

# **The Fairhaven District 2007 Marketing Plan**

Introduction Letter

**2007 Creative Marketing Plan**  
Strategy, Objectives, Advertising Objectives

Three Seasons of Fairhaven Calendar

2007 Survey Questions

Support Pledge





**The Fairhaven District  
2007 Marketing Plan**

**Dear Fairhaven Businesses-**

The attached package is the result of months of planning by the Fairhaven Association Marketing Committee, and includes **“The 2007 Creative Marketing Plan for Fairhaven”, “Three Seasons of Fairhaven Marketing Calendar” (including special events, holidays and targeted promotions), and a “Pledge Sheet”** so you may financially contribute to the marketing plan and provide feedback for future marketing efforts. This plan will be used to effectively market and benefit all businesses throughout Fairhaven including; Property Owners, Retail Stores, Restaurants and Health/Professional Services.

To implement this plan we need your help! The Marketing Committee is funded by contributions from individual business such as yours, and a key part of the success of the plan is based on enthusiastic financial support from Fairhaven businesses. By pooling our resources we are able to acquire media that would otherwise not be affordable. Remember that our competition includes malls, cities and other destinations that all have significant marketing budgets. Our goal this year is to have 100 or more Fairhaven businesses contribute an average of \$250 each. That, coupled with our 2007 Creative Marketing Plan, will give the District significantly increased quality and exposure in our marketing efforts.

We will be distributing information to participating businesses and throughout the district, as we launch the campaign. By working together we can leverage district-wide advertising with individual business advertising and vice versa. Please consider the following when putting together your own advertising: Each event and marketing committee program provides an opportunity to add your resources to our collective voice. Using common themes is a good way to leverage our resources. Fairhaven is a communication medium during each visitor's time in the district and provides a marketing opportunity. Creative cross-selling with other businesses and coupons for repeat business can be low-cost and effective.

The more information we can gather about Fairhaven customers, the more we will have to work with in the future. Any information you can provide to the committee will be helpful. Key data would include: Monthly Visits to your business, Zip Codes from customers by month, what brought your customers to Fairhaven, along with their general comments and observations.

The Committee is here to market Fairhaven and act as a marketing resource for the district. If you have any question or comments for us, please communicate them to anyone on the committee.

Please review the information in this packet and return the completed pledge sheet if you are able to contribute.

We look forward to working with you for the coming year. Please support Fairhaven and our efforts to market our very special place!

**Sincerely,  
2007 Fairhaven Marketing Committee**

Ham Hayes - Valhalla Marine Adventures (Co-Chair), Doug Borneman Epic Events (Co-Chair), John Servais Fairhaven.com, Taimi Gorman Gorman Publicity, Frank Howell Mud in Your Eye, James Might Renaissance Celebration, Jody Finnegan 12th St. Shoes, Anne Kneesch Artesano's, David Killian Colophon Café, Tracie Barrick The Bunch, Jeri Krampetz Skagit Publishing, Cathy Lee Southside Trends, Susann Schwiesow The Garden Room

# FAIRHAVEN ASSOCIATION

## 2007 Creative Marketing Plan

### I. CREATIVE STRATEGY

- A. Prospect Definition: Each day, in Fairhaven, we see complete families, teens, and adults from under 20 through retirement age. However, most serious prospects are (order varies by merchant): (1) “locals” who are 20+ skewing female, residents of Bellingham and Whatcom County. (2) “day-trippers” and “overnighters” who are 20+ skewing towards females, couples and families from lower BC, Alaska, the San Juans and south to Seattle and (3) “tourists” from throughout the U.S. and the world. (4) All are prospects for Fairhaven merchandise, restaurants, personal services and real estate on each visit. Locals may be the most likely to become frequent repeat customers.
- B. Principal Competition: For Whatcom County residents, it’s Bellis Fair, Downtown, neighborhood malls, and shopping south to Seattle. For lower-BC, Alaska and San Juan residents, it’s Bellis Fair and shopping south to Alderwood Mall. For tourists, it’s Downtown Bellingham, Leavenworth, LaConnor, Port Townsend, Poulsbo and Seattle.
- C. Promise: A visit to Fairhaven can make any day or night special, even one-of-a-kind. So it makes you feel better, whether your purpose in Fairhaven is to browse, to have a meal, to make a unique purchase, or to obtain one of the many personal services offered.
- D. Reason why: Fairhaven is a walkable city neighborhood from an earlier time, near the waterfront, filled with one-of-a-kind shops in an historic bricks-and-mortar setting. Most merchants are owner-operators who enjoy their businesses and appreciate their customers. The atmosphere is safe, friendly and unhurried. The one-of-a-kind feeling of shops extends to the entire district. With many residences, including those on scenic Chuckanut Drive, Fairhaven has a complete community feeling, providing affordable, day-to-day needs such as groceries. The shops, restaurants, lodging and quality of services offered are first-rate, and there is easy access to a larger metropolitan area. Fairhaven is also a transportation hub, with bus-shuttle services that go north to Blaine and south to Seattle, an Amtrak station and Alaskan ferry terminal. There is seasonal transportation to the San Juan Islands and Victoria, BC, plus sailing and other recreation.

### 2. ADVERTISING OBJECTIVE

Convince “locals” to increase their number of Fairhaven usage occasions each year, regardless of purpose, to build a solid foundation of repeat customers and referrals – the “first place they think of” for the services offered here. Convince day-trippers to become overnighters and tourists to visit in groups, reaching them through organizations, travel agents and the Convention and Visitors’ Bureau. Also test “mini-campaigns” in markets such as lower BC and the San Juans.

### 3. PROBLEM THE ADVERTISING MUST SOLVE

Give customers a good-feeling, authentic alternative to the faux-themed shopping malls and areas with look-alike franchise stores, restaurants and services. Offer a shopping-dining-lodging-services destination with day-to-day and special-occasion choices that prospects want, combined with a sense of tradition and “the way things used to be” when these activities left us feeling good. Overcome negative parking perceptions.

### 4. KEY FACT

People say that being in Fairhaven makes them feel good. The history and many buildings are authentic, on the site of one of the earliest built-up communities in Bellingham and the Pacific Northwest. The shopping-dining-lodging-services are appealing and one-of-a-kind. And the combination is stimulating, even for a brief visit.

# Three Seasons of Fairhaven

## 2007 Marketing Calendar

<b>Bold:</b>	<b>Scheduled Fairhaven events</b>
<i>Italics:</i>	<i>Holidays &amp; other events</i>
<u>Underline:</u>	<u>Target promotions</u>

### Winter/Spring (Jan. 21 – Apr. 30)

\*Percentage of annual budget: 30%

Target Areas – Whatcom, Skagit and South

\*\*Target Media: District Posters, Tulip Fest Guide, Piggyback Tulip Festival advertising as appropriate, Radio or TV if affordable

January	February	March	April
15 <i>MLK</i>	<b>03 Rain Festival</b> <i>14 Valentines Day</i>	<i>St. Patrick's Day</i>	<b>Mondays – Bocce Ball</b> <i>Skagit Tulip Fest</i> <i>08 Easter</i> <i>Spring Breaks</i> <b>28-29 Dirty Dan Days</b> <u>Summer Poster&gt;</u> <u>Destination FVN</u>

### Summer Season (May 1 – Sep. 30)

\*Percentage of annual budget: 20%

Target Areas – Whatcom, Sno/King County or Lower BC

\*\*Target Media – District Posters, TV/Radio, Bus Boards

May	June	July	August	September
<b>Mondays – Bocce</b> <b>10 Girls' Night Out</b> <i>13 Mothers Day</i> <i>27 Ski to Sea</i> <u>Summer Posters&gt;</u>	<b>Mondays - Bocce</b> <b>Weds–Farmers Mkt</b> <i>16 Bocce Ball Trnmt</i> <i>17 Fathers Day</i> <b>22 Gallery Walk</b> <b>30 Outdoor Cinema</b> <b>30 Sidewalk Sale</b> <u>Summer Posters&gt;</u> <u>Destination FVN</u>	<b>Mondays - Bocce</b> <b>Weds–Farmers Mkt</b> <i>04 4<sup>th</sup> of July</i> <b>07 Outdoor Cinema</b> <b>14 Outdoor Cinema</b> <b>14 Chuck. Foot Race</b> <b>21 Outdoor Cinema</b> <b>28 Outdoor Cinema</b> <u>Summer Posters&gt;</u> <u>Destination FVN</u>	<b>Mondays - Bocce</b> <b>Weds–Farmers Mkt</b> <b>04 Outdoor Cinema</b> <b>11 Outdoor Cinema</b> <b>18 Outdoor Cinema</b> <b>25 Outdoor Cinema</b> <u>Summer Posters&gt;</u>	<b>Mondays - Bocce</b> <b>Weds–Farmers Mkt</b> <b>01 Outdoor Cinema</b> <b>15 Fair. Run. 15K</b> <u>Summer Posters</u>

### Holiday Season (October 1 – January 20)

\*Percentage of annual budget: 50%

Target Areas – Whatcom, Other TBD

\*\*Target Media - District Posters, TV, Radio, Bus Boards

October	November	December	January
<b>31 Halloween</b> <u>Holiday Posters&gt;</u>	<i>Thanksgiving</i> <b>Tour d'Art</b> <b>Christmas Decor</b> <u>Holiday Posters&gt;</u> <u>Holidays &amp; Nights</u>	<b>Tour d'Art</b> <b>Christmas Décor</b> <i>25 Christmas</i> <u>Holiday Posters</u> <u>Holidays &amp; Nights</u>	<i>31 New Years Eve</i> <i>01 New Years Day</i> <u>Wint/Spri Posters 08&gt;</u>

\*Rational for annual budget %

Winter/Spring 30%: Attract people during a traditionally slower time

Summer 20%: Leverage summer attractions & event promotions during traditionally busy time

Holiday Season 50%: Push holiday season as the place to shop and spend holiday time

\*\*Target media for each campaign will be selected based on the most effective way to use available funds at that time.

**Fairhaven Marketing Committee  
2007 survey questions**

**1. What would you say is your average customer?**

Male\_\_\_\_\_ Female\_\_\_\_\_ Couple\_\_\_\_\_ Family\_\_\_\_\_

<20\_\_\_\_\_ 20 – 35\_\_\_\_\_ 35 – 55\_\_\_\_\_ 55+ \_\_\_\_\_

**2. During each season what percentage do you feel your customers come from?**

Holiday Season:            Whatcom\_\_\_\_\_            Skagit \_\_\_\_\_            Lower BC\_\_\_\_\_            Snohomish\_\_\_\_\_

Oct 1 – Jan 20

   East King County\_\_\_\_\_            Seattle\_\_\_\_\_            Other\_\_\_\_\_

Summer Season:            Whatcom\_\_\_\_\_            Skagit \_\_\_\_\_            Lower BC\_\_\_\_\_            Snohomish\_\_\_\_\_

May 1 – Sept. 30

   East King County\_\_\_\_\_            Seattle\_\_\_\_\_            Other\_\_\_\_\_

Winter/Spring Season:    Whatcom\_\_\_\_\_            Skagit \_\_\_\_\_            Lower BC\_\_\_\_\_            Snohomish\_\_\_\_\_

Jan. 21 – Apr. 30

   East King County\_\_\_\_\_            Seattle\_\_\_\_\_            Other\_\_\_\_\_

**3. Where would you like to see our marketing efforts concentrated?**

Holiday Season:            Whatcom\_\_\_\_\_            Skagit \_\_\_\_\_            Lower BC\_\_\_\_\_            Snohomish\_\_\_\_\_

   East King County\_\_\_\_\_            Seattle\_\_\_\_\_            Other\_\_\_\_\_

Summer Season:            Whatcom\_\_\_\_\_            Skagit \_\_\_\_\_            Lower BC\_\_\_\_\_            Snohomish\_\_\_\_\_

   East King County\_\_\_\_\_            Seattle\_\_\_\_\_            Other\_\_\_\_\_

Winter/Spring Season:    Whatcom\_\_\_\_\_            Skagit \_\_\_\_\_            Lower BC\_\_\_\_\_            Snohomish\_\_\_\_\_

   East King County\_\_\_\_\_            Seattle\_\_\_\_\_            Other\_\_\_\_\_

**4. Which month(s) would you like to see our advertising efforts concentrated?**

J   F   M   A   M   J   J   A   S   O   N   D

**5. What advertising mediums would you like to see us utilize?**

TV\_\_\_\_\_            Radio\_\_\_\_\_            Print\_\_\_\_\_            Buss Boards/Outdoor \_\_\_\_\_            Other\_\_\_\_\_

**6. Additional comments and feedback?**

\_\_\_\_\_

**7. If you have not contributed to the marketing effort before, why? And what might persuade you to contribute in the future?**

\_\_\_\_\_

**8. What is your business category?**

Retail\_\_\_\_\_            Restaurant/Lodging\_\_\_\_\_            Property Owner\_\_\_\_\_            Professional Service / Health\_\_\_\_\_

Recreation\_\_\_\_\_

# Pledge Form

## Fairhaven Association Marketing Fund 2007

### Property Owners:

**Include your pledge or check for \$500 to help:**

- ❖ Support your tenants- your contribution will help market the businesses that rent your spaces.
- ❖ Market the district where you own property- which will help bring business to your tenants and in time- increase the value of your building and land in Fairhaven.

### Retail & Restaurant:

**Include your pledge or check for \$250 to help:**

- ❖ The Marketing Committee effectively market all businesses in Fairhaven to a broad demographic.
- ❖ Market our district throughout all seasons.
- ❖ Capture an audience that you may not be capturing through your own marketing.
- ❖ The Marketing Committee acquire media that would otherwise be unaffordable

### Professional Services & Medical:

**Include your pledge or check for \$100 to help:**

- ❖ Bring more people to Fairhaven which will generate a greater awareness of the broad range of services offered here in Fairhaven.
- ❖ Increase business from Fairhaven business owners and employees

**Questions? Contact Tracie Barrick at the bunch or 671-5769. Thanks for your support!**

Member name:	
Business Name:	
Address:	
E-mail address:	
Telephone:	
<b>Total pledge amount:</b>	<b>Month to be invoiced:</b>

Thanks to those who have already contributed - you need not complete this form.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_