

Promotion of the Parkville Commercial District

A significant untapped potential exists in the viable and growing corridors within Parkville. These corridors could collectively be referred to as the Parkville Commercial District and could be aggressively branded and marketed to capture the secondary trade market areas within a one-mile radius (Frog Hollow, Behind the Rocks, West End and other Hartford/West Hartford neighborhoods). The Commercial District needs a distinct image, a unique brand recognition that sets it apart from surrounding areas and defines its offerings as desirable and attractive.

SPECIFIC RECOMMENDATIONS

The following are specific first steps that can be pursued by the Association with minimal cash outlay, to begin to brand the District and attract new customers to the area:



- Update the business directory. Identify unique as well as concentrations of services. Are there any groupings that would attract specific groups to the area? If so, what are they and who is their target market? [For example, a discovery that there are dry cleaning, shoe repairs, tailoring and other necessary services in the neighborhood might lead to a marketing campaign focused on "Parkville: At Your Service." This would appeal to West Enders and others that currently travel into West Hartford to fulfill those needs.]
- Initiate specific discussions with the City to determine beneficial linkages to the Hartford Rising Star Campaign and Hartford Image Project.
- Begin a discussion about an annual event such as a "Taste of Parkville" that would celebrate the diversity of restaurant and food offerings in the neighborhood.
- Develop both a Parkville Commercial District slogan and a logo that are appealing and easily understood. Ideally the slogan and logo will convey the sense that Parkville is an upbeat area with great services and food.

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- Invest in signage that welcomes patrons to Parkville, defines its boundaries and reinforces the new logo.
- Place focus and effort on cleanliness of streets and walks. Enroll all merchants and businesses in this effort and work together to clean up any trouble spots immediately.
- Consider hiring a public relations firm to market Parkville by developing monthly press releases for local and regional papers that tout the area's offerings.
- Develop a one-page marketing piece that can be duplicated and distributed at City of Hartford events and inserted into local papers. This piece should invite the public to sample Parkville's restaurants and service businesses, with an emphasis on convenience and the area's offerings.
- Advertise on the screens at Crown Theatres. Tell the public that there are great places to eat and shop within a few blocks of that venue. Distribute flyers with movie tickets or on ticket backs, with discounts to area restaurants.
- Request that all businesses that advertise on radio or television include the Parkville neighborhood name and marketing slogan in their ads. Request that all merchants that place print ads include the Parkville logo in those ads.
- Request that Stop & Shop include a message on its public address system that talks positively about all of the offerings of the Parkville Commercial District.
- Assemble a Restaurant & Shopping Guide to be targeted to adjacent neighborhoods and high traffic areas such as the Crown Theatres and Stop & Shop.

These are first steps that Parkville can take to reach beyond their immediate neighborhood into the untapped markets within a few miles of the Commercial District. Grand scale marketing plans require large infusions of cash; the majority of the above-mentioned recommendations can be achieved through teamwork and communication.

Parkville has a bright future as a highly desirable destination for entertainment and commerce. It is through the implementation of these and other marketing strategies that the neighborhood's

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commercial district will capture market share and strengthen the neighborhood as a whole for years to come.