



DOWNTOWN TROY
VISIT
MEMBER SERVICES
EVENTS ABOUT

CURATING A CITY WITH 500+ BRAND STORIES

March 24, 2020





CURATING A CITY with Joyce Chan of the Downtown Troy Business Improvement District

The average amount of time someone takes to look at an image is 2 seconds. With all the information the average person is inundated with daily, how does one decide what is important? We are constantly curating or organizing, compartmentalizing and storing information. The downtown district is a space that changes all the time; from new businesses opening, others celebrating their 20th year, retail items arriving in shops weekly and seasonally, arts and entertainment events, cuisines from different continents, craft brews, and coffee to discover, companies ranging from medical, technology, health and wellness, consulting and more. **How can the Downtown Troy BID best help someone get to know downtown Troy, NY?**

As the Communications Administrator for the Downtown Troy BID, a large part of my job is to collect, search, create content from the Downtown Troy district. Our social media and our mission are to represent our 500+ members in addition to the Troy BID's initiatives and events. It is most important to disseminate content and information in an easily digestible way, translating a message that aligns with the BID's mission and values.

DOWNTOWN TROY BID MISSION: We foster an attractive and inviting environment for businesses to prosper, a community for residents to grow, and a destination for visitors to continually explore. We do this through Business Development & Retention Programs, Public Service & Beautification, Marketing & Tourism, and Special Events.

DOWNTOWN TROY BID VALUES: Collaboration: We encourage business owners, residents and visitors to work together to build a better community. Culture: We recognize and protect our rich history, support our unique institutions, and thrive because of our collective creativity. Inclusivity: We are committed to fostering a diverse and caring community. Pride: We embrace the proud history of our riverfront community as a foundation for continued evolution. Innovation: We celebrate and support the entrepreneurial spirit. Resourceful: We draw on the assets and talent available to us through our community.

How the Downtown Troy BID uses each platform to share our message:

Website: DowntownTroy.org is our most important platform and the hub of where the information resides. The messaging on the website supports Downtown Troy BID Members,

visitors, and the general public. It includes a directory divided into SHOP. DINE. EXPLORE, an online business development program, visitor information, event information that encourages an engaged community, information about the BID as an organization and initiatives to innovate, build community and beautify the city.

Facebook/Twitter: The use of these platforms is more flexible. They are conduits to direct users to our BID Member's Pages. The messaging is focused on all aspects of the **SHOP . DINE . EXPLORE Campaign**. We use these channels to share BID member special events, Troy BID workshops & events, BID members in the news & media, public information from the City of Troy and more. On Facebook, photo albums are used to consolidate past happenings and downtown-focused campaigns. This platform is a great way to organize & reference downtown happenings over the years.

Instagram: This social media channel has become the most popular and direct tool for business owners to share their messaging. Information, through photo, video, and gifs can be easily shared, even up to real-time content. Instagram allows us to share the story of downtown and represent our organization's mission and values through a visual lens.

E-Newsletter: Emails have been used to share the messages of businesses longer than any social platform. Email has not died off! An address book can become an essential tool to reach a target audience. The Troy BID e-newsletter directly reaches the public, BID members, and subscribers. This is a bi-weekly communication that includes Downtown Happenings, resource Links, business spotlights and important public information.

Walking Guides & Directional Signage: Our Walking Guides translates the message of our website directory into a tactile, portable resource. It is broken into zones, highlighted BID members and varied categories. (i.e. shopping, services, cultural attractions). This allows visitors to navigate the district easily and encourages discovery.

Business Email: This platform shares our message a bit differently than our E-Newsletter. I use my business email for internal communications (organizationally and district-wide), to share resources with BID Members, to connect with press and media, to send press releases to our constituents. General inquiries about Downtown Troy and the Troy BID are also answered. After walking throughout the district photographing and posting the happenings of Troy Night Out (it can easily turn into a 3-hour adventure), I was happy that our messaging was reaching people. A few days later, an employee at a BID Restaurant shared, "I

got a feel of Troy from your pictures, even though I couldn't go out because of work." Every platform can share your message, but focusing on one or two well, can create a full impact.

Each visitor, resident, or business owner will carry with them a different message about Troy, NY. Here at the Downtown Troy BID, we strive to carry a message of positive growth, an inviting environment, and a destination to continually explore.

Here are some questions to explore how you convey your branding message:

Is your audience able to get a feel of your business through product or service?

Do you visually convey your message through all channels (social media, website, brand, logo)?

Is your exchange in communication with the public cohesive with your business message?

Do your staff values and employee environment align with your business message?

Do you provide a customer experience that exemplifies your business message?

When your customer leaves your space, are they able to carry your message along with them?

Your Messaging

Does your core brand message offer anything different from your competitors?

Are your messages simple, easy to understand and compelling?

Do your messages reflect reality? Brand messages must be based in reality to be believed. A little aspiration is okay, so long as you are moving in that direction and the claim is plausible.

Do your messages resonate with your target audience?

Do they say anything interesting?

**LEARN MORE ABOUT THE DOWNTOWN TROY BUSINESS
IMPROVEMENT DISTRICT**

REGISTER FOR THE PROGRAM TO RECEIVE FREE WEEKLY BLOG POSTS, PODCAST SERIES, VIDEOS SERIES AND RESOURCES DIRECTLY TO YOUR INBOX AND/OR JOIN OUR ONLINE COMMUNITY ON LINKEDIN.

Providing local business owners with access to informational local resources used to sustain, and grow your business.


The program will include a bi-weekly blog, a monthly podcast , a monthly educational video and 10 live events throughout the year.

PROGRAM REGISTRATION

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**Love what you're listening to? Support the Downtown Troy BID by becoming a program sponsor or making a tax-deductible contribution here: www.downtowntroy.org/support

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