

Promoting Shoreline

Shoreline City Council

January 4, 2016



Promoting Shoreline

- Funded in 2015, launched in Q2 2016
- Outward-focused campaign
 - New residents
 - New investors and businesses
- Consultant Jennifer Rash, PRR



NEW RESIDENTS



Millennial Demographics

1. Inform those wanting a city like Shoreline
 - New to region, living south of Shoreline
2. Debunk myths about Shoreline
 - Long-time in region, living north of Shoreline



Three New Resident Messages

1. Interesting and diverse residents
2. Exceptional transportation options and connectivity
 - Note re: commute time
3. Desirable amenities

NEW BUSINESSES & INVESTORS



Three New Business Outcomes

1. Vision 2029 businesses

A Vision 2029 business is one-of-a-kind, adding character and a sense of place to Shoreline's neighborhoods. Along with jobs, it provides:

- Unique products and services*
- Entertainment and dining options, and/or*
- Neighborhood gathering places*



Three New Business Outcomes

1. Vision 2029 businesses

Target: Owners/operators, brokers, residents

Message: Profitable business environment



Three New Business Outcomes

2. For-sale single-family detached homes
 - Affordable home ownership
 - Appealing to families
 - Builders unaware of zoning changes

Three New Business Outcomes

2. For-sale single-family detached homes

Target: Builders, land brokers, residential brokers

Message: Areas with correct zoning



Three New Business Outcomes

3. Growing media production industry

– Council Goal 1, Action Step 6:

Explore development of a state-of-the-art media campus that makes Shoreline the regional center of the digital media production industry



Three New Business Outcomes

3. Growing media production industry

Target: Government agencies, media industry pros

Message: Commitment to regional industry success



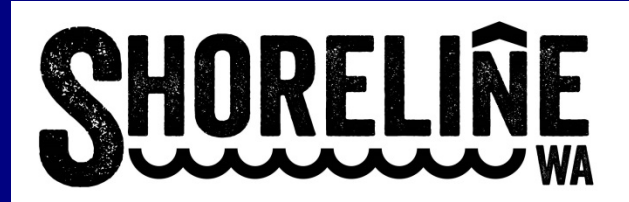
MARKETING STRATEGY



Two types of campaigns

1. Central, long-haul campaign
 - “Surprised by Shoreline” message
2. Short-term campaigns to spark interest

Central Campaign



Microsite

- Hub of content about Shoreline
- Warm, light-hearted
- Platform for bragging
- Attractive, sharable information
- Next-steps to experience Shoreline



What are you looking for today?

MY TRIP

40° 34°

PORTland IS HAPPENING NOW

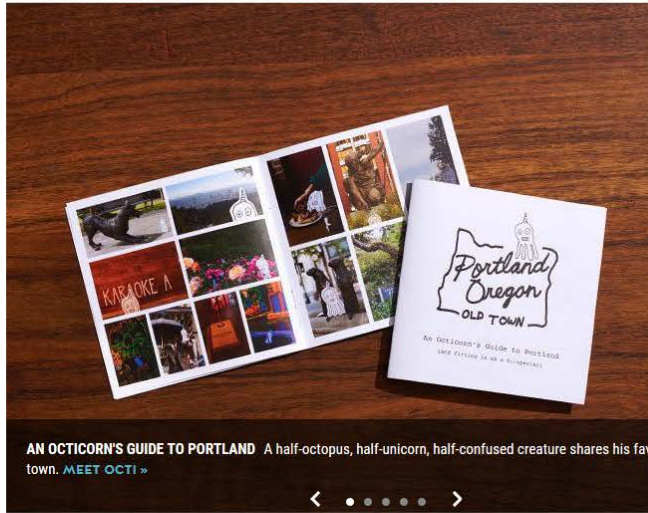
Portland is Happening Now

When's the best time to visit Portland? Right now. Tomorrow. Ten days from now. Because every second of every day, something is happening here that isn't happening anywhere else.

QUICK LINKS

See all the Portland zines >

Book a stay, get free stuff! >



AN OCTICORN'S GUIDE TO PORTLAND A half-octopus, half-unicorn, half-confused creature shares his favorite places in town. MEET OCTI >

SEASONAL FAVORITES

MORE PICKS >

Happening This Week

Seeing Nature: Landscape Masterworks from the Paul



WORLD OCTOPUS DAY



ALL SPECIES ARE VENOMOUS, BUT THE BLUE-RINGED OCTOPUS IS THE ONLY ONE DANGEROUS TO HUMANS, RESPONSIBLE FOR AT LEAST TWO DEATHS.

one hundred thousand

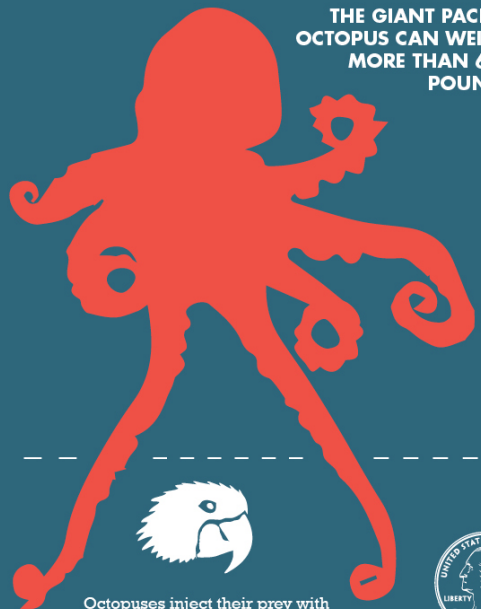
IS THE MAXIMUM NUMBER OF EGGS THAT A FEMALE OCTOPUS CAN LAY, BUT THE AVERAGE LITTER SIZE IS ONLY 80.

OCTOPUSES VS. OCTOPI

THE PLURAL IN ENGLISH IS "OCTOPUSES," BUT THE GREEK PLURAL FORM "OCTOPODES" IS SOMETIMES USED. "OCTOPI," WHILE COMMONLY USED, IS CONSIDERED INCORRECT.



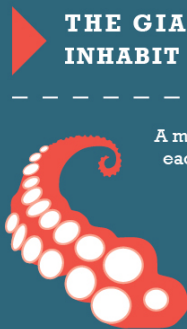
AN OCTOPUS HAS 3 HEARTS



THE GIANT PACIFIC OCTOPUS CAN WEIGH MORE THAN 600 POUNDS



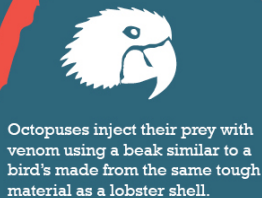
OCTOPUSES ARE ABOUT **90%** MUSCLE



▶ THE GIANT PACIFIC OCTOPUS CAN INHABIT DEPTHS OF UP TO 5,000 FEET

A mature female octopus can have up to 280 suckers on each arm! Each sucker contains thousands of chemical receptors, with sensitivities to both touch and taste.

OCTOPUSES CAN QUICKLY CHANGE THE **COLOR** AND **TEXTURE** OF THEIR SKIN



Octopuses inject their prey with venom using a beak similar to a bird's made from the same tough material as a lobster shell.



BECAUSE THEY DON'T HAVE BONES, EVEN LARGE OCTOPUSES CAN FIT THROUGH AN OPENING THE SIZE OF A QUARTER

300 RECOGNIZED SPECIES OF OCTOPUS

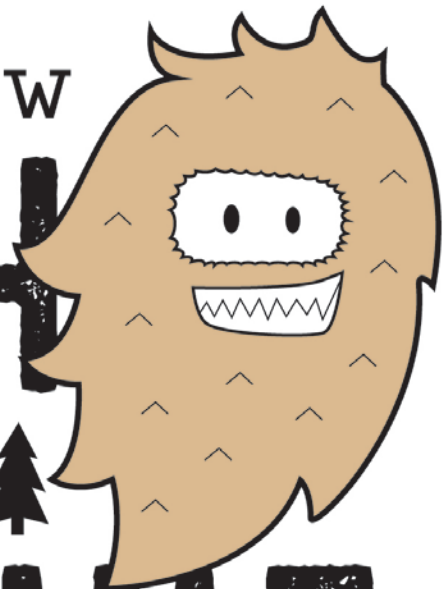


you don't know

SQUATCH

↑ ↑ ↑ about ↑ ↑ ↑

SHORELINE



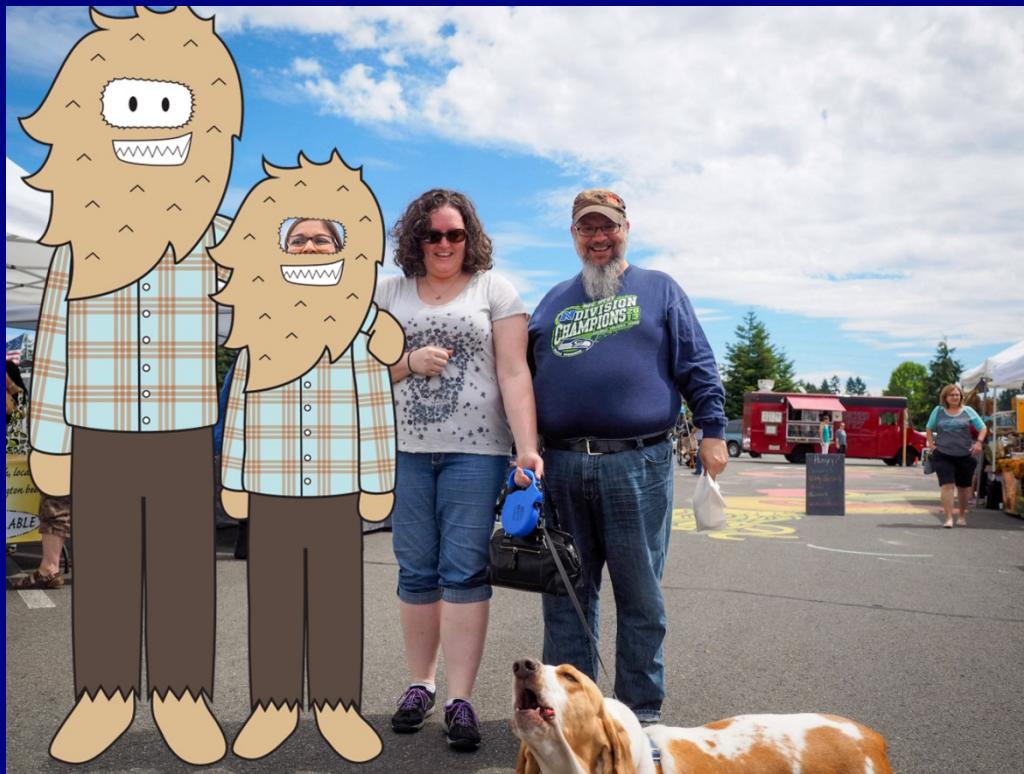
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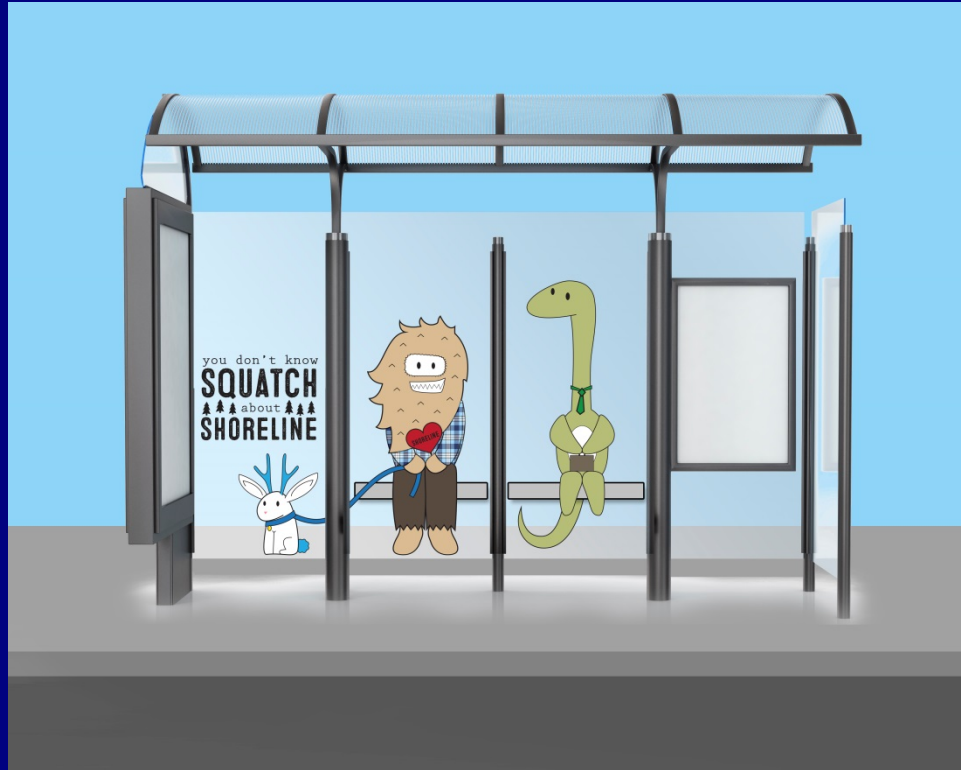


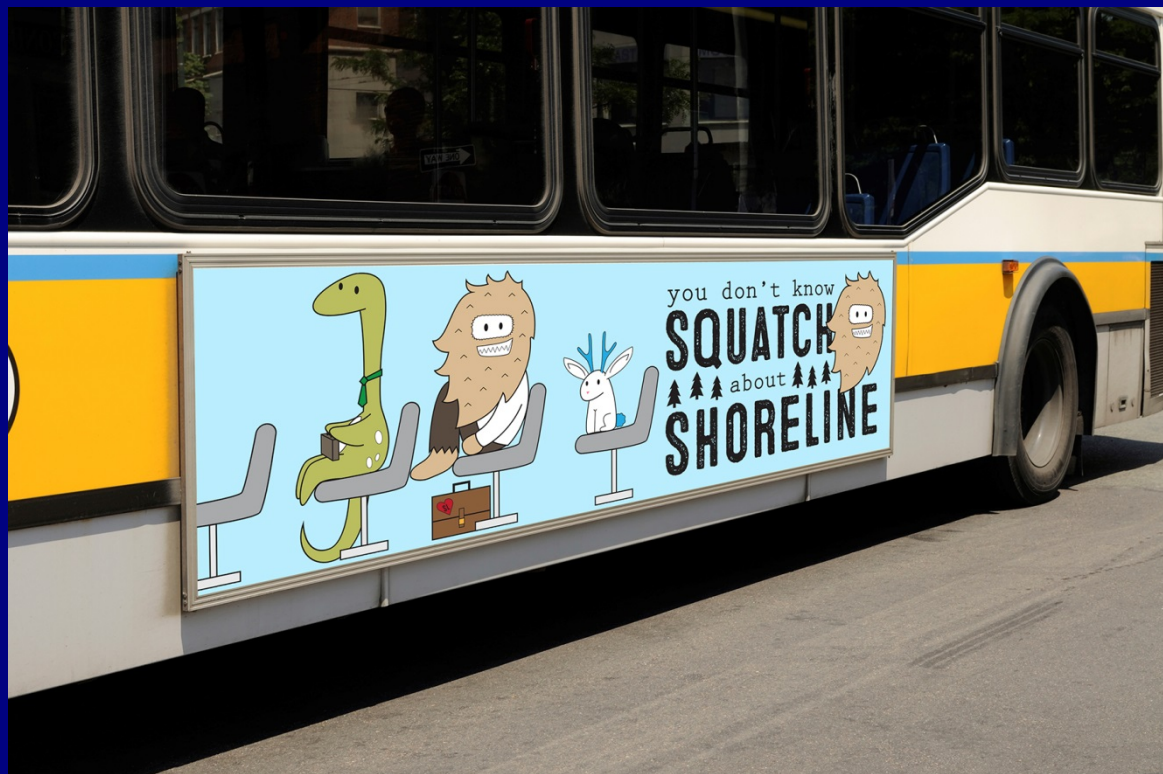
FRONT



BACK



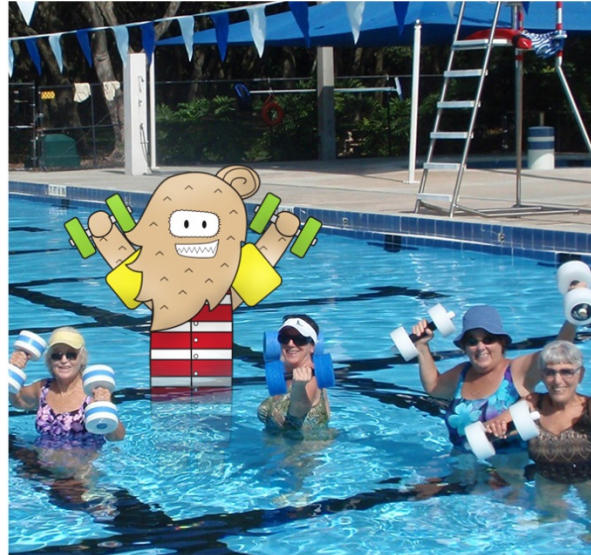






Squatchy_McSquatcherson

1h



Aquarobics at the Shoreline YMCA!
#theladiesloveme #floatiesarefashion #epicmanbun
#sorryforloggingthepoolfilter

23 likes



Discussion

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