

Marketing Strategies

Covington Central Riverfront

BUSINESS
FLARE[®]

Ken Stapleton
& ASSOCIATES
Miami | Cleveland | Cincinnati



Summary

Attract Interest

Deep Understanding

Barriers

Storytelling

Market

Infrastructure

Phasing



High Level Strategy

Economic Development

Target Audiences

Sell the Region

Sell the City (Place)

Sell the City (Capacity)

Sell the Site's Uniqueness

Insights Needed	Developer Types				
	Local/Small	Regional	National	MBE/WBE	Int'l
Government Incentives	HIGH	HIGH	MEDIUM	HIGH	MEDIUM
Government LDRs/process	MEDIUM	HIGH	HIGH	MEDIUM	MEDIUM
Market demand certainty	MEDIUM	MEDIUM	MEDIUM	HIGH	MEDIUM
Uses flexibility	MEDIUM	HIGH	HIGH	MEDIUM	HIGH
Access to cheap capital	HIGH	MEDIUM	LOW	HIGH	LOW
Other successful past projects	LOW	MEDIUM	MEDIUM	HIGH	LOW
MBE/WBE preference	HIGH	LOW	LOW	HIGH	LOW

Region & City

Economics

Affordable and Attainable

Talent/Workforce

Visitors and Tourists

Talent Pipeline

Partnerships

Events and Awards

Momentum Stories

Message adaptability



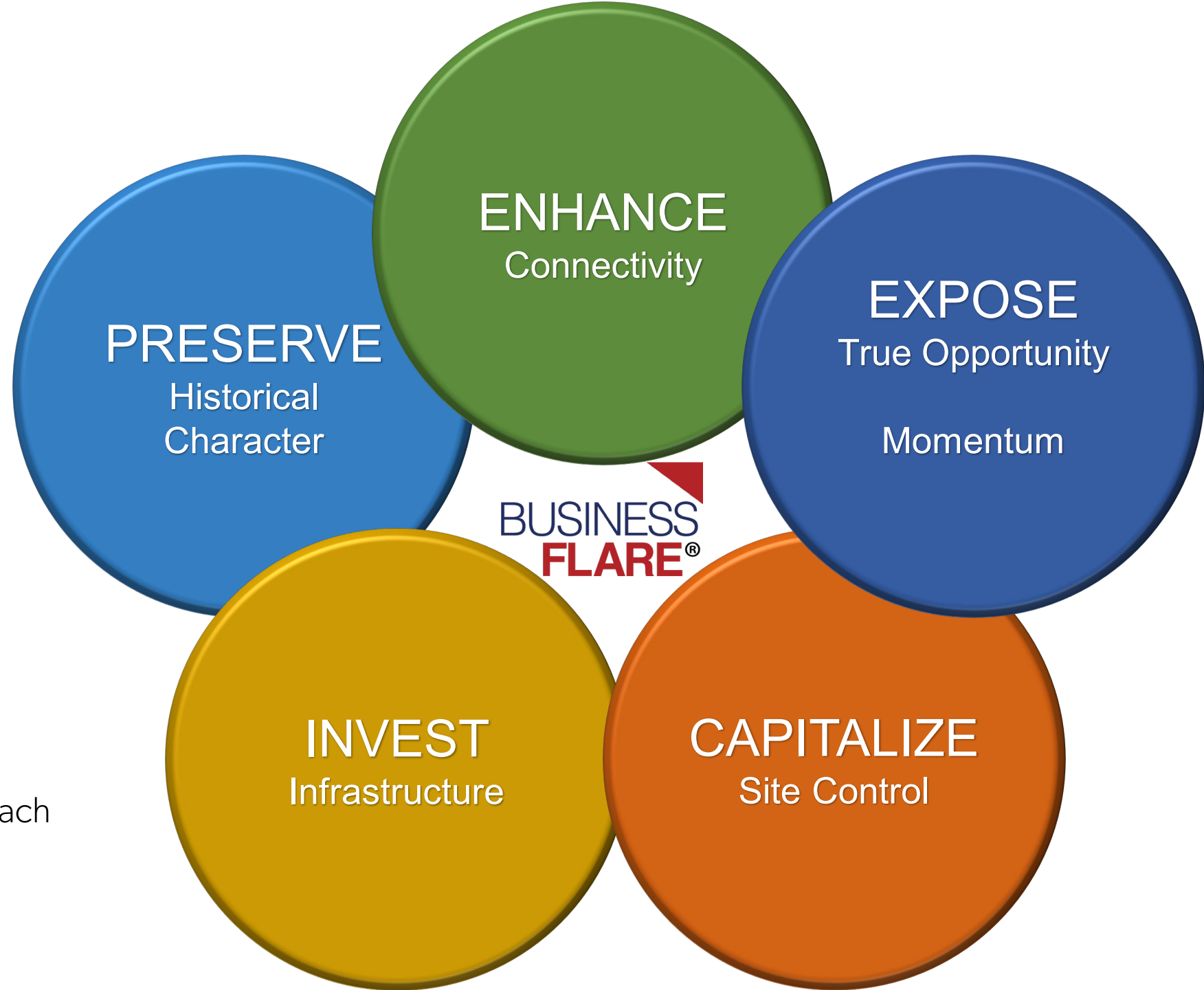
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Drivers

Connections

Balance

Opportunities



The BusinessFlare® Approach

Capacity

Play offense

Attention to quality

Partnerships

Data stories

A-Team

Public Credibility



Uniqueness

List of “bests”

Consistent message

Partner messages

Third parties

Compelling Imagery



Uniqueness

List of "bests"

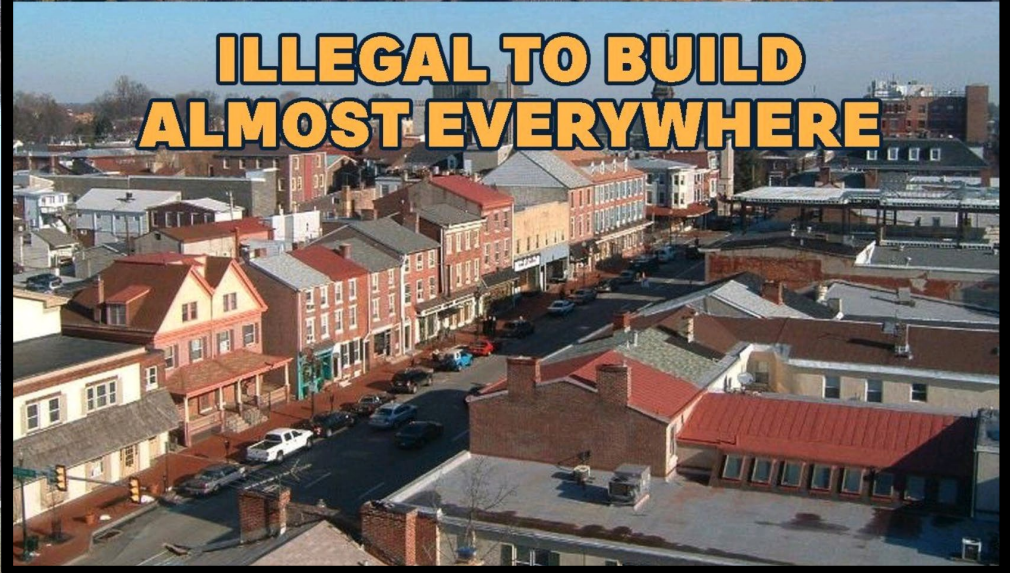
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Partner messages

Third parties

Compelling Imagery

Taking the Right Approach



Site Marketing

Flexibility and Certainty

Mobility and Connectivity

National Story

Notable Tenants

Open and Welcoming

Anticipation

ShEconomy

Comfortability

Brand Connections



Site Marketing

Flexibility and Certainty

Mobility and Connectivity

National Story

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Open and Welcoming

Anticipation

ShEconomy

Comfortability

Brand Expansion



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Mobility and Connectivity

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Anticipation

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Brand Connections



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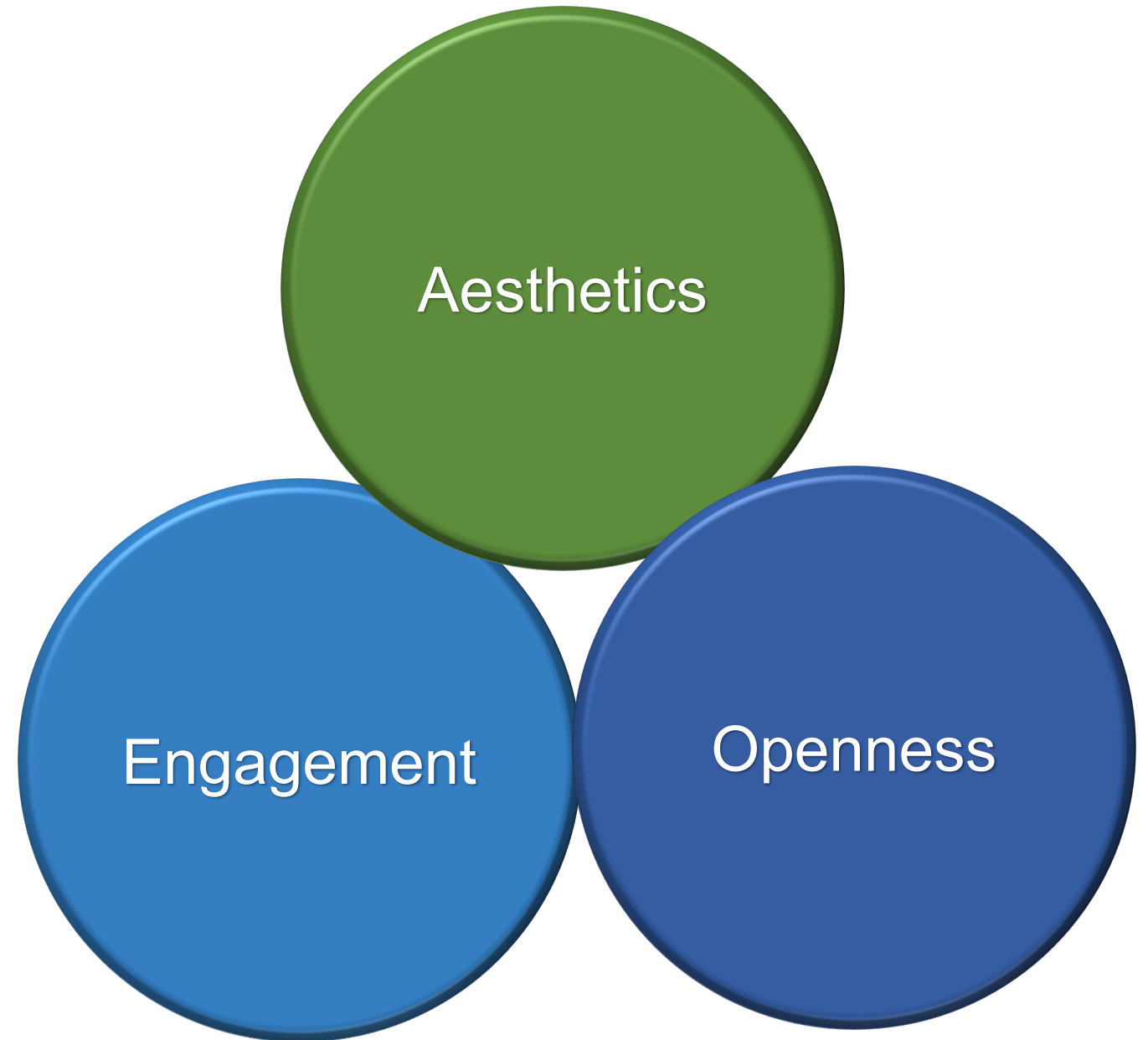
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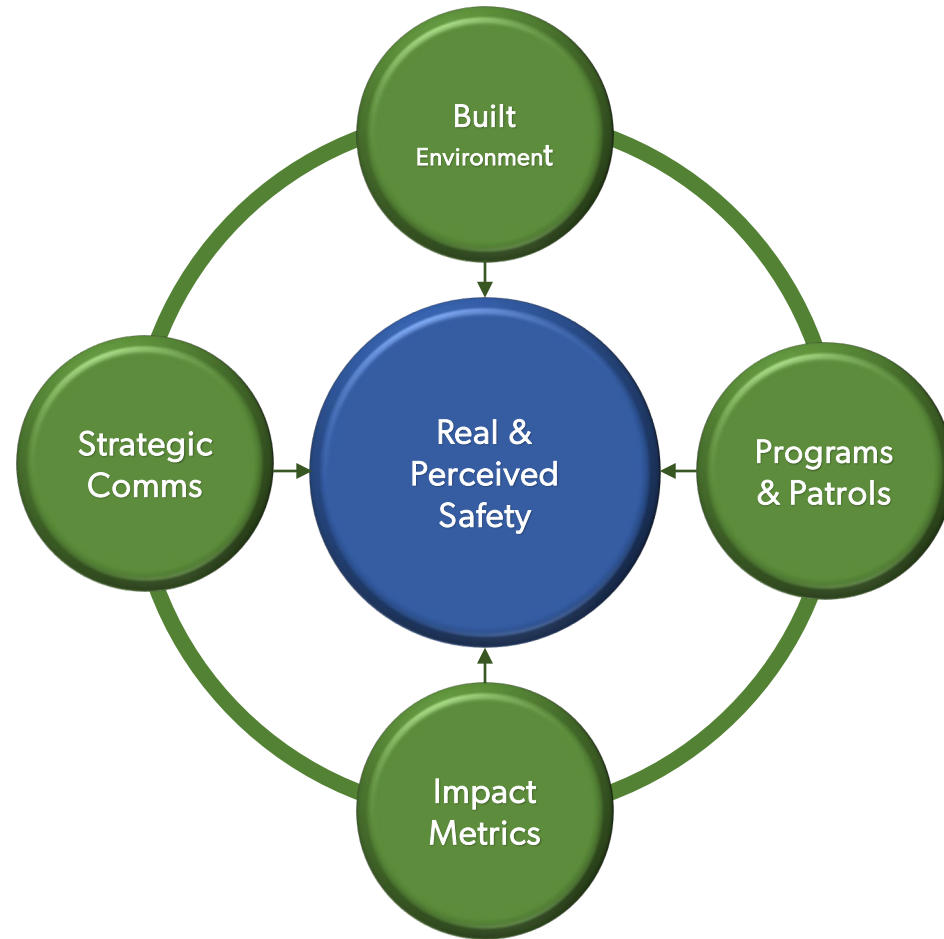
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Implementation

Business Deals

Design and Creative

Storytelling

A-Team and City Capacity

		Action Matrix - CCR Marketing												Partners List				
		2023						2024										
		Task	Partners	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	BE	Tri-ed
Business Deal	Anchor tenant LOIs	COV, BE, CS															BE	Tri-ed
	RFP Process improvements	COV, CS															CEDA	
	Marketing Suite	COV, CS															CF	Catalytic Fund
	Feasibility Analysis and Financial Review	COV, CF															COV	City
	Detailed Phasing Plan	COV, CS															CS	Consultant(s)
	CEO visits	COV, BE															DPS	development partners
Design and Creative	On site signage	COV, CS, DPS															EXC	Experience Cincinnati
	Imagery for stories	COV, CS															KC	Kenton County
	Story crafting	COV, CS															NS	new City staff
	Project naming	COV, CS, DPS, DEV															BR	Broker Community
	Proposal Concept Review	COV, CS															SB	Southbank Partners
	Plan expansion	COV, CS															DEV	Developer Community
Storytelling	Project website & social	COV, CS/NS																
	Targeted advertising	COV, CS																
	Story amplification	CF, SB, BE, BR, EXC, CBC, DPS, +++																
	National awards	COV, CS																



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