

TACTICAL PLAN

Target Audience	Potential Visitors to Downtown
Summary	<p>We want potential visitors to Downtown, who think there's not enough of what they love to do here, to feel safe and excited to plan a day Downtown, extend their visit, and explore by showing them there are plenty of diverse things to do Downtown they can't get anywhere else, and how to enjoy them.</p>
Goal & Tactics	<p>WHAT:</p> <p>Show visitors Downtown is safe.</p> <p>HOW:</p> <ol style="list-style-type: none"> 1. Encourage positive news coverage of Downtown. 2. Highlight people visiting, living, working, & enjoying themselves Downtown. 3. Educate visitors about Downtown's unsheltered community, including available resources and housing/mental health needs. 4. Co-host quarterly safety forums with Tulsa Police.
Metrics & KPIs + Timeline	<ol style="list-style-type: none"> 1. See positive change in feelings of Downtown safety in annual community survey of Downtown stakeholders. 2. Obtain at least 1 positive Downtown news story monthly reflecting Downtown safety messaging. 3. Feature Ambassadors in weekly social media posts, including bi-monthly posts about their interaction with the unsheltered.

	<ol style="list-style-type: none"> Contribute to organization's overall goal of growing social media followers & newsletter subscribers month over month as follows: <ol style="list-style-type: none"> Instagram: +125 Facebook: +50 Twitter: +10 LinkedIn: +50 Newsletter: +25 Contribute to organization's overall goal of growing monthly website visitors to 5.5K.
Deliverables	<ol style="list-style-type: none"> Re-survey Downtown stakeholders to measure feelings of Downtown safety. Create social media posts/reels that: <ol style="list-style-type: none"> Reflect Downtown safety visuals & messaging Incorporate our Ambassadors' work with the public, as well as the unsheltered Collaborate with & feature A Way Home for Tulsa partners Humanize those experiencing unsheltered homelessness Pitch positive Downtown Tulsa stories/opportunities to news media. Promote TPD safety forums through: <ol style="list-style-type: none"> Facebook event Social media posts Website Newsletter Obtain positive safety stats from TPD and recap in <u>newsletter, community meetings, etc.</u>
Assignments	<p>Marketing & Experience Team:</p> <ul style="list-style-type: none"> Kirsten – Social Media/Blogs/Newsletter/Website, Event, & Survey Support Morgan – Website/Events/Collaborations/Content Support <p>Planning & Vitality Team:</p> <ul style="list-style-type: none"> Sophia – Downtown Stakeholder Survey

Annual Budget

- Website & Management: \$7K
- Marketing Subscriptions: \$4K
- Photography & Videography: \$5K
- Marketing & Advertising Services: \$3K
- Graphic Design & Printing: \$3K