







EXECUTIVE SUMMARY

The Flower City, the city that brought the world a Kodak moment, garbage plates, the Memorial Art Gallery, and Brother Wease. One of the most livable places in the country, but most importantly a city that grows on artistic grounds and one that can be called "home" for over 210,000 Rochesterians (Master Plan, 2015). During the last decade, college students and young professionals have been moving to small cities; Buffalo, Cleveland, St. Louis, etc. Individuals look to live in cities that have creative and individualistic development. Buffalo has a strong sports presence; St. Louis has a unique sense of style, and Cleveland has diverse neighborhoods. The Flower City, otherwise known as Rochester, New York, is missing a unique selling proposition; an influential neighborhood that can forecast prosperity. We believe that selling proposition is Grove Place.

Vesseled within that city's core lays Grove Place. Grove Place is the last remaining 19th century residential area. Residents get a bouquet of living in luxury, city nightlife, lively streets, and opportunities to grow their creative roots. Grove Place seeks to uproot individuals ready to get their feet in the dirt and vBenchmark PR presents the "Grove Place: Where The Arts Are Rooted" campaign as a call of action for artistic folk to embark on a new adventure in hopes they will live, work, and visit to grow this picturesque.

We invite you to learn how "Grove Place: Where the Arts are Rooted" will support Grove Place and the Flower City's Master Plan. We believe that with this plan, Grove Place will reach a pinnacle moment in history and encourage those to plant their roots where the grass is always watered.

Eastman School of Music students are practicing a symphonic tone hoping to become the next Mozart, a jazz club at the Downstairs Cabaret Theatre is boogieing the night away, residents are biting into the best seafood at Tavern58 at Gibbs, or pouring Press Coffee Roasters then heading over The Eastman Theatre to catch TheatreROCS in action. Grove Place is more than a fertile land of opportunity, but a community that is focused on planting seeds of artistic inspiration. Grove Place wants to be the core of Rochester's creativity.

"Where the Arts are Rooted," weaves the arts into every aspect of life in Grove Place. The campaign incorporates supporting community projects across the city. By creating partnerships with the World Inquiry School No. 58, Eastman Theatre and Eastman School of Music TheatreROCs, sustainability program with M/E Engineering PC, and Wall Therapy of Rochester; Grove Place will be the ideal place for Rochester natives to settle down. Creating a brand within Grove Place will tie the community that currently exists closer together to achieve our goal of Grove Place becoming the unifying factor of all artistic initiatives throughout Rochester.



SECONDARY RESEARCH

To understand the current status of the neighborhood we looked at scholarly articles, print, and online news. See bibliography in appendix.

LOCATION

Grove Place Neighborhood is located on Gibbs Street, just north of the Eastman Theatre. The boundaries are University Avenue, Scio Street, East Main Street, and North Chestnut Street and consists of approximately 0.051 square miles.

TARGET AUDIENCE

The target audience (college aged individuals 18-25) are moving to other smaller cities that have established something unique about them, such as Buffalo, Raleigh, Cleveland, and St. Louis. These cities have made their unique qualities stand out which attracts members of the target audience to live, work, and play there.

RESIDENTS

The residents within Grove Place are mainly young professionals, Eastman School of Music students, and older empty-nesters.

TARGET AUDIENCE

Ages 18-25 primarily use social media platforms. They tend to not follow accounts or people who do not utilize the platform correctly or at all. They also tend to ignore any account that has nothing to do with them or does not affect them in anyway. This means organizations must create a voice on social media and adapt it to each platform (wording wise) to grab attention. They must also make an emotional connection to keep that attention going.

GROVE PLACE

Grove Place is the last remaining 19th century residential area. The neighborhood features unique architecture as well as outdoor art installations such as art benches.

Many people rent or lease their home/apartment in the neighborhood. Only 8.7% of the people living within Grove Place had a mortgage. This is perfect for the target audience since most cannot afford to be homeowners. In 2004, Grove Place added 90 more apartments to their neighborhood. This neighborhood features brick row houses, leafy tree-lined streets, sculpture gardens, and modern townhomes.

As residential demand increases downtown, new townhomes and residences have been built (with more on the way) within Grove Place. It remains an excellent location for those looking for a quiet neighborhood while still maintaining a close proximity to the East End entertainment district. It has many 19th century brick townhouses, as well as multifamily and single-family homes. Newly built two-story condominiums mix in well with the beautiful older architecture, including Windsor Lofts.

PRIMARY RESEARCH

We have conducted informal interviews of people who live and work in Grove Place, and sat in on an Grove Place Association Neighborhood meeting. Our agency also met with Grove Place Neighborhood Association President Suzanne Myers.

INFORMAL INTERVIEWS

Members of Benchmark PR conducted interviews with individuals who work within Grove Place.

Dave is a contractor that works within Grove Place about two days a week. He was unaware that he was working within the Grove Place neighborhood and that there were any "boundaries." He stated that he has not noticed an college aged kids (target audience) around while working. Dave did not find anything interesting or unique about Grove Place. He said maybe more corner stores would be nice for easy access while working but was unaware of Hart's Local Grocers down the street from where he was.

Kelsey works at the Downstairs Cabaret Theatre. She works within the neighborhood and spends over 40 hours a week there. As far as Rochester goes, she finds Grove Place to just be an average neighborhood with nothing unique or notable about it. Kelsey does not see anything that she would like to change about Grove Place. Overall she did not seem very passionate about working in Grove Place or the neighborhood in general.

GROVE PLACE NEIGHBORHOOD ASSOCIATION MEETING

The neighborhood association holds a meeting the last sunday of every month. February 23, 2015, Benchmark PR attended the meeting since it is open to the public. The meeting was 34 minutes. Jim Martin opened the meeting by introducing the guest speaker, Michael Patterson, the recently appointed City Councilman representing Grove Place.

Michael Patterson:

He stated that he has previously lived on Gibbs Street. He was asked what the boundaries are for the Northeast area. It's the area from Main St. (at the river) to Goodman; Goodman to Clifford to Culver; Culver to Woodlawn; Woodlawn to Culver at the border of Irondequoit; and then back to the river. Members asked if he knew where the parking will be for School #58 staff and if the owner of the property at 150 University which recently burned down will be liable for the demolition expenses.

MEETING WITH ASSOCIATION PRESIDENT SUZANNE MEYER

After the association meeting, members of our agency sat down with the association president to find out more about the neighborhood where we gained a unique perspective and insight on Grove Place.

Grove Place has a perceived reputation from those outside of Grove Place that it is a wealthy and upper class neighborhood. It's architecture and antiquity are unique and beautiful to those passing by. Grove Place residents and other insiders perceive Grove Place as a less affluent, middle class diverse community.

Eastman is a jewel located right in the middle of Grove Place. The Eastman school of music is an active participant in the Grove Place events and Grove Place is home to some of the Eastman School of Music students who make "high caliber neighbors" and have changed the neighborhood for the better. They contribute to the unique culture and demean-or of Grove Place.

Grove Place residents feel very fortunate to live within their neighborhood. It's the type of neighborhood where everyone knows everyone else which offers an old fashioned neighborhood feel. While the city is often seen as a lively and wild place, Grove Place offers a unique escape from the hustle and bustle of the city's nightlife. Grove Place residents are given the unique opportunity to either go down to East End for a fun night out or to stay inside for a quiet evening in.

CHALLENGES & OPPORTUNITIES

CHALLENGE

There are so many different small neighborhood within the bustling Rochester City Center. Many residents in the downtown area and in the surrounding Greater Rochester area are unawareness of the names and specific borders of all the different neighborhoods. If the people living downtown are unaware of the neighborhood names and what is located there, it will be very difficult to get anyone unfamiliar with the Rochester area to live, work, or visit.

OPPORTUNITY

Grove Place is the last remaining 19th century residential area. It has continually expanded since it was first established as a residential neighborhood in the 1970's. Today many people in the City Center are semi-familiar with of Grove Place because it is a popular place to live and has many connections with the Eastman students, who live in apartments in there. This puts the neighborhood one step-ahead of the others and we can use the strength of Grove Place being a residential area to get the Rochester citizen to understand the borders of Grove Place. Therefore, if the citizens understand the borders it will be easier to encourage outsiders to come live and work, or just visit the thriving neighborhood.

CHALLENGE

There is a trend we discovered that a lot of the students who attend University of Rochester, RIT, MCC, St. John Fisher College, Roberts Wesleyan, and Nazareth are from Buffalo, Syracuse, Utica, Rochester and other surrounding areas. They come to live in Rochester for their four years they are in college but most of them planned on moving back home after they were done with college. They all talked about how they didn't plan on staying in the area unless they had something that was tying them to the area.

OPPORTUNITY

The young professionals need a sense of safety so many of them choose schools that are only a few hours away from home. Due to this discovery, our target audience is young professionals from the Greater Rochester area and are secondary is young professionals from surrounding cities. We have specific places to target and reach out too. Since we have identified that safety is one of the main reason they choose to settle in an area we know that, are from the Rochester area.

CHALLENGE

The drinking habits that are typical of college student during their time at college steers them away from participating in events that are offered in Grove Place centered around the arts. Our campaign is centered on the idea that the young professionals are involved with the arts culture that is already present in the City Center and more specifically Grove Place.

OPPORTUNITY

Incorporate some casual drinking within some of the more lively events for the neighborhood. Also this will help us to promote the events in a way that will be exciting for the college students and young professionals. This generation seeks adventure if you can show them how something is adventurous they will come.

CHALLENGE

There is a stereotype currently present that Downtown Rochester is unsafe, due to crime rates in the past. Since residents of the City Center and surrounding areas have this stereotype in their head, it creates the downtown streets to be empty. Empty streets lead to less traffic for businesses, less tourist attraction, and a lack of interest in moving to Downtown Rochester to make it home.

OPPORTUNITY

Currently, Rochester is undergoing a lot of construction and transformation that will help connect the different neighborhoods and bring more foot traffic to downtown Rochester. The reconstruction of the interloop, development of additional residential developments, improved transportation system, and addition of public spaces all will help create foot traffic on the streets and create more activity throughout Rochester. Grove Place is in the center of the City Center and we can use the transformation of downtown to create outdoor events that anyone in the surrounding neighborhoods can walk to. This will help add to the lively streets of Downtown, at the same time developing extra attention for Grove Place.

CHALLENGE

Millennials and young professionals are moving into "smaller" cities such as Boston, Buffalo, and Cleveland because they can live like millionaires in these in the urban neighborhoods. All the cities have something unique that compels the young adventurous individuals to live there. Buffalo create a unified community through sports, St. Louis created harmony among the neighborhoods by developing a unique style, and Cleveland welcomed diversity in all the welcoming neighborhoods. Rochester hasn't figured out that unique something to promote and this is harming them. Individuals are looking past Rochester when searching for a home or even a place to visit because they don't know that they can have a fun and welcoming life in the city.

OPPORTUNITY

Rochester has a unique presence of the arts all throughout the City Center. Grove Place has the Eastman School of Music within its district, the Grove Place Jazz Project, the Downtown Cabaret Theater, and various art benches and sculptures decorating the streets. With the addition of the Art Trail, which will help connect the different arts Grove Place has to offer, Grove Place can help Rochester attract their target audience by selling the Flower City "Where the Arts are Rooted."

CHALLENGE

Hard time reaching young professionals with traditional media tactics because they don't appeal to our target audience and have been dying out. Not many of the young professionals read the City Paper or watch the news in the morning. It is easy to reach older generations with traditional media options but not young hipster adults.

OPPORTUNITY

This creates the perfect opportunity to try some new tactics, mainly a social media campaign. Our target audience uses Instagram, Twitter, and Snapchat in order to stay up-to-date and brag about the awesome adventures that occur to them daily. By understanding these different types of social media and producing content that the young professionals relate to, we can reach them in ways that the city hasn't been able too.

SWOT ANALYSIS

STRENGTHS

- Strong Residential area
- Presence of various aspects of art and music
- Outdoor spaces for residents to gather
- Highly involved/passionate neighborhood association.
- Neighborhood covers several streets
- Residential Area is visually/aesthetically pleasing

OPPORTUNITIES

- Presence of arts and music
- Empty lots for events
- Defining neighborhood boundaries and giving residents a name (ex: The Grovers)
- Close proximity to several area colleges
- Neighborhood covers several streets (establish a main street)

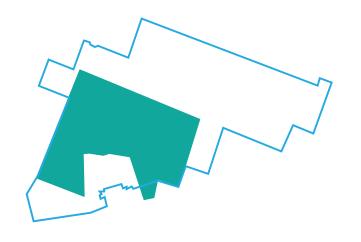
WEAKNESSES

- Very few businesses within Grove Place
- Existing businesses seem unapproachable
- Lack of name recognition
- Lack of convenience features for residents (grocery stores)
- Area lacks friendly, community feel

THREATS

- Other Rochester City neighborhoods with more appealing features (East End, Cascade Canal District, High Falls, Neighborhood of the Arts)
- Primarily Residential
- Eastman Students only live there temporarily

KEY MESSAGES



Grove Place: Where The Arts Are Rooted

Arts, music, film, and theatre are part of the culture and environment of the location.

Grove Place is not just a neighborhood, it's a community, a family.

The neighborhood is pictureque featuring outdoor art.

The residents of Grove Place are a collaborative community who are very passionate about bettering their community.

TARGET AUDIENCE **PRIMARY SECONDARY** Young professionals, college undergraduates Undergraduate or graduate students in the or recent graduates in the Rochester-area in Buffalo or Syracuse area within the 21-25 the 21-25 age range. Hipster, artsy, young age range. These people are ones looked for more of an arts and music cultured couples looking for things to do within the area and are around the same age range. environment. **TERTIARY** An older demographic, around an age that they would retire, looking for things to do in an arts and music cultured environment.

GOALS, OBJECTIVES, STRATEGIES & TACTICS

WHAT IS THE GOAL?

TO GET COLLEGE STUDENTS AND YOUNG PROFESSIONALS, 18 TO 25 YEARS OF AGE, TO LIVE, WORK, AND VISIT GROVE PLACE IN ROCHESTER, NEW YORK



To increase name recognition for Grove Place among college aged individuals and young professionals by 10 percent by June 6, 2016.





To create awareness of the benefits of living within the Grove Place community among college aged individuals and young professionals by 5 percent by June 6, 2016.





To increase awareness and interest of arts and culture among college aged individuals and young professionals by 5 percent by June 6, 2016.



OBJECTIVE #1

Objective #1: To increase name recognition for Grove Place among college aged individuals and young professionals by 10 percent by June 6, 2016.

Strategy #1: Develop culturally relevant public relations campaign for Grove Place.

Rationale: Our primary research showed that a lot of people need a little push in the right direction in order to make a big change in their life, such as moving or settling into a city. Campaigns are great way to help them get over the hurdles because it promotes ways to overcome them.

Tactic #1: Create an enticing and culturally relevant name and theme with corresponding key messages. The campaign's overall theme will be "Grove Place: Where The Arts Are Rooted" We want to portray to all college age students and young professionals that Grove Place is the ideal community to ground your roots in Rochester, New York; amplifying the fact that Grove Place is the perfect residential area of Downtown Rochester.

Tactic #2: Design a visual identity for the Grove Place. This involves creating a trademark that specifically portrays the artistic nature of the community. This visual identity will be expanded upon through the creation of letter heads, business cards for the Grove Place Association, mailing labels, and used for all mediums including social media platforms.

Tactic #3: Create a website that allows this campaign to live and breathe online. Grove Place Association will be the owner and manager of this page. The site will feature some of Grove Place's finest work of art including The Elders, Josephine Baker Bench, Bette Midler Bench, Gentle Woman, Seventh Spirit, Dancers, Mask, Fun Art Benches, and Lawn Mower Trellis.

Tactic #4: Create an art trail consisting of the various outdoor arts already within Grove Place to connect the art and kick off the campaign. The trail will be called the, "Grove Place Outdoor Art Gallery" and will incorporate a map pinpointing specific structure destinations. (See Appendix for Tour Stops)

Strategy #2: Engage University of Rochester, St. John Fisher College, Nazareth College, Rochester Institute of Technology, Monroe Community College, SUNY Brockport, SUNY Fredonia, Finger Lakes Community College, Eastman School of Music, and Roberts Wesleyan students through social media.

Rationale: This brings awareness to our neighborhood using a communications channel that can be used directly to establish relationships and reach our target audience.

Tactic #1: Create a social media content calendar for 90 days upon the releasing of the campaign for all Grove Place social media platforms that will be run by the Grove Place Association.

Tactic #2: Create an Instagram account in order to connect with students by showcasing local arts, available apartments and the beautiful outdoor environment within Grove Place.

Tactic #3: Create a Snapchat account for Grove Place. Snapchat has increasingly been used to promote business products, services, or company culture. With the use of Snapchat the Grove Place Association will be able to promote local events happening within Grove Place, show snaps from jazz concerts held at the Downtown Cabaret Theatre, post local listings of new apartments on their "Story."

Tactic #4: Create a Twitter account. Use this account to Tweet interesting facts about the neighborhood, new updates, available living spaces, and Eastman events, all well using the neighborhood hash tag #TheGreatGrove.

Tactic #5: Create a Google+ page and use keywords of "Rochester, Apartments, Art, Music, Culture, Living, Visiting, etc., for search engine optimization (SEO) purposes. Share engaging content from Grove Place's Facebook Page.

Tactic #6: Ensure that social media platforms with location based tracking are using that geo-location option based in Rochester, NY and that all social media postings incorporate a hash tag of "#ROC" or "#GrovePlace"

Tactic #7: Use video social media platforms, Meerkat and Periscope, to promote events. Live-stream video from any device using this application. When the Grove Place Association's holding an event or concert they can use this to spread awareness and increase interest. Applications such as these are fairly new on the market and being early adopters to the medium will allow the Grove Place Association to establish their presence before other neigh borhoods, putting them ahead of the competition.

Strategy #3: University of Rochester, St. John Fisher College, Nazareth College, Rochester Institute of Technology, Monroe Community College, SUNY Brockport, SUNY Fredonia, Finger Lakes Community College, Eastman School of Music, and Roberts Wesleyan students to Grove Place social media accounts by means of signage.

Rationale: When students are on social media, they wall all of a sudden start following a neighborhood in Rochester until they see the benefits it has to offer or reached them directly.

Tactic #1: Create flyers with Grove Place's social media handles to post on the bulletin board that other local apartments are posted on, to create awareness of the locations.

Tactic #2: Post signs in downtown locations within the neighborhood saying "Thanks for stopping in. Before you leave, tag your location." This will encourage others to post about Grove Place and let them be aware of the location of the neighborhood and let them see what is there.

Tactic #3: Follow social media accounts of local college students. Find them by searching tweets/instagram posts with tagged locations.

Strategy #4: Encourage current Grove Place residents and Rochester area businesses, whose objectives are centered around amplifying the arts, to participate in Grove Place's social media accounts.

Rationale: We know from our secondary research that social media is a key strategy in order to reach our target audience of college age 18-25, but we also know from our primary research that no one will want to follow any forms of social media if they aren't actively being used and don't have much of a following. Therefore, by having the current residents and businesses, that are already local, follow our accounts it will make the social media more attractive to the target audience.

Tactic #1: Place a visually appealing flyer in all current residents mailboxes informing them about all the different social media accounts that Grove Place has and any additional information they may want to know, such as the neighborhood hash tag, to be involved in promoting the neighborhood on social media.

Tactic #2: Follow current Grove Place residents and business social media accounts. Encourage engagement by tweeting them and mentioning them in postings.

Tactic #3: Create individualized Grove Place days for postings on social media; Throwback Thursday, to encourage community members to post historical photos on their social media accounts. A shared interest among Grove Place residents is their fondness of their house pets,. They feature a section on the current neighborhood website titled "Famous Four Footers." We would like to transfer this interest into engaging content and turn Friday's into "Four

Tactic #4: Include a section on the Grove Place Association website about the top tweet/posts of the week, in order to continually encourage the residents to post/tweet about the town with the hopes of making it on the website.

Tactic #5: Send out an email newsletter with the top tweet/post of the week, any new hash tags that might have been created for upcoming events that are located in Grove Place or Grove Place may be participating in, and the special posting days on social media for the month.

Tactic #6: Connect all Grove Place social media sites to the website to direct website traffic to the various social media platforms. Footer Friday," where the general public of Rochester and Grove Place community members are encouraged to post a photo of their household pet, use the #FourFooterFriday, and tag Grove Place.

Strategy #5: Establish strategic partnerships with opinion leaders at University of Rochester, St. John Fisher College, Nazareth College, Rochester Institute of Technology, Monroe Community College, SUNY Brockport, SUNY Fredonia, Finger Lakes Community College, Eastman School of Music, and Roberts Wesleyan. Rationale: The local opinion leaders at the school are many times how the students learn about events going on in Rochester and they are people that will help them answer questions about living and activities in Rochester. Our credibility and the trust of Grove Place Association and the Rochester City Master Plan initiatives and message will be enhanced by the use of local community leaders. Having a partnerships with the school will allow them to promote fun and safe program and will allow Grove Place to gain the attention and foot traffic from their target audience.

Tactic #1: Use specific social media measurement platforms that measure a person's social influence on a specific topic such as Klout. Create lists on Twitter of potential opinion leaders from area colleges to monitor their audience and engagement levels. Through this monitoring tactic, Grove Place will be able to identify what their target audience is talking about, what they care about, what their interests are, etc., and be able to tailor their key messages better. Grove Place Association should ensure that there is at least one student from every Rochester college campus on the list.

Tactic #2: Reach out to local college media outlets, such as the C-TV, WRUR-FM, and Extra, Extra, with stories of upcoming events or news relating to Grove Place are occurring.

Tactic #3: Work with college's Student Activities Board to create package and discounted deals to The Little Theater, GEVA Theatre and Downtown Cabaret. Offer a shuttle to Hart's Local Grocers or have events sponsored by the college that the students could attend.

Tactic #4: Work with Residential Life departments from college campuses to have a Grove Place booth at off-campus housing fairs where we can showcase our beautiful neighborhood and some of the apartments. Give the departments the names of apartments available to offer to students who may ask about living off-campus at anytime.

Tactic #5: Follow social media accounts such as Rochester Off Campus to expand reach of living opportunities in Rochester.



Tactic #6: Encourage opinion leaders to join the Grove Place Association. Opinion leaders are able to drive influence and change. If an influencer joins the Association, it is likely they will drive others to see the benefits of joining as well. Therefore, increasing the association by numbers.

Strategy #6: Facilitate and develop fun and interactive events that are relevant and appealing to college aged individuals and young professionals.

Rationale: College aged individuals enjoy engaging and interactive events, especially events that take place in areas in which they live. Establishing events within the neighborhood will peak the interest of college students and inspire them to live, work and play within Grove Place.

Tactic #1: Have a kiosk at the East End Music Festival, on June 12, 2015 to coincide with the East End Music Festival. Hand out cards of different shaped musical instruments and art pieces that tell a little bit about the different arts the culture of Grove Place has and have posters showcasing any Eastman students who are residents of Grove Place participating in the festival.

Tactic #2: Team up with Rochester's Wall Therapy group to host a mural painting party in Grove Place inviting local college students to come participate. It would be called "Paint Doesn't Fade" symbolizing that whatever they paint there will forever remain part of the Rochester community. The mural would be a fun way to bring the community together designed to promote the arts within Rochester City Center.

Tactic #3: Hold a social media photo contest on Twitter and Instagram where students from University of Rochester, St. John Fisher College, Nazareth College, Rochester Institute of Technology, Monroe Community College, Eastman School of Music, and Roberts Wesleyan compete in taking the most unique picture with the different outdoor art within Grove Place. There would be one winner from each school and they would be posted on all of Grove Places social media forms and get free tickets to a show at the Downtown Cabaret Theater.

Tactic #4: Coordinate with Painting With A Twist® to hold sessions at the YMCA. Painting With A Twist would be an instructional art class that incorporates friends and wine, all while learning how to paint a masterful piece of art. Painting With A Twist has over 204 franchise locations all over the country.

Strategy #7: Utilize a number of press communications to gain media attention for any important news or events that are happening in Grove Place.

Tactic #1: Creation of a media outreach list for Grove Place Association. This media outreach will incorporate specific members of the media in Rochester who cover the arts field, as well as college media outlets that includes area college newspapers and social media platforms.

Tactic #2: Releasing media alerts to release to local news (13 WHAM TV, WHEC, TWC News, etc.) media to publicize community events throughout the year.

Tactic #3: Create press releases to disburse to local news media (Democrat and Chronicle, Rochester Business Journal, etc.) to publicize community events throughout the year.

Tactic #4: Compile media kits to provide local news outlets (Democrat and Chronicle, 13 WHAM TV, WHEC) to spread the word about important community events throughout the year. The Media Kit will include relevant event posters and photos, biographies of key speakers, press releases for each event, media alerts, Grove Place Association logo, and biographies of Grove Place Association board members.



Tactic #5: Creation of a newsroom on the campaign website. The newsroom will contain the media kit for any member of the local media to access press releases, photographs, and media alerts of the latest or upcoming events. The newsroom will also contain highlights from the event covered in the media or any interviews/video spotlights from the event featured in the local media.

Tactic #6: Establish a relationship with the Washington Square Neighborhood Association. The president of the association, Jeremy Schwingle, is the co-founder of the Rochesteriat. A relationship with the president would open a line of communication so any possible events coming up within the Grove Place community could be featured on the Rochesteriat's social media platforms and blog.

Tactic #7: Public Grove Place Association events and Grove Place, East End, and the Neighborhood of the Arts (NOTA) collaborative events on the Arts and Cultural Council in Rochester's website and events calendar.

MEASUREMENT

In order to measure whether or not name recognition of the Grove Place neighborhood was increased among college students it would be beneficial to turn to the various social media platforms we have established. By examining the amount of follows, "likes", mentions and engagements on each of the following platforms (Twitter, Instagram and Snapchat) as well as the demographics of those interacting with the social media we will gain insight as to whether or not name recognition has been increased among college students. In order to measure interactions with the Grove Place Website, utilizing browser cookies will allow us to track how many users clicked on the various links as well as how those users accessed the site.

Various polls and surveys will also be very important in measuring name recognition amongst college students. Administering short polls inquiring as to how guests at events heard about Grove Place, or that specific event (news media, website, social media, etc.) will allow us to gain insight as to whether our various media channels are successful or could use some more improvement. Conducting additional research would do measuring whether or not the Grove Place Logo and identity are successful in increasing name recognition amongst college students. Administering questionnaires to several college students with an image of the Grove Place logo asking if they have ever seen this before will allow us to gauge whether or not recognition exists among college students and will allow us to evaluate whether or logo is adequately dispersed and publicized.

OBJECTIVE #2

Objective #2: To create awareness of the benefits of living within the Grove Place community among college aged individuals and young professionals by 5 percent by June 6, 2016.

Strategy #1: Establish a sense of community within the Grove Place neighborhood.

Rationale: People want to live where they feel they can engage with others. They not only want neighbors but they want friends to share their lives with; they want a community where they can participate in and find common interests.

- Tactic #1: Create a unifying name for those who live within Grove Place. (ex: "The Grovers")
- Tactic #2: Establish boundaries for neighborhood that are marked with unique and artistic posts/markers to establish a common bond.
- Tactic #3: Hold a "Grovers Gathering" block party within Grove Place to attract current and prospective college aged residents. The Grover's Gathering will feature catering from Tavern58 at Gibbs, a restaurant in Grove Place.
- Tactic #4: Press Coffee Roasters special for Grove Place residents.
- Tactic #5: Encourage member of the Grove Place community to attend an Art Social held at the Memorial Art Gallery, 500 University Avenue, every year.
- Tactic #6: Grove Place Association members become more actively involved in Rochester initiatives and events. Grove Place Association have a presence at Rochester's annual St. Patrick's Day parade.
- Tactic #7: Use influencers to create awareness of the The Grove Place Jazz Project. Use an Eastman School of Music student will be attending the event and encourage them to be an advocate for the
- Tactic #8: Grove Place Association give away Xerox Rochester International Jazz Festival, at Kodak Hall at the Eastman Theatre, Club Passes and tickets to single shows.

Strategy #2: Create local philanthropy and volunteer opportunities within Grove Place or by relations with other businesses in the Rochester community.

Rationale: Helps deepen relationships between current residents of Grove Place.

Tactic #1: Grove Place Association Eastman students team up with World of Inquiry School No. 58 students and spend an hour on one day a week teaching them a musical instrument they are interested in. Coordinate with the school to put on a musical with the children at the Eastman Theatre with the help from Eastman School of Music Students that could compose the music, pick out the musical, and direct the show. Eastman School of Music Students could team up with the Rochester City Ballet dancers, executive director Nichole Gantshar, and artistic director Jamey Leverett that could help with choreography.

Tactic #2: Establish "Green in the Grove" sustainability campaign to promote earth friendly attitudes and socially responsible behavior among residents. The sustainability program could be sponsored by M/E Engineering PC, a business in Grove Place, whose main objective is focusing on energy conservation. The program will include planting a new tree every month of the year in the Grove Place.

Tactic #3: Partner with Spectrum Creative Arts in Rochester. Spectrum Creative Arts provides quality creative arts services in the areas of music therapy, music instruction, art therapy, and art instruction for children and adults in Rochester and surrounding areas. Spectrum believes that everyone is an artist and seek to empower clients to create, explore, and enjoy the arts. Grove Place Association could hosts events for children and young adults using Spectrum Arts facility or provide artists and musicians, possibly Eastman School of Music students, as representative of Grove Place to Spectrum Arts for their therapy sessions. This would create a volunteer opportunity for college aged students who live in Grove Place; having this experience would look fantastic on a resume. Spectrum Creative Arts has an event called "Songwriter Showcase," where Grove Place can help recruit musicians from their community.

Tactic #4: Encourage participation in the Grove Place Cleanup program. Every beginning of spring, the Grove Place community come together to clean-up sidewalks, roads, plants, etc., all around the neighborhood. The Grove Place Association is finds environmental sustainability pertinent to the quality of their living. Inviting others to join hands in this effort will enhance the optics of the community as one that stands together for the greater good. Their efforts cater to the fact that Grove Place has been name one of the Historical Preservation Districts by the City of Rochester, thus sustaining the beauty of the community.

Strategy #3: Establish a strategic relationship with surrounding neighborhoods. In order to demonstrate unique location of Grove Place by emphasizing how the upper part of Rochester's inner-city neighborhoods are focused on encouraging artistic advancement. Relationships would be with East End neighborhood and the Neighborhood of the Arts (NOTA).

Rationale: During preliminary research, a discussion with a Grove Place Association member sprouted as they expressed their desires for unity betweenthe visual aspects of the arts including print, drawing, painting, graphic design, etc. but that Grove Place encomposess all aspects of the arts including architectural and structural design, dance, music composition, etc.

Tactic #1: Create package deals that combine the entertainment featured in Grove Place with the nightlife offered in East End.

Tactic #2: Establish "#ROCRoots" to use in social media postings about being in Grove Place, East End, and the Neighborhood of the Arts (NOTA).

Tactic #3: Place application for the National Endowment for the Arts award for the Greater Rochester Area. The National Endowment for the Arts (NEA) award is granted by an independent agency of the United States federal government that offers support and funding for projects exhibiting artistic excellence. There are three categories of grants the NEA offers, Groce Place Association, East End, and the Neighborhood of the Arts (NOTA) would place for the following two; Grants for Arts Projects and Partnership Agreements. NEA supports exemplary projects in the discipline categories of artistic communities, arts education, dance, design, media arts, museums, music, musical theatre, opera, theater, visual arts, opera, local arts agencies, and folk and traditional arts.

Tactic #4: Partner on hosting a "Through The Student Lens" exhibit for college students. The Neighborhood of the Arts (NOTA) hosts an exhibit every year at Image City Photography Gallery called "Through the Student Lens" that showcases creative and talented high school students from Rochester schools. This exhibit will be revitalized to include the college student demographic. Students will be able to apply to the exhibit online either as an individual or as a group of students. The exhibit will not prevent anyone not studying the arts to apply, the exhibit is open to anyone within the college demographic. Individuals applying must have proof of enrollment in a Rochester area college.

Tactic #5: Co-sponsor with East End and the Neighborhood of the Arts (NOTA) the Rochester Community Arts Awards Luncheon and Celebration held at the Joseph A. Floreano Rochester Riverside Convention Center held during the second week in June.

Tactic #6: Establish a Flower City Day and have everybody participate in painting flowers to celebrate their neighborhood and being part of the Rochester community.

Tactic #7: Host an event in collaboration with the TheatreROCS association. TheatreROCS is a non-profit conglomerate of Rochester's finest live theatre organizations dedicated to highlighting Rochester as a, "respected, economically-viable community of culture, learning and prosperity." Grove Place's Downstairs Cabaret Theatre is a member of TheatreROCS. As well as the following organizations throughout Rochester: Blackfriars Theatre; Bristol Valley Theatre; Gatesinger Company, Ltd.; GEVA Theatre Center; Greater Rochester Repertory Companies; Irondequoit Theatre Guild; JCC CenterStage; Kalidas (Indo-American Community Theatre Group of Rochester); Method Machine; Out of Pocket Productions; Penfield Players; Pittsford Musicals; PUSH Physical Theatre; The Rochester Association of Performing Arts (RAPA); Rochester Children's Theatre; Rochester Community Players (Shakespeare Players and Irish Players); Rochester Latino Theatre Company; Theatre Young Kids Enjoy (TYKEs); Unleashed! Improv; Webster Theatre Guild

MEASUREMENT

In order to measure whether or not college aged individuals are aware of the many benefits of living within Grove Place we could disperse polls around local colleges asking whether students were aware of the various philanthropic opportunities available within Grove Place. Part of our campaign was to establish a package deal between East End restaurants and Grove Place Arts and entertainment establishments. In order to measure the success of this strategy we can survey business owners as to whether or not they have received the package deal coupons. By surveying business owners we will be able to determine how many took advantage of these offers and package deals and will ultimately assist us in determining whether or not they were successful. In order to measure the success of the established hashtag, "#ROCRoots", we will turn to social media to examine how many users have utilized the hashtag within their postings as well as how many of those postings are directly relevant to Grove Place. In order to measure the success of various events, such as "Flower City Day" we can survey individuals to find out whether they attended, or were aware of these events and happenings within Grove Place.

OBJECTIVE #3

Objective #3: To increase awareness and interest of arts and culture among college aged individuals and young professionals by 5 percent by the beginning of June, 2016.

Strategy #1: Promote pre-existing artistic structures in Grove Place.

Rationale: It is often said that cities succeed when people want to live and work there, and we largely want to live where our heritage and history are preserved. Grove Place is one of Rochester's Historic Preservation Districts that amplifies Rochester's unique architectural and landscape. Citizen's recognize the importance of retaining and maintaining the built history.



Tactic #1: Create an art trail consisting of the various outdoor arts already within Grove Place. The trail will be called the, "Grove Place Outdoor Art Gallery" and will incorporate a map pinpointing specific structure destinations. (See Appendix for Tour Stops)

Tactic #2: Create permanent signage to introduce the outdoor art on the Grove Place art trail.

Tactic #3: Encourage attendance to Eastman School Events held within Grove Place by utilizing media kits. Send out press releases to members on the media outreach list.

Strategy #2: See Objective 1, Strategy 2.

Rationale: This brings awareness to our neighborhood using a communications channel that can be used directly to establish relationships and reach our target audience.

Tactic #1: Feature weekly/monthly posts about a specific piece of art that gives background information on the artist as well as the work itself.

Tactic #2: Use the app, Periscope, to stream live parts of the Grove Place Jazz Project to push out on social media platforms.

Tactic #3: Create a hashtag and location tags to use at Grove Place art related events and the art trail.

Strategy #4: Establish strategic relationships with businesses in the inner-city Rochester area.

Tactic #1: Encourage participation from local Grove Place residents in events hosted or sponsored by the following organizations: Rochester Philharmonic Orchestra, Multi-Use Cultural and Community Center, Arts and Cultural Council in Rochester, Rochester City Ballet, Aerial Arts, Shen Yun Performing Arts, Rochester Contemporary Art Center, Rochester Contemporary Art Center, Rochester Association of Performing Arts, The Advertising Council of Rochester

Tactic #2: Reach out to the following organization and co-sponsor events with them: Rochester Philharmonic Orchestra, Multi-Use Cultural and Community Center, Arts and Cultural Council in Rochester, Rochester City Ballet, Aerial Arts, Shen Yun Performing Arts, Rochester Contemporary Art Center, Rochester Association of Performing Arts, The Advertising Council of Rochester Objective

MEASUREMENT

In order to measure awareness and interest in the arts, we could disperse surveys to college aged individuals living within Grove Place and surrounding areas to find out how much they know about the local art scene as well as how interested in the arts the local arts scene they are. Additionally, tracking how many people attend the various art related events in Grove Place will allow us to gain insight on how rooted in the arts community members are. Social Media monitoring on our various pages and established hash tags will allow us to see how involved and interested the community is with our social media, and specifically our art related social media postings.



CONCLUDING STATEMENT

Our "Grove Place, Where the Arts are Rooted," campaign will drive artistic young professionals to become aware of the neighborhood Grove Place, which will ultimately get them to live, work, and visit Downtown Rochester.

Raising awareness for Grove Place and the importance of the arts, will help us bring individuals to the neighborhood, as well as bringing their attention to the benefits of living in the city and the opportunities available. Using social media, traditional media, community events, philanthropy efforts, and strategic relationships we will draw in the attention by promoting the uniqueness of Grove Place that will put Rochester on the maps.

A highlight of the plan is our "Grove Place Outdoor Art Gallery," a trail guide that pinpoints specific historical locations and artistic structures as you walk the paths of The Great Grove. Additionally, by developing relationships with surrounding neighborhoods, East End and the Neighborhood of The Arts (NOTA), "Grove Place, Where the Arts are Rooted" incorporates supporting community projects across the city. The trail guide will help maintain the arts and events that were created by this campaign, and the established relationships will help the whole City Center of Rochester continue to bloom.

A highlight of the plan is our "Grove Place Outdoor Art Gallery," a trail guide that pinpoints specific historical locations and artistic structures as you walk the paths of The Great Grove. Additionally, by developing relationships with surrounding neighborhoods, East End and the Neighborhood of The Arts (NOTA), "Grove Place, Where the Arts are Rooted" incorporates supporting community projects across the city. The trail guide will help maintain the arts and events that were created by this campaign, and the established relationships will help the whole City Center of Rochester continue to bloom.

At the end of the day we discovered that Downtown Rochester is a quintessential city containing several neighborhoods where individuals can live, work, and visit. Grove Place stands out among the various neighborhoods because of the arts culture the community have developed. The arts driven environment of Grove Place will help Rochester stand out and draw individuals to the lively city.



APPENDIX

I. Art Trail

Tour Stops

- 1. Kodak Hall at Eastman Theater
- 2. The Elders
- 3. Josephine Baker Bench
- 4. Downtown Cabaret Theater
- 5. Bette Midler Bench
- 6. Gentle Woman
- 7. Seventh Spirit
- 8. Dancers
- 9. Mask
- 10. Fun Art Benches
- 11. Lawn Mower Trellis
- 12. Eastman School of Music
- II. Social Media Content Calendar
- III. Media Outreach List
- IV. List of References



Time	Туре	Initiative	Topic Example Post	Link
			Friday, May 1, 2015	
witter				
.0:00 a.m.	Community Building	#GrovePlace	#FourFootersFriday // #FFF We love our famous four footers. Share a pic! #FourFootersFriday in #GrovePace #ROC	
2:00 p.m.	Campaign Launch (Promoted)	#GrovePlace	Outdoor Art Gallery Launching "Where The Arts Are Rooted" with @CityRochesterNY #TheGrove #ROCRoots #ROC	РНОТО
00	Arts Campaign	#ROCRoots #GrovePlace	Feature Peice in Outdoor Art Gallery	DUCTO
00 p.m.	College Exhibits	#ROCRoots	SUNY Fredonia Senior Show II - Con Artists	PHOTO
30 p.m. stagram	College Exhibits	#NOCNOOLS	South redoma School and Contact State Stat	http://ow.ly/LSXJs
00 a.m.	Community Building	#GrovePlace	#FourFootersFriday // #FFF	РНОТО
00 p.m.	Arts Campaign	#ROCRoots	Feature Peice in Outdoor Art Gallery	РНОТО
		#GrovePlace		
witter			Saturday, May 2, 2015	
00 a.m.	Community Events	#ROCRoots	Imagine RIT	http://ow.ly/LSRaL
0:00 a.m.	Community Events	#ROCRoots	Imagine RIT	PHOTO
00 p.m.	Exhibitis	#ROCRoots	George Eastman House International Museum of	http://ow.ly/LSQBy
	EXTINITIES	miconocis	Photography and Film: Da Vinci - The Genius exhibition	neep.//owny/25Q5y
stagram 0:00 a.m.	Community Events	#ROCRoots	Imagine RIT	РНОТО
			Monday, May 4, 2015	
vitter			. ,	
2:30 p.m.	Exhibits	#ROCRoots	George Eastman House International Museum of Photography and Film: A History of Photography Exhibit	РНОТО
:00 p.m.	Art Information		Art News How Are Art Exhibits Doing This Year? #ROC #Art #Exhibits	http://ow.ly/LSTYS
			Tuesday, May 5, 2015	
witter				
:30 p.m.	Hosted Events	#ROCRoots #GrovePlace	The Grove Place Jazz Project .@EastmanSchool offers The Grove Place Jazz Project, a weekly night of swing, ballads, and blues @downcabtheatre #ROC #GrovePlace	РНОТО
stagram				D.1.0.T.O.
:00 p.m.	Featured Art	#GrovePlace	Outdoor Art Gallery	РНОТО
witter			Wednesday, May 6, 2015	
:30 p.m.	College Exhibitis	#ROCRoots	Roberts Wesleyan College: The Davison Gallery Senior Show	РНОТО
nstagram				
			Thursday, May 7, 2015	
witter				
1:00 a.m.	Community Events	#ROC	CMAC: Ed Sheeran	http://ow.ly/LT1Ot
:00 p.m.	Historical Information	#GrovePlace	#ThrowbackThursday // #TBT	PHOTO
nstagram				
1:00 a.m.	Historical Information	#GrovePlace	#ThrowbackThursday // #TBT	РНОТО
-11			Friday, May 8, 2015	
witter	Community Puilding	#GroveDlace	#FourFootoreFriday // #EEE	РНОТО
0:00 a.m. :00 p.m.	Community Building Entertainment	#GrovePlace #ROCRoots	#FourFootersFriday // #FFF Rochester City Ballet Tyzik's IMAGES @RPO Kodah Hall at Eastman Thaeatre 8:00 p.m.	http://ow.ly/LSWLd
.οο μ.π.	Arts Campaign	#ROCRoots	Feature Peice in Outdoor Art Gallery	intip.//ow.iy/L3vVLu
:00 p.m.	7.1.C3 Campaign	#GrovePlace	reacture relice in ductaboli Art Guillery	РНОТО
:30 p.m.	Community Events	#ROCRoots	ArtSparks Night Out ArtSparks Night Out is tonight! Combine creativity, conversation, color, culture,	PHOTO
	·		cocktails! Create your own 11"x14" take home painting! #ROC #ROCRoots	
00 p.m.	Community Events	#ROCRoots	Memorial Art Gallery: Listen To Your Mother: Rochester	http://ow.ly/LSUxV
stagram				211070
	Community Building	#GrovePlace	#FourFootersFriday // #FFF	РНОТО
	, ,		Feature Peice in Outdoor Art Gallery	PHOTO
	Arts Campaign	#ROCRoots #GrovePlace	retrainer eine in outdoor / in Country	
	, ,		Saturday, May 9, 2015	
:00 a.m. :00 p.m. witter 0:30 a.m.	, ,			РНОТО

2:00 p.m.	Events	#ROCRoots	Lilac Festival - First Day			
8:00 p.m.	College Events	#ROCRoots	RIT: Jazz for All Seasons- The Rod Blumenau Quintet	http://ow.ly/LSQrf		
nstagram	-0				2 H 2 H 2 282	
10:30 a.m.	Events	#ROCRoots	Lilac Festival - First Day	#Art In The Park #ROC #LilacFestival		
:00 p.m.	Events	#ROCRoots	Lilac Festival - First Day			
napchat						
10:30 a.m.	Events	#ROCRoots	Lilac Festival - First Day		РНОТО	
			The state of the s		PHOTO	
4:00 p.m.	Events	#ROCRoots	Lilac Festival - First Day	2005		
	_		Monday, May 10	0, 2015		
Twitter						
10:00 a.m.	Holidays	#GrovePlace	Mother's Day	Take Your Mother to Press Coffee Roasters this morning and @tavern58 for dinner	РНОТО	
12:30 p.m.	Exhibits	#ROCRoots	One Museum Way Corning Museum of Glass: Student Art Show			
2:30 p.m.	Holidays	#GrovePlace	Mother's Day	Mother Nature shines her light on #GrovePlace today. #ROC	РНОТО	
			Tuesday, May 1	1. 2015		
Twitter			,			
L2:30 p.m.	Neighborhood Health	#GrovePlace	Neighborhood Update		http://groveplace.org	
6:30 p.m.	Hosted Events	#ROCRoots	The Grove Place Jazz Project	.@EastmanSchool offers The Grove Place Jazz Project at @downcabtheatre #ROC	PHOTO	
0.50 p.m.	Hosted Events	#GrovePlace	The Grove Flace 3022 Froject	#GrovePlace	111010	
Instagram						
, i stagi ai i						
Twittor			Wednesday, May	12, 2015		
Twitter 10:00 a.m.	Community France	#DOCD and	Foot Find Missia Footisel		http://ocatandoo.ot-f-	
	Community Events	#ROCRoots	East End Music Festival		http://eastendmusicfesal.com/	
nstagram						
			Thursday, May 1	3, 2015		
Twitter						
1:00 p.m.	Historical Information	#GrovePlace	#ThrowbackThursday // #TBT		РНОТО	
Instagram			·			
11:00 a.m.	Historical Information	#GrovePlace	#ThrowbackThursday // #TBT		РНОТО	
			Friday, May 14	2015		
Twitter			Triddy, Widy 14	, 2013		
10:00 a.m.	Community Building	#GrovePlace	#FourFootersFriday // #FFF	#FourFootersFriday in #GrovePace #ROC	РНОТО	
Instagram	Community Building	#GIOVEI Idee	#1 Out 1 Oote 131 Tiday // #1 1 1	m our ooters riddy in actover dec anoc	111010	
9:00 a.m.	Community Building	#CrovoDlace	#FourFootersFriday // #FFF		РНОТО	
	,	#GrovePlace	* * *			
5:00 p.m.	Arts Campaign	#ROCRoots #GrovePlace	Feature Peice in Outdoor Art Gallery		РНОТО	
			Saturday, May 1	5, 2015		
Twitter						
11:00 a.m.	Exhibit	#ROCRoots	Memorial Art Gallery: The Human Touch: Selections from		РНОТО	
6,00 n ==	Entortainment	#DOCD+-	the RBC Wealth Management Art Collection		http://ourle/ICTOO	
6:00 p.m.	Entertainment	#ROCRoots	JCC CenterStage presents: Into the Woods		http://ow.ly/LSTQ0	
Instagram						
12:00 p.m.	Exhibit	#ROCRoots	ARTIANworks: "Art of War" Bullet Paintings by Viktor Mitic		http://artisanworks.net	
			Monday, May 1	7, 2015		
Twitter						
10:00 a.m.	Community Events	#ROCRoots	Folk Art Guild Spring Festival of Crafts in Rochester		http://ow.ly/LSXCD	
			Tuesday, May 18	8, 2015		
Twitter			, , , , , , , , , , , , , , , , , , ,			
6:30 p.m.	Hosted Events	#ROCRoots #GrovePlace	The Grove Place Jazz Project	.@EastmanSchool offers The Grove Place Jazz Project at @downcabtheatre #ROC #GrovePlace	РНОТО	
			Wednesday, May	19, 2015		
Twitter						
Twitter	Business Highlight	#ROCRoots	Rochester Wall Therapy		http://wall-therapy.com	
Twitter 12:30 p.m.	Business Highlight	#ROCRoots	Rochester Wall Therapy		http://wall-therapy.com	

Twitter			Thursday, Ma	y 2U, 2U13	
:00 p.m.	Historical Information	#GrovePlace	#ThrowbackThursday // #TBT		РНОТО
:30 p.m.	Entertainment	#ROCRoots	Memorial Art Gallery: Third Thursday Concert	Third Thursday Concerts with Eastman's Italian Baroque Organ Thursdays @ 7:30 pm in the Fountain Court	
nstagram	Historiaal laformatica	#Casa Plans	#Therewise al-Theorem days // #TDT		DUOTO
1:00 a.m.	Historical Information	#GrovePlace	#ThrowbackThursday // #TBT	21 2015	РНОТО
witter			Friday, May	21, 2015	
0:00 a.m.	Community Building	#GrovePlace	#FourFootersFriday // #FFF	#FourFootersFriday in #GrovePace #ROC	РНОТО
:00 p.m.	Entertainment	#ROCRoots	Eastman Theatre: Dvorák's "New World" Symphony	Yoav Talmi, guest conductor Juliana Athayde, @RPO 7:30 p.m.	http://ow.ly/LSZsQ
	Arts Campaign	#ROCRoots #GrovePlace	Feature Peice in Outdoor Art Gallery	, g	
3:00 p.m. 5:30 p.m.	Community Events	#ROCRoots	ArtSparks Night Out	ArtSparks Night Out is tonight! Combine creativity, conversation, color, culture, cocktails! Create your own 11"x14" take home painting! #ROC #ROCRoots	РНОТО РНОТО
nstagram				cocktails: create your own 11 x14 take nome painting; #NOC #NOCHOOLS	
9:00 a.m.	Community Building	#GrovePlace	#FourFootersFriday // #FFF		РНОТО
5:00 p.m.	Arts Campaign	#ROCRoots #GrovePlace	Feature Peice in Outdoor Art Gallery		РНОТО
			Saturday, Ma	y 22 ¹ , 2015	
Twitter					
			Sunday, May	23, 2015	
Twitter	Community Events	#POC	The Color Pup Rechester		http://thocolorsus.com
3:00 a.m.	Community Events	#ROC	The Color Run - Rochester		http://thecolorrun.com/ chester
			Monday, May	24, 2015	<u> </u>
witter			,		
L2:30 a.m.	Community Events	#ROC	Rochester International Airshow		http://ow.ly/LSZkx
4:00 p.m.	Exhibitis	#ROCRoots	Schweinfurth Art Center: "Made in N.Y."		РНОТО
Twitter			Tuesday, May	25, 2015	
Twitter					
Instagram					
			Wednesday, M	ay 26, 2015	
Twitter					
nstagram					
			Thursday, Ma	y 27, 2015	
witter					
L:00 p.m. nstagram	Historical Information	#GrovePlace	#ThrowbackThursday // #TBT		РНОТО
11:00 a.m.	Historical Information	#GrovePlace	#ThrowbackThursday // #TBT		РНОТО
Twitter			Friday, May	28, 2015	
10:00 a.m.	Community Building	#GrovePlace	#FourFootersFriday // #FFF	#FourFootersFriday in #GrovePace #ROC	РНОТО
L2:30 p.m.	Entertainment	#ROCRoots	Kodak Hall at Eastman Theatre: Michael Feinstein	@RPO	http://ow.ly/LT10S
	Arts Campaign	#ROCRoots #GrovePlace	Feature Peice in Outdoor Art Gallery		
3:00 p.m. nstagram		- 3.5			РНОТО
9:00 a.m.	Community Building	#GrovePlace	#FourFootersFriday // #FFF		РНОТО
5:00 p.m.	Arts Campaign	#ROCRoots	Feature Peice in Outdoor Art Gallery		РНОТО
		#GrovePlace	Saturday, Ma	, 29. 2015	
witter			Saturday, Ivia	, =0, =0.0	
1:00 a.m.	Entertainment	#ROCRoots	Rochester Auditorium Theatre: In The Mood		http://www.rbtl.org/

MEDIA OUTREACH LIST

OUTLET TYPE	OUTLET NAME	OUTLET WEBSITE	OUTLET SUBJECT	CONTACT: (First Name)	CONTACT (Last Name)	CONTACT TITLE	CONTACT EMAIL	CONTACT PHONE #
Newspaper	Democrat and Chronicle	http://www.democratandchronicle.com	General News	Todd	Clausen	Staff Reporter	tclausen@democratandchronicle.co	(585) 258-9883
Newspaper	Rochester Business Journal	http://www.rbj.net	General News	Nate	Dougherty	Reporter	natdougherty@rbj.net	(585) 546-8303
Newspaper	Rochester City Newspaper	http://www.rochestercitynewspaper.com	Rochester Life	Jake	Clapp	Editor	jclapp@rochester-citynews.com	
Television	WROC	http://www.rochesterhomepage.net/news	General News	Mark	Gruba	Reporter/Anchor	mgruba@wroctv.com	
Television	WXXI	http://interactive.wxxi.org	General News	Lisa	Famiglietti	Producer	LFamiglietti@wxxi.org	
Television	Time Warner Cable News	http://www.twcnews.com/nys/rochester.html	News	Cristina	Dominques	Anchor/Reporter	cristina.dominques@twcnew.com	(585) 362-1601
Television	WHHM	http://whhmtv.weebly.com	News	Carlet	Cleare	Anchor/Reporter	ctcleare@sbgtv.com	(585) 694-8258
Blog	The Rochesteriat	http://therochesteriat.com	City of Rochester	Jason	Schwingle	Co-Founder	Jason@theRochesteriat.com	
News	The Rochestarian // WROCT	http://therochesterian.com	General News	Rachel	Barnhart	Founder // Anchor	rbarnhart@wroctv.com	
Newspaper	Rochester City Newspaper	http://www.rochestercitynewspaper.com	Rochester Life	Rebecca	Rafferty	Writer/Arts Critic	rrafferty@rochester-citynews.com	
Magazine	Rochester Artisans	http://rochesterartisans.com/about-us/	Art	Stefani	Tadio	Founder	RochesterArtisans@rochester.rr.co	
Newspaper	Rochester Business Journal	http://www.rbj.net	Art	Lori	Gable	Reporter	lgable@rbj.net	
Radio	WXXI	http://interactive.wxxi.org/	Music	Mona	Seghatoleslami	Broadcaster	MSeghatoleslami@wxxi.org	
Magazine	Freetime Magazine	http://www.freetime.com	Arts/Entertainment	N/A	N/A	N/A	freetime@frontiernet.net	(585) 473-2266
Newspaper	The Leader: SUNY Fredonia	http://fredonialeader.org/dailynews/	College Newspaper	Maggie	Gilroy	Editor in Chief	gilr3446@fredonia.edu	
Newspaper	The Leader: SUNY Fredonia	http://fredonialeader.org/dailynews/	College Newspaper	Jordyn	Holka	Arts Director	jholka@fredonia.edu	
Newspaper	Campus Times: University of Rochester	http://www.campustimes.org/contact/	College Newspaper	Jeffery	Howa	Reporter	jhowa15@u.rochester.edu	
Newspaper	Cardinal Courier: St. John Fisher College	http://www.cardinalcourieronline.com	College Newspaper	Emily	Mein	Editor in Chief	eem00114@sjfc.edu	
Newspaper	Cardinal Courier: St. John Fisher College	http://www.cardinalcourieronline.com	College Newspaper	Andrea	Nardi	Lifestyles Editor	amn06712@sjfc.edu	
Newspaper	The Golden Gazette: Nazareth College	http://www.goldengazetteonline.com	College Newspaper	Hayley	Johnson	Editor in Chief	hjohnso5@naz.edu	
Newspaper	Reporter Magazine: Rochester Institute of Technology	http://reporter.rit.edu/	College Newspaper	Alyssa	Jackson	Editor-In-Chief	rpteic@rit.edu	
Newspaper	Reporter Magazine: Rochester Institute of Technology	http://reporter.rit.edu/	College Newspaper	Rachel	Smith	Art Director	rptart@rit.edu	
Newspaper	Reporter Magazine: Rochester Institute of Technology	http://reporter.rit.edu/	College Newspaper	Rachael	Moynihan	Advertising/Public Relations Manager	rptadsmgr@rit.edu	
Housing	Residential Life: University of Rochester	http://www.rochester.edu/reslife/index.html	Residential Life	Laurel F.	Contomanolis	Executive Director of Residential Life and Housing Services	laurel.contomanolis@rochester.edu	(585) 275-3166
Housing	Residential Life: University of Rochester	http://www.rochester.edu/reslife/index.html	Residential Life	Robin	Doughty	Coordinator of Off Campus Living Program	robin.doughty@rochester.edu	(585) 275-3166
Housing	Residential Life: University of Rochester	http://www.rochester.edu/reslife/index.html	Residential Life	Karen E.	Ely	Director of Housing Operations	karen.ely@rochester.edu	(585) 275-3166
Housing	Student Association: SUNY Fredonia	http://suny.housingregistry.us/bapp/login	Student Associaiton	Jefferson	Dedrick	President	sa.president@fredonia.edu	(716) 673-3381
Housing	Residential Life: Nazarteh College	https://www2.naz.edu/graduate- students/housing/	Residential Life	Christina M.	Driessen	Assistant to the Registrar in Registrar's Office	cdriess7@naz.edu	(585) 389-2819

Newspapers:

Armon, R. (2002, Jun 01). Urban housing surges in hot Rochester market. Rochester Democrat and Chronicle. Retrieved from: http://search.proquest.com/docview/911124825?accountid=27700 (Democrat and Chronicle article about housing developed in all of downtown Rochester and the market had become hot for these new developments. States that Grove Place had added 90 townhouses a in summer of 2004.)

Blackwell, J. (1999, Jun 30). Center-city neighbors love their lifestyle. Rochester Democrat and Chronicle. Retrieved from: http://search.proquest.com/docview/911530074?accountid=27700 (Democrat and Chronicle article about a Grove Place and a resident who loves living there because of the art, entertainment, and community.)

Blackwell, L. B. (2001, Mar 23). Upbeat signs for the city lie in pockets of growth. Rochester Democrat and Chronicle. Retrieved from: http://search.proquest.com/docview/911428101?accoutnid=27700 (Another article about a Grove Place resident and why she loves living downtown, but also gives information about why downtown Rochester's population decreased since the 1950's)

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