



MARKETING PLAN for EDGEWOOD, NM NM MainStreet Frontier Communities Initiative

*Frontier
Communities
Initiative*

INTRODUCTION and CONTEXT

Residents of Edgewood came together to apply for assistance in Image Development and Branding from New Mexico MainStreet (NMMS) through the Frontier Communities Initiative. The steering committee includes:

Roger Holden, Parks & Recreation Director, Town of Edgewood
Sherry Abraham, Councilor, Town of Edgewood
Brenda Murray, Executive Director, Edgewood Chamber of Commerce
Roger Alink, Wildlife West Nature Park & Zoo, Founder/Director
Chuck Ring, Councilor, Town of Edgewood

The application was selected in the 2014-15 Frontier Communities cycle, and the NMMS lead for this project is Robyne Beaubien, NMMS Promotions Program Associate.

The NMMS Team met with the Steering Committee to review the application on November 6th, met with the Mayor and Town Manager on December 9th 2014, made a presentation at the Town Hall Community Meeting on January 17, 2015, and facilitated a Community Input Meeting on February 23, 2015. Through these, community research, and data collection, we compiled a Findings and Recommendations Report that was provided to the Steering Committee and the Town of Edgewood.

The scope of service provided by NMMS include:

- Facilitated Community Meetings
- Branding SWOT Analysis
- Report on Findings and Recommendations
- Community Business Promotion Workshops
- Identification of a Brand Slogan
- Creation of a Brand Essence Statement
- Assistance with Branding Products
- Simple Marketing Plan
- Brand Launch Assistance

The goal of the service is to assist Edgewood in creating an image and products to launch a new brand that will engage residents, visitors and tourists.

Branding is a long-term project that requires continued education to stakeholders and consistent action within the community for the brand to take shape. A brand will not solve community issues but can provide a context for moving forward with a cohesive message and intent that can be part of the resolution.

We believe that Edgewood is positioned well for developing a brand. Community members are engaged and there is good support for creating a community identity.

An intriguing place brand, logo and slogan will not ensure successful marketing for a community. That will take some additional work and funding as well as these three key elements:

- Authenticity
- Stakeholder Support
- Patience – The community must be willing to take the time to build the brand and be tolerant of mistakes.

A brand is a promise.

COMMUNITY DESCRIPTION

Edgewood is...

- A community that was founded by homesteading farmers and ranchers in the late 19th and 20th century and incorporated in 1999.
- Located within the Estancia Valley, east of the Sandia Mountains and Manzano Mountains of central New Mexico. Most of the land cover in the area is woodland or plains grassland. Our present slogan is, “Where the Mountains meet the Plains on Historic Route 66”.
- Growing. Census data from 2001 show the population at 1,893, which increased to 3,735 in 2010.
- (Other facts? Historical data?)

Edgewood is...

- A community that cares about each other
- A community that is grounded in its history, but evolving in this modern culture
- A rural town that is close to urban amenities

BRAND SLOGAN and ESSENCE STATEMENT

Through community conversations and the Findings & Recommendations Report provided by NMMS, the Steering Committee selected “**Escape to Edgewood**” as a working slogan for the brand.

Brand Essence Statement

A brand essence statement was developed by the steering committee that encapsulates the ideals of the community.

Edgewood is nestled between three mountain ranges just east of Albuquerque and its amenities, but anchored in a rich history of ranching and farming. Watch out for folks on horseback and mud runners!

Historic Route 66 weaves through Edgewood and connects with historic trade routes like the Turquoise Trail, Stagecoach Trail, and Salt Mission Trail.

With beautiful sunsets and amazing views, Edgewood is rural and convenient to world-renowned arts, culture, skiing, shopping and dining in Santa Fe and Albuquerque.

Edgewood is home to unique events and attractions like:

- Wildlife West - the “Best Little Zoo” in New Mexico!
- World Headquarters of the Single Action Shooting Society (Preserve and promote Cowboy Action Shooting)
- Katrinah’s East Mountain Grill (voted “Best Breakfast Burrito in New Mexico!”)
- Annual events including the Chuckwagon Bar-B-Que, SASS End of Trail, Art & Music Festival, Rt. 66 Run Rally Rock and Dirty Dash (remember those mud runners?)

This slogan and statement will be used to identify and align future marketing projects, events and activities to the brand.

ESCAPE TO EDGEWOOD

TARGET MARKETS – who we want to reach with our brand

The Findings and Recommendations Report identified three general target markets for Edgewood. The marketing plan will take these targets identify specific goals to reach each market.

Tourists

At this point, Edgewood has some wonderful opportunities for day visitors. Specifically, we have identified three:

- Event Attendees - Those who are attending existing events that will eat, shop and get gas in local businesses.
- Rt 66 Fans – Those who are not on the highway and moving at a slower pace and able to see existing amenities as they are traveling.
- Wildlife West Visitors - This unique zoo has strong tourism and regional visitor numbers. There is an opportunity to expand a visit into other activities and shops in town.

When there are more lodging options, the opportunity to capture multi-day tourists will expand.

Residents

- Young Families – Edgewood offers a safe and wholesome place to raise young families.
- Young Retirees – With a growing number of younger, active retiree seeking communities that are attractive places to live with space, natural beauty and close to amenities, Edgewood is a natural fit for this target audience.
- Small Business Owners – In consideration of the potential businesses that would be great additions to the community, the community must provide the quality-of-life and other amenities that will appeal to this group of potential residents.

Businesses

- Internet Entrepreneurs
- Lodging – Hotel, Motel, RV Parks
- Restaurants
- Niche shops related to community assets

Escape to Play – Great things to do

Edgewood hosts several significant events held in the community throughout the year in addition to the many natural resources and activities.

Escape to Stay – Great place to live

Edgewood is a rural community convenient to larger city amenities for retirees, families and businesses.

Escape to Play and You Just Might Stay!

MARKETING PLAN

Short-Term Goals

- Goal 1: Expand brand awareness – getting the message out
 - Strategy 1: Develop logo, style sheet and marketing materials.
 - Description: In partnership with a graphic artist and NMMS, identify and create marketing products.
 - Budget: \$5000
 - Point: Roger Holden
 - Due: December 2015
 - Strategy 2: Educate business owners on how they can use the brand with a workshop
 - Description: NMMS will assist with two workshops held specifically for business owners to discuss the brand and ways for businesses to incorporate it into their marketing
 - Budget: no cost
 - Point: Brenda Murray, Robyne Beaubien
 - Due: one morning and one evening workshop held by April 2016
 - Strategy 3: Hold a brand launch party for the community
 - Description: Plan and implement an event to introduce the new brand to the public. Also possibly use it as a Town Hall Meeting.
 - Budget: \$0-\$500
 - Point: Steering Committee, RB
 - Due: April 2016
- Goal 2: Share our Story Three Ways
 - Strategy 1: Print – Tourism Rack Card

- Description: Create and print a general information rack card with an emphasis on visitors and tourists
 - Budget: \$1000 for design and printing
 - Point: RH, Graphic Designer
 - Due: Fall 2016
 - Strategy 2: Website Update
 - Description: Add logo and slogan to website. Create an event/tourism page.
 - Budget; ?
 - Point; ? IT? Town Staff
 - Due: Fall 2016
 - Strategy 3: Work with NM Tourism to create a NM True ad for Edgewood
 - Description: Create a NM True Print ad that can be used in multiple publications.
 - Budget: \$500 for design; \$1000+ for placement
 - Point: RH, Graphic Designer
 - Due: Winter 2016
- Goal 3: Boost brand engagements – social media strategies
 - Strategy 1: Town Facebook Page
 - Description:
 - Budget: 0 - ? – depending on who does IT & maintenance
 - Point: Town Staff
 - Due: Summer 2016
 - Strategy 2: Encourage local restaurants to get on Trip Advisor and Yelp
 - Description: Hold a workshop with NMMS to show local restaurants the impact and implementation of these products.
 - Budget: 0
 - Point: BM, RB
 - Due: November 2015

Measure Brand Effectiveness through:

- Mentions of your community across social media platforms
 - Likes and engagements
- Attendance at events
- Visitor feedback collected in community (Chamber?)
- Surveys

Long-Term Goals

- Goal 1: Strengthen brand identity (2017-18)

- Strategy 1: Incorporation of community sub-brands
 - Description: Engage with graphic artist to create smaller sub-brands for retail, restaurant, service, recreation, etc.
 - Budget: \$1000
 - Point: Included in RFP
 - Due: January 2017
- Strategy 2: Create signage for highway to alert travelers to Edgewood amenities
 - Description: Two graphically engaging billboards will be designed to “fish” for travelers. The boards will include our logo and website/Facebook.
 - Budget: \$6,000 annually for two billboards
 - Point:
 - Due: Summer 2017
- Strategy 3: Create a business recruitment packet
 - Description: A packet of information on doing business in Edgewood for new and potential businesses.
 - Budget: \$400-\$1500 depending on process
 - Point: Chamber
 - Due: Spring 2018
- Goal 2: Create a Signature Event (2018)
 - Strategy 1: Identify and plan a signature event for Edgewood.
 - Description: Annual Route 66-Run-Rally-Rock town birthday celebration.
 - Budget:
 - Point: Chamber/Parks and Rec.
 - Due: Winter 2018
- Goal 3: Event Support & Development Plan
 - Strategy 1: Add a community calendar to the town website
 - Description: In order to create a “one stop shop” for community events, the city website will incorporate a community calendar.
 - Budget: \$0-\$? Depending on IT & who will maintain
 - Point: Town Staff
 - Due: Summer 2018
 - Strategy 2: Communicate regularly with existing event planners.
 - Description: Look at ways to build the new brand into existing events.
 - Budget:
 - Point: Chamber
 - Due:
 - Strategy 3: Install an Electronic Community Information Sign
 - Description: Find location; work with NM DOT
 - Budget: \$35,000 in budget

