- *OVERVIEW OF MARKETING*
- *DOWNTOWN FOREST GROVE
STORY FRAMEWORK*

STORY FRAMEWORK



STORY FRAMEWORK



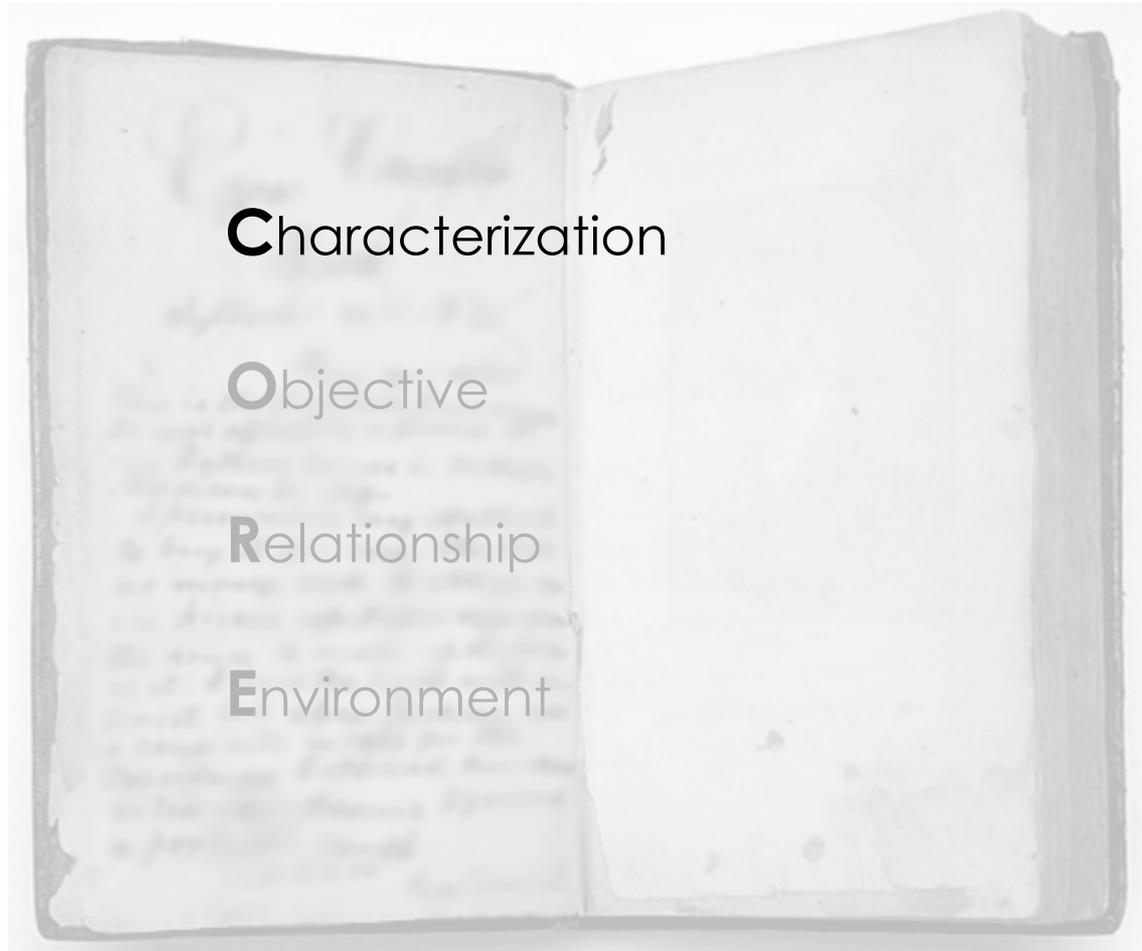
Characterization

Objective

Relationship

Environment

STORY FRAMEWORK

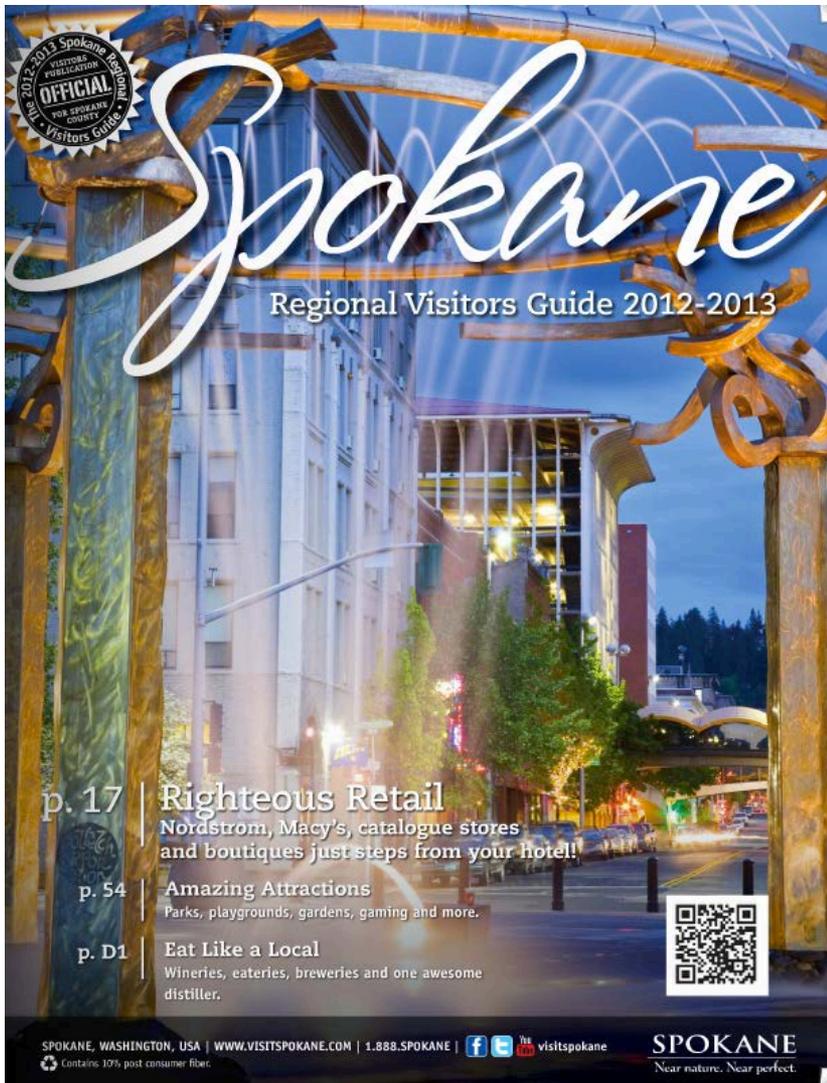




Characterization



Characterization



Characterization



Characterization

CHARACTERIZATION RECOMMENDATIONS

- *TELL A VIBRANT STORY WITH BUILDINGS*
- *LIGHT UP THE NIGHT*
- *IMPROVE HISTORICAL FABRIC*
- *TREAT SIDEWALKS LIKE A STAGE*

Characterization

CHARACTERIZATION RECOMMENDATIONS

- *TELL A VIBRANT STORY WITH BUILDINGS*
- *LIGHT UP THE NIGHT*
- *IMPROVE HISTORICAL FABRIC*
- *TREAT SIDEWALKS LIKE A STAGE*

Characterization

Tell Story of Vibrancy with Buildings



Characterization **Recommendation**

Tell Story of Vibrancy with Buildings



Courtesy of Flickr User Roboppy

Characterization **Recommendation**

Tell Story of Vibrancy with Buildings



Characterization **Recommendation**

Tell Story of Vibrancy with Buildings



Characterization **Recommendation**



Tell Story of Vibrancy with Buildings

Characterization
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Recommendation

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Characterization **Recommendation**

Tell Story of Vibrancy with Buildings



Characterization
Recommendation



Tell Story of Vibrancy with Buildings



Characterization
Recommendation

Tell Story of Vibrancy with Buildings



Characterization **Recommendation**

Tell Story of Vibrancy with Buildings



Characterization
Recommendation

CHARACTERIZATION RECOMMENDATIONS

- *TELL A VIBRANT STORY WITH BUILDINGS*
- *LIGHT UP THE NIGHT*
- *IMPROVE HISTORICAL FABRIC*
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Characterization

Light Up the Night!



Characterization **Recommendation**

Light Up the Night!



Characterization **Recommendation**

Light Up the Night!

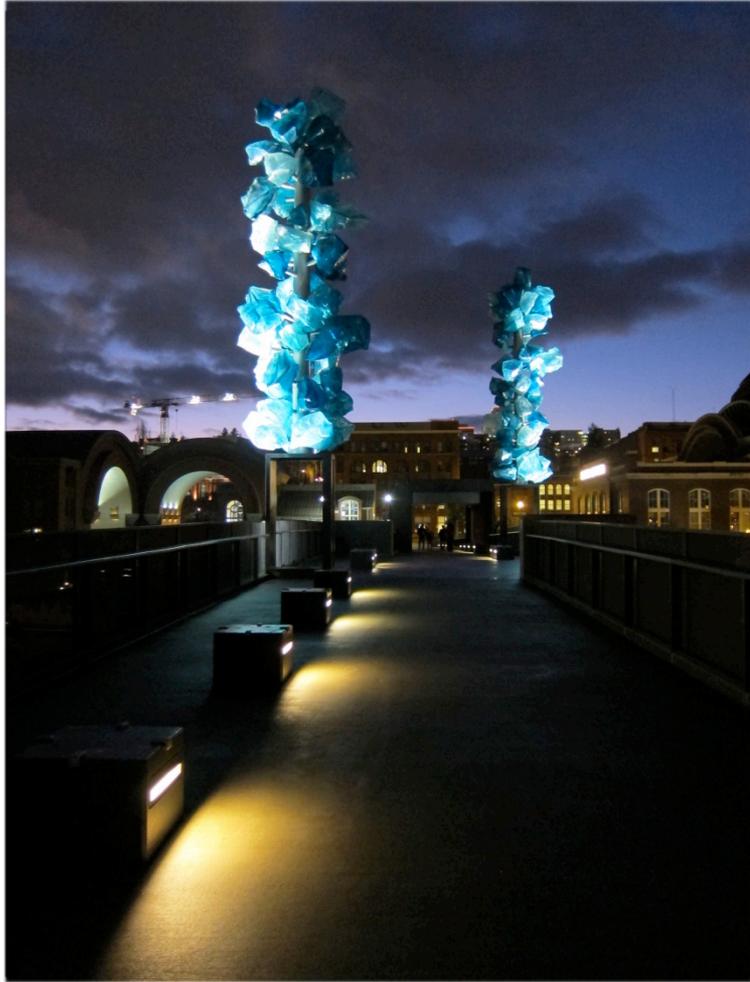


Characterization **Recommendation**



Light Up the
Night!

Characterization
Recommendation



Light Up the Night!

Characterization
Recommendation



Light Up the Night!

Characterization
Recommendation

Light Up the Night!



Characterization **Recommendation**

Light Up the Night!



Characterization **Recommendation**



Light Up the Night!

Characterization
Recommendation

CHARACTERIZATION RECOMMENDATIONS

- *TELL A VIBRANT STORY WITH BUILDINGS*
- *LIGHT UP THE NIGHT*
- *IMPROVE HISTORIC FABRIC*
- *TREAT SIDEWALKS LIKE A STAGE*

Characterization

Historic Restoration



Characterization **Recommendation**



Historic Restoration

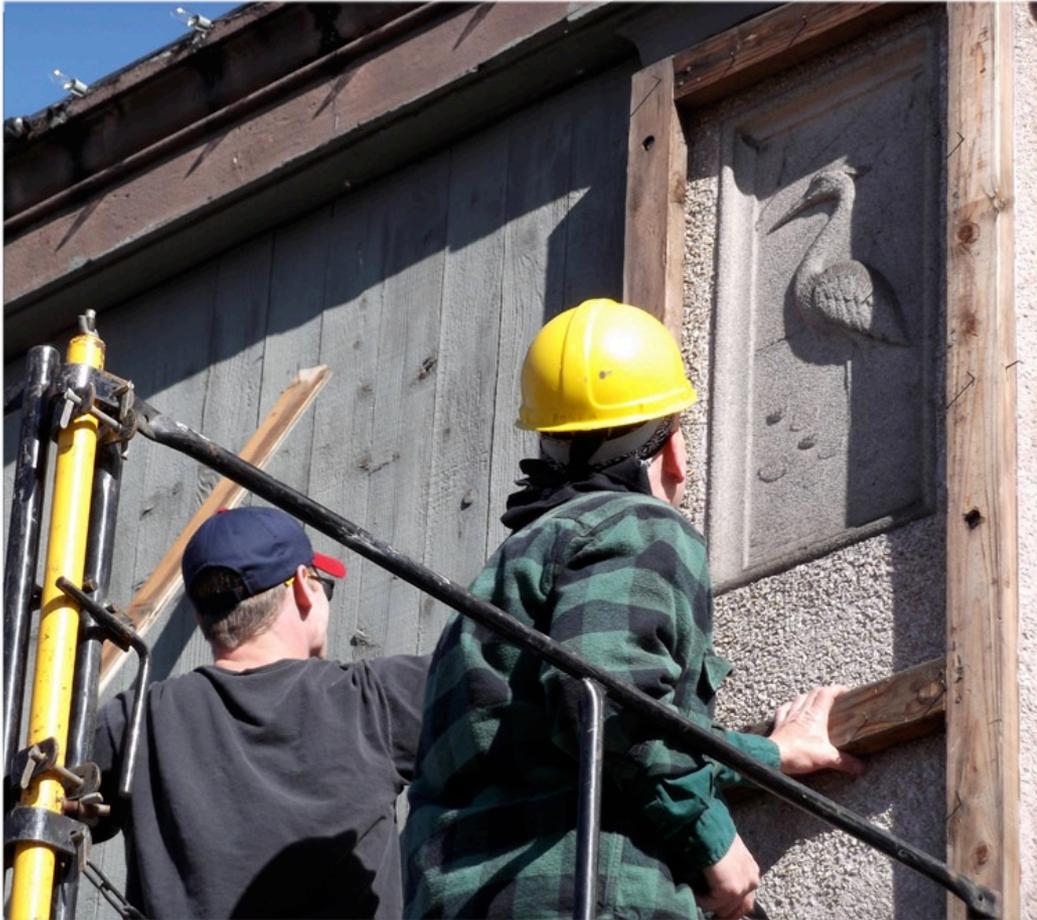
Characterization
Recommendation

Historic Restoration



Courtesy of columbiapacificpreservation.org

Characterization **Recommendation**



Courtesy of columbiapacificpreservation.org

Historic Restoration

Characterization
Recommendation

Historic Restoration



Courtesy of Susan Trabucco

Characterization **Recommendation**

Historic Restoration



Courtesy of the Busch Family

Characterization **Recommendation**

Historic Restoration



Courtesy of the Busch Family

Characterization **Recommendation**

Historic Restoration



Courtesy of the Busch Family

Characterization **Recommendation**

Historic Restoration



Courtesy of the Busch Family

Characterization **Recommendation**

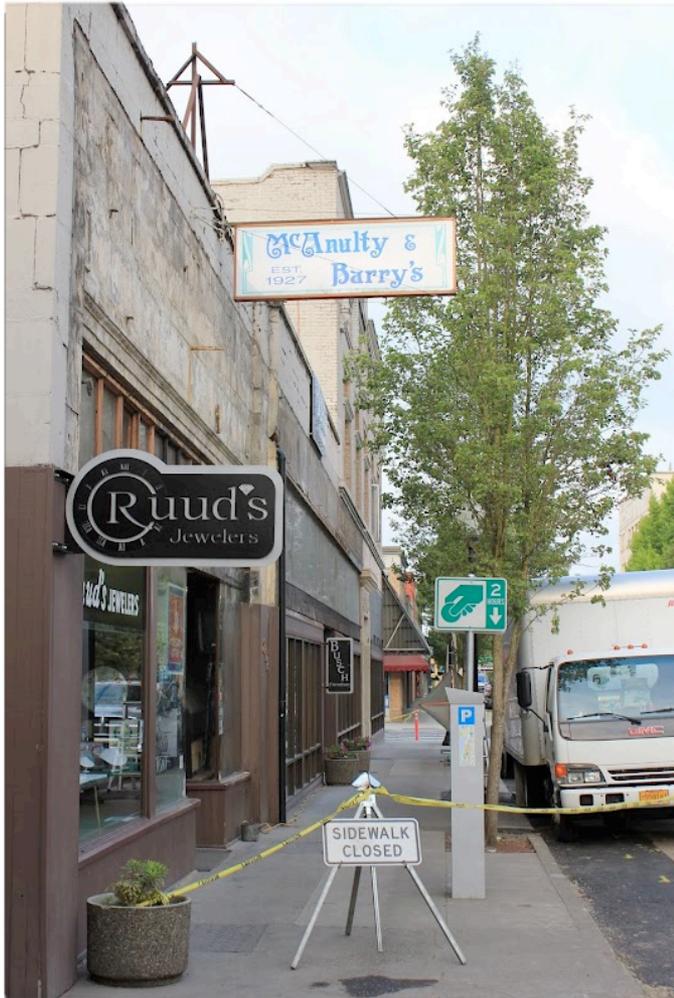
Historic Restoration



Courtesy of the Busch Family

Characterization **Recommendation**

Historic Restoration



Courtesy of the Busch Family

Characterization
Recommendation

Historic Restoration



Courtesy of the Busch Family

Characterization **Recommendation**

Historic Restoration



Courtesy of the Busch Family

Characterization
Recommendation

CHARACTERIZATION RECOMMENDATIONS

- *TELL A VIBRANT STORY WITH BUILDINGS*
- *LIGHT UP THE NIGHT*
- *IMPROVE HISTORIC FABRIC*
- *TREAT SIDEWALKS LIKE A STAGE*

Characterization

TREAT SIDEWALKS LIKE A STAGE



Characterization **Recommendation**



Treat Sidewalks Like a Stage

Characterization
Recommendation



Treat Sidewalks
Like a Stage

Characterization
Recommendation

Treat Sidewalks Like a Stage



Characterization **Recommendation**

Treat Sidewalks Like a Stage



Characterization **Recommendation**

Treat Sidewalks Like a Stage



Characterization **Recommendation**



Treat Sidewalks
Like a Stage

Characterization
Recommendation



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Characterization **Recommendation**

Treat Sidewalks Like a Stage



Characterization **Recommendation**

Treat Sidewalks Like a Stage



Characterization **Recommendation**

Treat Sidewalks Like a Stage



Characterization **Recommendation**



Treat Sidewalks Like a Stage

Characterization
Recommendation

Treat Sidewalks Like a Stage



Characterization **Recommendation**

CHARACTERIZATION RECOMMENDATIONS

- *TELL A VIBRANT STORY WITH BUILDINGS*
 - *Three Color Paint Schemes*

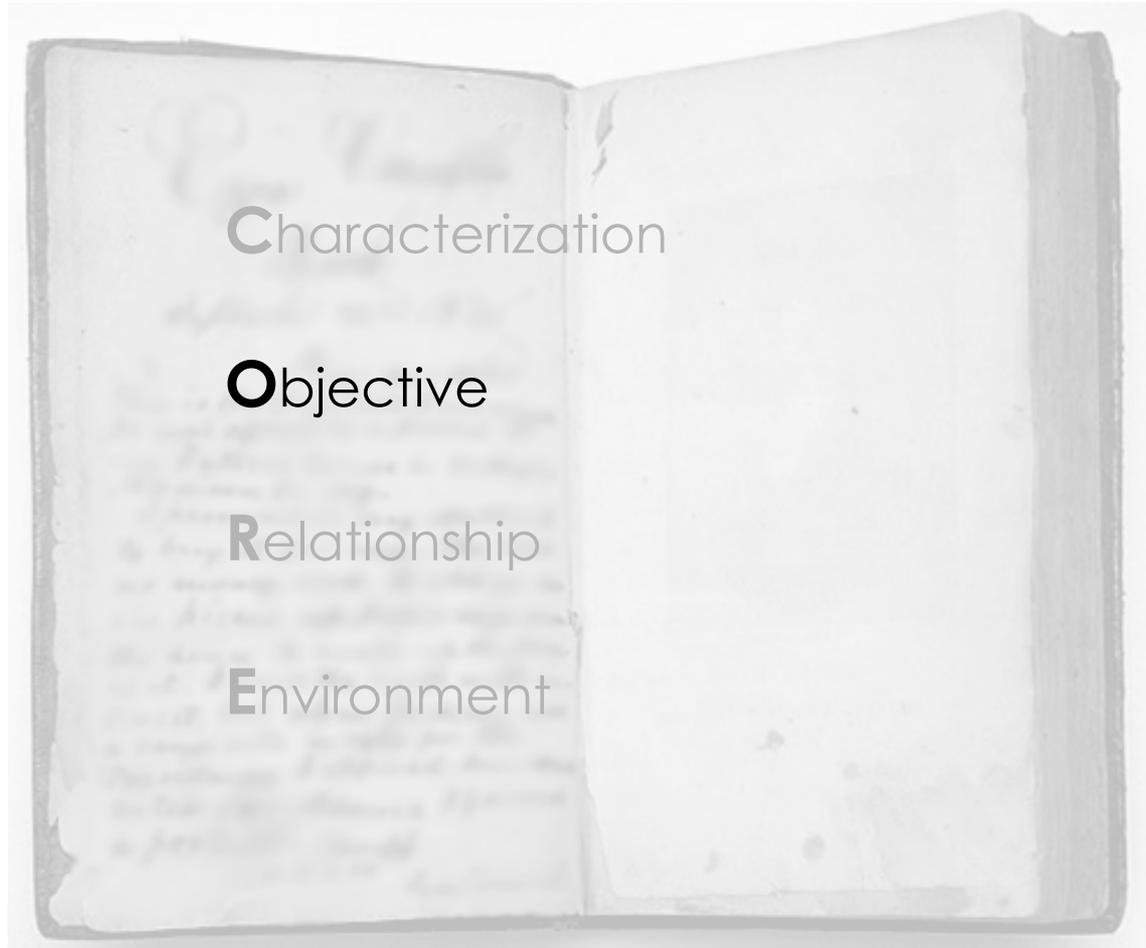
- *LIGHT UP THE NIGHT*
 - *Trees, Buildings, Walkways, Storefronts*

- *IMPROVE HISTORIC FABRIC*
 - *Support Commercial Historic Renovation*

- *TREAT SIDEWALKS LIKE A STAGE*
 - *Street Level Dialog*
 - *Products and Tables on Sidewalk*

Characterization

STORY FRAMEWORK





Objective

STORY FRAMEWORK

- What is downtown Forest Grove's motivation?
- What experience does it want to provide?
- What role does it play in the city or region?

Objective

OBJECTIVE RECOMMENDATIONS

- *TENANT FOR ACTIVITY*
- *SHOW, DON'T TELL*
- *ENGAGE THE SENSES*

Objective

OBJECTIVE RECOMMENDATIONS

- *TENANT FOR ACTIVITY*
- *SHOW, DON'T TELL*
- *ENGAGE THE SENSES*

Objective

Tenant for Activity



Objective **Recommendation**

Tenant for Activity



Objective **Recommendation**

Tenant for Activity



Objective **Recommendation**

Tenant for Activity



Objective **Recommendation**



Tenant for Activity

Objective
Recommendation



Tenant for Activity

Objective **Recommendation**

Tenant for Activity



Objective **Recommendation**

Tenant for Activity



Objective **Recommendation**

Tenant for Activity



Objective **Recommendation**

Tenant for Activity



Objective **Recommendation**

Tenant for Activity CD Game Exchange



Objective **Recommendation**



Tenant for
Activity

Objective **Recommendation**

Tenant for Activity—Laughing Planet



Objective **Recommendation**

OBJECTIVE RECOMMENDATIONS

- *TENANT FOR ACTIVITY*
- *SHOW, DON'T TELL*
- *ENGAGE THE SENSES*

Objective

Show, Don't Tell

Charlie and his sidekick wanted to sneak by a policeman.

Objective **Recommendation**



Show Don't
Tell

Objective
Recommendation



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AISTON LAW LLC

TRUSTS | ESTATES | PARENTS | FAMILIES

If you are a parent,
there is nothing in this life that is
more important to you than your kids.

You have spent hours agonizing over which are
the best foods, carseats, and schools for them...

but how long have you spent **planning**
on who would care for them if the
UNTHINKABLE happened to you?

Candice N. Aiston makes it easy to talk
about difficult issues and to take the
steps necessary to give your kids the
protection they deserve.

Read Candice's free report, "The 9
Common Planning Mistakes Parents Make,"
visit www.candiceaistonlaw.com
or call 503.235.150



Show, Don't Tell

Objective Recommendation



Show,
Don't Tell

Objective
Recommendation

OBJECTIVE RECOMMENDATIONS

- *TENANT FOR ACTIVITY*
- *SHOW, DON'T TELL*
- *ENGAGE THE SENSES*

Objective

ENGAGE THE SENSES

- ❖ Smells Trigger Memories
- ❖ Sounds Modulate Mood



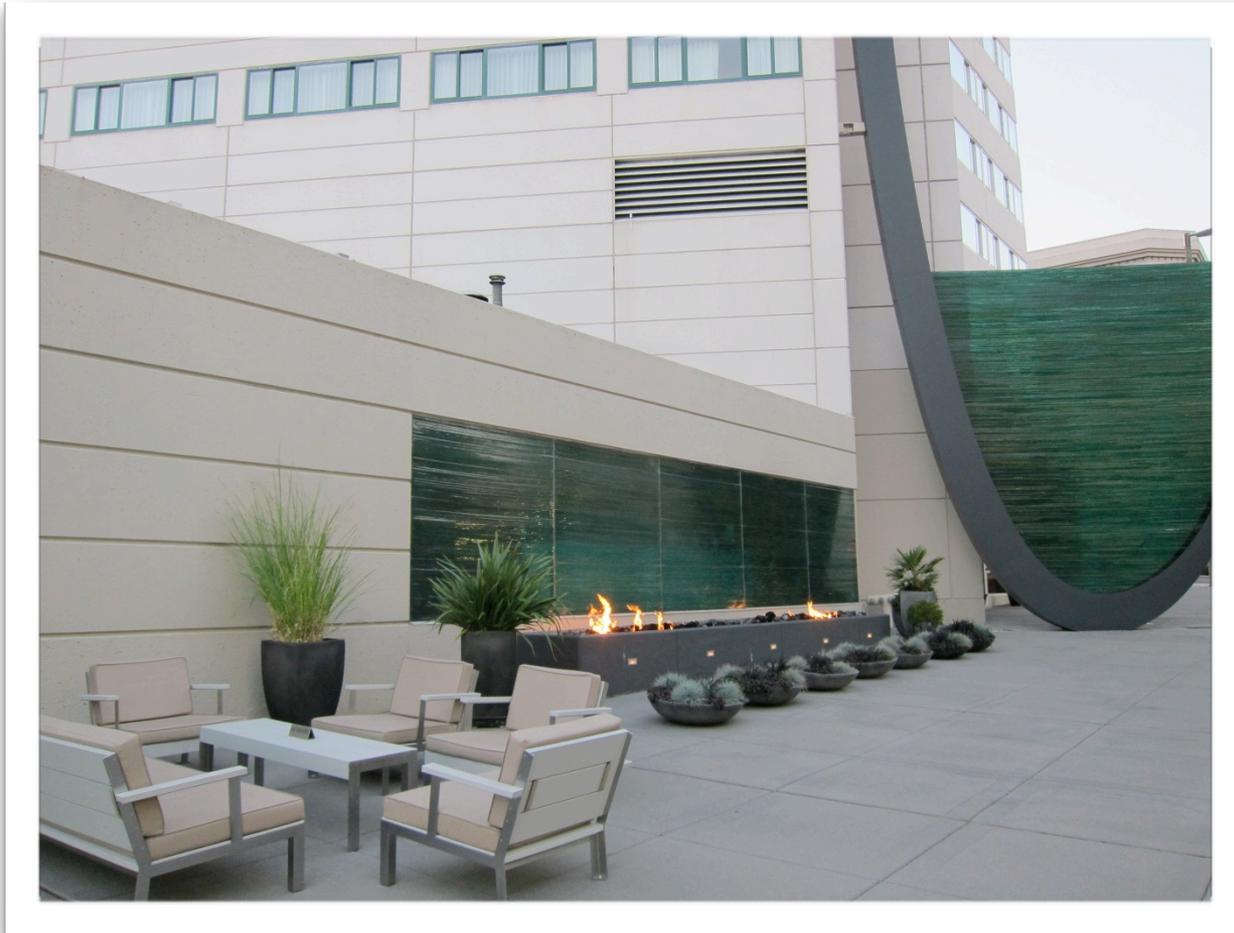
Objective **Recommendation**

ENGAGE THE SENSES



Objective **Recommendation**

ENGAGE THE SENSES



Objective **Recommendation**

OBJECTIVE RECOMMENDATIONS

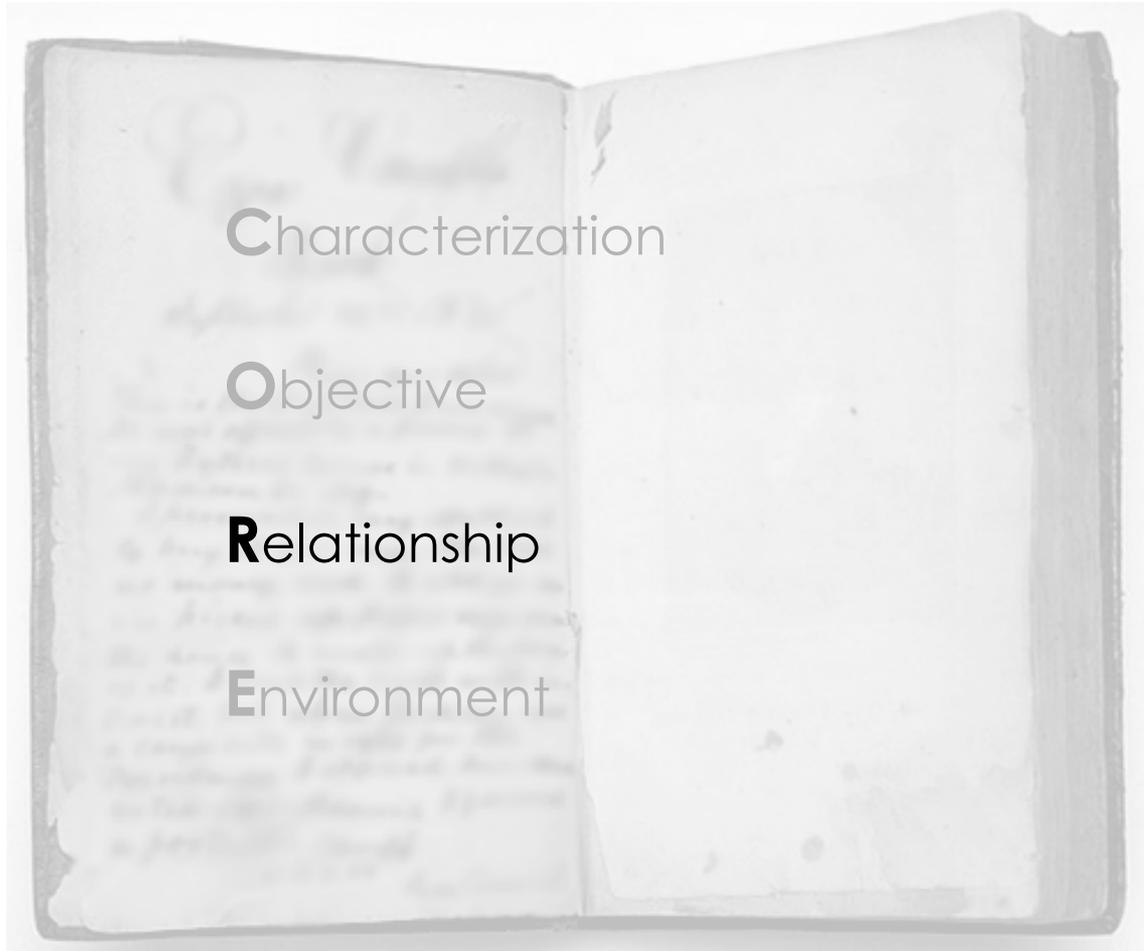
- *TENANT FOR ACTIVITY*
 - *Businesses that Offer Unique Experiences*
 - *No Inward Facing Uses on the Ground Floor*

- *SHOW, DON'T TELL*
 - *Bring Interior Experience to the Sidewalk*
 - *Demonstrate Who You Are, Rather than Write about It in an Ad, or a Sign*

- *ENGAGE THE SENSES*
 - *The More Senses Stimulated, the More Emotional Attachment and Connection*

Objective

STORY FRAMEWORK





Relationship



Relationship

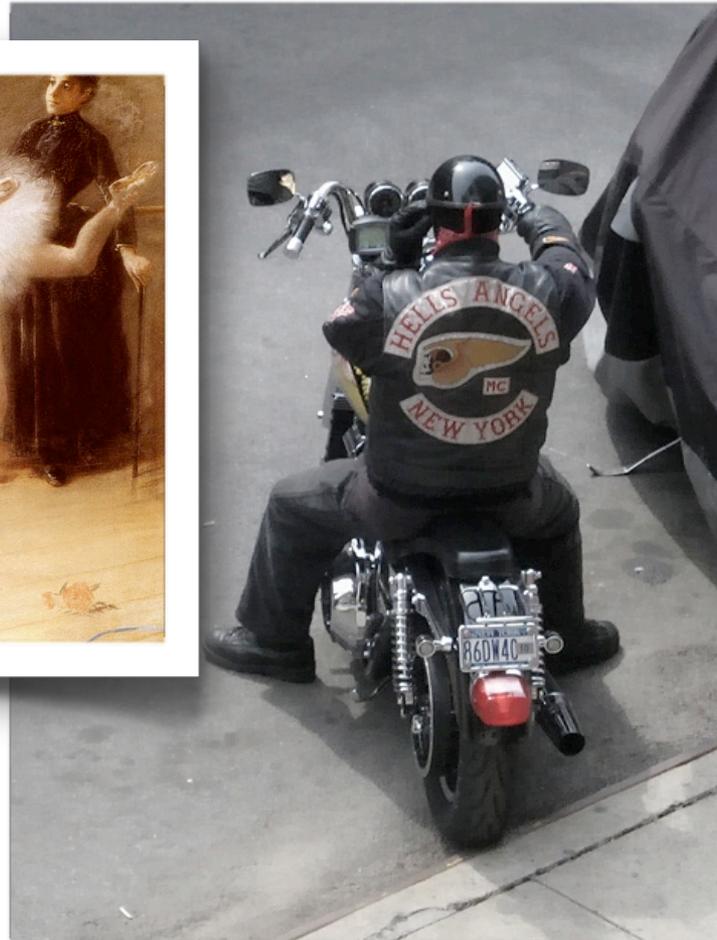


Photo courtesy of Flickr User SliceofNYC via Creative Commons License

RELATIONSHIP RECOMMENDATIONS

- *DISCOVER NEW ADJACENCIES*
- *LEVERAGE EXISTING THEMES*
- *LEVERAGE EXISTING EVENTS*
- *REACH OUT TO THOSE NOT RELATING*

Relationship

RELATIONSHIP RECOMMENDATIONS

- *DISCOVER NEW ADJACENCIES*
- *LEVERAGE EXISTING THEMES*
- *LEVERAGE EXISTING EVENTS*
- *REACH OUT TO THOSE NOT RELATING*

Relationship

Discover New Adjacencies



Relationship **Recommendation**

Discover New Adjacencies



Relationship **Recommendation**

Discover New Adjacencies



Courtesy of www.mcmenamins.com

Relationship **Recommendation**

RELATIONSHIP RECOMMENDATIONS

- *DISCOVER NEW ADJACENCIES*
- **LEVERAGE EXISTING THEMES**
- *LEVERAGE EXISTING EVENTS*
- *REACH OUT TO THOSE NOT RELATING*

Relationship

Leverage Existing Themes

- ❖ *Food/Wine/Agriculture*
- ❖ *Arts/Culture/Education*
- ❖ *History*

Relationship **Recommendation**

Leverage Existing Themes

❖ *Food/Wine/Agriculture*

- Market Discounts Locally
- Market Downtown as a Restaurant District
- Dinner and a Show...Pair Up Events with Food for Locals
- More Entertainment in Restaurants
- Create Day Trip Packages
- Create Overnight Packages

Relationship **Recommendation**



Leverage
Existing
Themes

Relationship
Recommendation

Leverage Existing Themes



Relationship **Recommendation**

Leverage Existing Themes

❖ *Food/Wine/Agriculture*

- Market Discounts Locally
- Market Downtown as a Restaurant District
- Dinner and a Show...Pair Up Events with Food for Locals
- More Entertainment in Restaurants
- **Create Day Trip Packages**
- **Create Overnight Packages**

Relationship **Recommendation**

Day Trips

Curate Two Activities Together

- Wine tasting/Vineyard Tours and Dinner
- Wine tasting/Historic Home Tour
- Nursery Buying Tours and Lunch
- Historic Garden Tour/University Garden Tour
- Farm Tour/Farm to Table Dinner
- Sake Tour/Japanese Inspired Meal
- Berry Picking/Outdoor concert
- Wine Tasting/Spa

Relationship **Recommendation**

Overnight Trips

Work Backward from McMenamins Guest Profile

- More Price Conscious
- Younger Demographic than Dundee
- Interested in Activities

Consider Wedding Party Packages

- Wedding Party Bonding Activities
- Perhaps Less Cost Conscious

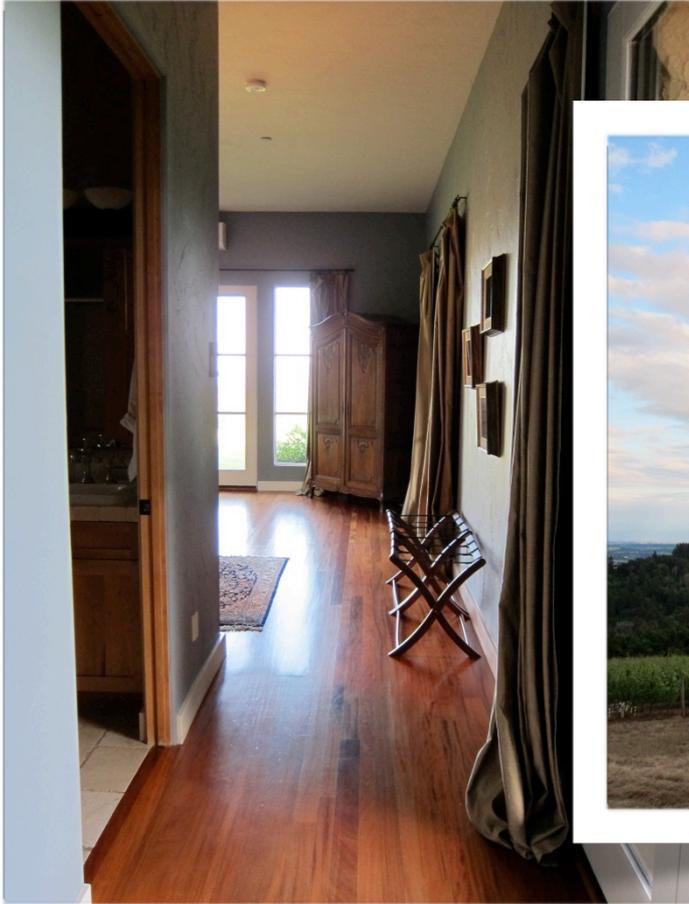
Relationship **Recommendation**

Overnight Trips



Relationship **Recommendation**

Overnight Trips



Relationship **Recommendation**

Overnight Trips

Work Backward from McMenamins Guest Profile

- More Price Conscious
- Younger Demographic than Dundee
- Interested in Activities

Consider Wedding Party Packages

- Wedding Party Bonding Activities
- Perhaps Less Cost Conscious

Relationship **Recommendation**

Leverage Existing Themes

❖ *Arts/Culture/Education*

- Expose Regional High Schools to Pacific University Plays
- Regional Postcard with Upcoming Events
- Target Homeschool Parents
- Hold Outdoor Lectures in the Summer
- Use Film Venues for Themed District-wide Events

Relationship **Recommendation**

Leverage Existing Themes

❖ *History*



Relationship **Recommendation**

Leverage Existing Themes

- ❖ *Food/Wine/Agriculture*
- ❖ *Arts/Culture/Education*
- ❖ *History*

Relationship **Recommendation**

RELATIONSHIP RECOMMENDATIONS

- *DISCOVER NEW ADJACENCIES*
- *LEVERAGE EXISTING THEMES*
- *LEVERAGE EXISTING EVENTS*
- *REACH OUT TO THOSE NOT RELATING*

Relationship

Leverage Existing Events



On Saturdays, he converts several of the customer parking spots next to his building into an outdoor market to take advantage of Lake Oswego's farmers market crowd.

“Saturdays used to mean a skeleton crew and closing early,” says Bloom. “Now it’s one of our busiest days.”

— Metro News Feed, *Lake Oswego at Three Miles per Hour*,
by Peggy Morell, June 7, 2012

Relationship **Recommendation**

Leverage Existing Events

Renaissance Faire

- Have Mead Tastings
- Period Theater and/or Films
- Restaurants Can Serve Period Food

Farmer's Market

- University Philosophy Students Speaking on a Soapbox in Front of City Hall
- Outdoor Art Exhibit of Student Work Near a Farmer's Touch

Relationship **Recommendation**

RELATIONSHIP RECOMMENDATIONS

- *DISCOVER NEW ADJACENCIES*
- *LEVERAGE EXISTING THEMES*
- *LEVERAGE EXISTING EVENTS*
- *REACH OUT TO THOSE NOT RELATING*

Relationship

Reach Out to Those Not Relating

- ❖ *Forest Grove Residents*
- ❖ *Regional Residents*
- ❖ *Pacific University*

Relationship **Recommendation**

Reach Out to Those Not Relating

- ❖ *Forest Grove Residents*
- ❖ *Regional Residents*
- ❖ ***Pacific University***

Relationship **Recommendation**

Reach Out to Those Not Relating

❖ *Pacific University*

- More Transparent and Community-Based Master Planning
- Internships for Students in Public and Private Sector
- Performing Arts
- Source Local Policy
- Staff University Museum with Students
- Move the Student Art Museum Into Downtown
- Offer Seniors Opportunity to Audit Classes for Free if There is Space

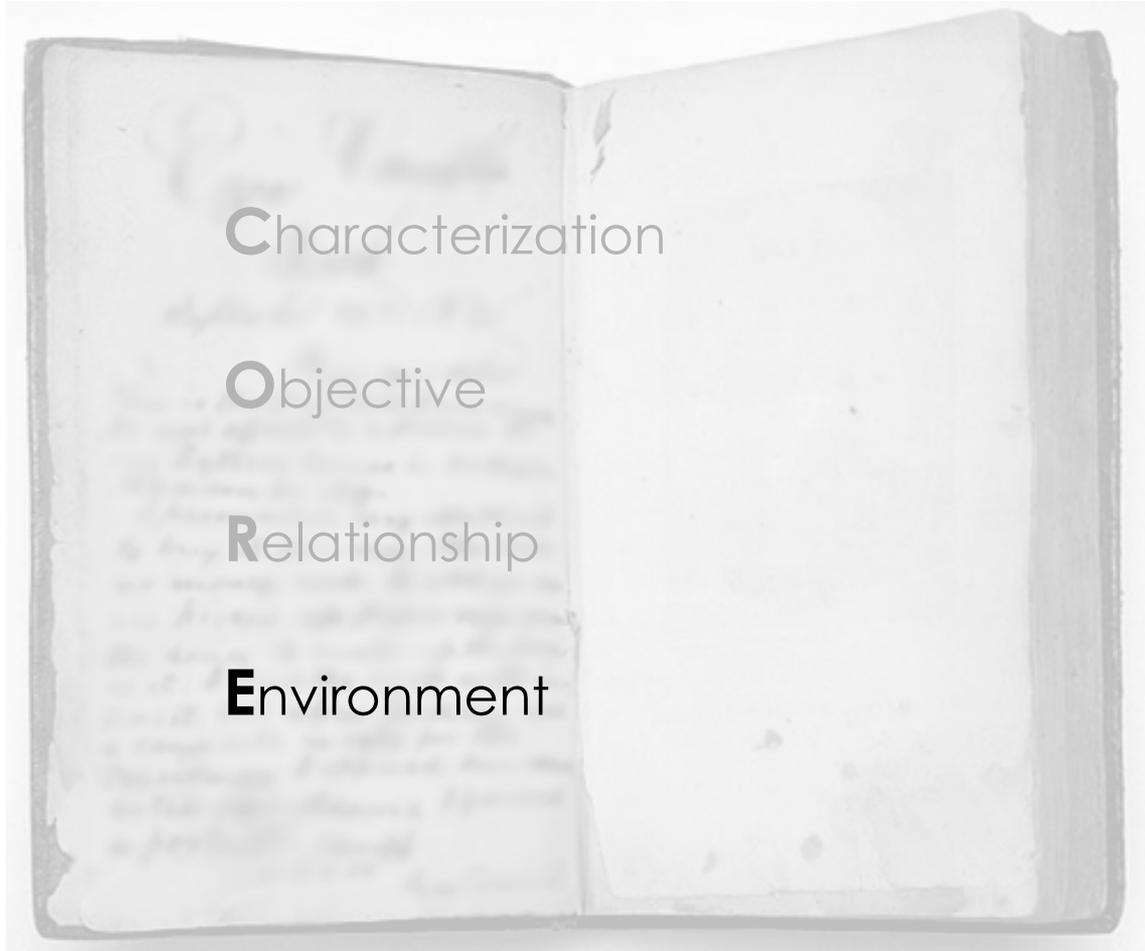
Relationship **Recommendation**

RELATIONSHIP RECOMMENDATIONS

- *DISCOVER NEW ADJACENCIES*
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Relationship

STORY FRAMEWORK







Environment

ENVIORNMENT RECOMMENDATIONS

- *LEVERAGE REGIONAL CONTEXT*
- *LEVERAGE DOWNTOWN'S CONTEXT*

Environment

ENVIORNMENT RECOMMENDATIONS

- *LEVERAGE REGIONAL CONTEXT*
- *LEVERAGE DOWNTOWN'S CONTEXT*

Environment

Regional Context



How Many Barns Before You Know You Have Escaped the City?

Environment **Recommendation**



Time = Quality

Environment
Recommendation

Regional Context



How Many Barns Before You Know You Have Escaped the City?

Environment **Recommendation**

ENVIORNMENT RECOMMENDATIONS

- *LEVERAGE REGIONAL CONTEXT*
- *LEVERAGE DOWNTOWN'S CONTEXT*

Environment

Downtown's Context—Historic



Do you remember when no one locked their front door?

Environment **Recommendation**

Downtown's Context—Historic



Environment **Recommendation**

Downtown's Context—Historic



Environment **Recommendation**

Downtown's Context—Historic



Environment **Recommendation**

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Environment **Recommendation**

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Environment **Recommendation**

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Environment **Recommendation**

Downtown's Context—Historic



Environment **Recommendation**



Downtown's Context—Historic

Environment
Recommendation

Downtown's Context—Historic



Environment **Recommendation**

Leverage Downtown's Historic Context

❖ *Remove One-Way Arterial Couplet*

Environment **Recommendation**

Leverage Downtown's Historic Context

- ❖ *Remove One-Way Arterial Couplet*
- ❖ *Encourage More Residential, Perhaps Starting with Innovative Student Housing in Existing Warehouses*

Environment **Recommendation**



Incentivize Residential Development

Environment
Recommendation



Incentivize Residential Development

Environment
Recommendation

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Environment **Recommendation**

Incentivize Residential Development



Environment **Recommendation**

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Environment **Recommendation**



Incentivize Residential Development

Environment
Recommendation

Incentivize Residential Development



Environment **Recommendation**

Leverage Downtown's Historic Context

- ❖ *Remove One-Way Arterial Couplet*
- ❖ *Encourage More Residential, Perhaps Starting with Innovative Student Housing in Existing Warehouses*
- ❖ *Use Existing Shuttles as Circulators*

Environment **Recommendation**

CONNECT THE CITY CENTER



Courtesy of chelanpud.org

Environment **Recommendation**

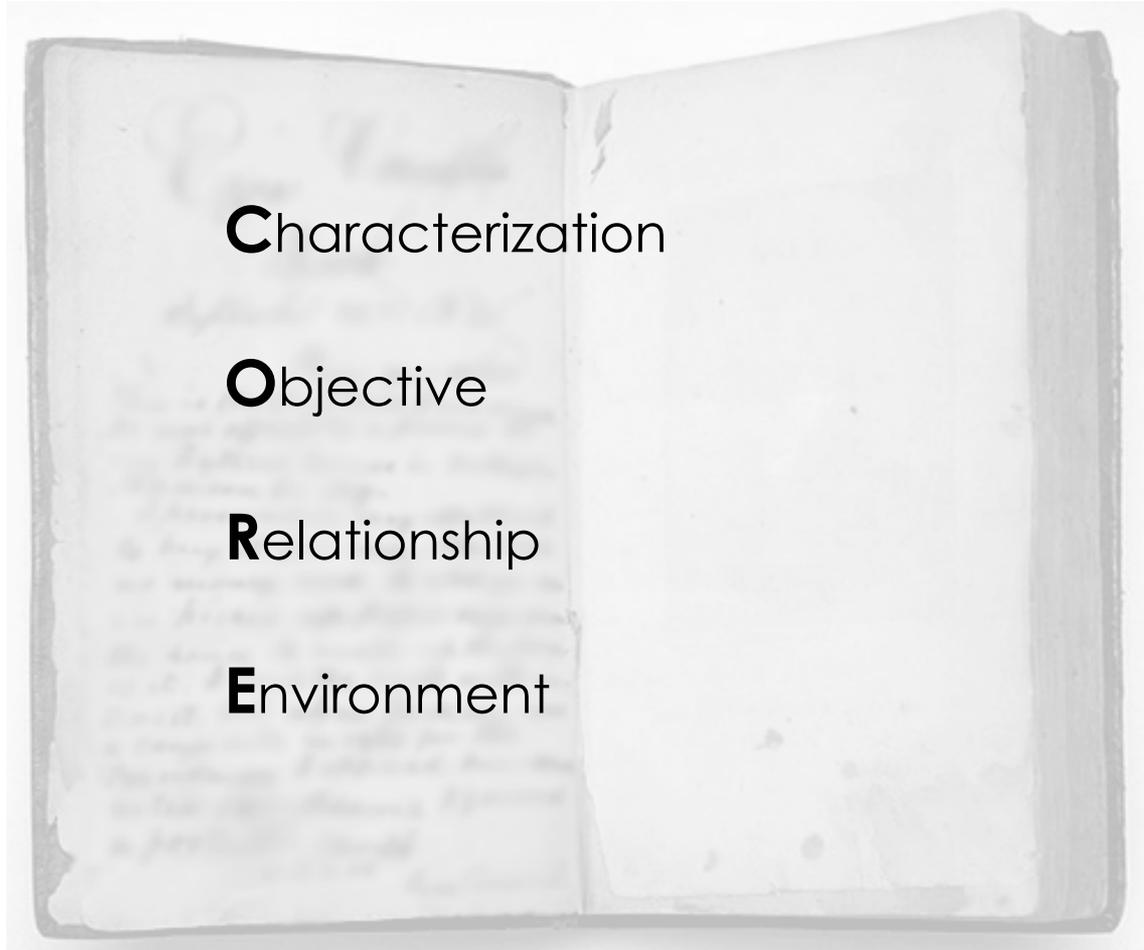
ENVIRONMENT RECOMMENDATIONS

- *LEVERAGE REGIONAL CONTEXT*
 - *Make Distance a Feature*

- *LEVERAGE DOWNTOWN'S CONTEXT*
 - *Remove One-Way Arterial Couplet*
 - *Encourage More Residential, Perhaps Starting with Innovative Student Housing in Existing Warehouses*
 - *Use Existing Shuttles as Circulators*

Environment

TELL A COMPLETE STORY!



Characterization

Objective

Relationship

Environment

Marketing and PR for Places

Presented to
Downtown Forest Grove



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