

D. CITY + NEIGHBORHOOD PROMOTION [CNP]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
CNP-1 Support neighborhood efforts around branding and promotion.	CNP-1a Distribute copies of the NeighborWorks series of articles entitled, "Neighborhood Branding and Marketing: A Series on Redefining Your Neighborhood Image" to neighborhood groups.	City, Neighborhood Groups
	CNP-1b Pursue funding for support of community branding and promotion, including guidance on creating signage, public arts, beautification, banners, and other visible improvements.	City, Neighborhood Groups, Community Groups/Funders
	CNP-1c Install more welcoming neighborhood gateways through signage, beautification, public art, and wayfinding.	City, Neighborhood Groups
CNP-2 Promote the City of Rochester as a premier place to live, work, and visit.	CNP-2a Create strategies for being more intentional about positive messaging about the city. Actively counter the negative perceptions perpetuated through social media and other channels.	City, Neighborhood Groups, Building/Property Owners, Residents, Media
	CNP-2b Preserve and promote iconic and unique Rochester facilities and events that appeal to local residents and attract tourists, convention business, corporate relocations, and the recruitment of skilled workers.	City, Visit Rochester, FLRTC, RDDC, GRE, Chamber of Commerce
	CNP-2c Continue the Celebrate City Living effort as an effective program for generating interest in living in the city. Explore opportunities for more deliberate relationships between CCL, Street Managers, business associations, and neighborhood groups.	City, Celebrate City Living Coalition, Street Managers, Business Associations, Neighborhood Groups

PUBLIC COMMENT

“Create banners throughout the city to promote City and Neighborhood branding”

PUBLIC COMMENT

“We need gateway improvements to welcome people to neighborhoods.”

Notes:

1. Partners listed in bold are recommended to lead the implementation of that strategy.
2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
<p>CNP-2 Promote the City of Rochester as a premier place to live, work, and visit.</p>	<p>CNP-2d Prepare a series of guided Rochester Walking Tours (i.e., historic tours, mural tours, architectural tours) to complement existing self-guided tours. Include a creative plan for promoting the tours and distributing materials.</p>	<p>Landmark Society, Neighborhood Groups, City</p>
	<p>CNP-2e Utilize "What's Good Rochester" as a platform to collect broadcast and social media content from local residents and organizations, promoting all the current positive assets, projects, people, and developments in the city.</p>	<p>City, WXXI Station</p>
	<p>CNP-2f Convene a stakeholder group to develop a marketing brand/campaign for the City of Rochester.</p>	<p>City, Business Community, GRE, Chamber of Commerce, Visit Rochester, Tourism Destination Representatives</p>
<p>CNP-3 Work with the Rochester City School District to promote innovative school programming and successes.</p>	<p>CNP-3a Produce regular videos featuring students, graduates, parents, teachers, and administrators that promote the positive stories around attending city schools.</p>	<p>City, RCSD</p>
	<p>CNP-3b Continue to celebrate and broadcast achievements by students and teachers of RCSD and charter schools.</p>	<p>City, RCSD, Charter Schools</p>