

TACTICAL PLAN

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| <p>Target Audience</p> | <p>Potential Visitors to Downtown</p> |
| <p>Summary</p> | <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> |
| <p>Goal & Tactics</p> | <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. |
| <p>Metrics & KPIs + Timeline</p> | <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. |

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| | <ol style="list-style-type: none"> 4. Contribute to organization's overall goal of growing social media followers & newsletter subscribers month over month as follows: <ol style="list-style-type: none"> a. Instagram: +125 b. Facebook: +50 c. Twitter: +10 d. LinkedIn: +50 e. Newsletter: +25 5. Contribute to organization's overall goal of growing monthly website visitors to 5.5K. |
| <p>Deliverables</p> | <ol style="list-style-type: none"> 1. Re-survey Downtown stakeholders to measure feelings of Downtown safety. 2. Create social media posts/reels that: <ol style="list-style-type: none"> a. Reflect Downtown safety visuals & messaging b. Incorporate our Ambassadors' work with the public, as well as the unsheltered c. Collaborate with & feature A Way Home for Tulsa partners d. Humanize those experiencing unsheltered homelessness 3. Pitch positive Downtown Tulsa stories/opportunities to news media. 4. Promote TPD safety forums through: <ol style="list-style-type: none"> a. Facebook event b. Social media posts c. Website d. Newsletter 5. Obtain positive safety stats from TPD and recap in newsletter, community meetings, etc. |
| <p>Assignments</p> | <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