

## 4.8 STRATEGIC MARKETING & COMMUNICATIONS PROGRAM

Marketing and communications have become more important to small communities as they compete for jobs, a sustainable tax base, good public schools, a vibrant civic life, and recreational resources. Business recruitment has become very aggressive and advertising has grown rapidly as prospects are bombarded with messages and materials. Prospects looking for new locations have many options and are deluged with printed materials and phone calls from development corporations, civic leaders, and others that are trying to lure them to their community. This trend has made it much more difficult for prospective businesses to differentiate between the market, services, and quality of life characteristics offered by a community. If Englewood is to keep and grow its businesses and, at the same time, attract new businesses and investors, it must develop a simple and compelling story that differentiates the community from its competitors.

The CRA has been promoting Englewood since 2002 with several marketing activities focused primarily on the Olde Englewood Village Area. These activities include cooperative programs with Olde Englewood Village Association (OEVA) promoting Englewood as a quaint historic place for a day trip. The CRA continues to work in cooperation with OEVA to identify promotional activities and advertisement that will further enhance the concept of Englewood as a "Destination." Recent marketing activities included advertisement in the Englewood Cape Haze Visitors Guide, Sarasota Magazine, Pirate Coast Magazine, Harbor Style, and Sun Herald, radio promotions, a schedule of events flyer, a downtown businesses brochure, and new street banners with decorative silk plant baskets.

In November 2005, Benchmark, Inc. prepared the *FY2006 Marketing Plan for Olde Englewood Village* on behalf of OEVA. The plan reviewed the current marketing programs conducted by OEVA, the Chamber of Commerce, and the CRA; evaluated statistical data and trends; collected information and input from downtown merchants; and put forward recommendations for a cohesive marketing program for Englewood. A summary of these recommendations follows:

- Create a mix of cooperative advertising through print ads and electronic media;
- Establish an image campaign of Englewood as a destination;
- Create an interactive web page;
- Expand promotion through the Sarasota Convention & Visitor Bureau, Englewood/Cape Haze Chamber of Commerce, and signage (billboards, banners, and entrance gateways);
- Expand events – Rotary Arts Festival, Red Hat Tour, Pioneer Days, Halloween Safewalk, Christmas Celebration;
- Create new events – New Year's Eve, Mullet Festival, Kayak Tours, Bicycle Tours, Englewood Beach Chair Contest;
- Enhance OEVA membership; and
- Work cooperatively on marketing efforts between OEVA, CC, CRA, and other local and regional organizations.

In FY05 the CRA used a portion of the marketing budget for professional services to prepare a retail market analysis. The Strategic Planning Group was hired and in April 2006 presented the *Englewood Retail Market Analysis and Action Plan* to the community. The plan concluded that the community can support about 150,000 to 200,000 square feet of new mixed-use development as Dearborn Street becomes more of a regional destination. According to the market analysis, the primary trade area for Dearborn Street (anywhere within a 30-minute drive time) indicates that the following retail categories have good potential and are consistent with destination retail:

- Health and personal care;
- Clothing;
- Sporting goods;
- Miscellaneous retail;
- Food service and drinking places; and
- General merchandise stores.

The report also made several recommendations and suggested timeframes including the following marketing-related actions:

- Market community assets;
- Develop cooperative advertising;
- Develop business signage, directories, and shopping guides;
- Expand marketing promotions;
- Improve media coverage; and
- Stage special events and festivals.

In FY06 the CRA used a portion of the marketing funds for professional services to assist with promotional activities. Odatto Marketing Group was hired and held a public workshop in November 2006 to identify how to “brand” Englewood and improve marketing activities. Odatto asked the 35 participants to describe the typical visitor and resident in Englewood, and what marketing approaches would be most effective:

- With a limited budget, focus on going after groups and markets that “butter” the business community’s “bread;”
- Target the 50-and-under demographic;
- Educate adjacent communities. A number of people in nearby communities (such as Venice) know very little about Englewood and Dearborn Street;
- Focus on the Charlotte County portion of the market;
- Create new festivals such as a “Lemon Festival;” and
- Incorporate local icons (such as the lemon) into the community logo and branding.

Odatto’s conclusion was that strategies for better marketing Englewood to the type of person/business that enjoys this community will allow greater return on investment of marketing funds. A slogan and marketing materials that reflect Englewood are being developed for use in future marketing materials.

The Strategic Marketing & Communications Program calls for a combination of traditional advertising, business recruitment, and a public relations campaign that will create this necessary buzz and give Englewood an opportunity to tell its story. The Englewood Retail Market Analysis and Action Plan, FY2006 OEVA Marketing Plan for Olde Englewood Village, and Odatto’s marketing recommendations serve as the foundation for the CRA’s marketing and communications program described below.

## **Project MP-1: Assist in the Implementation of a Comprehensive Marketing Program**

**Project Background:** The success of most business development strategies usually depends on effective marketing programs to reach target audiences. The Englewood CRA redevelopment initiative should be seen as a business plan with specific goals and objectives to improve the overall quality of life in the community. To do this, it is important to create an interest that will draw additional visitors and customers into the area to purchase goods and services, as well as provide a vibrant community for local residents to live, work, and shop. In other words, to invest in the area. An effective marketing and communications plan will produce the tools to educate, entice, and excite the target audiences to invest in Englewood and thereby help in revitalizing the area. The plan should include promoting existing businesses, encouraging new development, and providing educational materials about programs and services, such as housing assistance programs, business development initiatives, redevelopment incentives, and community-initiated developments.

**Project Description:** Englewood has made significant strides over the past few years in promoting itself as a destination through feature articles, advertising, events, and targeted marketing. However, a comprehensive and multifaceted marketing and communications plan is needed to communicate at the local, regional, and state levels about the high quality of life and business opportunities that exist in Englewood. The marketing and communications plan should

include a multimedia advertising program, a series of high-quality promotional materials, and a public relations program. The plan should also explore specific methods of attracting new visitors and investment (such as through ecotourism) and coordinate marketing efforts with other stakeholders such as OEVA, the Chamber of Commerce, and local businesses.



**Project Objectives:** This project is consistent with Objective V: Improve the economic viability of the Redevelopment Area and Objective VII: Improve the appeal of Englewood to residents and visitors of all ages and economic groups.

- Encourage private sector investment in the Englewood CRA;
- Provide information about the CRA to attract visitors, shoppers, developers, and new residents into Englewood; and
- Make the Englewood CRA known at the local, regional, and state level.

#### **Action Steps Required for Implementation:**

##### **A. Create a Consistent Multimedia Joint Advertising Program**

The CRA, together with OEVA, the Chamber of Commerce, and existing businesses, should coordinate and target advertising through various media sources. Complementary businesses can increase distribution, space, and time through collective ads at reasonable costs while informing potential customers on the variety of stores, restaurants, and services in the community. These ads should also inform the public about upcoming events. Joint advertising should be geared toward promoting Olde Englewood Village as a district rather than individual businesses.

Print Advertisements – Develop a cooperative advertising program targeted to regional residents and visitors in different demographic and socioeconomic categories based on the current mix of businesses in the district. Develop full-page ads, half-page ads, 3-by-5 columns, and inserts for local and regional news publications. Joint ads should be attractive, include a map of downtown with public parking and other important features, be printed on the most effective day (typically Thursdays and Fridays), and adjusted seasonally.

Inserts – Advertise upcoming events, activities, and downtown businesses through small inserts (8½ by 11 or less). Typically, these insets are less expensive than print ads and are effective costs for regional distribution when important activities are scheduled for downtown (e.g., festivals, sales, parades, etc.). These pieces should use the work of local artists as background design when possible. Insertions should be made in local and regional newspapers (such as the *Englewood Sun Herald*, *Englewood Herald-Tribune*, and *Englewood Review*) as well as FLAUSA in-state newspaper.

Radio Advertisements – Advertise on the radio, which was also identified as a significant advertising media in several stakeholder interviews. The following are guidelines for an effective radio proposal:

- Use 60-second commercials, including an Olde Englewood Village jingle;
- Include 15 to 20 businesses with a rotation of four per commercial;
- Mention weekly downtown events and reference print ads in newspapers;
- Advertise on Thursday, Friday, and Saturday, on which ads typically draw the most attention;
- Choose stations that broadcast to residents, visitors, and other demographic targets (demographic and socioeconomic statistics on audiences are available from the stations);
- Advertise between the hours of 6:00 and 9:00 a.m. and 4:00 and 7:00 p.m.;
- Use a minimum of 12 spots per station per day;
- Alter the format seasonally: Fall (Sept. to Nov.); Christmas (Nov. 25 to Dec 25); Winter (Jan. to March); Spring (April and May); and Summer (June to August);
- Break down weekly costs by season;
- Utilize other media (e.g., linking to Web site promotions, etc.); and
- Utilize sales associates at stations to assist with development and solicitation of participating businesses.

Cable Television – Put together a similar proposal for local cable stations and the public access channel with attractive pictures of downtown and featured businesses.

Other Joint Advertising Programs – Promote Olde Englewood Village using innovative and new joint advertising techniques such as a downtown business Internet catalogue and cinema advertising. The catalogue would assemble the web sites of individual businesses into one page for Olde Englewood Village, allowing merchandise and services to be displayed and purchased online. This method has become a very effective sales tool for some downtowns that have unique stores but have a difficult time drawing customers from long distances.

Cinema advertising typically airs on the theater screen as viewers are waiting for the feature presentation. Several individual businesses or the district as a whole can display their goods and services in a short period of time on the large screen to a large and ever-changing audience. This type of advertising would be most effective in nearby communities such as Port Charlotte and Venice.

Photo Rendering of Welcome Banner Attachment to Existing Posts on SR 776 Near Dearborn



**Current Conditions**



**Proposed Enhancement**



## **B. Create a Series of Downtown Promotional and Direct Marketing Materials**

These programs should include the following: Englewood slogan/tag line and logo, brochures and booklets, posters and leaflets, downtown business directory, point-of-purchase displays, tie-ins, on-line downtown magazine, gift certificates, posters for events and activities, and other direct marketing programs

Economic Resource Guide – Create a high-quality, four-color, multipage publication with socioeconomic and quality-of-life facts about the area as well as information about various business development programs carried out by the CRA, OEVA, Chamber of Commerce, EDC, and other organizations. The guide should be broadly distributed through these organizations and available on individual websites. It should also be distributed directly to targeted new businesses for downtown based on the results of the Englewood Retail Market Analysis and Action Plan.

Expanded CRA Web Site – The CRA Web site ([www.scgov.net/hometownenglewood/](http://www.scgov.net/hometownenglewood/)) is a good source of information on CRA events, programs and activities. However, more detailed information on business development programs and incentives, CRA responsibilities, information on available property, market data and trends, and marketing initiatives are needed. The redevelopment projects and programs listed in the CRA plan are on the Web site but are not organized in a way that makes it easily assessable to prospective business tenants and developers. The CRA website should contain the following information:

- Upcoming events, festivals, and celebrations;
- Business incentive programs;
- The downtown business directory and map;
- New businesses and ongoing redevelopment projects;
- Services provided by the CRA and other local and regional organizations;
- List of available properties for redevelopment or business location (Project SPACE);
- Demographics, socioeconomic trends, and market opportunities;
- Public parking areas;
- The full CRA Redevelopment Plan and related conceptual plans and graphics;
- Latest newsletters and annual reports;
- Links to other local organizations and businesses that have their own homepages; and
- An online shopping catalogue for downtown businesses.

A new page should be created to house all of the local and regional economic development opportunities and programs, as well as specific information on the downtown area. The updated CRA Redevelopment Plan should also be included on the website, together with conceptual plans and graphics to entice visitors and investors. Once this page is created, an e-mail should be sent out to existing local and regional businesses as well as potential developers and investors to inform them of the organization's support, commitment, and economic opportunities in the CRA District. The website should also be linked to other local and regional civic organizations.

Olde Englewood Village Slogan and Logo – Create a logo and slogan. An attractively designed logo and slogan help create a positive symbol for the district and serve as a constant reminder to the public and potential customers. The slogan and logo should be used on all advertising and promotional materials. The slogan should emphasize Englewood's strong historic character, arts community, recreational venues, and natural beauty.

Downtown Business Directory and Information Kiosk – A comprehensive list of downtown area businesses, organizations, and points of interest has been developed as part of this plan. (See Downtown Englewood Business Directory Map below.) This directory, together with interesting information about the community, should be modified into a pamphlet (an update of the current OEVA brochure), which can be distributed to regional residents and visitors and inserted in area newspapers through the CRA, Chamber of Commerce, area hotels, SCEDC, OEVA, and local businesses. The downtown business directory should also be included on the OEVA, Chamber of Commerce, and CRA websites with direct links to individual businesses that have their own

websites. Full-size business directory maps (approximately 3 feet by 5 feet) should be placed in cases and strategically located together with informational kiosks in the Dearborn Street area. In addition to the business directory, the informational kiosks should contain information on upcoming events and activities in the community. The business directory and information kiosk should incorporate the new slogan and logo and provide information on parking locations and points of public interest. Funding for this project can be raised through the sale of advertising on the maps by local businesses and larger regional entities that have an interest in Englewood, such as utility and cable companies.

Event Posters and Leaflets – Develop posters and leaflets listing seasonal events and activities for window display in downtown businesses, the Chamber of Commerce, and area hotels. Posters should be designed by local artists, minimum of 11 by 17 inches in size, and printed in four colors on card stock. The posters should also include a map of Olde Englewood Village's identifying points of public interest.

Point-of-Purchase Displays – Provide advertisements, maps, and other promotional materials available in downtown stores at the check-out counters.

Coupons – Create a coupon program for Olde Englewood Village businesses as an added incentive to attract new customers and measure effectiveness of advertising programs. This program should provide discounts at shops and restaurants to targeted customers. The coupons should be linked with downtown events and activities such as "Saturday Night Live." Coupon books or "Downtown Dollars" can be assembled with discounts for a variety of businesses.

Downtown Gift Certificate – Create a single gift certificate valid at all downtown businesses. It can be treated like a traveler's check and accepted at face value. Certificates should be issued through OEVA at \$25 or less (the goal is to get shoppers downtown), and a customer receives cash back when the purchase is less than the gift certificate amount.

Downtown E-Shop Catalogue – Create a catalogue of products from businesses in Olde Englewood Village. Catalogue and Internet sales revenues nationwide have increased substantially over the past several years. Downtowns around the country are starting to create catalogues featuring shops' and stores' goods with prices. This catalogue should be updated seasonally and use local newspapers and printers to assist in production. A local, regional, and national mailing list should be developed based on store sales records, area hotels, and other socioeconomic data contained in the market analysis. This project represents an investment of time and money but can reach a significant new customer base. Major costs include copywriting, layout and design, photos and illustrations of merchandise, and postage and cost of purchasing a mailing list. A cooperative downtown catalogue can help reduce the cost for individual retailers. The catalogue should also be placed on the OEVA, Chamber of Commerce, and CRA websites. The catalogue can also be used to promote the arts, history, and culture of Englewood.



Student Credit Program – Create an agreement with area high schools to enable students to use their student cards for a discount on food and merchandise in downtown shops and restaurants. Reports show that high school and college students have over \$100 per week in disposable income. To bring that money downtown, businesses should advertise in school newspapers or create a discount program. Special cards could be issued as rewards to those students excelling in academics, sports, citizenship, or other civic achievements.

Other Direct Marketing Programs – Other potential direct marketing methods for Olde Englewood Village may include the following:

- Mailings – Sent mailings to targeted customers notifying them of upcoming events and individual business advertisements
- Fax Mail – A broadcast fax program to notify downtown businesses and customers of upcoming events
- E-mail – A broadcast e-mail program to notify downtown businesses and customers of upcoming events

### **C. Establish a Public Relations and Communications Program**

The CRA, in cooperation with OEVA and the Chamber of Commerce, should establish a public relations campaign for customers, stakeholders, and the general public. Some techniques may include regular press releases for important events, interviews, columns, editorials, newsletters, and other methods to keep the public informed and media interest in the redevelopment process.

Media Coverage for Redevelopment Activities and Progress – Regular articles and radio interviews covering new businesses, expanding businesses, and other revitalization events are a key component of the marketing strategy. Important events and redevelopment initiatives should be consistently covered in the media through issuing regular press releases and articles. Creating a local cable TV program for the CRA program is also an effective means of informing the public of important activities and serves as a promotional opportunity.

“Meet the Community” Advisory Board Agenda Items – New and expanding local businesses and redevelopment projects can be given the opportunity to make a brief presentation to the CRA Advisory Board. Two to three businesses should be given a brief time slot each during the beginning of the regular board meetings to introduce themselves and give a brief snapshot of their business or expansion plans.

Business Development Seminars – A speaker series for local business owners can feature experts in various fields such as retailing, marketing, design, promotion, and business planning. Seminars should be videotaped so businesses that cannot directly participate have the opportunity to see the presentation at a later date. The National Main Street Center website includes a list of speakers in these different fields.

CRA Annual Reports – Annual reports should be high-quality, four-color booklets highlighting the progress in different areas of the CRA Redevelopment Plan. Annual reports should also include attractive graphics, concept plans, and pictures so that they can be distributed to prospective investors and businesses as well as existing businesses, property owners, and other stakeholders. The annual report should also be available on the CRA, OEVA, and Chamber of Commerce websites.

CRA Newsletter – A quarterly publication can be used to update residents, visitors, and prospective businesses and developers on upcoming activities and events, new businesses, and redevelopment projects and programs. It can also be used to advertise local businesses. This publication should include interviews with local business owners, civic organizations, CRA staff, and advisory board members. Local newspapers, businesses, OEVA and the chamber can assist in distributing the piece. The newsletter should also be included on the CRA, OEVA, and chamber websites.

Lobbying – Identify important public policy, regulation, and potential funding sources for the CRA District by maintaining regular contact with key civic associations, public officials, and local businesses. Lobbying local officials, state agencies, and state and federally elected officials on specific projects and programs can help obtain the support and funding they need.

Facilitate Coordination of Dearborn Street Business Hours – One of the weaknesses identified in the OEVA marketing plan was the lack of coordinated business hours on Dearborn Street. The CRA should work with OEVA and local businesses to coordinate consistent business hours seasonally and to broaden business hours during peak season. This can be accomplished by selecting one evening per week in which stores will remain open until 7:30 or 8:00 p.m. These evening hours would be separate from the regular “Saturday Night Live” events but allow the community to recognize a given evening in which to shop downtown. Evening shopping hours can be coupled with mini-events such as wine tasting and live music.

Hold Quarterly Meetings with Key Groups to Coordinate and Carry Out Marketing Programs in the CRA District – Coordination between various organizations involved in business development and marketing will help prevent overlap and a more efficient use of limited resources for local marketing programs. Create a task force with representation from CRA, CC, OEVA, AALB, SCEDC, business leaders, service clubs, neighborhood associations, and other volunteers.

#### **D. Conduct an Ecotourism Feasibility Study**

This project is a recommendation of the SR 776 Corridor Plan. The CRA should hire a recognized marketing consultant to determine the feasibility of recruiting ecofriendly businesses, products, and services. The study should also determine the amount of tourism that might be generated by promoting Englewood’s natural resources and the recreational opportunities they provide.

#### **Project Participants and Administration:**

- CRA/Program Coordinator – Development, administration, and funding
- Chamber of Commerce and OEVA – Assistance with program implementation, design, printing, and distribution
- Sarasota County EDC – Business development programs and marketing
- Sarasota County Convention & Visitor Bureau
- SR 776 – Neighborhood Initiative Funding
- Lemon Bay Historical Society
- Arts Alliance of Lemon Bay
- Other local and regional civic organizations
- Private businesses
- Neighborhood Associations

#### **Projected Costs:**

- CRA – \$75,000 each year for developing, printing, and maintaining brochures, business directory, advertising, professional membership, website, etc.
- Supplemental funding from OEVA, Chamber of Commerce, AALB, and other business development organizations
- Seek other public grant programs, private foundations, and local contributions

**Time Frame:** Short-term, 1–3 years

### **Project MP-2: Support Community Events, Festivals, and Celebrations**

**Project Background and Description:** Currently, there are several community events and festivals in Englewood. Some of the more recognized events include Pioneer Days, Halloween Safewalk, Christmas Celebration, Rotary Arts Festival, and Saturday Night Live. Several local organizations plan these events such as the CRA, OEVA, the Jaycees, Rotary, AALB, and

Lemon Bay Historical Society. OEVA sponsors and organizes a number of these events that take place on Dearborn Street and include street entertainment, live music, dining, and late-night shopping. Englewood-Cape Haze Area Chamber of Commerce provides marketing and promotional support but is not directly involved in festival planning and focuses more on promotion and trade shows.

While there are several regular community events held in Englewood, there are many opportunities to expand and create new events that would draw additional residents and visitors. The CRA should work with other local organizations to assess ongoing and potential new community events and celebrations to enhance residents' and visitors' image of Englewood, attract more customers, and demonstrate the viability of the downtown area to prospective businesses.

### **Project Objectives:**

- Expand existing community events to benefit local residents and businesses and to draw visitors; and
- Create new events to benefit local residents and businesses and to draw visitors.

### **Action Steps Required for Implementation:**

#### **A. Expand Existing and Create New Fall Events**

Halloween Safewalk – This is a very successful event in attracting attention to Olde Englewood Village. There are many people in attendance and it gives the sense that a lot is happening downtown. The event could be more profitable for the restaurants, but it certainly creates a lot of visibility for the shops and, in many cases, leads to return trips to Dearborn Street. The event could be expanded with a “Horribles Parade” for children in costume and a pumpkin contest with prizes awarded for the largest pumpkins, best carving, and displays. Other traditional activities such as bobbing for apples, story telling, trick-or-treating in stores (an opportunity to have parents see merchandise), and live entertainment could be expanded as well.

#### Potential New Events:

- ***Turkey Trot Road Race and Pumpkin Festival*** – Create a downtown road race, pumpkin pie contest, and other activities over the Thanksgiving weekend to celebrate the holiday.
- ***Englewood Homecoming*** – Create a homecoming event over Thanksgiving weekend when many families return home for the holiday.
- ***New England Clam Bake*** – A traditional fall event in coastal towns of New England. This event could be held at the public park on Lemon Bay at the end of Dearborn Street with a real clambake and live music.
- ***Oktoberfest*** – Serve up traditional German food, beverages, and music with a live band.
- ***“Taste of Englewood” Festival*** – Create a new event in the fall during which downtown restaurants set up buffets along Dearborn Street (which would be closed for the event) and provide samples of their menu along with live music. This event should occur as seasonal residents return to Englewood. This is a great opportunity to introduce downtown restaurants to new customers.

#### **B. Expand Existing and Create New Winter Events**

The Christmas Walk – In 2006 the annual Christmas Walk was held in November on Dearborn Street. The event includes holiday music, a Toys for Tots drive, and a visit from Santa Claus. Merchants participate in decorating their stores for a festive look. It is recommended that this event take place in December in conjunction with a Christmas lights competition for the businesses on Dearborn Street, which has been identified by OEVA as a possible new event. Funding could be provided by individual businesses rather than full under the responsibilities of OEVA or the CRA. Competition generates participation, which would benefit the entire area as more residents and potential customers are drawn to the area. The Christmas lighting competition

could be promoted as the “Village of Lights” Festival. This expanded celebration of the holiday season could include a Holiday Stroll along Dearborn Street with hay rides, craft fairs, ice sculpting, Santa arriving, window display judging, live music, open houses, and a tree lighting ceremony.

Rotary Fine Arts Festival – In 2006 Rotary celebrated the 25<sup>th</sup> anniversary of this event, which is held on Dearborn Street in early December.

Englewood Bank Art Festival – This event is held in February on Dearborn Street and includes juried art exhibits.

History Week – The Lemon Bay Historical Society sponsors the “History with a Zest” event held in February. History Week has been very successful and, unlike some other events, it pulls in residents and visitors to attractions in other areas of Olde Englewood Village. The Elise Quirk Public Library is significantly involved and the Lemon Bay Historical Society opens the museum at the Green Street Church. Lemon Bay Park also provides coordinating programs.

#### Potential New Events:

- ***New Year’s Eve Celebration*** – Create a New Year’s celebration with live music venues, food, ice sculptures, and contests. The activities should be family-oriented.
- ***Winter Carnival*** – This could include traditional winter events with a Florida twist such as cross country street ski racing, roller hockey tournament, ice sculptures, ski jumping into Lemon Bay, and other events.
- ***Hot Air Balloon Festival*** – This event could be located at Buchan Airfield in March when there are few other community events scheduled. These festivals are very popular around the country including some smaller communities such as Quechee, Vermont.

### **C. Expand Existing and Create New Spring Events**

Plein Air Art Festival – This working exhibit was held in April 2006 and sponsored by the Englewood Art Center and OEVA. This was the first time it was held on Dearborn Street but the event has been very successful in Punta Gorda. The festival involved artists working outside creating paintings of various businesses on the street. These paintings were then displayed at the Art Center. This event has the potential to bring a lot of residents and customers downtown if held on a regular basis.

Red Hat Ladies Day – Held in Olde Englewood Village in April.

Englewood/Cape Haze Chamber of Commerce EXPO – This annual event is held in April at the Englewood Sports Complex and features businesses from the region. The event is sponsored and organized by the Chamber of Commerce.

Spring Sidewalk Sale – Held on a weekend in May on Dearborn Street. This event should be combined with Mother’s Day and include music and food to draw more visitors.

#### Potential New Events:

- ***Earth Day Festival*** – Celebrate this event with a downtown cleanup, invited speakers, exhibits, music and food, tree plantings, “green” activities or trade show, and other environmentally oriented activities.
- ***Clothesline Art Exhibit*** – Create a regional artists’ exhibit with booths, demonstrations, and activities for children and adults. This event could possibly be organized by AALB and held on the county property at the 300 block of Dearborn Street.
- ***Mother’s Day Antique Show*** – The Spring Sidewalk Sale should be combined with an event celebrating Mother’s Day. An antique and craft fair with live music would create a large draw to Dearborn Street and local restaurants might provide a discount for moms.
- ***Father’s Day Car Show*** – Establish an antique and classic car show that is geared to the entire family. Car shows are very popular and a great way of bringing residents and

- visitors downtown. Encourage local car clubs to participate and even organize the event. This could even be a regular event during Father's Day.
- **Mullet Festival** – This event could be held in the shoulder season and feature this traditional fish which is an important part of Englewood's heritage.

#### D. Expand Existing and Create New Summer Events

Annual Jaycees Fireworks – The Englewood Jaycees sponsors and organizes the annual fireworks display on the July 4<sup>th</sup> at Middle Beach, which they have done for the past 33 years. The Englewood Jaycees have adopted the slogan “Pioneering Englewood Past into the Future” for 2007 which reflects the community's growth and commitment to working together as a team to reach a collective goal. It is also a great way to get to know new neighbors and friends and to keep Englewood's time-honored traditions and history alive in a growing community. The Jaycees rely on a community fundraiser to carry out the event.

Pioneer Days – Pioneer Days is Englewood's largest community event. Organized by the Englewood Jaycees, the event is usually held over Labor Day Weekend. The 50<sup>th</sup>-year celebration was held in 2006 which also marked its return to Olde Englewood Village after a number of years of being held at the Englewood Sports Complex. The event includes several activities such as Little Miss and Mr. Pioneer Days Pageant, a fish-a-thon, bowling tournament, street dances and carnivals, arts/crafts, live music, vendors, Taste of Englewood, cardboard raft race, mayor for a day, bed races, beard contest, and the Pioneer Days parade.

#### Potential New Events:

- **Flicks by the Bay** – Run movies at Lemon Bay Park on Dearborn Street on Thursdays or Fridays to encourage families to come downtown. Seek sponsorships from local restaurants and start movies early enough for children to attend.
- **RV Show** – Hold a summer RV show to attract visitors and RV enthusiasts.
- **"Summer Daze" Sidewalk Sale** – Hold a sidewalk sale to bring residents and visitors to Dearborn Street during the slow summer season. Combine with an arts and crafts show, live music, and food.
- **Vintage Aircraft Show** – This event could be held at Buchan Airfield during the summer months and feature small vintage aircraft. It could also be combined with events at the new Kiwanis Park and Environmental Learning Center.
- **Lemon Festival** – This event could be held in the shoulder season and feature this traditional fruit, which is an important part of Englewood's heritage.
- **Lemon Bay Luau** – Hold this community event at the waterfront park at Dearborn Street or Cherokee Street with a traditional pig roast, Hawaiian music and dress, and other activities.

#### E. Existing and Potential New Year-Round Events

Saturday Night Live – OEVA sponsors and organizes this monthly event each second Saturday of the month. Shops and restaurants stay open late and entertainment is provided from 6 to 9 p.m. OEVA has started making Saturday Night Live a themed event such as the recent “Beach” and “Taste of Thanksgiving” themes. This regular event includes late night shopping, sidewalk entertainment, and live music.

SARCAR – The remote control racing club has become a permanent fixture at the Englewood Recreation Center with a full race track and weekly events. This has become a large draw to Olde Englewood Village and should be coupled with other OEVA events.

Local Artists Public Arts Projects – The Art Alliance of Lemon Bay (AALB) held its first art show in March 2006 at the Grass Roots Gallery on Dearborn Street. The show consisted of an Art Chair Auction for 22 Adirondack chairs that were painted by participating artists. These beautiful chairs were displayed on Dearborn Street for several weeks and very popular with residents and visitors. The auction successfully raised over \$5,000, which benefited AALB. As a follow up to the Adirondack Chair Show and Auction, the AALB could work with OEVA and the CRA to organize

annual public art work projects. One idea is a beach chair painting and decorating contest. This would be a very visible and popular contest, which would stimulate people to visit Dearborn Street. Beach chairs could be decorated by local artists and judged by the community. Chairs could be spread out throughout the street and the event could be on-going over a few months to attract more visitors. Other potential public works contest could include murals, community information kiosks, street light fixtures, street signs, bus shelters, benches, street sculpture and gardens, and other public spaces and fixtures that could be personalized to Englewood by the touch of local artists. The AALB is entering into a long term lease for 477 W. Dearborn Street. This exciting and highly visible location will provide the Arts Alliance of Lemon Bay with a home, Artist Coop and the venue for future Art Chair Auctions and Members Exhibits. The AALB will also hold two to three “juried” shows through out the year.

#### Potential New Events:

- **Farmers’ Market on Dearborn Street** – Establish a regular farmers’ market on Dearborn Street once a week and year-round. Coordinate with OEVA, the chamber, and store owners to provide better exposure. Saturday mornings are typically the best time of week. Potential locations include the county property on the 300 block, county property of Green Street, and the open lots next to the Dearborn Street Corner market. The farmers’ market should be combined with live music.
- **Sports Tournaments** – Attract regional and national tournaments to the Englewood Sports Complex such as baseball, softball, soccer, football, and other sports that typically have tournaments at all age levels. Adult tournaments can bring a great deal of business to a community as many of these organizations have thousands of players that travel to tournaments.
- **Cruising Main Street** – These events are typically held on a weekly or biweekly basis on Thursday or Friday Nights in the off-season and mid-week in season. Classic cars, hot rods, and other vintage vehicles would be drawn to Dearborn Street through local and regional auto clubs. Often the street is closed for the event and people are brought back to an earlier in time on Main Street USA with music from the 1950s and local restaurants setting up outdoor stands and selling traditional soda shop goodies.
- **Historic Tours** – Conduct regular historic walking tours of downtown and link them to other events.
- **Student Walking Art Exhibits** – Work with the OEVA, AALB, the Englewood Art Center, and local art teachers to create seasonal sidewalk student art exhibits in storefronts. This is a great opportunity to get the parents to come downtown.
- **Fly-In Breakfast** – Create a quarterly "Fly-In Breakfast" at Buchan Field which has a suitable runway length for many types of aircraft. The breakfasts are typically egg and pancake and sponsored by local restaurants. A shuttle service could bring flyers to Dearborn Street and in return take spectators to the airfield. The attraction at the field may include airplane rides and experimental and ultra light aircraft for display. A large tent may be erected and the breakfast cooked on site, which could include many other attractions.
- **Kayak and Bicycle Tours** – The CRA should work with OEVA and local clubs and organizations to schedule regular kayak and bike tours that would start on the waterfront park at Dearborn Street. These tours could be coupled with music and food provided by local restaurants.
- **Saturday Night Live** – The AALB has agreed to provide up to six working artists that will exhibit outside their new home at 477 W. Dearborn Street. This will add to the draw of the already successful SNL’s.

**EXISTING AND POTENTIAL FESTIVALS AND COMMUNITY EVENTS IN ENGLEWOOD**

Month	Existing Events			Potential New Events	
January	Golf For Art Tournament (Art Center)			New Year's Eve Celebration	Winter Carnival
February	Lemon Bay Festival	Englewood Bank Art Show	History Week/"History with a Zest" Festival	Student Walking Art Exhibit on Dearborn St	AALB Annual Public Arts Project and Auction
March	Kiwanis Peanut Day			Hot Air Balloon Festival at Buchan Airfield	Clothesline Art Exhibit
April	Red Hat Ladies Day	Plein Air Art Festival	Chamber of Commerce Expo	Earth Day Festival	"Fly In Breakfast" at Buchan Field
May	Spring Sidewalk Sale on Dearborn Street			Mother's Day Antique Show	Mullet Festival
June				Father's Day Car Show	Lemon Festival
July	Jaycees 4th of July Fireworks at Middle Beach			Summer "Daze" Sidewalk Sale	Vintage Aircraft Show
August				Friday Night "Flicks on the Bay"	RV Show
September	Pioneer Days			New England Clam Bake	Lemon Bay Luau
October	Halloween Safewalk			Taste of Englewood Festival	Oktoberfest
November				Englewood Homecoming	Turkey Trot Road Race and Pumpkin Festival
December	Christmas Walk on Dearborn St.	Annual Rotary Arts Festival		Village of Lights Festival	Gauguin Center Festival
Year Round	Saturday Night Live (2nd Sat. Each Month)	Englewood Art Center Shows and Events	SARCAR Remote Control Racing - Each Sat. PM	Farmers Market on Dearborn Street (weekly)	Sports Tournaments at Englewood Sports Complex and Rec. Center
				Historic Englewood Tours; Kayak and Bike Tours	Cruising Main Street

**Project Participants and Administration:**

- CRA/Program Coordinator – Assist in the coordination, planning, and funding of community events and festivals
- OEVA and Chamber of Commerce
- Englewood Jaycees, Rotary, and other service, fraternal, and social organizations (e.g., Kiwanis, Elks, Moose Lodge, Eagles, Shriners, Masons, etc.)
- Sarasota County Convention & Visitor Bureau
- Sarasota County Parks & Recreation
- Sarasota County School Department
- Englewood Sailing Club and Rowing Club
- Lemon Bay Historical Society and Elsie Quirk Library
- Arts Alliance of Lemon Bay and the Englewood Arts Center
- Private businesses
- Neighborhood Associations

**Projected Costs:**

- CRA – \$25,000 each year for community events and festival support
- Supplemental funding from local arts, business development, social, and civic organizations
- Seek other public grant programs, private foundations, and local contributions.

**Time Frame:** Short-term, 1–3 years