

## Tinley Park Branding, Development and Marketing Action Plan Checklist May 2018

1. Form the Tinley Park Brand Leadership Team (BLT) - *done*
2. Assign Brand leadership Team assignments - *done*
3. Contract for the creation of a Brand Style Guide - *done*
4. Secure domain names, register your brand logo and tagline, and trademark your identities –*in process (trademarking = 24 month process )*
5. Find Start-up funding for this branding effort’s first six to eight months - *done*
6. Clarify the organizational roles for implementing the Brand Action Plan - *done*
7. Secure property options for siting the downtown plaza – *in process*
8. Calendar a list of Tinley Park’s music-related events on our websites – *in process*
9. Contract for the development of a Business, Programming and Management Action plan for the new Plaza – *done; The Lakota Group selected*
10. Contract for redesign and expansion of at the vehicular and pedestrian wayfinding system – *done; KMA Designs selected*
11. Make the music brand visible at the Tinley Park Convention Center, the Hollywood Casino Amphitheater, other Tinley Park hotels and attractions – *in process*
12. Begin the transition to the new brand identity (logo and tagline) - *done*
13. Install downtown pole banners – *in process*
14. Design, print and distribute “The Very Best of Tinley Park” rack brochure – *in process*
15. Get your best spokesperson on film – *in process*
16. Brand your monthly e-newsletter - *done*
17. Add Tinley Park businesses to GPS services, web-based applications
18. Design, print, frame and distribute brand awareness posters – *in process*
19. Create a YouTube channel and load it up - *done*
20. Brand the Village websites and create new content - *done*
21. Contract for the manufacturing and sale of branded logo gear - *done*
22. Contract for a Downtown Master Plan
23. Purchase or subscribe to CRM software
24. Work with Downtown property owners on lease agreement - open days and hours with an evening focus
25. Evaluate passing an ordinance limiting the number of chain stores in the downtown
26. Alter your Village ordinance to allow retail establishment blade signs
27. Pass an ordinance to allow sidewalk dining with alcohol served
28. Create a database of clubs and organizations
29. Create a database of press contacts and large non-profits
30. Begin discussions on making the Convention Center a stand-alone tourism marketing organization
31. Provide municipal assistance to downtown business recruitment
32. Find the long-term funding for the plaza construction
33. Contract for professional graphic design marketing and travel-writing expertise
34. Contract for professional video and still photography
35. Begin a discussion with downtown property owners of the formation of a Tourism Business Improvement District (TBID) to help fund plaza and downtown operations
36. Improve access to public restrooms in the Tinley Park downtown

37. Develop a new "Community Profile & Opportunities" brochure
38. Bring Roger Brooks back for a review workshop
39. Begin construction of the plaza
40. Begin recruitment and staffing of the plaza
41. Create a "Guide to Event Production in Tinley Park" brochure
42. Add benches and downtown beautification in Tinley Park
43. Set reasonable liability insurance requirements for plaza events operators
44. Brand your social media campaigns
45. Purchase one or two mobile visitor information centers to promote the downtown
46. Develop free, robust Wi-Fi access at the plaza and along Oak Park Avenue
47. Add more street trees where they don't exist downtown
48. Allow, encourage and budget for street artisans, musicians and buskers
49. Implement a "shared worker" program downtown
50. Create hospitality-training program
51. Install decorative street crossings where pedestrians connect to the major destinations within Tinley Park
52. Apply the brand graphics to city vehicles
53. Develop a detailed Public Relations, Marketing, Advertising plan and budget
54. Work to get on Chicago's TV Weather News as a permanent destination
55. Begin planning and funding of the development of a new 500 to 1,200 seat indoor music venue or performing arts center to be built downtown