

Objective 2: Community Marketing

Enhancing community marketing through the coordination of existing efforts and creation of a centralized marketing hub for the creative sector

Context

While Kenosha's creative sector is active and adds to the community's high quality of life, coordinating and marketing this sector remains a challenge in Kenosha. Arts organizations and creative businesses use different resources to market themselves and Kenosha currently lacks a centralized and coordinated "hub" for disseminating information about the creative sector. Our research has identified some key challenges to address: the lack of a unified community identity for the arts and creative sector, the lack of coordination of arts events, and the lack of a unified voice for the creative sector in Kenosha. In order to achieve the outcomes identified in this strategic plan, creation of a centralized "hub" for events and activities where arts organizations and creative businesses can coordinate their marketing efforts is essential.

Key findings that led to this objective

- Coordination of events and marketing efforts were identified as an Opportunity in the SWOC analysis (Phase I)
- Perception and awareness of the arts and creative sector in Kenosha was identified as an area of Weakness in the SWOC analysis (Phase I)
- Comparable communities have built marketing and community identity initiatives into their respective planning processes (Phase I)
- Talent attraction, branding, building awareness, and strengthening partnerships were benefits of community marketing identified in both Town Halls (Phase III)
- "Contributes to quality of life" & "lack of awareness" were phrases used by interviewees to describe the creative sector in Kenosha (Phase III)

Key Partnerships

- Kenosha News and other local media
- Kenosha Area Convention and Visitors Bureau
- Kenosha Area Business Alliance
- Downtown Kenosha Inc.
- Kenosha Area Higher Education Institutions

Examples of collaborative, centralized calendars and information hubs for arts and the creative sector:

[Downtown Appleton, Inc.](#)

"All arts orgs need to [collaborate]. Sometimes there is an overlap of services because everyone wants to lead"
-Creative sector respondent

"Communication between the different groups [is a challenge]. What's the best way for everyone to be on the same page and know what's going on?"
-Private sector respondent

Contact for this objective:

Randy Rickman & Jayne Herring

***RRickman@kenoshanews.com
herringj@gtc.edu***

KEY INITIATIVE I

Establish Kenosha News' online calendar as central hub for arts and creative sector

Outcomes

- Kenosha News' calendar is the central source of information for the community to learn about arts and creative sector events
- The arts and creative sector recognizes this calendar as the main place to post information about their events and uses it often. Users include all members of the creative sector (artists, businesses, non-profits, etc.) and the Kenosha News' calendar could be embedded into partner organizations' websites (eg. Kenosha Public Museums)
- Kenosha Area Business Alliance and other community partners use the Kenosha News calendar for talent acquisition, recruitment, and retention efforts

Action Steps

- Kenosha News will work with other local media companies to establish the best course of action for improving and maintaining its current calendar for the arts and creative sector
- Develop instructional materials for arts organizations and creative businesses to help them use the calendar and connect with other organizations and creative businesses. Materials should be made available to all organizations and businesses so they have access to and knowledge of this tool
- Recruit team of people from Key Partners to educate and send information to arts organizations and creative businesses about using the online calendar
- Work with KABA and other community partners to get information about the calendar on their talent attraction pages and help them disseminate information about the calendar to their network

KEY INITIATIVE II

Develop brand attributes and language about Kenosha's creative sector

Outcomes

- Standard language and look about the creative sector to be included in online and other marketing materials for creative businesses and arts organizations as well as in other sources of information about the creative sector
- Recognition that the creative sector is a key component of Kenosha's overall brand

Actions

- Establish a group of arts and marketing representatives from relevant organizations and businesses to develop the brand attributes and standard language and design elements.
- Develop simple online arts portal to embed calendar from Key Initiative I
- Determine funding mechanism to cover budgetary needs of Key Initiative II