



Communications Plan

DBID 2023



ABOUT US

Our mission to improve business conditions and provide a valuable contribution in shaping the economic and social fabric and future that benefit the Burlingame downtown business improvement district (DBID).



ISSUES

VISIBILITY

DIBD has been around for over 10 years and is still not known to local businesses as an advocate for local merchants

CUSTOMERS/CONSTITUENCY

Our customers are our merchants in the Downtown Burlingame Business District. They are also the constituency we represent with the City of Burlingame City Council

CONSISTENT MESSAGING

Consistency with regular, timely, informational and relevant communications with our customers

WEBSITE

Engaging information and updated materials targeting

- Our customers
- Local Community Members, Tourists, Visitors from out of town
- City of Burlingame

BRANDING

We represent 500 retailers, restaurants, service industries and professionals with diverse interests and needs.

Are we Burlingame Downtown Business Improvement District or Downtown Burlingame Improvement District Downtown BID or ???

SOLUTION: INTENTIONAL ACTIONS TO HELP MERCHANTS

CLOSE THE GAPS

New Logo and intentional reiteration of soundbites: Dine, Shop, Relax, Play have been established. Need consistent marketing collateral (email, letterhead, etc.)

TARGET AUDIENCE

Regularly send out updates affecting merchants: Parkets, fees, etc. and connect this with the website.

Develop articles that are community interest facing regarding the merchants to increase interest/awareness of local businesses

HIRE SOCIAL MEDIA GURU

10 hours a week/results driven professional who understands and drives the branding and visibility issues forward

MAKE IT EASIER FOR LOCAL MERCHANTS TO WRITE STORIES AND UPDATES

Social media professional will create a venue for merchants to publish stories. Board to create scope of what that looks like.

COMMUNICATIONS CHANNELS

- Website and Social Media
- Email Newsletters
- Printed Materials (brochures, flyers)
- Community Events
- Public Relations and Media Outreach
- Member Meetings and Workshops
- Online Forums or Member Portals

ACTION ITEMS OVERVIEW...SPECIFICS TO COME

CULTIVATE OUR CONSTITUENCY

Our Merchants are the reason we exist. Increasing their visibility, community engagement opportunities and business profitability are key to our success as an organization.

PHOTO COLLATERAL

Initiated professional photo updates of Board Members, street scenes and local merchants.

Need to specify key scenes going forward and solicit photos from businesses

MARKET DBID EVENTS

In keeping with our commitment to our merchants, DBID hosts several events throughout the year. The wine walk was intended to bring “more light” to the Downtown business district. FallFest is to attract community members.

HIRE SOCIAL MEDIA PERSON

Timely communications to merchants about City issues, upcoming events, etc.

BLOG/ARTICLES

Initial articles are being developed to populate the website and submit to local news outlets.



DBID

Burlingame Downtown Business Improvement District

www.burlingamedowntown.org