

Village of Shorewood – 2017 Annual Report

VILLAGE OF SHOREWOOD DEPARTMENT / COMMITTEE ANNUAL REPORT

Instructions: To help inform the Village Board on the annual operations, services and activities being performed by all areas of the Village, the Village Manager is asking each department and citizen committee to complete the following report. All reports must be completed by May 14. Please contact the Village Manager’s Office if you have any questions about the report.

Name of Department / Committee: Marketing and Communications Advisory (& Leadership) Committee

Name of Department Head / Committee Chair: Tyler Burkart, Assistant Village Manager / Gina Shaffer, Chair

Other Department Managers / Committee Members:

Advisory Committee – Laura Peracchio, Phil Gruber, Rachel Carter, Katelin Watson, Sarah DeNeve, Tyler Burkart
Leadership Committee – Rebecca Ewald, Tyler Burkart, Tammy Bockhorst, Bryan Davis, Paru Shah, Ericka Lang, Michael O’Brien, Peter Hammond

Identify your most significant department / committee services and activities performed in the past year.

1. Shorewood Today support
2. Village-wide event promotion (e.g., Shorewood Criterium, Summer Sounds, 4th of July)
3. Marketing research analysis and report
4. Citizen committee logo development
5. Village website usability report development
6. Social content development and posting
7. 2018 planning including goals, strategies, external support needs, event calendar development

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Identify your department / committee proposed initiatives that you hope to perform or implement in future years. Initiatives are significant subjects such as service delivery changes, capital items, programs, or studies that require Village resources and time to execute. Each initiative listed should link to one of the six vision statements in [Vision 2025](#) on pages 6-8. Include the vision number(s) in the “Relationship to Vision 2025” column corresponding with the vision statement(s) that best relates to the initiative along with a brief explanation. For each initiative, please complete the “Request Execution of New Village Initiative” form to complete this section. For citizen committees, please utilize your staff liaison to complete this form.

Department / Committee Initiative(s)	Relationship to Vision 2025
1. Shorewood Brand Positioning Statement	(2,6): The brand positioning statement is finalized. The committee will use this to serve as the framework for all Shorewood public entities when developing any marketing or communication materials.
2. Tagline Development	(2): The committee will create options for a new Shorewood tagline and potentially engage the public in deciding a new tagline that is welcoming and reflective of Shorewood.
3. Social Video Campaign Development	(1,2): The committee is collaborating with high school students to put together videos highlighting the events, places and people that make Shorewood a great community to live, work and play. Videos will be shown to increase community pride and attract / welcome new community members.
4. Brand Tracker (survey)	(6): Creating and tracking core metrics will allow the committee to make well-informed decisions in marketing and communicating events, themes, etc. The committee anticipates creating surveys to help them have annual metrics for analysis.
5. Explore Walking Tour (podcast/audio)	(2,3): Podcasts are created and available for download for those community members who want to walk throughout Shorewood and learn about the community’s history. This would be a collaborative effort with the Shorewood Historical Society and the Shorewood Public Library. It is the intent to use the podcasts to encourage people to be involved in their community and for potential homebuyers to learn more about Shorewood.

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6. Realtor Open House Reconsideration	<p>(1,2): The committee will reconsider bringing back the Realtor Open House to provide realtors resources about Shorewood. The committee is making an effort to put together more electronic resources to allow realtors to reach out to their clients with welcoming information about Shorewood. Efforts should include incorporating the school district and businesses.</p>
7. Marketing Plan Framework & Process Development for Community Events and Other Initiatives (Ghost Train)	<p>(1,2): The committee will develop a framework and process for community groups to create their own marketing plans. The Ghost Train will be used as a pilot or test run of such a plan as the committee will collaborate with the partners of the Ghost Train to figure out ways to market the light installation year round. This will help inform residents and people in the metropolitan area about this light installation and hopefully encourage more visitors to Shorewood.</p>

