
Stoke Strategy

EDBID
04.10.14



EDMONDS DOWNTOWN

BUSINESS IMPROVEMENT DISTRICT



SUMMARY ASSUMPTIONS

The Edmonds Downtown BID is an entity, in service to a place and its interests. We can't simply brand the entity a "What."

To create value, we have to answer "*Why Downtown Edmonds?*"

To brand the organization we have to characterize what the places offers.



SUMMARY ASSUMPTIONS

We have to give our own citizens, and visitors, something they can identify with – and share with others.

We're characterizing and amplifying what it is – and will be – not creating something that doesn't already substantially exist.

BRAND POSITION



ETOV



Manifesto: Edmonds Downtown Business Improvement District

In most of our lives we face abundant choices, and access to ever-more-convenient amenities.

And **The Great Paradox** is that – despite our greater connectivity, increasing choice and rising consumption – many feel even more dislocated, stressed for time and somewhat unfulfilled...



Manifesto: Edmonds Downtown Business Improvement District

Our retail malls are **packaged**;
Our stores are **concepts**;
Our meals are **taste-lab tested**;
Our apparel and styles are **representative**;
Our apartments and communities are **derivative of other places, and**;
Our human interactions are increasingly **remote, virtual and binary...**



Manifesto: Edmonds Downtown Business Improvement District

But up in a geologic basin, along the shores of Puget Sound lies
the *Town* of Edmonds...



Manifesto: Edmonds Downtown Business Improvement District

Now, this *Town* isn't just a place. It's an **idea...**

An interdependent shoreside community – living, working and playing in a positive spirit of **independence.**

The residents here prize their connections to people and community.

And the natural beauty strolling from the front door...



Manifesto: Edmonds Downtown Business Improvement District

For locals, tumbling into *Town* is a time-held practice of refreshing and reconnecting.

For visitors, *Town* is just a little out of the way – but an accessible escape.

Just four miles down the hill, and light years from ‘Same.’



Manifesto: Edmonds Downtown Business Improvement District

Town is something you take part in, an antidote to alone, superficial, impersonal, and predictable.

There is a practical idealism about *Town*: A place that necessarily grows and changes, but yet retains a character and values gifted to us:

A contemporary expression of a constant truth in how humans at their very best can interact. Scenic, safe and social – *Town* represents a new civility...



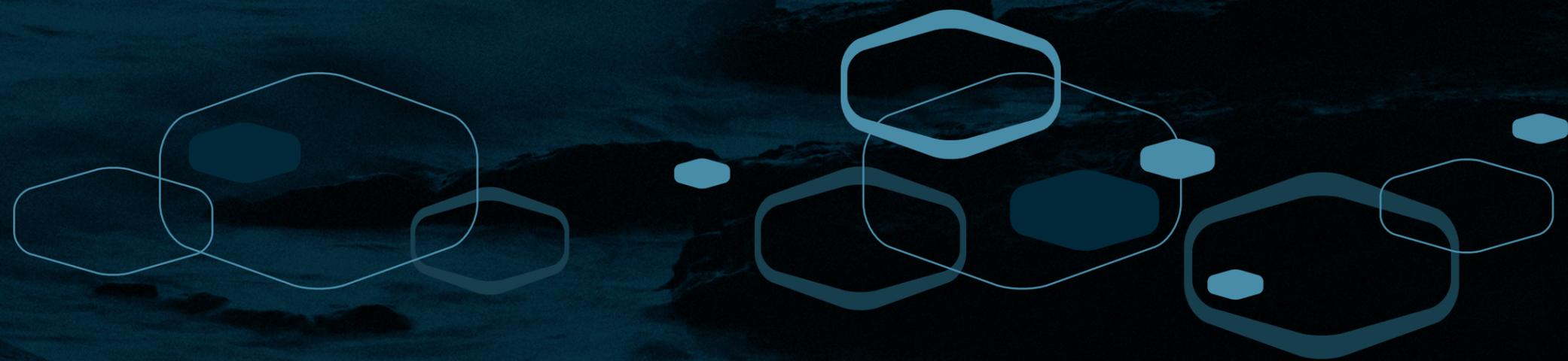
Manifesto: Edmonds Downtown Business Improvement District

Everyday life creates an environment that stresses and contorts our true self. Who we are... what we value... how we perceive... becomes steadily occluded by our work, societal and commercial environments.

Over time we become dislocated from who we are, and who we intended to be...

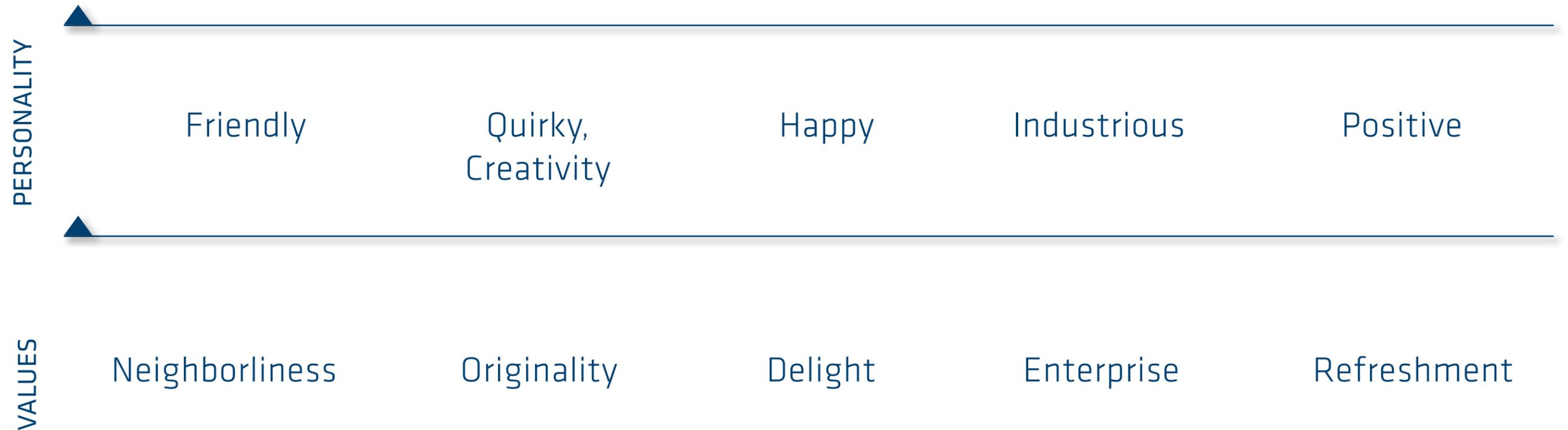
The *Town* you find in **Downtown Edmonds**, helps us recapture our better, original selves. We enable people to *Return, Forward*.

OUR NAME



ETOV

How does the organization's new identity become an ambassador for the *Town* brand we want to create?



Some Considerations

- Consider how the name works for consumer (retail and services) and institutional audiences.
- Explore the opportunity to brand the organization (*who, what*) and the place (*why*) – in one gesture.
- Be customer-centric: “Downtown” Edmonds and “Edmonds” mean largely the same thing to much of the audience, particularly non-locals.
- Does “BID” – unintentionally – signal a problem?

Examples to consider:

INSTITUTIONAL

Helena Downtown BID
Pueblo Economic Development District
Falmouth Business Improvement District
Humboldt County Tourism Improvement District

CONNOTATIVE

NoMa (Northern Maryland)
Media District (Hollywood Media Bus. District)
Team London Bridge (UK)
OBID (Oakland BID) – “O”

CONSUMER

Better Bankside (UK)
KingstonFirst (UK)
VauxhALL ONE (UK)

What Makes a Good Name?

- Memorable
- Pronounceable
- Spellable
- Unique or Differentiating
- Credible
- Associative
- Short
- Available

Ed!

Edmonds Downtown Alliance

Friendly, quirky creativity, happy, industrious, positive
Ed! appeals to young and old; consumer and professional

Ed!

Edmonds Downtown Alliance

Naming Criteria

- Memorable
- Pronounceable
- Spellable
- Unique / Differentiating
- Credible
- Associative
- Short
- Available

Personality

- Friendly
- Quirky Creativity
- Happy
- Industrious
- Positive

Values

- Neighborliness
- Originality
- Delight
- Enterprise
- Refreshment

Other Considerations

- Consumer (retail and services) and institutional audiences
- Brand the organization and the place in one name
- Be customer-centric
- Consider alternatives to “Business Improvement District”

What opportunities are afforded by “Ed!”?

- Ability to anthropomorphize the place and the organization: A character named Ed who epitomizes the qualities of neighborliness we want to project.
- Or, think of Ed! as the nickname for Edmonds and for the Edmonds Downtown Alliance. Imagine a series of different faces (a child, an adult, even a dog on the beach), each with a name tag saying the same thing: “Hello, my name is Ed!” We are all Ed!—welcoming, positive, approachable.
- When communicating in an official capacity or to a business audience, Ed! can be downplayed and Edmonds Downtown Alliance can lead the conversation. The nickname “Ed!” is a logical abbreviation for Edmonds so it’s a natural fit.

Other names considered but deselected:

E Town

Edmonds Town Alliance

- A natural fit in that it's already used by some and contains the word "Town"
- Not as memorable or unique as "Ed!"

The Edmonds Exchange

(EDEX)

- Exchange can be thought of in a business sense, as well as in the sense of community and exchange of ideas
- Sounds more commercial and much longer than "Ed!" or "E Town"

ESSENCE

Return, Forward

POSITION

The *Town* in Edmonds helps you recapture your better, original self. *Ed!*, the Edmonds Downtown Alliance, invites you to come into Town and experience it for yourself.

PERSONALITY

Friendly

Quirky,
Creativity

Happy

Industrious

Positive

VALUES

Neighborliness

Originality

Delight

Enterprise

Refreshment

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THANK YOU