

# MSW Image Committee

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Branding Presentation

Updated May 20, 2020



# Who Are We?

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Defining the Program



# Main Street Winchester



## Mission

The mission of Main Street Winchester is to preserve, restore, enhance, and promote Downtown Winchester for business, entertainment, and living

## Vision

Our vision is that Main Street Winchester will work to create a vibrant destination for residents, visitors, and businesses through preservation, adaptive re-use, and promoting diverse and innovative cultural activities.

# Main Street Winchester



## TAKEAWAYS

*I GET* to explore and engage in an authentic community worth the investment of my time, money and relationships.

*I FEEL* connected to and welcomed by a genuine community that honors the past and inspires modern pioneers.

*I AM* downtown Winchester.

# Main Street Winchester

## BRAND GENETICS



*ILLUMINATING  
(INSPIRING)*

Downtown Winchester lights up and shines as a beacon of gathering for the city. When citizens want to show off their city, they take their guests downtown. It is a tether for the city, an identity. Our lampposts light the way, from the past and into the future.

*BOUNDLESS*

Downtown Winchester's spirit and drive is boundless. Those who get behind this town are passionate about it, and are working hard to make it shine. Great energy and imagery in this word.

*PIONEERING*

Winchester pioneered its way into success in the 1800's by winning the bid for the railroad stop - now we are pioneering our way in modern niche industries such as hemp & beer cheese. Our downtown business owners push the boundaries by offering unique shopping opportunities and are leading the way into the next chapter of Winchester's future.

*(LOCAL)  
FLAVOR*

Winchester is quirky and off the beaten path. We have Beer Cheese, Ale-8 and a ton of personality. Right now, we're the Bluegrass' best kept secret - but we shouldn't be.

*WORTHY  
WORTH IT!*

**In downtown Winchester, it's easy to find A GIFT WORTH GIVING, A PLACE WORTH SEEING, AN EXPERT WORTH CONSULTING, AN EXPERIENCE WORTH SHARING, OR A RELATIONSHIP WORTH GROWING. It is worth the investment of your time and money.**

# Main Street Winchester



## AUDIENCES TO ADDRESS/CONSIDER WITH MESSAGING



Naysayers - "Nothing is going on in Winchester"

Neglected Transplants - Those not native, but invested



Students the community hopes to retain

Status Quo - Those who think "It's all good."



# Main Street Winchester

## STAKEHOLDERS

Downtown Occupants

Downtown Patrons

Board Members

Government

- City
- County
- Main Street Kentucky



# Know Who You Are Communicating To

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Young Families

DINK

Women <50

Singles \$35K+





# The Jones' Lifestyle Profile

## Young Families HHI of \$50K+

2 Kids one Pre-K and the other is early elementary - Big Bows and Monograms - Mom is the decision-maker and planner

**Downtown Occasions:** Downtown occasions are event driven and social. Shop there for specific, unique gifts, but most shops are not child oriented. Family time is spent at HalloweenMainia, Christmas Parade, Rock the Block, Beer Cheese Festival-- A coffee a couple of times a week is mom's haven, it's a quiet space to prepare mentally, the coffee is worth the spend.

**Typical Weekday:** Busy with tasks of the day and kids/not much free time.

**Typical Weekend:** Looking for activities where kids can be included

**Work Location:** One is local and one commutes, the mom is likely working part time or working at home to be close to her children

**Profession:** Professional people with outdoor influences

**Downtown Feelings:** Loyal to the community and the family-based values. Not particularly nostalgic. It's the Village of friends and family support and the cost of living is good. See the growth opportunity, and enjoy downtown for weekend meet ups. See their friends investing in downtown and it makes them feel proud and creates loyalty.

**Online Shopping:** Clicklist/ Amazon Prime for kids clothes because it's a time saver and free time is a premium

**Electronic Devices:** Kids control the tablet, mom is on a phone and is the family decision-maker for activities

**Social Spaces:** It's all about Facebook, she dabbles on Instagram, Looking for kids crafts on Pinterest and uses SnapChat for Frames at Events, She is not active on Twitter and Kids are accessing YouTube videos

**News Source:** Facebook

**Music:** In car listening controlled by the kids (pop music 104.5, 102, 106)

**Television:** Nothing live is being viewed for entertainment. It's all on Netflix, Hulu or Amazon. Cable is kept for live sports. Shows are New Girl/ Parks and Rec/ The Office or some reality show on TLC like Trading Space or Say Yes to the Dress

**Reading:** Novels that are Young Adults Fiction - Fantasy/ SciFi or Self Help

**Dining Out:** Eat out on the Weekend at Fast Casual and order Pizza or Drive Thru and take it home a couple of times a week

**Free Time/Hobbies:** All about the kids whether it's events or special activities like going to the movies -- things like bounce houses and face painting are winners -- Husband likes Bourbon and Craft Beer, Recreational Hunting and Shooting



# The Jones'

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# Sam and Jordyn Lifestyle Profile

## DINK

Two Incomes/ No Kids/ Not necessarily married- They co-decide or trade off weekends for socializing and activities. They plan ahead because most of their time is scheduled.

**Downtown Occasions:** They are downtown a couple a few times a week. Dinner out with or without friends at a place that serves alcohol/ Grabbing a coffee, the Farmer's Market because it's fresh and local. Feel good about supporting local food and festivals like Beer Cheese. This group is also present for shopping events downtown or unique experience -- Sip N Stroll/Scooped. Looking for Unique gifts or clothes that you can't find at the mall. Networking.

**Typical Weekday:** Busy

**Typical Weekend:**

Busy. When not working on their side hustle: Household chores, Errands, Dinner with Friends/ Pool to Hang Out or Trip to the Summit (Which they feel slightly guilty about, but it feels local enough - Disconnecting from Work. Brunch and the Farmers market/ Food Festivals and a Trip to the Summit because of the local feel are all activities of interest. Target always/ Walmart never.

**Work Location:** Short Commute

**Profession:** Sam has a side hustle as a photography and would love to have a bricks & mortar studio some day, maybe even downtown.

**Downtown Feelings** They are connected to downtown because they want to support local. Some are passionate and involved and have invested in businesses downtown or want to with their side hustle. They see downtown as an area of opportunity like Woodland Park area of Lexington. They never saw the hay day of downtown Winchester, so the term "Funchester" is a real joke to them. They are not nostalgic, but want to be the change for the community. They, too are excited to invest in their peers who are downtown to help them live their dream. They influence each other and seem to be close. They want to amplify the positive changes happening with the Leed's theatre. Sam always keeps her eyes open for cool backdrops for photos.

**Online Shopping:** They utilize online shopping as a time saver, but don't feel good about it. They are hesitant and apprehensive about certain online items because you don't know what you're going to get -- no feel for quality

**Electronic Devices** They are tech heavy, but the phone is their "go-to" device and they have up to date model.

**Social Spaces** Like the Joneses, it's all about Facebook and they dabble on Instagram because "It's all about the GRAM" They are checking social frequently throughout the day. Sam manages the social media for her side hustle.

**News Source:** Digital

**Music** Spotify and Apple share Podcasts They like Old Rock and Pop like the Beatles & Stones

**Television:** Nothing live is being viewed. It's all being streamed and subscriptions/logins is probably being shared with multiple parties. Their viewing choices are very heavily influenced by what's trending GOT, Real Life Crime Drama, Original Shows from Netflix and Hulu

**Reading:** She is in at least one book club possibly virtual and he enjoys long form journalism/ Magazines like House Beautiful/Dwell & Spruce/ HGTV & DIY Tutorials. Sam reads about how to make her side hustle profitable and fulfilling.

**Dining Out:** They dine out regularly with their regional friend base. All parties are looking to show off the local pride - Among Winchester's pride - Abbetor Brewing/ Gaunce's/ Loma's/ JK's & Cairn

**Free Time/Hobbies:** Hiking/Biking/Outdoor Activities that allow them to disconnect. Fitness - The Barre Fitness/ Dining Out is a hobby with interests in Craft Beer, Coffee and they are somewhere on The Bourbon Trail. They have an appreciation for art and crafting. They have 2 rescue dogs and 1 foster dog.



# Sam & Jordyn

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# Erika Allen Banks Lifestyle Profile

## Women < 50

Erika Allen Banks is based off of real life examples: Nancy Turner/ Cindy Banks/ Erika O'Brien - Early Empty Nesters with late-aged/self sufficient teens or college aged kids with their own independent social lives

**Downtown Occasions:** They are downtown boutique shoppers for themselves and for gifts. They attend most downtown events with family and for social reasons. They are also dining out downtown with friends, probably lunch.

**Typical Weekday:** Busy

**Typical Weekend:** They are social creatures who might have dinner or shop in Lexington at Hamburg (looking for sales at the LOFT), the Summit is too far and they don't feel guilty about it because they are so active in Winchester.

**Work Location:** Work downtown

**Profession:** Government or professional job

**Downtown Feelings:** They are seen often downtown and feel part of the change directly since they've volunteered and attended local events for years. They have tickets to the Leed's events -- for a long time

**Online Shopping:** They shop for convenience items that are Wal-Mart replacements online

**Electronic Devices:** These ladies are the social directors -- phone is their go to

**Social Spaces:** They spend the least amount of time on social, but are physically present socializing at lunch, around meetings, shopping and the water cooler.-- They are social in reality and not around any one particular medium

**News Source:** Winchester Sun/ Kentucky.com

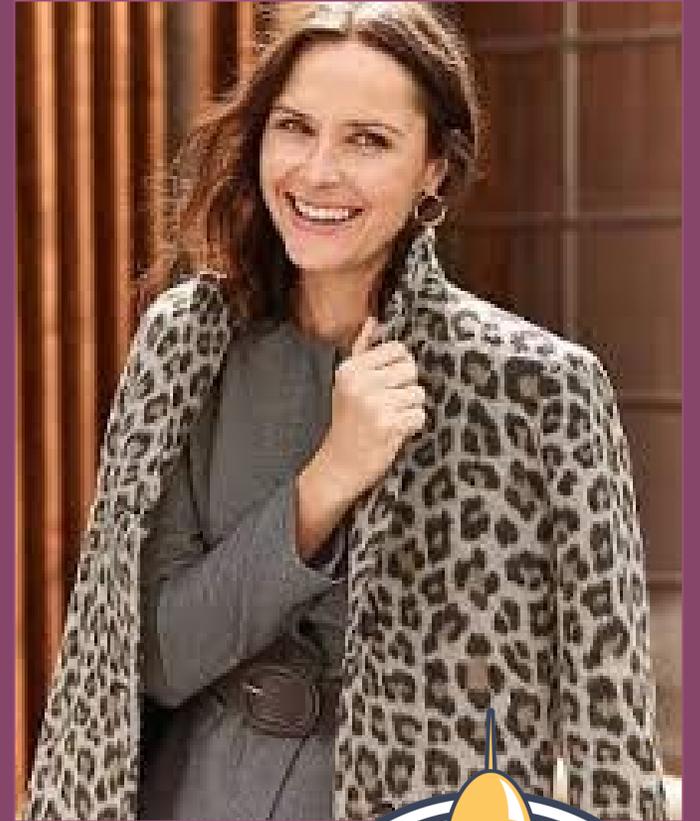
## Music

**Television:** They have cable because UK sports is a social occasion and a reflection of status. They have Netflix and maybe HULU. They are watching cooking shows, Chip and Joanna, the Travel Channel and Hallmark movies

**Reading:** Winchester Sun, they are frustrated that other people don't keep up with local news or know what's happening around town/ Southern Living/ Food & Wine

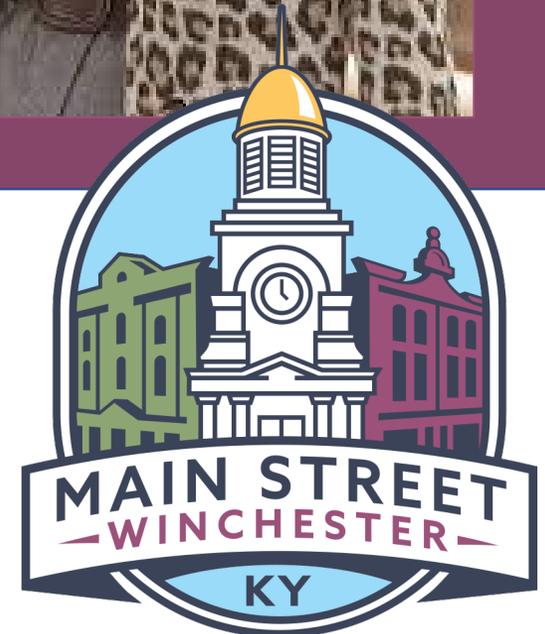
**Dining Out:** They dine out for dinner in Lexington in the Hamburg area or the newest, hottest spot in Lexington and again don't feel guilty because they are having lunch several times a week downtown

**Free Time/Hobbies:** Dining out, volunteering, they are in the know socially



# Erika Allen Banks

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# Jaimie Lifestyle Profile

Single \$35K+

Single, no kids, earning more than \$35k/year. Likes to take dog to restaurants, breweries and events. Went to college in a bigger city, but prefers small town life and the low cost of living in Winchester.

**Downtown Occasions:** Shops local on the weekends for unique items/extras and special occasion. Enjoys the Farmers Market. Attends Leeds productions a few times a year. 1-2 Shopping Events each year. Likes the Beer Cheese Festival and Engine House Trivia

**Typical Weekday:** Busy - working M-F from 9-5 in middle management at CRMC administration. Uses apps for convenience during week

**Typical Weekend:** Sleeps in, brunch with friends (bonus if they can bring the dog). Seeks out experiences to have with friends like unique festivals. Typically eat out a lot. Might bar hop with buddies in the evening. Often spends time in Lexington on the weekends, especially for nightlife Typically travels in a pack. Free time is not usually scheduled.

**Work Location:** Work in Winchester

**Profession:** Professional office with business casual dress code

**Downtown Feelings:** They are engaged when it benefits their life, like unique events. They appreciate downtown and are watching for more development.

**Online Shopping:** Shops online for convenience, using Amazon and Big Box Store apps. Uses a meal service like Hello Fresh during the week. Prefers to shop local

**Electronic Devices:** All the technology

**Social Spaces:** On FB occasionally. Follows local influencers on Instagram. Follows news, celebrities, sports and comics on Twitter. Snapchats with close friends. Uses Pinterest for aspirational home decor and affordable DIYs.

**News Source:** Digital - probably from Stay Tuned on Snap Chat

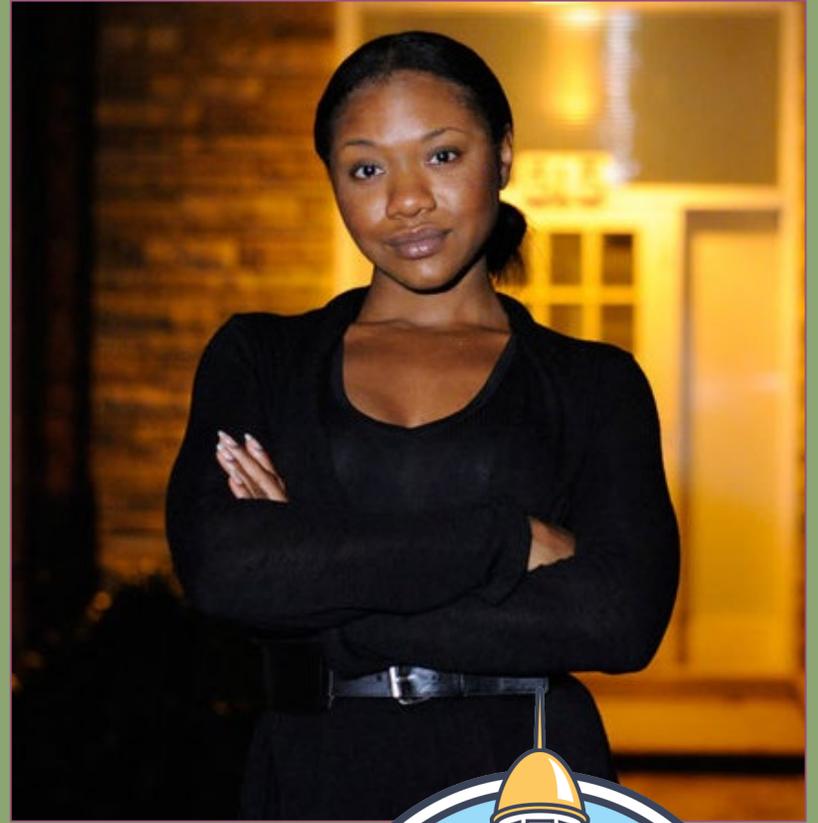
**Music:** Spotify, iTunes and podcast apps

**Television:** They watch things people are talking about and documentaries. They use Netflix and Amazon Prime, primarily.

**Reading:** They enjoy long form journalism about causes important to them on the weekends. During the week, they just skim headlines.

**Dining Out:** They eat out a lot and are willing to travel for unique or great food experiences

**Free Time/Hobbies:** Their hobbies are food, friends, their dog, fitness and style. Thursday through Sunday they are actively looking for fun and experiences to have with friends (and their dog).



Jaimie

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# TOOL KIT

COLORS: Match historic selection of the design committee



FONT -

Primary Font: Azo Sans

Secondary Support Font: Still need perhaps

LOGO FORMATS:

Who owns them and where should they live?

# 2020 MSW Events Calendar

\* This list represents events reported to MSW and should not be considered a complete listing of all events to be held in downtown Winchester (Tuesday FM not yet added) \*\*MSW hosted

events are indicated in **bold** typeface ■

## January

09 Second Thursday Program (BHM)  
20 MLK March and Unity Breakfast (9AM at Courthouse)  
24 Joslyn and the Sweet Compression

## February

02 Voice Lessons at Leeds  
06 Winter Walk About (DBG) 5-8 PM  
07-09 School House Rock at Leeds  
13 Second Thursday Program (BHM)  
15 Leeds' Putting on the Glitz at Opera House

## March

06-08 Willy Wonka at Leeds  
12 Second Thursday Program (BHM)  
20 Buffalo Wobs at Leeds  
28 NSAL Musical Theatre Auditions at Leeds

## April

09 Second Thursday Program (BHM)  
?? Little League Parade 6-7 PM  
?? Cross Walk  
17-19 Our Town at Leeds  
24-26 Our Town at Leeds  
24 Bargains on Broadway Car Show 5-8 PM

## May

02 Theo and Brenna at Leeds  
14 Second Thursday Program (BHM)  
**15 Rock the Block & Remember When Cruiserz Cruise-In**  
16 Gospel Concert at Leeds  
**29? Night Market**

## June

06 Farmers Market  
11 Second Thursday Program (BHM)  
**12 Rock the Block & Remember When Cruiserz Cruise-In**  
?? Homeless Coalition 5k  
**13 Beer Cheese Festival**  
13 Farmers Market  
20 Farmers Market  
27 Farmers Market  
?? Movie Nights at Heritage Park 8:30 - 11p  
?? Movie Nights at Heritage Park 8:30 - 11p  
?? Movie Nights at Heritage Park 8:30 - 11p

## July

04 Farmers Market  
09 Second Thursday Program (BHM)  
11 Farmers Market  
**10 Rock the Block & Remember When Cruiserz Cruise-In**  
18 Farmers Market  
?? Farm to Table on Depot Street  
25 Farmers Market

## August

01 Farmers Market  
08 Farmers Market  
?? Farmers Market BBQ Fest  
?? CCHC's Scooped  
13 Second Thursday Program (BHM)  
15 Farmers Market  
22 Farmers Market  
**14 Rock the Block & Remember When Cruiserz Cruise-In**  
**14 Sip & Stroll w/ RTB ?**  
21 Summer Musical at Leeds  
29 Farmers Market

## September

04 DBPF Street Dance  
05 DBPF Run 8:30-10:30  
07 Labor Day Parade on Main Street (Labor Day Committee)  
10 Second Thursday Program (BHM)  
**18 Night Market**  
?? "Just One More" One Mile Walk Rally for Recovery  
?? Relay for Life

## October

?? Homecoming Parade on Main Street (7:30 PM)  
?? Hemp Harvest Festival at BHM and N. Main (October 2nd & 3rd OR 9th & 10th)  
06 Second Thursday Program (BHM)  
?? Trust for Life  
**31 Halloween MAINia**

## November

**05-07 Holiday Hop**  
12 Second Thursday Program (BHM)  
13 Middle/High School musical  
20 Middle/High School musical  
**28 Small Business Saturday**

## December

05 Christmas Parade  
05 Mingle & Jingle  
10 Second Thursday Program (BHM)



## NEXT STEPS

### THE ISSUES:

- Presenting the Branding Work & Introducing the Updated Logo to all publics
- Applying that work and voice to the overall image in media which speaking to our current patrons (Social & Traditional)
- Updating the website and speaking to those interested in locating in Winchester
- Gaining acceptance from downtown occupants

### THE OPPORTUNITIES:

- Interest from new volunteers
- The work is mostly done and just needs to be implemented
- Timing feels appropriate for change



## NEXT STEPS

### THE CHALLENGES:

- Limited schedules for collaboration by volunteers
  - Limited time of board members on the committee during the traditional work day
  - There are still full-time ED job needs but the situation allows for only a reduced work schedule with no overtime
  - Prioritizing the list of actionable items and putting a timeline together
- Project needs a Team Lead and a Driver
    - Launch Plan
    - Website
    - Media
      - Social
      - Traditional
  - Project needs some professional design assistance – Need board support
  - Needs some coordination with Promotions Committee



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## Ideas & Projects

Who Can Lead?

Immediate Needs?

Prioritizing Realistic Goals?

Timeline Development?

**DOWNTOWN OCCUPANTS LIAISON** –  
Staying in touch with those in downtown and coordinating with promotions committee for inclusion on Website and Media

### WEBSITE COORDINATOR

- Content
- Design
- Maintenance & Updates

### MEDIA COORDINATOR – Posts, Responses and Paid

- Social Media
  - Facebook
  - Instagram
- Traditional Media – PR and Ads
  - Radio – WKYN
  - The Winchester Sun
  - Winchester Living
  - Lexington Outlets?

### OTHER ITEMS

- Banners
- Promo Items (Coffee Mugs/Tote Bags/etc.)
- Annual Report



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## Ideas & Projects

Who Can Lead?

Immediate Needs?

Prioritizing Realistic Goals?

Timeline Development?

DOWNTOWN OCCUPANTS LIAISON –  
Staying in touch with those in downtown and  
coordinating with promotions committee for inclusion on  
Website and Media

- What the role is of MSW as it relates to downtown Winchester
- Need to have the Night Market Funds reallocated (\$2000) for marketing support
- Definition of Rachel Boyd's time
- Work toward the Powerpoint to the Promotions committee and determine if there an event to promote the new logo and introduce it
- Could be a lunch and learn for businesses to use the branding work
- 40<sup>th</sup> year for MSW – Plaque coming
- Non-profit license plate project to raise funds
- Become a non-profit and be only supported by the City not totally dependent upon the city
- Need a budget presented July 1, 2020
- Sweat Equity for Sponsorship of an Event