

Quincy Square - July 2019

Marketing Efforts/Results for June 2019

QUINCY SQUARE FACEBOOK

- Claimed official Facebook tag: **www.facebook.com/quincysquarebremerton**
- **June 17th post:** Letter from Quincy Jones - Reached 99 people, 13 engagements
- **June 21st post:** Make Music Day video one - Broadcasted at 5:40 am, reached 3,402 people, 639 engagements, 4 comments, 24 shares
- **June 21st post:** Make Music Day video two - Broadcasted at 11:30 am, reached 7,515 people, 1,409 engagements, 3 comments, 36 shares
- **June 25th post:** Young Quincy Jones video- Reached 6,999 people, 411 engagements, 3 comments, 21 shares
- **342 followers on Facebook** between June 21st and 25th
- **Retargeting audience size of 5,300 people on Facebook**

QUINCY SQUARE WEBSITE

- Simple redesign of homepage to include Quincy Jones' thank you letter
- 100 unique visitors to website driven directly from the June 25th Facebook post

CONNECTING WITH QUINCY JONES

- Sent official "Thank You" letter to Quincy Jones, signed by members of the 4th Street Action Group

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Review of June 2019 Meeting

THE WHY

- **Establish Quincy Square as the central gathering place for the city of Bremerton ("Place Making").**
- Celebrate the history of Bremerton (blue collar, shipyard, etc) as well as rebrand the city's brand (i.e. music, arts, etc).
- Honor Quincy Jones and showcase how his life changed while living in Bremerton (his discovery of music).
- **Inspire the youth to explore music and self-expression, help create/discover many more Quincy Jones.**
- Inspire all of Bremerton to catch the vision and revitalize the entire city. (Make Bremerton a music city/destination.)

THE WHAT

- **Provide a fun and safe space for all people to discover and enjoy experiencing art and culture. (i.e. Roxy, Quincy Jones Music Project, Steven Holl west, Axe and Arrow, Ish, etc)**
- **Offer programs and opportunities for youth to learn to play music, perform live, music production and more. (ie. Quincy Jones Music Project, school partnerships, etc.)**
- Ensure Quincy Square is a place designed to foster musical creativity. (i.e. outdoor stage for busking, live music venue, Quincy Jones Music Project, host events like Make Music Day, etc)
- Offer multiples ways to experience art on Quincy Square (i.e. piano keyboard walkway, actual piano, art mural, a statue of "The Dude", art house cinema, live music venue, artisan restaurants, bohemian living spaces designed to attract art loving tenants, interactive kiosk, etc)

THE WHO

- **Locals first (i.e. young people who need a safe place to be, Bremerton residents, people who want to live here again, etc)**
- People who have been stationed here
- **Tourist and general fans of Quincy Jones**
- Artistic folks (musicians and music lovers) looking for a place to see live music
- "World Seekers" people who travel to places for particular reasons (i.e. huge fans of Quincy Jones, fans of Steven Holl architecture, etc.)
- People who want to live in a music town (i.e. like the 20 something's currently living in the B-Flats.)

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Future Marketing

PHASE ONE: 4-8 months

- **What is the purpose of our marketing?** (i.e. Educate about project, Quincy Jones, grow support)
 - 1.
 - 2.
 - 3.

- **What kind of content will we release?** (i.e. Video, photos, audio, etc)
 - 1.
 - 2.
 - 3.

- **Where will our content broadcast?** (i.e. Social Media, Website, email newsletter, BKAT, etc)
 - 1.
 - 2.
 - 3

- **How often will our content be released?** (publication calendar?, etc)
 - 1.
 - 2.
 - 3.

- **Markers of success.** How do we know it's working? (growing contact list, public awareness)
 - 1.
 - 2.
 - 3.

Thank you for your thoughts. A recap of July's meeting will be made available at www.quincy-square.com/july2019.