



SOUTH OF DOWNTOWN



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EXECUTIVE SUMMARY

Established in January of 2017, South of Downtown Community Development Organization has been working to improve the lives of residents in the Near South and Everett neighborhoods. Unlike some community development organizations, SDCDO avoids gentrification style projects, and instead focuses on the needs and wants of the neighborhood residents.

SDCDO operates as a nonprofit organization and competes for funding with several other larger nonprofits in the Lincoln area. SDCDO is smaller than other nonprofits, therefore cross-collaboration is essential to achieve its goals. The size of a smaller organization can also be seen as an asset, as it allows SDCDO to focus on more specific goals.

SDCDO's audience wants to stay informed and be a part of something larger than themselves – a community. Residents also have a basic lack of trust in outside communication, and prefer to obtain information from peers.

In order to achieve the best results possible, this campaign will use cross-collaboration and unique relationships to help SDCDO be seen for what it really is – a member and advocate of the community.

COMPANY ANALYSIS

The South of Downtown Community Development Organization (SDCDO), is a nonprofit corporation established in January 2017. The goal of SDCDO is to promote and support comprehensive community development efforts. These efforts include economic, physical and social revitalization directed by the needs and wants of residents living in the Near South and Everett neighborhoods.

SDCDO's mission is to "preserve the rich history and diversity of the Near South and Everett neighborhoods by creating opportunities for residents to improve their communities and promoting cross sector collaboration and resident engagement" (South of Downtown Community Development Organization, 2018).

SDCDO's vision is to build vibrant neighborhoods that provide fair and impartial opportunities to enable residents to thrive.

SDCDO works with emerging resident leaders whether they are renters, landlords or homeowners to help preserve and create safe and affordable housing options for a variety of income groups and support efforts to improve the quality of the neighborhood.

FUNDING

SDCDO is funded through the help of numerous community partners, including Nebraska Investment Finance Authority, Lincoln Community Foundation and several other local foundations and individual donors. There is less than a year left of SDCDO's initial grant funding.





VALUES

SDCDO seeks to exemplify six core values

- Inclusivity
- Accessibility
- Community based
- Integrity
- Resident centered
- Innovation

SDCDO seeks the preservation and development of diverse, affordable housing choices by preventing displacement and expanding the range of economic opportunities for residents.

The primary goal of SDCDO is to broaden meaningful participation in community development work. The organization maintains a focus on collaborating, partnering and incorporating the views of various stakeholders to create mutually beneficial relationships.

SDCDO considers each member of the community to be an asset. Resident input guides the development of SDCDO's projects. These collaborative efforts work to create ambitious, creative and bold ideas that improve the quality of life for residents.

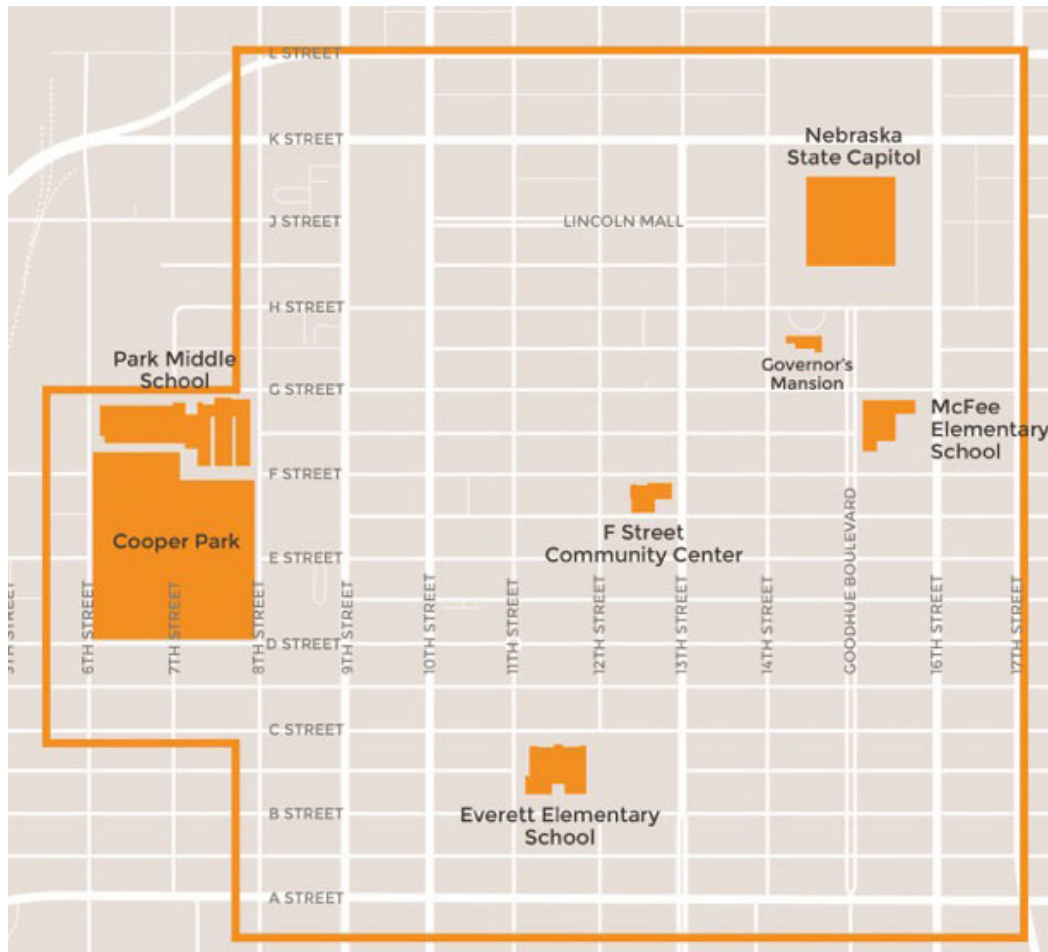
REPUTATION

Data collected through interviews and neighborhood surveys suggested that the reputation of the SDGDO has improved in the neighborhood since its original creation.

A lack of trust came from the original project, H3, that alienated some residents by proposing a gentrification program that ignored the needs and wants of the residents.

This negative affiliation was no longer expressed during Rhyme and Reason Marketing Solution's surveys and interviews.





TRENDS

Trends within SDCDO include placing an importance on racial equality and partnering with local businesses.

SDCDO competes for grants and other forms of funding, though it is common to collaborate with competitors to do the most good for the community.

INSIGHTS

- SDCDO's central focus is on doing what's best for the residents in the Everett and Near South neighborhoods, but it is often difficult to communicate this message.
- SDCDO has less capital than some competitors, and therefore needs to lean more heavily on collaboration in order to be successful.
- SDCDO's relationship with the community has been reorganized, but is still in the process of regaining the once lost credibility and trust.



PROBLEM STATEMENT

The primary problem for SDCDO is that it's difficult to communicate with residents and get them to trust and engage with the organization.

RESEARCH METHODOLOGY

- Email survey
- Canvassing
- Data analytics
- In-person interviews

RESEARCH QUESTIONS

Who is the primary target audience of SDCDO?

How can SDCDO become more trusted in the community?

How can SDCDO increase resident involvement with community events?

CONSUMER ANALYSIS

GENERAL DEMOGRAPHICS

The primary consumers of SDCDO are renters, homeowners and landlords of the Everett and Near South neighborhoods. Most of the consumer data gathered came from census tracts, PRIZM and MRI+. The population of the neighborhoods is 5,534 with an average household size of 1.62 persons. These are low income neighborhoods where the 2018 estimated median household income ranges from \$28,320 to \$31,275.

In these neighborhoods around 32 percent of the population is made up by minorities and a majority of the properties (93 percent) are rented.

These neighborhoods are made up of residents who have a high school education and often have insecure jobs. Residents tend to not take many financial risks. Due to low income levels, residents are less likely to invest in nonprofits. The residents of both neighborhoods often see a decrease in housing and increase in new business as gentrification.

SPECIFIC SENTIMENTS

Although residents are aware of poverty and crime, several interviewees viewed the neighborhood in a positive light. One participant explained, “where there’s people, there’s drama.”

Although there was some concern with crime, many residents Rhyme and Reason Marketing Solutions interviewed expressed the neighborhood was not a dangerous place to live. A majority of the 25 residents interviewed believed the neighborhood had improved in the past ten years, and that police presence and efforts of community development organizations were responsible for this improvement. Often during the interview process and street surveys, churches and community centers were referenced as sources of community development.

Two of the main reasons residents like the neighborhood are its affordable housing and ease of access to jobs, entertainment and groceries. Residents acknowledged there would be some trade off for these amenities, though they also expressed that they would enjoy a “nicer” neighborhood, so long as the former mentioned amenities were still accessible. Some consistent ideas which residents anticipate to see in the neighborhood include more parks and spaces for recreation and community “get togethers,” such as block parties or movie nights.

During the interview process, it was expressed that the use of central community and social hubs, such as Casey’s, El Chaparro and other local businesses, could be effectively used for the dissemination of information to the community.

MARKET ANALYSIS

SDCDO's market is community development and nonprofit work. In Lincoln several other organizations, both large and small, focus on community development – though these are often seen as collaborators, not competitors.

As a nonprofit, the organization doesn't generate revenue but raises funds. There is a limited number of grants for these types of organizations, which causes many nonprofits to rely on individual donations.





PRODUCT ANALYSIS

SDCDO focuses on healthy and affordable housing and equitable opportunities in education, job skills and workforce development. SDCDO puts an emphasis on developing arts and culture in the area.

This organization works to engage Lincoln's citizens through initiatives which teach leadership skills, promote responsible property maintenance and stewardship. It coordinates existing health/social service programs, and preserves the integrity of two historic Lincoln neighborhoods. Community members obtain knowledge in different areas which is beneficial.

SDCDO keeps residents informed about monthly meetings, such as the Near South Neighborhood Association Regular Meeting and Everett Neighborhood Association Regular Meeting. Other events includes the Neighborhood Art Project which helps engage art lovers within the vicinity to celebrate the neighborhood trees and think of uses for urban lumber.

SDCDO hosts a pop-up exhibition, a free art show where local artists set up shops in vacant houses, and the Lincoln Repair Cafe, where volunteers gather for a day to fix damaged belongings for free.

SDCDO is helpful, dependable, friendly and cooperative with its consumers. The organization is direct and straightforward with activities but implements a fun and family-like environment.

COMPETITIVE ANALYSIS

SDCDO's direct competitors are nonprofit organizations. Nebraska Appleseed is one of the largest of these organizations. Nebraska Appleseed serves as SDCDO's counterpart and rival. Civic Nebraska and Neighborworks Lincoln are also direct competitors for SDCDO. Latitude Apartments, an apartment rental agency, is also a competitor, however indirect.

Latitude serves as a competitor because the organization develops land in the neighborhoods, which raises the cost of living. SDCDO is the only organization that focuses efforts into a specific mapped out micro-location of two neighborhoods.

Nebraska Appleseed receives the majority of the shared grant money, therefore, Nebraska Appleseed has the benefit of better promotion. However, SDCDO's distribution is of higher standing because the organization is so localized. SDCDO also owns property in the area of concentration – other organizations do not. Nebraska Appleseed's staff and board has the most members (60), which is 15 times larger than SDCDO. Civic Nebraska has worked with SDCDO in the past and has been known to collaborate with other community development organizations often.

CIVIC NEBRASKA

Mission Statement: "Civic Nebraska creates a more modern and robust democracy for all Nebraskans. We do this through youth service learning, civic health initiatives and nonpartisan voting rights advocacy."

Message: We are a recognized authority in civic engagement, community-building and voting rights.

Strength: Partnerships



NEBRASKA APPLESEED

This community development organization is able to permeate through neighborhoods more efficiently because it has over 60 employees. This is 15 times the amount that SDCDO has – four. Nebraska Appleseed separates its work into five categories: economic justice, immigrants and communities, health care, child welfare and building democracy. Appleseed has legislative roots within the capital which have submitted various bills and have passed two priority bills.



NE Appleseed Fiscal Year Figures 2017:

Support and Revenues:

Contributions: \$292,133
Events: \$59,412
Grants: \$5,258,464
Other Revenue: \$65,466
Total: \$5,675,475

Expenses:

Program Services: \$1,672,609
Management & General: \$267,347
Fundraising: \$249,783
Total: \$2,189,739

Assets:

Cash: \$2,011,399
Grants Receivable: \$3,027,581
Other Current Assets: \$168,175
Net Equipment: \$21,129
Investments: \$1,201,184
Total: \$5,675,475

STRENGTHS

Community driven
Knowledgable
On the ground
Community care
Advisory board

WEAKNESSES

Limited funding
Awareness
Low human capital
Language barriers
Lost trust

SWOT ANALYSIS

OPPORTUNITIES

Social media
Historical angle
Press coverage
Community hubs
Collaboration

THREATS

Gentrification
Crime
Funding
Negative stigma
Language barriers

FINDINGS & INSIGHTS

Secondary research indicates, community engagement is spread through word-of-mouth 59 percent of the time. Resident interviews revealed the community does not have reliable access to certain types of media.

There were 46 respondents in a canvassing survey. Seventy-two percent were concerned with the future of the Near South and Everett neighborhoods. Another 70 percent agreed or strongly agreed it was important to be informed of neighborhood activities. Based on the Collective Impact Lincoln Fall 2017 Listening Campaign, just over a quarter of residents expressed an interest in better lighting, beautification projects and neighborhood events. Residents also expressed concern for traffic safety and trash collection.

According to Collective Impact Lincoln Fall 2017 Listening Campaign, 37 percent of residents interact with, or help other neighbors. Canvassing interviews revealed other local community based organizations host successful movie nights. Of 46 respondents, nearly 70 percent agreed or strongly agreed attendance at a community event such as a block party or movie night would be high. An additional 70 percent also agreed or strongly agreed residents like to spend time with fellow neighbors.

Residents prefer to acquire information from friends and peers often face-to-face – rather than from outside sources.

Residents have a desire for a secure and clean place to live, and have an interest in staying informed about and improving the community.

Residents have a desire for a sense of community – being connected with something greater than themselves and experiencing social interaction.

TARGET MARKET PROFILE

MEET LANE

SDCDO's primary consumer is Lane, a 42-year-old male with a GED who has never been married. Lane lives by himself in a low-cost apartment a few blocks south of downtown Lincoln. Lane bikes to his job in downtown Lincoln, working 40+ hours a week as a cook at a restaurant where he earns an annual income of \$25,000. He watches Adult Swim, has few investments, and listens to Today's Top Hits on Spotify.

Lane owns a dog who he takes on walks around the neighborhood and Cooper Park. He usually keeps to himself when he's at home, but has become friends and sometimes spends time with his immediate neighbors who moved in about a year ago. If there were to be a community event such as block party or movie night, Lane would most likely attend, determining if it fit within his schedule. He is informed about what is happening in and around his neighborhood.



OBJECTIVES

Increase brand awareness within the community by 25 percent by the end of the campaign.

Increase brand affiliation by 25 percent by the end of the campaign.

Increase resident engagement with existing media types by 25 percent by the end of the campaign.



CREATIVE BRIEF

POSITIONING STATEMENT

To the residents of the Near South and Everett neighborhoods, who desire to be informed of their community, SDCDO is the platform that enables residents to have a voice and develop a sense of pride in the community.

CAMPAIGN TONE

Friendly, cooperative, helpful and dependable

BRAND PERSONALITY

SDCDO's brand is competent and sincere.

CONCEPT/STRATEGY

SDCDO is the trustworthy platform made up of people just like them.

BIG IDEA

The South of Downtown
Community Development
Organization can be trusted by
the community because it is
the community.

TACTICS

OWNED

FACEBOOK

South of Downtown Community Development Organization has a following of 693 people and is currently experiencing 6.3 percent engagement on Facebook photos and posts. A better presence on Facebook can increase community awareness of events and meetings. The goal is to increase engagement from 6.3 percent to 20 percent by introducing steady content and increase in frequency.

Rhyme and Reason Marketing Solutions suggests Hootsuite as a social media management platform to help SDCDO create a media campaign. It will run from January 2019 to June 2019. There will be a cost if SDCDO does decide to use a platform like Hootsuite. If not, there will be no additional cost to producing more content on Facebook. An increase in Facebook content will directly result in an increase in attendance at neighborhood events and meetings. This tactic is measured by:

- An increase in social content will directly result in growth at attendance in neighborhood events/meetings.



South of Downtown

3 December 2018 • Mural Ideas • Public

We are now taking and coming up with ideas for a mural located in South of Downtown Lincoln! If you or anyone you know is artistic and wants to come up with an idea for the project please send them to us at shawn.ryba@gmail.com

EMAIL

Email messages prove to be a timely and affordable means of communication. Information can be sent with ease and allows opportunity for consistent updates. A distribution list of email recipients will provide a well constructed baseline of data that reveals engagement. From January 2019 to June 2019, emails will be sent out at least once a week on a regularly timed schedule.

If there is an important event announced, the calendar will adjust accordingly. Over 70 percent of the 46 respondents from our neighborhood survey agreed or strongly agreed that they want to be informed about future events regarding their neighborhood. In addition, 72 percent of the same 46 respondents are concerned about the future of their neighborhood. An important cost that should be considered is digital media which may be purchased to support an email sequence.

Email respondents can be used for engagement data because a participant voluntarily signs up for email news. More email sign ups will indicate more intrinsically motivated participants, an important audience.

OWNED

BLOG

Creating blog content would be affordable and easy to implement. Content would range from highlights of activities to ideas generated at neighborhood meetings.

Primary research showed 70 percent of residents want to be informed on what is going on in the neighborhood. This would keep residents informed and give them another way to communicate with the organization. Content will be posted once a month or every other month. Posts should then be promoted on Facebook the day it's posted, the following week, two weeks after the post and one month after the initial post.

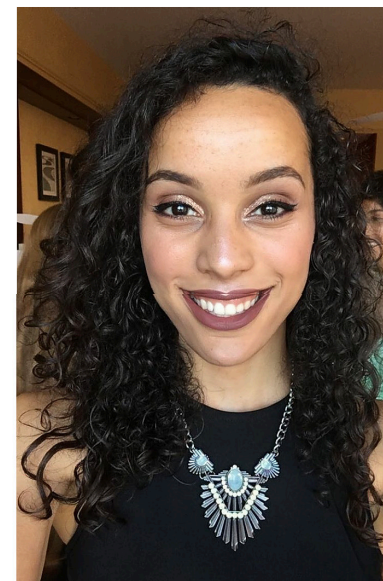


Casey Mainelli 🌱 • 2 days ago • 1 min read



Introducing Kat!

We're excited to welcome Kat Wiese, Community Builder, to the South of Downtown team! As a Lincoln native, educated at Park Middle School, Lincoln High School, and the Arts and Humanities program, Kat knows the transformative power of art on individuals and community. Wieves' work at SDCDO focuses on using art to beautify, educate, and empower the community economically.



She has worked extensively in the Lincoln art community as an artist, intern for Tugboat Gallery, employee at Gomez Art Supply, and head curator at Parallel Visions, a space created for the exhibition of art by people of color. Her artwork explores the intersections of race, gender, and capitalism. Kat's exploration of this content has led her to social practice and community engaged art. She has a deep interest in connecting students with artists, public platforms, and community art projects.

Kat is graduating from the University of Nebraska-Lincoln this December with a degree in fine art with an emphasis in printmaking. When not knocking on doors or attending community events, you can find Kat putting the

cult in Cultiva, eating at Pepe's Bistro, or teaching Sunday school at the F Street Neighborhood Church.

OWNED

POSTERS

Central hubs created within the affected neighborhoods will serve as ground zero for poster locations. Research has shown these hubs are frequently visited by residents. On a daily basis, posters will increase attendance at neighborhood events.

Posters will be hung January 2019 - June 2019. Scheduling will be adjusted in accordance with SDCDO's schedule.

The cost for 50, 11" x 17" copies on photo gloss paper is \$49. Churches, businesses, schools and the F Street Community Center will receive copies of SDCDO posters.





SOUTH OF DOWNTOWN
COMMUNITY DEVELOPMENT
ORGANIZATION

COMMUNITY BUILDER WORKSHOP



SATURDAY, DECEMBER 13, 2019
10 A.M.-2 P.M.

CAMPBELL ELEMENTARY SCHOOL
2200 DODGE ST
LINCOLN, NE

OWNED

FLYERS

Flyers are the first way to raise awareness and inform the community about SDCDO. The primary target audience for SDCDO is exposed to more word of mouth advertising from their peers and daily interactions rather than from social media. The flyers will have meeting and event information on the front in English with the time and location. On the back the flyers will be the exact same but in Spanish for bilingual members. Staples sells flyers in color gloss stock in multiple sets as seen in the chart below. Shipping costs are: Ground- \$9.95, Express- \$19.99, Expedited- \$29.99.

The flyers will be given to ambassadors from January 2019 until December 2019. Every first Sunday of the month they will be distributed and passed out during church services throughout the week. This can be done by reaching out to local churches and asking for permission to leave the flyers out for members to read. This helps target the specific and already active community and by forming relationships with key influencers such as priest and ministers it will help earn more trust and raise awareness within the community.

NUMBERS OF FLYERS	COST
25	\$18.99
50	\$37.99
100	\$64.99
250	\$119.99
500	\$159.99
1000	\$214.99



EARNED

AMBASSADORS

Ambassadors are public figures who are trusted among the community and prove to be a reliable source of information. The ambassador program will be achieved by contacting local church leaders and providing them with background information regarding SDCDO. Secondary research has shown community engagement is spread through word-of-mouth 59 percent of time. This strategy will be implemented from January 2019 to June 2019. Information, pamphlets or flyers will be handed out in conclusion of every Sunday sermon. In total, there are 26 Sundays between January and June. The cost of this operation is composed of flyer production. This will establish trust and awareness within the community that will furthermore increase engagement. Impressions will be measured by adding up the total number of flyers and handouts distributed in addition to attendees of sermons. Metrics regarding engagement can be concluded by weekly check ups with church leaders, measurement of attendance of events, church sermons and SDCDO's weekly meetings.



PAID MURAL

To improve community togetherness and represent the history of the community SDCDO will implement a mural in the hub of the South of Downtown area. In a study done by Boston University, the importance of community development shows that mural art can help forge that relationship.



The Boston University study, says “Murals are not simply art; they are action. The process of creating murals, if they are to be meaningful and to survive, must include community participation...” (Greaney & Maura, 36-27).

Rhyme and Reason Marketing Solutions has identified five blank walls in the area, including one which is connected to the Esquina De Los Hispanos building. The others are located within the surrounding area. The University of Nebraska art department will be contracted to create the outline and encourage community members to share ideas and to help paint it. SDCDO recently hired Kat Weise who is heavily involved in the art community in Lincoln. With her connections and knowledge, it will be easy to get the project started. The plan will be implemented anytime between January 2019 until December 2019. The cost of paint and tools will vary. This project is outside of the proposed budget, but may be able to be implemented in the future.

MURAL CONT.

PRICE ESTIMATE

PRICE PER SQUARE FOOT	SQUARE FOOTAGE OF WALL	TOTAL
\$10	50	\$500
\$10	100	\$1,000
\$20	50	\$1,000
\$20	100	\$2,000

Finding donors who will support the project can help fund the mural. This particular mural can represent the historical references of the city of Lincoln or have cultural references. It can also be abstract art that depicts social issues. Giving members of the community the opportunity to send in ideas will help create engagement. The mural will stay infinitely and be a staple of the community and SDCDO’s contributions for decades to come.

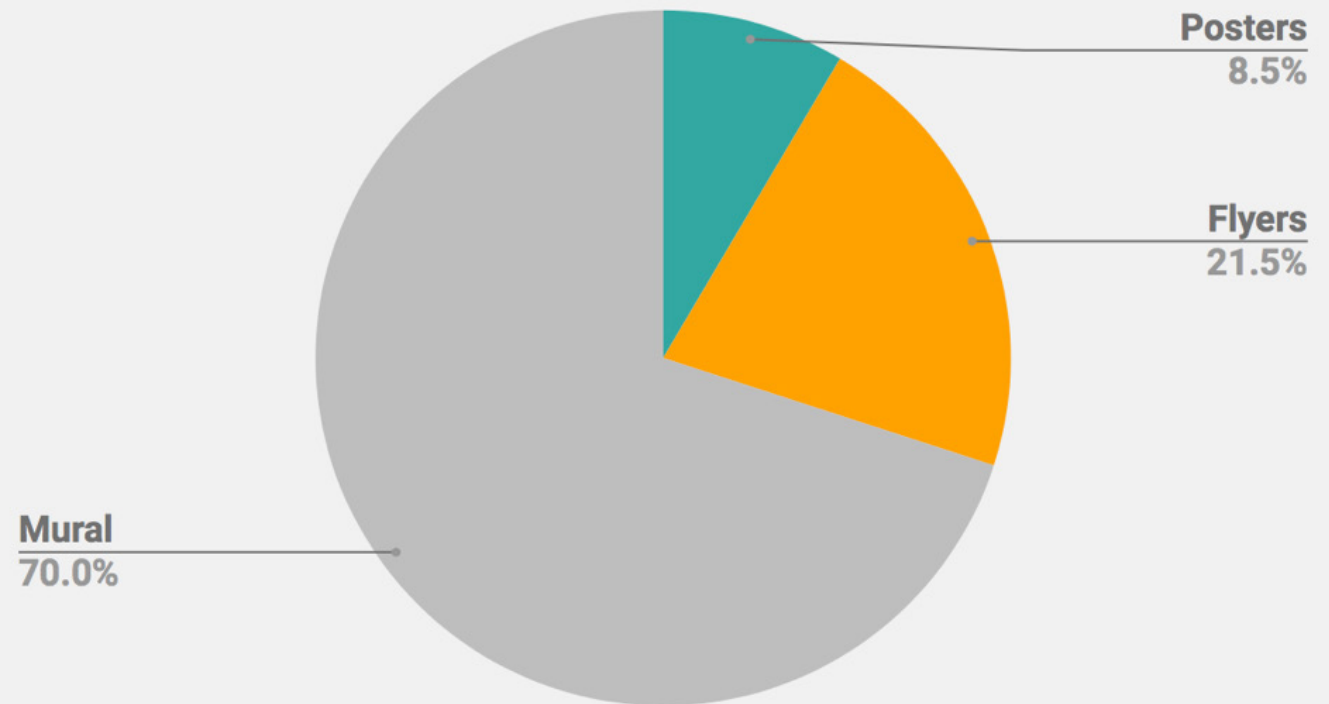


MEDIA SCHEDULE

Week 1: Happy New Year (email) Informational Poster Church Flyer	Tuesday, Jan. 1, 1 p.m. Tuesday, Jan. 1, 1 p.m. Sunday, Jan. 6, 1 p.m.	Week 10: Church Flyer, Daylight Savings Themed. Everett Neighborhood Association Regular Meeting reminder and general information agenda. (Email, Facebook)	Sunday, March. 10, 1 p.m. Saturday, March. 16, 6 p.m.	Week 19: Church Flyer. Mother's Day. Everett Neighborhood Association Regular Meeting reminder and general information agenda. (Email, Facebook)	Sunday, May. 12, 7 a.m. Saturday, May. 18, 6 p.m.
Week 2: Near South Neighborhood Association Regular Meeting reminder and general information agenda. (Email, Facebook) Church Flyer	Saturday, Jan. 12, 6 p.m. Sunday, Jan. 12, 6 p.m.	Week 11: Church Flyer and St. Patrick's Day if applicable.	Sunday, March. 17, 1 p.m.	Week 20: Church Flyer	Sunday, May. 19, 1 p.m.
Week 3: Everett Neighborhood Association Regular Meeting reminder and general information agenda. Martin Luther King, Jr. Day reminder. (Email, Facebook) Church Flyer.	Saturday, Jan. 19, 6 p.m. Sunday, Jan. 20, 1 p.m.	Week 12: Church Flyer	Sunday, March. 24, 1 p.m.	Week 21: Church Flyer and Memorial Day reminder. (Email, Facebook)	Sunday, May. 26, 1 p.m.
Week 4: Church Flyer	Sunday, Jan. 27, 1 p.m.	Week 13: Church Flyer	Sunday, March. 31, 1 p.m.	Week 22: Informational Poster Church Flyer Near South Neighborhood Association Regular Meeting reminder and general information agenda. (Email, Facebook)	Saturday, June. 1, 10 a.m. Sunday, June. 2, 1 p.m. Saturday, June. 8, 6 p.m.
Week 5: Informational Poster Church Flyer Near South Neighborhood Association Regular Meeting reminder and general information agenda. (Email, Facebook)	Friday, Feb. 1, 10 a.m. Sunday, Feb. 3, 1 p.m. Saturday, Feb. 9, 6 p.m.	Week 13: Informational Poster Near South Neighborhood Association Regular Meeting reminder and general information agenda. (Email, Facebook)	Monday, April. 1, 10 a.m. Saturday, April. 6, 6 p.m.	Week 23: Church Flyer Everett Neighborhood Association Regular Meeting reminder and general information agenda. (Email, Facebook)	Sunday, June. 9, 1 p.m. Saturday, June. 15, 6 p.m.
Week 6: Church Flyer. Valentine's Day Themed Everett Neighborhood Association Regular Meeting reminder and general information agenda. (Email, Facebook)	Sunday, Feb. 10, 1 p.m. Saturday, Feb. 16, 6 p.m.	Week 14: Church Flyer Everett Neighborhood Association Regular Meeting reminder and general information agenda. (Email, Facebook)	Sunday, April. 7. 1 p.m. Saturday, April. 13, 6 p.m.	Week 24: Church Flyer. Fathers Day.	Sunday, June. 16, 1 p.m
Week 7: Church Flyer	Sunday, Feb. 17, 1 p.m.	Week 15: Church Flyer. Palm Sunday themed. Good Friday (Email, Facebook) Passover (Email, Facebook)	Sunday, April. 14, 1p.m. Friday, April. 19, 7 a.m. Saturday, April. 20, 7 a.m.	Week 25: Church Flyer	Sunday, June. 23, 1 p.m.
Week 8: Church Flyer	Sunday, Feb. 24, 1 p.m.	Week 16: Church Flyer Earth Day. Easter Reminder. (Email, Facebook)	Sunday, April. 21, 1 p.m. Monday, April. 22, 8 a.m.	Week 26: Church Flyer	Sunday, June. 30, 1 p.m. Sunday, June. 30, 1 p.m.
Week 9: Informational Poster Church Flyer Near South Neighborhood Association Regular Meeting reminder and general information agenda. (Email, Facebook)	Friday, March. 1, 10 a.m. Sunday, March. 3, 1 p.m. Saturday, March. 9 1 p.m.	Week 17: Church Flyer. Easter.	Sunday, April. 28, 6 a.m.		
		Week 18: Informational Poster Church Flyer Near South Neighborhood Association Regular Meeting reminder and general information agenda. (Email, Facebook)	Wednesday, May. 1, 10 a.m. Sunday, May. 5, 1 p.m. Monday, May. 6, 1 p.m. Saturday, May. 11, 6 p.m.		

MEDIA BUDGET

MEDIUM	QUANTITY	COST
Posters	100	\$85
Flyers	1,000	\$215
Mural	70 sq. ft. wall	\$700



EVALUATION

OBJECTIVES	TACTICS	EVALUATION
Increase brand awareness within the community by 25 percent by June 2019.	Posters Collaborative Mural	Perform in-depth surveys before and after campaign to determine effectiveness.
Increase brand affiliation and trust by 25 percent by June 2019.	Brand Ambassadors Flyers	Perform in-depth surveys before and after campaign to determine effectiveness.
Increase resident engagement with existing media types by 25 percent by June 2019.	Facebook Blog Post Email	Measure and track analytics for Facebook and blog post engagements.

ACKNOWLEDGEMENTS

Rhyme and Reason Marketing Solutions would like to extend a special thank you to Isabel Salas, and the rest of the SDCDO staff, for all their hard work and time they allotted to help us throughout the campaign development process. We realize that their schedules are already full, and appreciate the time they've taken to confer with us.

We would also like to give a special thanks to one of the greatest professors we could ask for, Kelli Britten. Kelli's cheerful demeanor, tempered with wits of steel, has been an integral part of forging us into the young professionals we are today.

We would like to thank the rest of the faculty and staff at the College of Journalism and Mass Communications, who have also played a role in our collegiate and personal development.

Finally, to the staff at the Casey's S. 13th St., and the DaVinci's on S. 11th Street, thanks for the encouragement and help with our primary research.



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RHYME & REASON MARKETING SOLUTIONS



Bud Wooten: Account Executive

Sam Oehm: Media Director

Robert Rebuffatti: PR Director

Naomi Snyder: Project Manager

Trev McDiffett: Copywriter

Casey Mainelli: Media Director

Ryan Hoeven: Strategist

Evin Nakiran: PR Director

Yu En Pan: Art Director