

The Village of  
Tinley Park

Point A Recap



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## BACKGROUND

Home to the renowned Hollywood Casino Amphitheatre, Tinley Park is the place to go when you're looking for great live music. When you factor in the number of bars and restaurants that also feature live music and Village events, such as Music in the Plaza and the Downtown Tinley Block Party, it's easy to see why Tinley Park is the Midwest's premier destination for music lovers. The Village seeks to raise its profile among and beyond music fans by marketing the community as the ideal destination for dining, shopping and recreation to a broad range of individual visitors and groups.



# A THOUSAND WORDS

## HOW DO YOU PICTURE YOURSELF

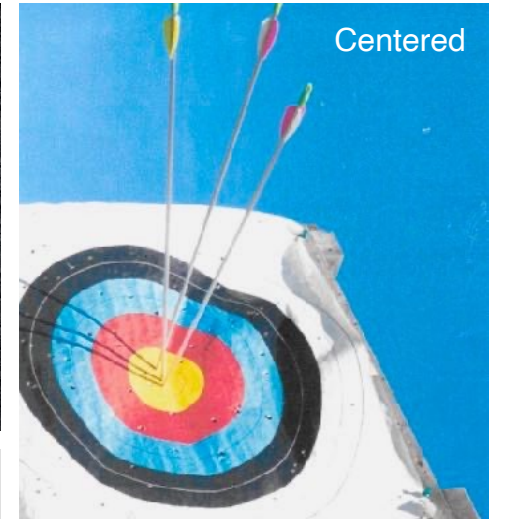
Point B conducted a primary personality exercise to establish the **Tinley Park** community's personality attributes and characteristics. The exercise focused on describing those personality traits through a visual medium.



Fun



Developing



Centered



Music



Unstoppable



Well Placed

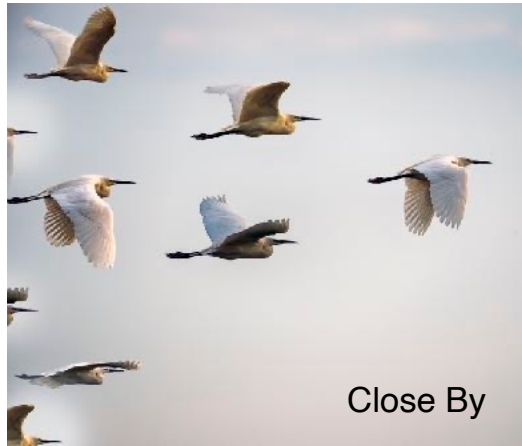


Destination

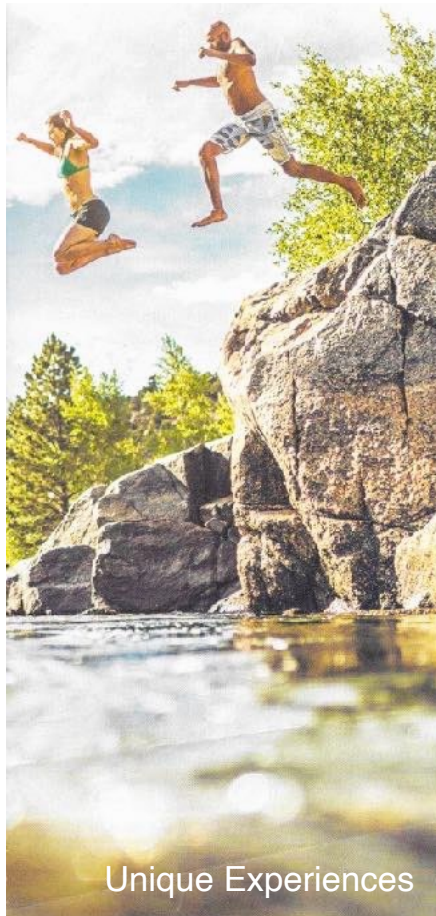




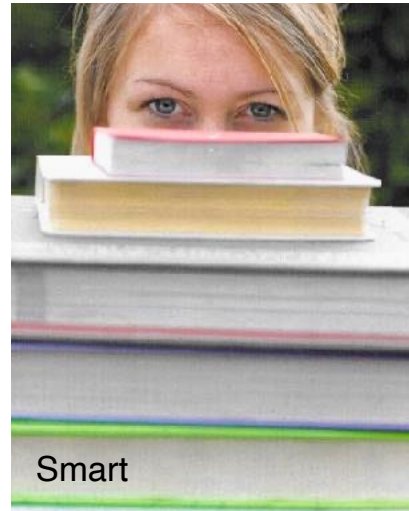
Glam



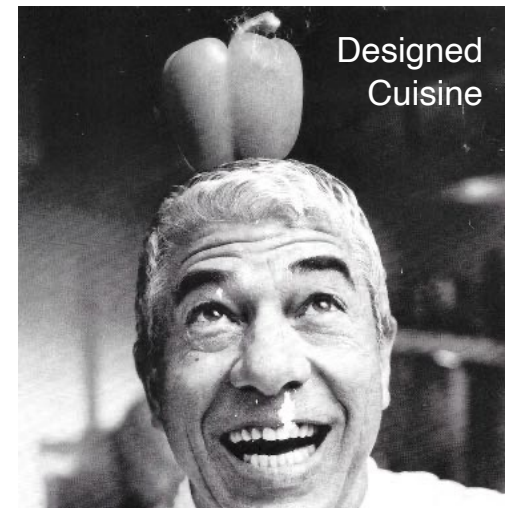
Close By



Unique Experiences



Smart



Designed Cuisine



Variety



Diversity



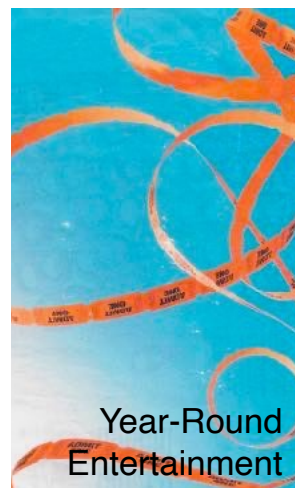
Measuring Up



Racino



Growth



Year-Round Entertainment



Successful Businesses



Excitement



Colorful





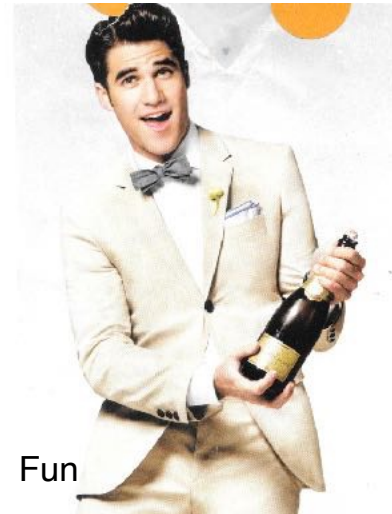
Have a Good Time



Travel



Worry Free Enjoyment



Fun



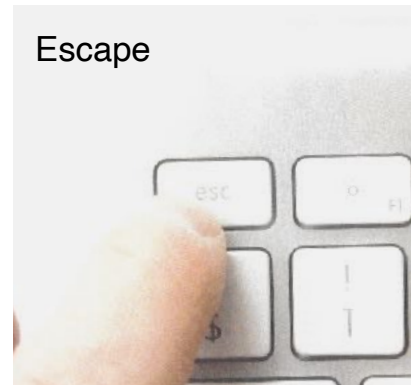
Sweet Spot



Development



Loyola



Escape



Vibrant

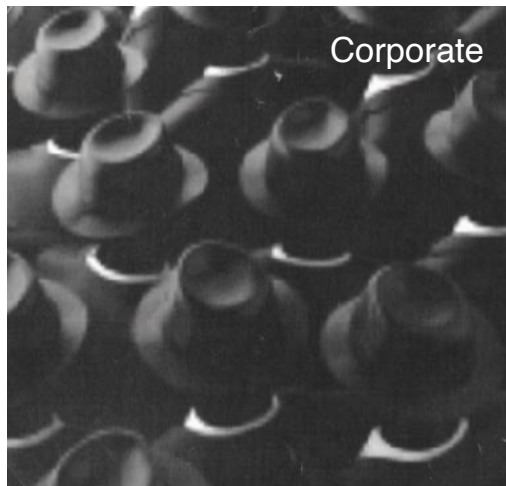
Service Oriented



Budget



Corporate



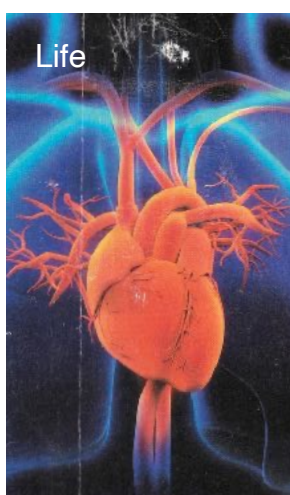
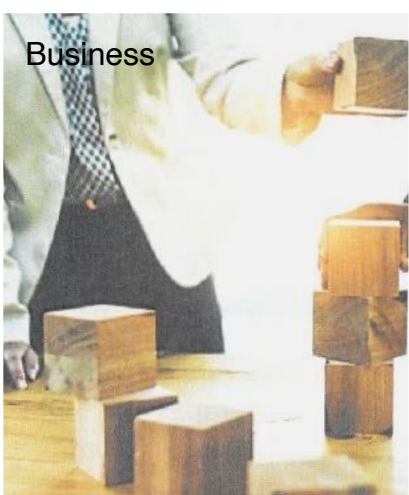
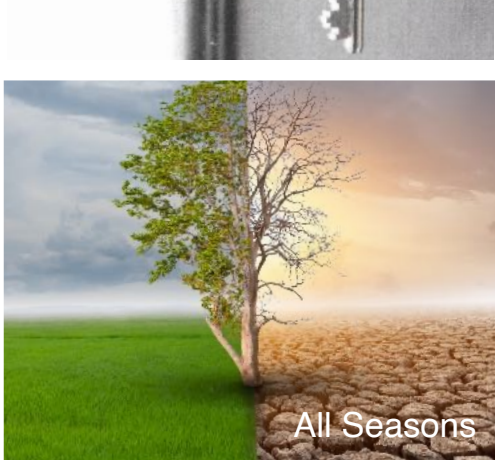
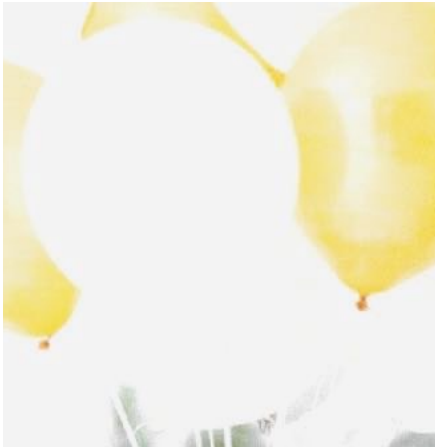
Family Events



Green Space









# A THOUSAND WORDS

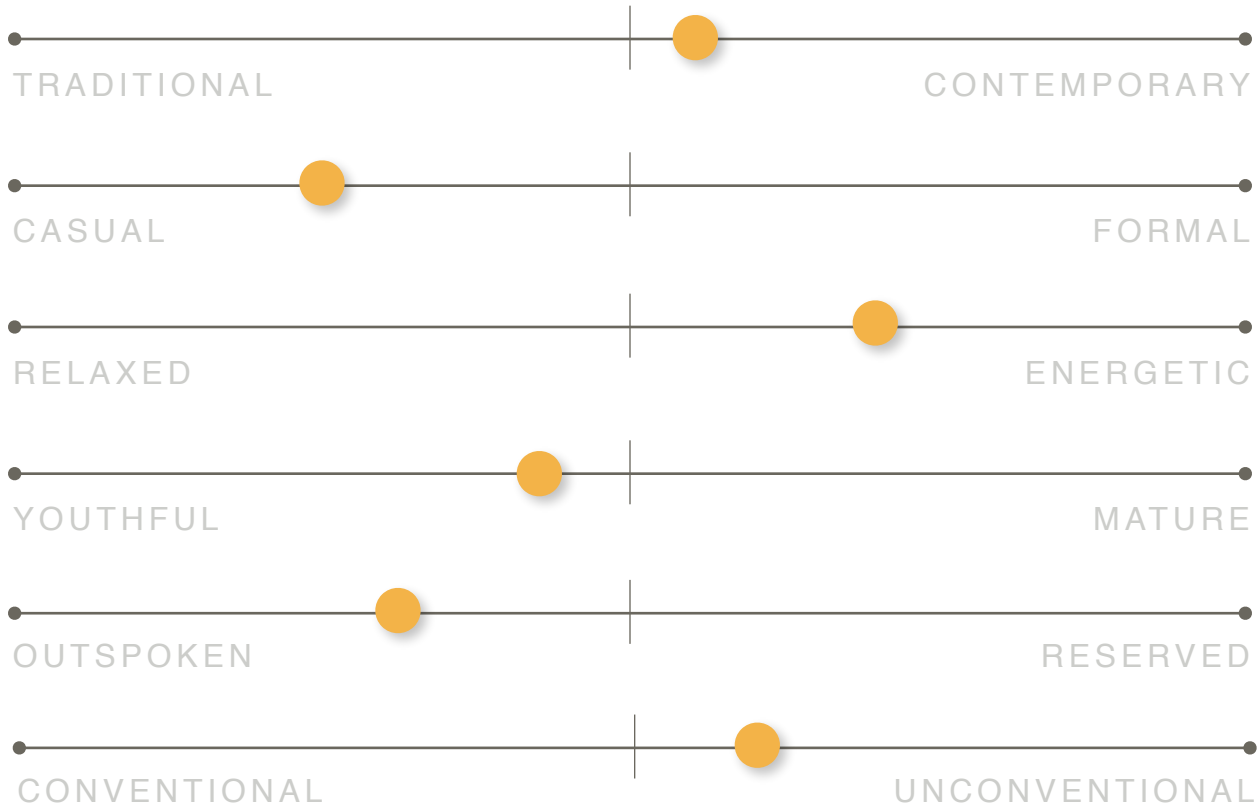
## THE WORDS THAT DEFINE YOU

The second part of this exercise was to combine and correlate individual responses to develop a master list of the words the group agreed best described primary associations regarding **Tinley Park**.





# PERSONALITY PROFILE



**Traditional vs. Contemporary:** Tinley Park is a very traditional local community in many ways. Yet, its current development plans combined with attractions such as the Hollywood Casino Amphitheatre, and the convention center, are helping it cultivate a more contemporary image to attract a younger demographic.

**Casual vs. Formal:** Tinley Park's lively music and entertainment scene and diverse shopping and dining opportunities give the village an amiable, casual atmosphere.

**Relaxed vs. Energetic:** The village's frequent concerts and lively downtown entertainment options give the community a more energetic vibe that they hope to amp up to attract even more visitors.

**Youthful vs. Mature:** Though Tinley Park's demographics skew slightly older and more mature, the village is continually working to attract a younger, more energetic demographic.

**Outspoken vs. Reserved:** To live life amplified, you have to be outspoken, and the Tinley Park community is not shy about blowing its own horn or inviting others to experience all their community has to offer.

**Conventional vs. Unconventional:** As a well-known hub for live music, nightlife, and entertainment, Tinley Park is a little more unconventional than many of its less entertaining suburban neighbors.

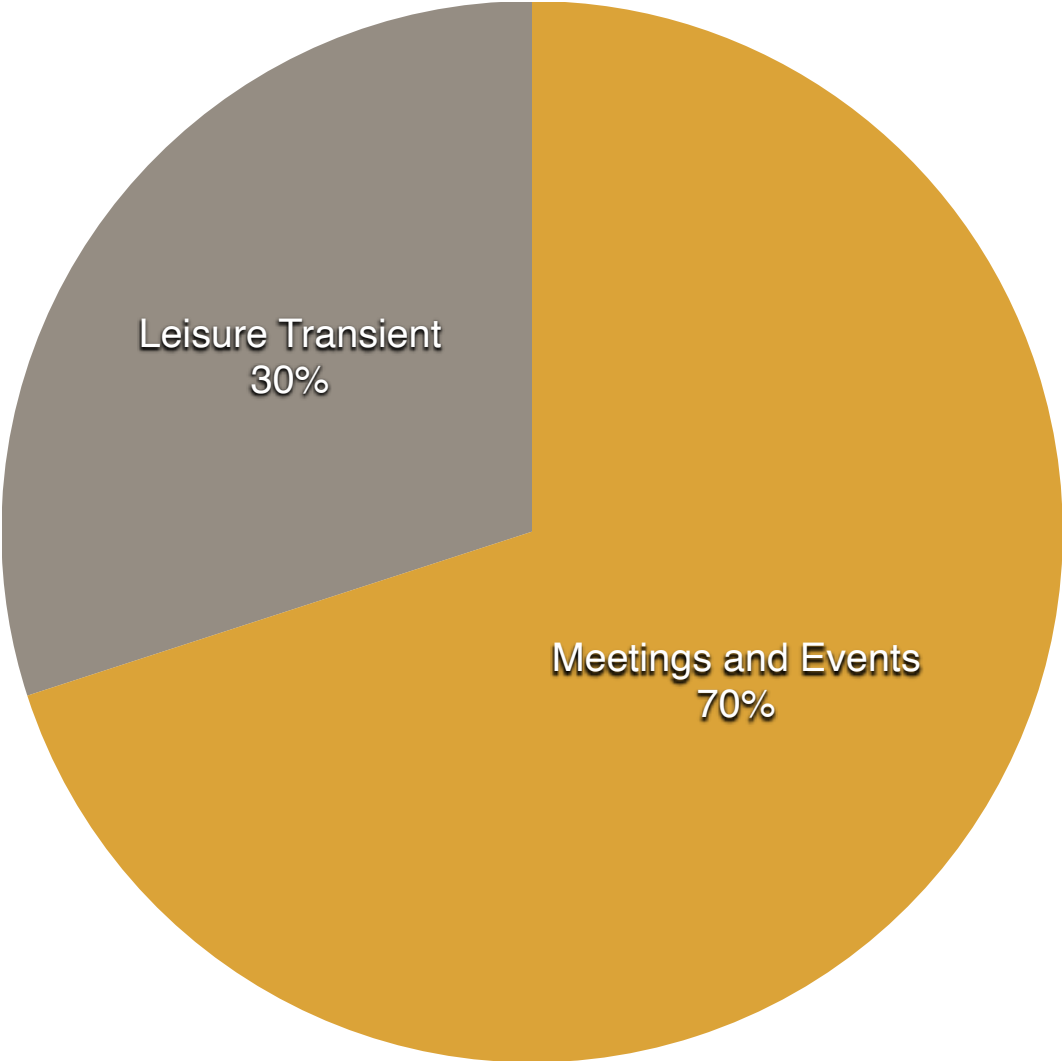


# COMMUNICATION SEGMENTATION

A group discussion determined the breakdown of the various audiences that needed to be addressed in our communications, with the majority leaning towards the following weight distribution:

**Meetings and Events - 70%**

**Leisure Transient - 30%**





# TARGET - LEISURE TRANSIENT

## TARGET AUDIENCE DEFINED

The leisure segment is a racially diverse group predominantly in their 30s and 40s – but who could potentially be anywhere from 18 to 80. They tend to be upper-middle-class with a household income ranging from \$75 to \$150K. Most travel to Tinley Park from across the Midwest, mainly from the Chicagoland area. Whether they are coming here to enjoy a memorable night out or a great weekend getaway, their plans usually center around seeing one of the many musical acts that perform in the village every year. Others come to Tinley to experience the local shopping, dining or try their luck at Hollywood Casino Amphitheatre.

## PERSONA

**Name:** Katie

**Age:** 32

**Location:** Chicago, IL

By day, Katie is a no-nonsense marketing professional in downtown Chicago. After hours, she is a major country music fan. Several times a year, Katie, and some of her friends back in Wisconsin make plans to attend country music concerts at various venues around the country. Usually, they try to make a weekend of it and enjoy some of the local bars and restaurants. As much as she loves to travel, Katie loves it when her favorite artists are appearing at a location closer to home. That way, she can enjoy her weekend with her friends without using her precious vacation days to travel back and forth.





# TARGET - MEETINGS & EVENTS

## TARGET AUDIENCE DEFINED

This target includes various business associations and SMERF groups attending events that range in size from 200 to 2,000 attendees. The business visitors may be attending large gatherings centered around the Convention Center or the EVEN Hotel or smaller events at one of Tinley Park's other local venues. The SMERF contingent typically comes from the Midwest to put on or take part in events such as professional development seminars, sports tournaments or to attend annual conferences.

## PERSONA

**Name:** Christine

**Age:** 42

**Location:** Deerfield, Illinois

**Title:** HR Manager

As a HR manager for Baxter International, Christine organizes six to eight offsite sales meetings and pharmaceutical conferences a year. These meetings can range in size from a few hundred to a few thousand attendees. With attendees coming from several Midwest states, a central location easily accessible by those driving and flying in is essential. Christine's ideal location would offer a large convention facility capable of accommodating a few thousand attendees and an abundant choice of dining and entertainment options for her guests to enjoy after hours.





# STRENGTHS & WEAKNESSES

## RAVE REVIEWS

In this exercise, we asked participants to provide Point B with hypothetical guest reviews as a way to gauge guest perceived strengths and weaknesses.

We then took the reviews and called out the words and phrases we thought were the most critical to address in our messaging.

### REVIEW 1

I just visited Tinley Park for the first time as a prospective new resident. I was overwhelmed by the abundance and variety of **restaurants**, **shopping**, and **entertainment** the area has to offer. If I do move to Tinley Park my out-of-town friends and family won't have any trouble finding a new and **affordable** place to stay with all the **hotel** accommodations that Tinley Park has to offer. Most important to me were the **people** that I met. They were friendly, courteous, and went out of their way to be helpful. Visit Tinley Park, I did and now I plan to move there.



## REVIEW 2

As lifelong resident of Tinley Park, we have enjoyed seeing the growth of the community, The great schools, great parks, endless shopping and eating options, along with a great downtown. My family has enjoyed all the activities that happen in the downtown, from the concerts to the parades, the block parties, farmers market, and especially Christmas time. It is so well decorated and very inviting. We always feel safe in our community and are very glad we decided to raise our children here, and now our children are raising their children.



## REVIEW 3

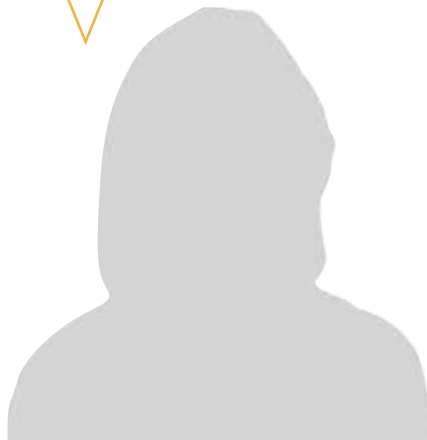
I was staying in Tinley Park for a convention. The Convention Center had FREE **parking** which was amazing. The facility was clean and the food was good. There were many options for **hotels**. I stayed in a hotel across the street from the Convention Center. The **staff** was nice and it was also **clean**. When asked, they provided me with a list of local **restaurants**- and what a list! The food was really great at the **restaurants** I went to and it was very **reasonably priced**. I do wish there was a way to easily walk from my hotel to the convention center. In addition, I'd like to one day bring my young kids with me to this conference, but I didn't see very much for them to do. Overall, it was a nice stay and would recommend Tinley to other conventions.





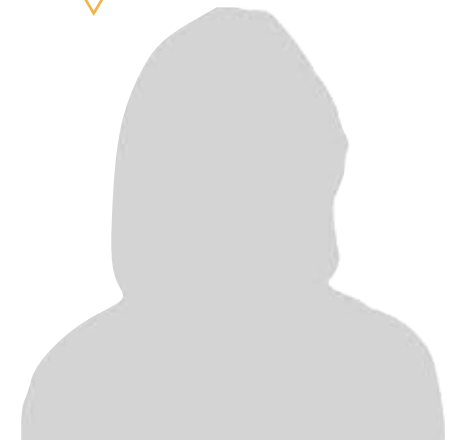
#### REVIEW 4

Had a friend's wedding this weekend and the hotel block was in Tinley Park. The **hotel** was nice with a **restaurant**/bar right across from it which was **convenient**. A group of us were looking for things to do Friday once we got in town and before the wedding. We went out to eat on Oak Park Avenue which is their downtown. It was a small downtown area but it seemed pretty **lively**. We had to Uber there from the hotel but we were able to walk around and bar hop a bit once there. Made for a fun Friday night with friends. Saturday morning some of the group went and **golfed** nearby. I guess Saturday night Thomas Rhett was in town **performing**, it would have been cool to go to if we didn't have the wedding! Overall a decent weekend with more to do than expected.



#### REVIEW 5

My husband and I came into town for an extended visit with our family. This was our first time staying at this hotel, as we used to stay at another local hotel in your immediate area. We loved your fabulous renovation. Your **hotel** is beautiful and feels like we are at a downtown boutique hotel! The design is so refreshing and updated, just WOW! The **staff** was the friendliest group of people we have encountered. They went above and beyond to ensure we were comfortable and recommended several area **restaurants** for dining. The only concern we encountered was the parking. The lot is very crowded and we had trouble finding space on Saturday evening. Thank you for a great stay! We look forward to returning again soon.



## REVIEW 6

We want to recommend getting out for an evening of **music** in Tinley Park. We got down there early to get a bite to eat before the show at the **Hollywood Casino Theatre**. We opted for a **restaurant** on Oak Park Avenue which we heard offered a nice variety of choices and plenty of free **parking**. We got seated and enjoyed the feel of the downtown area and **vibe**. However, the service was not as quick as we expected and we were worried about missing the opening act. We talked to the server and he said they were short on kitchen help and things took a little longer. Maybe we should have mentioned we were going to a concert, but I would think the restaurants would be aware of the events going on in their area. We finished up and had a **smooth ride** to the venue. **Traffic** was organized and the police were at the spots that were needed. The **show** was great and they had plenty of concessions fully staffed. Getting out of the parking lot was quick and we were on our way home. We look forward to coming out again and exploring the Oak Park Avenue strip. There was lots to see.



## REVIEW 7

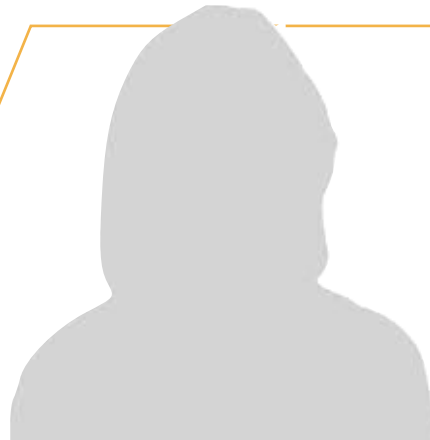
Hey we are North Siders from the land of the coolest baseball and party area in the world, but we just spent the weekend in Tinley Park and all I can say is “Wow”, who knew you could have **fun** on the south side! We are lifelong Parrot-heads and saw **Jimmy Buffett** last Saturday, but we decided to make it a weekend. Friday night we went to downtown and had dinner at one of the most amazing Thai **restaurants** in the Chicago area, Siam Marina. Then we spent the night going to many of the local **establishments** like Durbin’s, Sip Winery. We stayed at this new **hotel** called the EDEN that had a very healthy breakfast and amazing fitness center. And of course spent the day tailgating at **The Hollywood Casino Amphitheater** and seeing Jimmy at night drinking Cuervos and Margaritas dressed in our hula skirts and Hawaiian shirts. Just wish they had a trolley to take us to and back from the concert!.





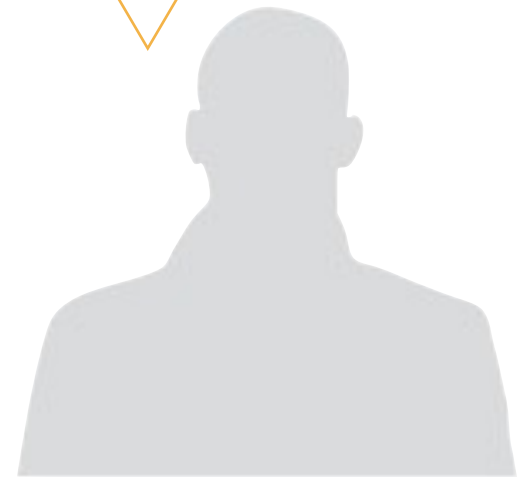
## REVIEW 8

Located a short 35-minute drive or train ride from downtown Chicago, Tinley Park has superb dining establishments, nearly a dozen outstanding hotels, a popular convention center, two beautiful train stations, unique shopping areas, stunning parks and trails, and, of course, plenty of places to experience live music. Take, for example, the 28,000-seat Hollywood Casino Amphitheatre that's home to dozens of world-famous musical acts every year, or Tinley Park's many special events such as the summer Music in the Plaza concert series. Add to that all the bars and restaurants in Downtown Tinley that regularly feature the best live acts the region has to offer and you can understand why Tinley Park is such a great place. Every year, more and more visitors discover what those who live here already know – Tinley Park is where you can come and live *Life Amplified!*



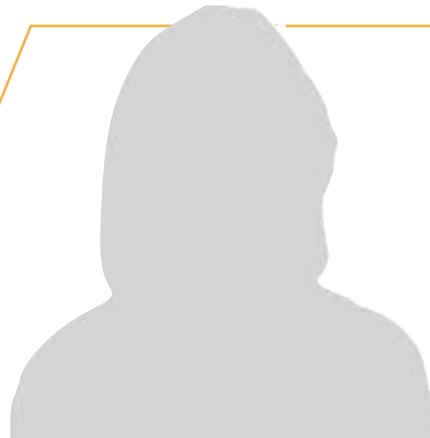
## REVIEW 9

We love visiting Tinley Park and all it has to offer. The music amphitheatre has a lot of great acts and is close to many hotels if we don't want to drive all the way home. We also like to visit the many microbreweries and wine bar in town. We've had some great dining experiences and would love to see more dining options in the downtown area. Tinley also has an outdoor summer concert series that is free and within walking distance of some great restaurants and bars. They also have an art center and historical museum that is worth a visit. Tinley has 2 train stations for easy access. We wish they offered some sort of trolley or shuttle service to get to and from the concerts to the hotels, or for a microbrewery/wine bar tour. The hotels are not really within walking distance of any of these, and a shuttle/trolley would make it very convenient to visit all the great destinations in Tinley Park.



### REVIEW 10

Tinley Park is a great place to live, work and play! The Village offers family-friendly community events throughout the year such as a St. Patrick's Day Parade, a giant 'summer block party' in the downtown business district, and many other holiday events. There is always something to do in Tinley Park: a great water park, miniature golf course, museums, restaurants to satisfy every appetite and, of course, music! Coming from out of town? Tinley is easy to get to and has a lot of hotel options. They could use more parking in the downtown area when large events are taking place.



### REVIEW 11

Our group went to dinner at SIP. Wine bar before heading to a concert in Tinley Park and loved it. We were able to see a few benches before heading to the car and really liked the uniqueness of it - you don't get to see that in other communities. We would have really liked a shuttle to the Amphitheatre or an easier way to get to and from the concert to avoid all the traffic. All in all, it was a great time and will definitely be back soon.



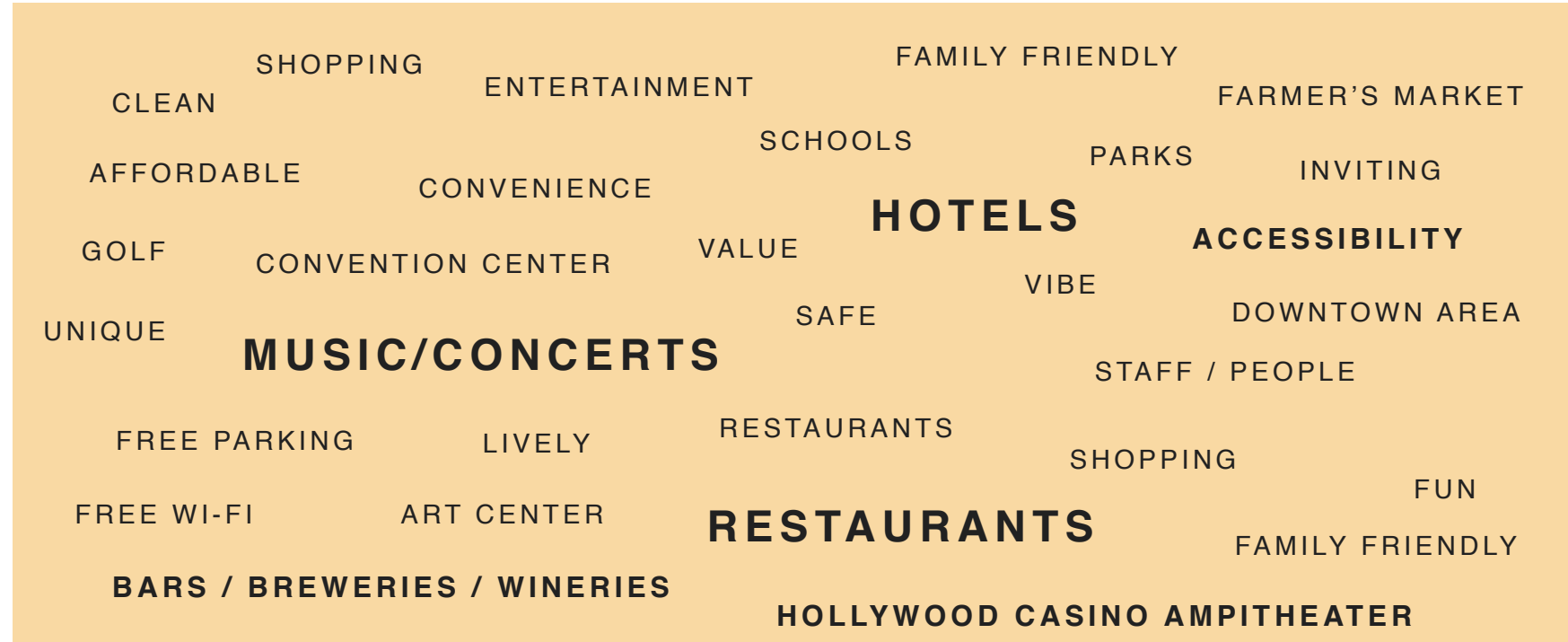


# STRENGTHS & WEAKNESSES

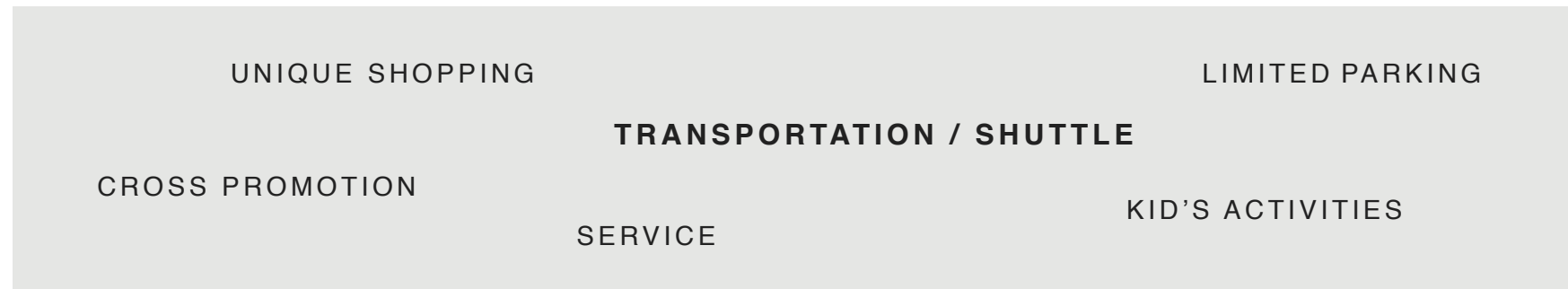
Tinley Park's team provided Point B with a candid snapshot of their organization's strengths and weaknesses. By analyzing these strengths and weaknesses the agency gains a better understanding of the market dynamics. Point B will structure messaging in a way that enhances the benefits of Tinley Park's strengths and minimizes any perceived weaknesses.

These are the strengths and weaknesses identified during our Point A session. The larger words in bold occurred most often.

STRENGTHS











WEAKNESSES



# RELATIVE ATTRIBUTE RANKING

Scale: -5 less favorable; +5 more favorable

After completing the Relative Attribute chart, it was determined that while **The Village of Tinley Park** maintained a reasonable amount of parity with its competitive set across a significant number of attributes. What set them above their competition was the uniqueness of the property, its history, its incomparable event space, and its nostalgic connection with the local community. With the final tally of Tinley Park's relative attributes, it seems its high scores in music, hotels, restaurants, bars, and breweries seem to align well with the village's overall goal of attracting more visitors and meetings.

RELATIVE ATTRIBUTE RANKING								
ATTRIBUTE								
Awareness	0	2	5	-1	4	0	0	-1
Character & History	0	-2	-2	-4	5	0	2	-3
Nature	0	-2	-5	2	-2	-2	2	0
Safety & Security	0	-3	-3	-2	0	0	0	0
Meeting Facilities	0	5	1	3	2	-3	-5	-5
Entertainment	0	5	5	-2	-4	-2	-2	-3
Dining & Shopping	0	5	5	-2	-2	-1	2	2
Location & Accessibility	0	-4	-4	-3	-5	0	-1	-2



# LONG TERM SUSTAINABLE COMPETITIVE ADVANTAGES

Using the following criteria and the strengths listed previously, the group determined the following Long Term Sustainable Competitive Advantages (LTSCA's). Criteria used for creating meaningful advantages vs. the competition included:

- Important to the target audience
- Unique and superior to the competition
- Can be communicated
- Difficult to mimic
- Sustainable over a defined business cycle



## ● A MECCA FOR LIVE MUSIC AND ENTERTAINMENT

Tinley Park draws visitors from across the Midwest with one of the largest live music venues in the United States, a regional convention center, and a wide selection of bars, breweries, and restaurants featuring live entertainment.

## ● EASY ACCESS

As one of the most accessible communities in Chicago's southwest suburbs, Tinley Park offers prospective visitors easy access to the area's major highways, and airports, plentiful free parking, and two commuter rail stops on METRA's Rock Island District Line.

## ● A FULLY-LOADED MEETING DESTINATION

Tinley Park has all the features successful meeting and event planners look for when hosting memorable events. With its large convention center, plentiful hotel rooms, lively music, busy restaurant, and bar scene, as well as the added attraction of Hollywood Casino Amphitheatre – Tinley Park checks all the boxes for an ideal meeting site.

## POSITIONING STATEMENT

As one of the premier live music destinations in the U.S., Tinley Park has grown to follow its own beat. Whether you're looking for a great place to meet, a great night out, or a great weekend away, a visit to Tinley Park is sure to be music to your ears.

## BRAND MANIFESTO

People tend to think of Chicago's suburbs as one continuous mass, a place where the names may change, but the villages all seem the same. Yet, rising out of this assembly of sleepy bedroom communities stands the Village of Tinley Park.

Home to one of the largest live music venues in the U.S., Tinley Park has a natural rhythm all its own. A place where nightlife and family life harmoniously coexist, where a state-of-the-art convention center makes it a great place to meet, and an eclectic variety of bars, craft breweries, and restaurants make it an even greater place to be.

Those looking for great music and entertainment, or a memorable night out with family or friends, will find Tinley Park is playing their song – and inviting them to... Live Life Amplified.



