

INTRODUCTION

Strong positioning and clear messaging are the crux of any sales/marketing program. Without it, communication efforts are often confusing, disjointed and weaker than their potential. Creating a foundation provides strength and consistency:

- Consistency for sales & marketing efforts to recruit businesses to Downtown
- Consistency across the various entities who are recruiting
- Consistent image and reputation for Downtown

The **Positioning Statement** succinctly defines where Downtown Boulder is, what the area is like, and why it's the premier spot for Boulder businesses.

The **Messaging Platform** consists of three top-level themes. The themes are the overarching ideas target audiences should take away from *any* sales/marketing effort aimed at businesses who are considering locating in Downtown Boulder. The themes are the framework for the supporting message points, e.g. facts, statistics and other differentiators.

The messages are delivered constantly, through various sales/marketing efforts, in order to generate a strong presence. Naturally, as Downtown Boulder evolves, the messages will need to be updated.

TARGET AUDIENCES

1) Businesses considering moving Downtown from elsewhere in Boulder County.
2) Businesses considering moving Downtown from along the Front Range.
3) Current Downtown businesses who might consider moving out.
3) Prospective and current property owners.
4) Businesses considering moving Downtown from out-of-state.



POSITIONING STATEMENT

Downtown Boulder is the heart and soul of the city. It's nestled only blocks from the foothills, a mile from the University of Colorado and steps from historic neighborhoods. Downtown is where the action is, where decisions are made, and where there's a history of success. It's an ideal business environment -- in a premium location.

The area's centerpiece is the Pearl Street Mall. More than 1,500 pedestrians visit the 4-block mall daily. It has a unique mix of retail, restaurant and office space that also extends several blocks onto the east and west ends of Pearl Street. The growth in Downtown is continuous.

Downtown employees have an ideal lifestyle. Better yet, they are a built-in market for Downtown businesses -- year-round. They work in the hub of the city and can walk to everything: coffee, lunch, shopping, happy hour and fine dining. They are embedded in a rich network of businesses and a strong community.

People are drawn to the lively and authentic atmosphere of Downtown. They come to shop at the local boutiques, to have a business lunch at an outdoor patio restaurant, or to sip beers on a rooftop bar. They come to speak with city leaders, to entertain their out-of-town guests, or to stop by their favorite service shop. The diversity of businesses and people make Downtown a new experience every time. It's simply understood that Downtown is the place to be, the place to meet and the place to get things done.



MESSAGING PLATFORM

TOP THREE MESSAGES -- OVERALL THEMES

- 1) Downtown is the heart and soul of Boulder -- where the action is, where decisions are made, where there's a history of success.
- 2) Downtown's diversity of people and businesses keep it fresh. The ambiance is authentic, lively, intellectual, hip and genuine.
- 3) Downtown employees are essential contributors *and* consumers. With access to every amenity -- all within walking distance -- they are a built-in market for Downtown businesses.



MESSAGING PLATFORM CONT.

MESSAGES AND SUPPORTING POINTS -- The supporting points reinforce the three overall messages.

1) Downtown is the heart and soul of Boulder -- where the action is, where decisions are made, where there's a history of success.
➤ People have been doing business in Downtown since the late 1800's.
➤ Eighty-eight percent of the businesses in Downtown Boulder are locally owned.
➤ There's 2.5 million square feet of space: 30% retail, 52% office and 18% other.
➤ There's a healthy balance of national chains, high-tech businesses, traditional businesses and local boutiques.
➤ There are over 300 retail and service businesses, one-third of which are restaurants, bars and entertainment.
➤ Pedestrian traffic on the Pearl St. Mall is high: an average of 1,500 people are on the mall every day.
➤ Downtown's growth is continuous.
➤ The Downtown management group (BID) troubleshoots problems for property owners and businesses.
➤ Downtown is only a mile from the CU campus with over 28,000 students and faculty.

2) Downtown's diversity of people and businesses keep it fresh. The ambiance is authentic, lively, intellectual, hip and genuine.
➤ Strongest market segment: 18-44 year olds with household incomes over \$55,000.
➤ 51% of customers are City of Boulder residents; 49% male/51% female
➤ Forty-two percent of Boulderites have bachelor's and/or graduate degrees.
➤ Business leaders speak out at City Council Meetings and also volunteer for community organizations.
➤ Business people meet for drinks on rooftop bars where views of the Flatirons is enchanting.
➤ There's a whole block of street vendors selling hot dogs, hats, burritos and snow cones.
➤ There's an art gallery on every block -- each displaying its own distinct style.
➤ Business attire ranges from formal (suits & ties) to casual (khakis, polo shirts and fleece vests are standard wear for many).
➤ People meld their professional life with their love of the outdoors by running, rock climbing or mountain biking over lunch.

3) Downtown employees are essential contributors and consumers. With access to every amenity -- all within walking distance -- they are a built-in market for Downtown businesses.
➤ There are more than 10,000 employees in the Downtown District -- year-round.
➤ The people are well-educated, sophisticated and entrepreneurial.
➤ Employees walk to coffee, lunch spots, shopping, services, the library, happy hour, dining and entertainment.
➤ Downtown is only a few blocks from mountain trails and a mile from CU.
➤ The Boulder Creek bike path runs through Downtown.
➤ Company guests can stay in historic hotels or charming bed & breakfasts.
➤ There are 4 parking garages, 5 company lots and more than 800 street spots -- totaling nearly 3,000 spaces.
➤ Buses run frequently from Downtown to all areas of Boulder County and also to Denver.

