Cleveland Park

Communications Assessment & Public Relations Event

Entertainment Communication

Professor Hollinger

March 16, 2011

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Cleveland Park Communications Campaign

Part I: Account Team

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Graphics Designer: Julie Black

Part II: Communications Assessment

**Entertainment Profile**

Cleveland Park is a residential and commercial neighborhood in Northwest Washington, D.C. Distinctive 19th century homes and art deco buildings have helped shape the aesthetic identity of Cleveland Park. Cleveland Park is located off of the metro’s red line and is situated near Rock Creek Park and the National Zoo. Cleveland Park has been designated as part of the DC Inventory of Historic Places and it’s “Historic” status is overseen by the Cleveland Park Historical Society. Notable businesses include: The Uptown Theater, Ireland’s Four Fields, Cleveland Park Bar & Grill, Two Amys, the Cleveland Park Library, Firehook Bakery, and Alero Restaurant. Cleveland Park has a population of around 14,985 with a median household income of $98,650. Cleveland Park ranks in the top 15% wealthiest communities in America. Only 9% of households have children, with an average household size of 2.0 persons. The median age is 41.2 years. 32% of the residents are married, 49% are single, and 10% are divorced. It is a fairly active community and just under half the population uses public transportation. On average, residents live in Cleveland Park for 4 years and the community enjoys only a 14% average turnover rate. The residents are described as “artsy sophisticates,” “power singles,” and “corporate climbers.” Recently, Cleveland Park has suffered the closing of several small businesses. Residents and the city council have sited the weak economy, high rent, poor sidewalk quality, and a lack of parking as key reasons for these closings. Also notable, is the Cleveland Park ListServ which is considered one of the most vibrant and successful community ListServs in the nation.

**Communications Assessment/Situational Analysis**

*Strengths*

Cleveland Park has many assets, that if properly harnessed, could potentially position the community as a premier neighborhood for Washingtonians. Logistically, Cleveland Park is located in Northwest DC, a quadrant that remains a highly desirable location for families and young professionals. It has a relatively low crime rate compared to other DC neighborhoods. It is easily accessible by bus or metro and most of the businesses are clustered around the Uptown Theater and National Zoo. All of these factors increase the marketability of the neighborhood. Cleveland Park is relatively small in comparison to other DC neighborhoods and can claim a strong community feeling. This feeling of connectedness has been perpetuated by the many civic groups that are active in the community, as well as the Cleveland Park ListServ. These two elements constitute the structure of Cleveland Park’s internal communication. The strength of this internal communication will make publicity for the public relations event both cost effective and efficient. In regard to external communication, Cleveland Park’s location can also be considered a strength. The close proximity of *The Washington Post,* allows for the possibility of publicity campaigns gaining national attention. Similarly, newspapers and media around D.C. are always looking for features on things to do around town, especially when they can report that the city or service is offering a discount. Cleveland Park can align publicity campaign with these media opportunities to maximize coverage.

*Weaknesses*

 Overall, there is a lack of strong branding and visuals associated with Cleveland Park. On a few occasions, the Washington Post has run articles about businesses in Cleveland Park that have been forced to close down or move out due to high rent and opposition from civic groups. A few articles even labeled the Cleveland Park Citizens Association as “anti-business.” This is a misperception that needs to be acknowledged as part of the communications assessment. Another weakness is the low visibility of Cleveland Park. Cleveland Park can be considered an “after-thought” neighborhood. While it has some popularity, it is considered a “pricey” and not considered “top-of-mind” when discussing entertainment venues. There are no promotional efforts or events currently in place to attract visitors. There is no palpable “cool factor” associated with Cleveland Park and the neighborhood is not salient in the minds of Washingtonians as a vibrant or desirable community. The public relations event will seek to reframe Cleveland Park in an effort to shore up these weaknesses.

*Opportunities*

 Many opportunities exist that could be incorporated into a communications strategy for Cleveland Park. Overall, DC has a plethora of media to choose from. For example, we will be able to pitch to influential DC-specific blogs such as The DCist. In addition, new websites such as LivingSocial and Groupon seek money saving deals within cities such as Washington, DC. Social media and other hyper-localized blogs could offer free publicity if utilized effectively to promote a two-way flow of information. The layout and demographic makeup of the community makes it highly amenable to a public relations event that would increase visibility. The high resident income make the residents of Cleveland Park a prime advertising target. In particular, the proposed public relations event could bring in visitors and promote a revitalized image of Cleveland Park as a neighborhood that is fun and cool, but with a distinctly relaxed and laid-back atmosphere. Furthermore, the successful promotion, planning, and execution of such an event could provide Cleveland Park with the opportunity to make it an annual event and become a permanent fixture on the calendars of Washingtonians.

*Threats*

The general misperceptions addressed above serve a primary threat for Cleveland Park’s communications strategy. Some DC residents might view Cleveland Park as boring or low quality in comparison to other Northwest neighborhoods such as Georgetown or Adam’s Morgan. Other neighborhoods are more commonly acknowledged as ideal venues for fancy dates, club-hopping, or family outings. On a more pragmatic level, other events and inclement weather could possibly cause competition for a public relations event and should be considered when planning any communications campaign for Cleveland Park. Furthermore, it should be recognized that more than one event might be needed to increase and sustain media interest and publicity. While this event will bring attention to the area, efforts must be made year round to ensure consistent levels of heightened foot traffic and interest.

*Digital & Graphics Assessment*

The current official Cleveland Park website ([www.clevelandpark.com](http://www.clevelandpark.com)) needs to be redesigned to have a more contemporary and professional look. It is also sorely out of date in both content and aesthetics. There are several competing websites associated with Cleveland Park. We recommend consolidating the official neighborhood website and Cleveland Park Citizen’s Association (<http://www.clevelandparkisus.org/>) website into a single website. This will make it easy to access all of the neighborhood’s information. The Cleveland Park Historical Society website (<http://www.clevelandparkdc.org/>) will be also be linked to on the home page in order to streamline the information search process. The website currently lacks a professional presence with an ineffective color scheme, graphic icon choices and lay out. The website colors and page size will be changed to be more appealing and usable to visitors. The border ads and endorsements will be moved to a separate page with only the most prominent ones being featured on the homepage. The graphics will be changed for the tabs and replaced with words/font. The layout will also be changed to feature only the most important information on the homepage. This includes a neighborhood description with mentions of what it has to offer, a search tool for both real estate and businesses, and updated information about what is going on in the neighborhood (such as the “Spring into the Park” Festival). The new logo and color scheme will be utilized as well.

Part III: Public Relations Event

“Spring into the Park” Festival

**Overview**

Through a week-long schedule of events, we hope to promote Cleveland Park as a relaxed neighborhood with entertainment, dining, and opportunities for all ages. In order to achieve this, we have conceived of and designed events to draw in a diverse demographic of DC residents and tourists. Admission will be free and open to the public.

**Schedule of Events**

April 17-23: Date Night Specials: Special couple/group deals and discounts at restaurants, bars, salons/spas, and The Uptown.

Friday, April 22 – Saturday, April 23: Sidewalk Festival: Some of the side streets will be blocked off to make room for street vendors, food trucks, and live music.

Friday, April 22: Kickoff event: A classic movie will be screened at the National Zoo.

Saturday, April 23: Social Media Scavenger Hunt: A social media scavenger hunt that will be integrated with Facebook, Twitter, and FourSquare. The final location will be a get together at Ireland’s Four Fields.

Sunday, April 24: Zoo Day: The National Zoo and Uptown Theater will feature events particularly for families. For example, the Uptown Theater will feature family movies such as *Toy Story 3*, *The Lion King*, and *The Wizard of Oz*.

**Product Positioning**

Cleveland Park is a low-key, historic neighborhood located a few short miles from downtown DC and the National Mall. It is a great place for DC locals and tourists of all ages looking for entertainment or dining. Cleveland Park is known for being a “small town in the city” and draws families and young adults with attractions such as the National Zoo, the historic Uptown Theatre, and Ireland’s Four Fields.

**Visual Strategy**

*Overview*

Because of the Spring season, we have the opportunity to take advantage of the weather with a brighter, more pastel color scheme. There is a lack of adequate places for large signage so alternate digital platforms should be explored for advertising. We envision this new color scheme, along with a new logo, to be fully integrated throughout the public relations event, including advertising and event decorations. Graphics from other D.C. events and branding campaigns should be analyzed in order to differentiate Cleveland Park from competitors.

*Suggestions for Graphics*

We have chosen a font called “Spring” in order to evoke the spring-like feel of the event. Springtime in Washington is known for the pleasant weather and cherry blossoms. Therefore, these ideas have been incorporated into the graphics for our event. A cherry blossom design and daisy design will be used as graphics as well as the house logo. The house logo uses the events color scheme and ties into the neighborhood idea behind the festival. Also graphics of actual Cleveland Park landmarks (such as the National Zoo, Uptown Theatre, and architectural landmarks) will be used to remind people of what the neighborhood and festival have to offer.

A new Cleveland Park logo and font were also chosen in order to evoke the neighborhood’s distinctive architectural history, with special attention paid to the 1930’s. The art deco/throwback feeling of the recently redesigned Walgreen’s, Uptown Theater, and other local buildings inspired the font choice. The logo will use the “Desdamona” font with black, white and red. The letters will be black with white filling in a red circle.

*Sample Graphics*:

Cleveland Park

Spring into the Park

 

 

**Media Distribution Strategy**

The media distribution list consists of a variety of media professionals. First and foremost, the list must reflect the Washington, D.C. area. Local newspapers such as The Washington Post, the Express, and the Cleveland Park local paper The Rock Creek Free Press are all present on the list. In addition to newspapers, we felt it was important to include other media such as influential D.C. blogs including The Washington Post Blog Going Out Gurus and The DCist; we feel that many people interested in attending our event might be frequenters of such blogs. Local Washington, D.C. news is also included on this list with the addition of network news contacts from NBC, CBS, and ABC. Radio contacts were also added, as local radio shows would be beneficial to the promotion of our event. Overall, this media distribution list reflects every avenue of media in Washington, D.C., targeting all demographics. Groupon and LivingSocial should also be considered as possible partners for publicity and as advertising platforms for specific restaurant deals related to the festival.

**Campaign Goals**

1. Draw in new visitors to increase foot traffic and stimulate local economy
2. Increase awareness of Cleveland Park’s amenities and promote Cleveland Park as a brand
3. Increase media attention

**Key Messages**

1. “Spring into the Park” is a fantastic opportunity for people of all ages to come and escape the hustle and bustle of the city while exploring the historic and relaxing Cleveland Park area.
2. Cleveland Park is one of the best-kept secrets in Washington, D.C. It is an established area that is attractive to families, couples, and friends alike.
3. Cleveland Park can be enjoyed on any budget.

**Campaign Timeline**

*February - March: Planning Stage*

* Speak with organizers of other DC festivals (Cherry Blossom, Green Festival) and representatives from the DC Commission on the Arts and Humanities to gather ideas for promotion, festival execution, important contacts, and any advice that they might be able to offer on putting a festival together.
* Inquire about licenses or clearance that we might need through the city.
* Get buy-in from residents and hold a neighborhood meeting (advertise through the community listserv)
* Plan festival events:

Social Media Scavenger Hunt:

i. Design scavenger hunt and get buy-ins from local businesses

ii. Create a digital marketing campaign by creating a Facebook event and promoting through DC Facebook groups (ie. Secret DC)

iii. In conjunction with Ireland’s Four Fields, plan an event for the end of the scavenger hunt

Sidewalk Festival:

i. Contact vendors, food trucks, musicians & businesses and get their agreement to participate

Zoo day:

i. Contact zoo and see if they need any help with planning/promotion

Movie screenings:

 i. Get rights/permission to show the aforementioned films

ii. Contact The Uptown and see if they need any help with planning the screenings.

*April: Promotion Stage*

* Digital marketing: Social media, banner ads, etc.
* Create a media contact schedule and contact various print/TV/blog media outlets for coverage
* Send out press releases and media advisories

*May: Evaluation Stage*

* Evaluate objectives
* Analyze media coverage
* Obtain local business revenue numbers
* Begin decision making process to possibly make “Spring into the Park” an annual event for Cleveland Park

**Evaluation Tools**

During the event, surveys will be distributed to visitors, vendors, and business owners to gauge initial reaction, level of enjoyment, and ease of logistics. After the event, a survey will be sent out digitally through the Cleveland Park ListServ to residents to ascertain their understanding of the effectiveness of the event.

**Supplemental Articles**

* *Branding Campaign for Georgetown*

<http://www.washingtoncitypaper.com/blogs/housingcomplex/2010/07/22/wisconsin-and-tm-in-its-latest-identity-crisis-georgetown-hires-a-branding-consultant/>

* *Branding Campaign for Anacostia*

<http://www.tbd.com/blogs/tbd-neighborhoods/2010/09/and-the-big-reveal-is-a-branding-campaign-for-anacostia-1585.html>

* *Branding Campaign for DC Tourism*

<http://washington.org/planning/press-room/news/corporateconvention/mayor-fenty-and-dc-tourism-officials-launch-a-new-look-for-dc>

**Sample Media Kit**

* News Release
* Media Advisory
* Media Distribution List
* Neighborhood Profile
* Historical Information
* Fact Sheet

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FOR IMMEDIATE RELEASE

March 16, 2011

Contact: Ashwini Yelamanchili
 ashwini.yel@gmail.com

**CLEVELAND PARK ANNOUNCES INAUGURAL “SPRING INTO THE PARK” FESTIVAL**

**WASHINGTON D.C. (March 16, 2011)** - Cleveland Park, situated near the National Zoo and Rock Creek Park in Northwest Washington D.C., has long been known as a community geared mostly toward young professionals and growing families. However, with its diverse mix of dining and entertainment options, Cleveland Park truly is one of those rare neighborhoods that have something for everyone. The “Spring into the Park” festival, scheduled for April 17-23, and organized by the Cleveland Park Citizens Association (CPCA), will feature events such as a scavenger hunt and movie screening, as well as discounted services from select local businesses.

According to Susie Taylor, President of the CPCA, “Cleveland Park has long had a reputation for being just a quiet residential community, when in reality, we have fantastic restaurants and bars, a great movie theater, and the National Zoo right in our backyard. Our hope is that tourists and D.C. residents from other communities will come to the festival and realize that we have just as much to offer as other destinations in the city.”

The festival kicks off on April 17th with the first “Date Night.” Each night for the entire week local businesses will offer special discounts and deals for couples and groups. The special events start on the 22nd, with an outdoor screening of a classic movie at the National Zoo. A social media scavenger hunt will take place on the 23rd, and the 24th is “Zoo Day,” which will include events for families at the National Zoo and Uptown Theater. A street festival, featuring vendors, food trucks and live music, will also take place over the weekend.

**Schedule of Events**

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The CPCA was founded in 1911 as the "Connecticut Avenue Citizens Association," and became the “Cleveland Park Citizens Association" on February 28, 1966. Its goal is to advance all public interests in the District of Columbia, especially in the area designated as Cleveland Park. Those public interests include the preservation, protection and enhancement of: educational and library resources, public safety and services for all citizens; environmental values; the promotion of historical preservation in the District of Columbia; recreation, playgrounds, and amusements; integrity of zoning regulations.

 [**www.ClevelandParkIsUs.org**](http://www.ClevelandParkIsUs.org)

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MEDIA ADVISORY
March 16, 2011

 Contact: Ashwini Yelamanchili
 ashwini.yel@gmail.com

**The Cleveland Park Citizens Association is Proud to Announce the**

**Inaugural “Spring into the Park” Festival**

Cleveland Park, situated near the National Zoo and Rock Creek Park in Northwest Washington D.C., has long been known as a community geared mostly toward young professionals and growing families. However, with its diverse mix of dining and entertainment options, Cleveland Park truly is one of those rare neighborhoods that have something for everyone. The “Spring into the Park” festival, scheduled for April 17-23, and organized by the Cleveland Park Citizens Association (CPCA), will feature events such as a social media scavenger hunt, movie screenings, and activities at the National Zoo. Local businesses will also offer discounts and deals throughout the week.

**What:** “Spring into the Park” Festival

**When:** April 17 -23, 2011

**Where:** Cleveland Park area businesses, Washington, D.C.

Media Distribution List

|  |  |
| --- | --- |
| Print Media**DeNeed Brown***The Washington Post*Staff Writer, Feature(202) 334-7535browndl@washpost.com**Mike Cavna***The Washington Post*Style Editor, Arts and Entertainment(202) 334-5334cavnam@washpost.com**Hamil Harris***The Washington Post*Local Staff Writer, Metro-Local News(202) 344-4231harrish@washpost.com**Steve Hendrix***The Washington Post*Local Staff Writer, Metro-Local News(202) 334-6535Hendrix@washpost.com**Amy Hitt***The Washington Post*Weekend Assign. Editor, Calendar/Events (202) 334-7535hitta@washpost.com**Katie Aberbach***Express*Section Editor, Features(202) 334-4019Katie.aberbach@readexpress.com**Fiorri Zublin***Express*Section Editor, Calendar and Events, Entertainment(202) 334-6800inbox@readexpress.com | *Rock Creek Free Press*(301) 452-0090editor@rockcreekfreepress.comDigital Media**Fritz Hahn***Washington Post Blog - Going Out Gurus*Local Entertainment Guide(202) 334-6000fritz.hahn@washingtonpost.com**Ally Schweitzer***TBD Neighborhoods Blog*Events Editor, Music, Calendar, and Events(703) 842-1732aschweitzer@tbd.com**Jeff Sonderman***TBD Community Blog*Local News(703) 842-1714jsonderman@tbd.com**Heather Goss***DCist Blog*Managing Editor, Arts and Entertainmentheathergoss@gmail.com**Groupon***Washington DC Edition*Sales Phone: 877-788-7858 Ext. 2Email: advertising@groupon.comOr fill out form at<http://www.grouponworks.com/get-featured> **LivingSocial** *DC & Family DC Edition*To feature business, fill out form at <http://livingsocial.com/getfeatured>**Cleveland Park ListServ**<http://groups.yahoo.com/group/cleveland-park/>  |

Media Distribution List Continued

|  |  |
| --- | --- |
| Television**Kim Sneed***NBC DC*News Assignment Desk Editor(202) 885-4259kim.sneed@nbc.com**Jay Mishkin***CBS DC*Assistant News Director(202) 895-5700jmishkin@wusa.com | Radio **Anne Healy***WAMU*Community Relations Manager(202) 885-1233ahealy@wamu.org**Patrick Madden***WAMU*Community Affairs Reporter(202) 885-1233jmadden@wamu.org**Jerry Hoyt***WIAD-FM 94.7 Fresh FM*Assistant Program Director(301) 683-0947jerry@947theglobe.com |

Cleveland Park

Neighborhood Profile

Cleveland Park is a residential and commercial neighborhood in Northwest Washigton, D.C. Distinctive 19th century homes and art deco buildings have helped shaped the aesthetic identity of Cleveland Park. Cleveland Park is located off of the metro’s red line and is situated near Rock Creek Park and the National Zoo. Cleveland Park has been designated as part of the DC Inventory of Historic Places and its “Historic” status is overseen by the Cleveland Park Historical Society. Notable businesses include: The Uptown Theater, Ireland’s Four Fields (formerly The 4 P’s), Cleveland Park Bar & Grill, Two Amys, the Cleveland Park Library, Firehook Bakery, and Alero Restaurant. Cleveland Park has a population of around 14,985 with a median household income of $98,650. Cleveland Park ranks in the top 15% wealthiest communities in America. Only 9% of households have children with an average household size of 2.0 persons. The median age is 41.2 years. 32% of the residents are married, 49% are single, and 10% are divorced. It is a fairly active community and just under half the population uses public transportation. On average, residents live in Cleveland Park for 4 years and the community enjoys a relatively low 14% average turnover rate. The residents are described as “artsy sophisticates,” “power singles,” and “corporate climbers.” Recently, Cleveland Park has suffered the closing of several small businesses. Residents and the city council have cited the weak economy, high rent, poor sidewalk quality, and a lack of parking as key reasons for these closings. Also notable, is the Cleveland Park ListServ which is considered one of the most vibrant and successful community ListServs in the nation.



Cleveland Park

Historical Information

Cleveland Park’s roots can be trace back the 1740s when General Uriah Forest, an aide-de-camp of George Washington, built a 1000-acre farm on the land before serving as a congressman for Maryland. Together with his business associate, Col, Benjamin Stoddert, Forest named the area “Rosedale,” after the large farmhouse in the center of the acreage. “Rosedale” is considered the oldest house in Washington still in residential use. During the 1800’s, various pieces of the farmland were parceled off to wealthy Washingtonians to build summer homes. A few of these homes are still standing today. However, the most notable resident is President Grover Cleveland who built a Queen Anne style home called “Oak View.” While the structure eventually perished, the name stuck. Ever since, the area has been called “Cleveland Park.” The nineteenth century ushered in a new era for Cleveland Park. Developers saw the land as prime real estate and Cleveland Park transitioned toward becoming a highly populated residential neighborhood. Electric streetcars began to run down Connecticut Avenue and the Cleveland Park Company moved in as the first business in the area. Single frame-built houses and the use of green space became signature components of Cleveland Park’s architectural style. In 1930, the “Park and Shop” was built and was one of America’s first strip malls. I.M. Pei, the world famous architect of the *Louvre* Pyramid, built the “William L. Slayton House” in Cleveland Park in 1962. Other notable architects, including Winthrop Faulkner and Waddy B. Wood, have also designed homes in Cleveland Park. Cleveland Park has therefore developed an eclectic design sensibility, with structural styles ranging from art deco to mission revival.

Cleveland Park

Fact Sheet

Location: NW quadrant of Washington, D.C., 38°56′11″N 77°3′58″W

Classification: Urban (highly walkable)

Demographics

* Population: 14,985
* Average household income: $98,650\*

 \*In the top 15% most wealthy communities in the nation

* Median house value: $1,473,863\*

 \*Higher than the average for the nation & District of Columbia

* Average household size: 2.0 persons
* Median age: 41.2 years
* Households with children: 9%
* Resident marital status: 32% married, 49% single, and 10% divorced
* Average resident tenure: 4 years
* Average yearly resident turnover: 14%

Resident descriptors: Power singles, corporate climbers & artsy sophisticates

Public transportation: Metro Red Line

* Drive/Carpool: 44% of residents
* Public Transit: 44% of residents
* Walk/Bike/Other: 7% of residents
* Work at Home: 5% of residents

Community attractions: Uptown Theater, National Zoo & Rock Creek Park

Notable businesses: Ireland’s Four Fields (formerly 4 P’s), Cleveland Park Bar & Grill, Two Amys, Cleveland Park Library, Firehook Bakery, and Alero Restaurant

Architecture: 19th century homes, art deco, craftsman, Queen Anne revival

* Median age of homes: 53 years
* Most notable: William L. Slayton House, designed by I.M. Pei

Community civic groups: The Cleveland Park Citizens Association (CPCA), The Cleveland Park Historical Society & The Cleveland Park Club

School district: District of Columbia public schools

Major publications: The Washington Post, The Northwest Current, Cleveland Park Lists

References

[http://www.washingtonpost.com/real-estate/neighborhoods/Cleveland%20Park,DC-statistics.html](http://www.washingtonpost.com/real-estate/neighborhoods/Cleveland%20Park%2CDC-statistics.html)

<http://www.clevelandparkisus.org/index.htm>

<http://www.clevelandpark.com/>

<http://www.neighborhoodscout.com/dc/washington/cleveland-park/>

<http://www.zillow.com/local-info/DC-Washington/Cleveland-Park-people/r_121693/>