



UPDATE

CITY OF MORROW MARKETING PLAN

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Presented by:



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Civentum

Selecting the Designated Marketing Organization (DMO)

Currently Morrow does not have a DMO in place.

This makes them unable to access the Hotel/Motel Tax Revenue to implement any actions.

Current Objective of the DMO: To use hotel/motel taxes to increase total tax revenue base.

RECOMMENDATIONS

Select a DMO that may act as a/an:

- **Convention & Visitors Bureau (CVB)** that invests hotel/motel taxes into activities that increases hotel occupancies.
- **Chamber of Commerce** that collects membership dues and assists existing and new businesses in capturing sales dollars and leases vacant city assets.
- **Economic Development Task Force** that recommends projects using capital outlay dollars to increase tax revenues.

SOURCES OF NEW TAX DOLLARS



*DMO must show ROI on all undertakings.

*Green Dollars are generated by the CVB arm of the DMO. Only the CVB arm utilizes Hotel/Motel Taxes to promote increased room nights.

Updates

Text “gamobile” to phone number 313131 for original presentation.



— RAISING THE STANDARD —



Morrow Convention Center Authority

- Review: Proposed Structure
- Update: Further Developmental Ideas
- Update: Possible Tenants



Potential Partners

- Review: Identified Strategic Partners
- Update: Progress Engaging Potential Partners



Mobile Web Application

- Review: Technology Features & Advantages
- Update: Support Structure



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Combined to:

- Reduced Administrative Costs
- Synergies in Sales and Event Contracting
- One Effort Approach to Covering Costs

Olde Town Morrow

- Converted to Outdoor Exhibits
- Addition of Amphitheater allow for Convention Entertainment

Morrow History Center

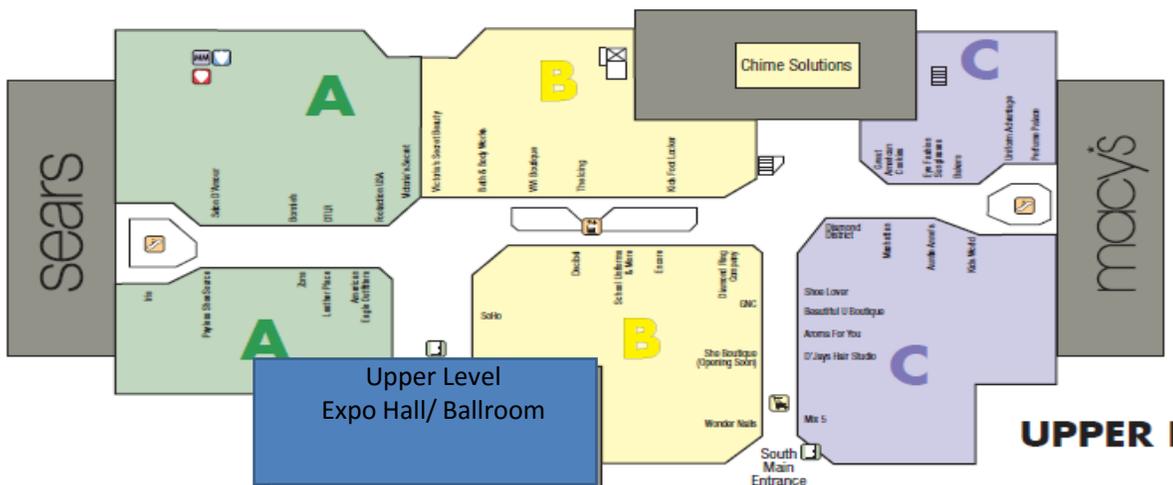
- Allows for Repositioning of Morrow as “City of Importance”
- Compliments:
 - Road to Tara Museum
 - Olde Town Morrow Theme
 - Georgia State Archives
- Already has Historical Museum-quality Displays
- Lends Itself as a Size Appropriate Reception Hall
 - Family Reunion “Time Capsule”
 - “Museum of Me”





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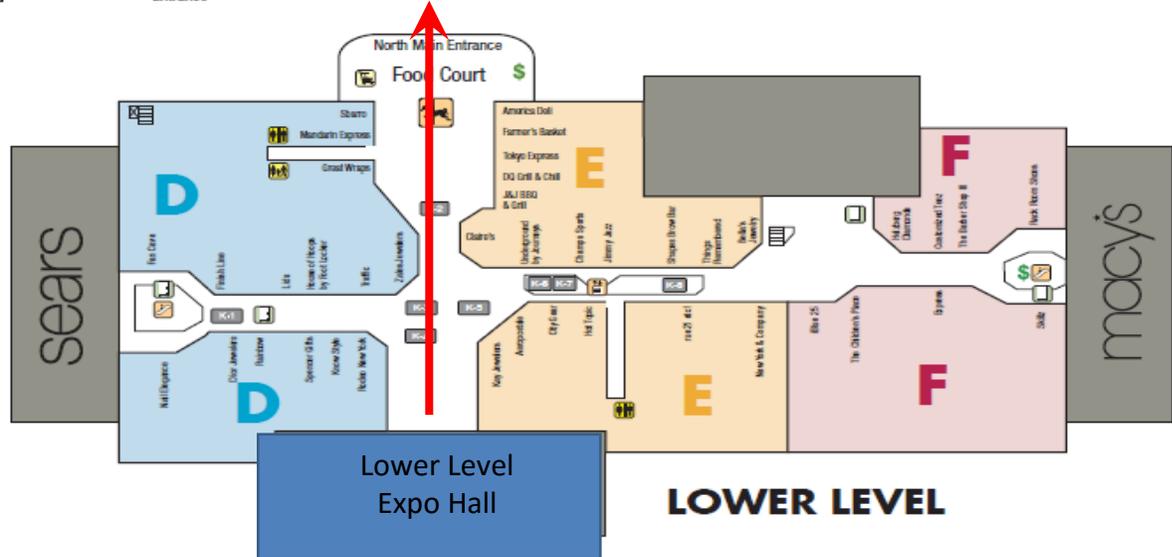


Morrow Convention Center

Attracts More Events that Require Hotel Room Nights

- Antique Show
- Gun Show
- Dog Show
- Home Remodeling
- Camping & RV Show
- Harley Davidson Events
- Antique Car Show
- NASCAR Events
- Ancestry.com Festival

- LEGEND**
- \$ ATM
 - AED Automatic External Defibrillator (AED)
 - Carousel
 - Elevator
 - Escalators
 - Family Restrooms
 - Mall Office
 - Mall Security
 - Restrooms
 - Strollers
 - Vending



Morrow Convention Center





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Olde Town Morrow Recommendations:

- Annexation of neighboring homes
- Create a community park, that may be used by local residents
- Park may be closed off for ticketed events.
- Locate/Attract businesses that create economic impact and compliment the Morrow Convention Center





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- “The HUB” Concepts** (Appendix H)
- Flight – International Cuisine
 - Aquaponics – Seafood Restaurant
 - The Warehouse – Food Court
 - Ford Garage – American Cuisine



- Event Main Gates**
- Conversion of “Station” to Ticket Box
 - DMO Offices
 - Security/Police Sub-Station
 - Park Maintenance/Administrative Offices
 - Allows Shops to Access Ticketed Space OR Public Boardwalk



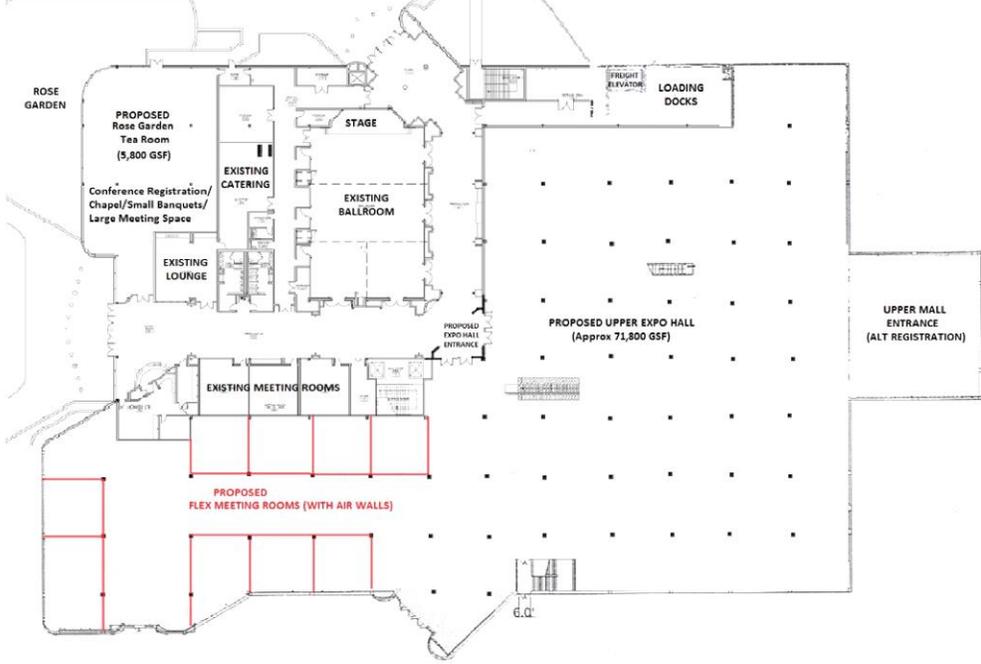
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SEMCO PRODUCTIONS, LLC

- Walk-through completed with president
- Willing to assist with build out of expo halls
- Interested in long-term, multiyear lease

SEMCO would contract first home show for the Upper Expo Hall, with expansion options for the Lower Expo Hall in subsequent years. This will allow for a two-phased build out of the Expo Halls.



Partnership Opportunities

- South-Metro Home Show
- Cultural Festival
- Production Company for other Events





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What is Mission: Escape?

A Live action **escape game**. You and a group of friends, co-workers, or strangers are locked in a room and have 60 minutes to escape. The *challenge* of escaping will test your wits, patience and ability to work together as a team.

tripadvisor®
Book your best trip, every trip

Mission Escape Atlanta

TripAdvisor Traveler Rating
★★★★★
Based on 623 traveler reviews

TripAdvisor Ranking
#1 of 52 Fun & Games in Atlanta



Two Locations:

- **Mission Escape: Morrow**
 - High-Capacity Groups/Leisure Groups
 - Add-on for Conferences and Center Events
- **Mission Escape: Olde Town Morrow**
 - Corporate Retreats/Leisure Groups
 - *Gone with the Wind* Themed

Sales Manager would represent Mission Escape and the Morrow Convention Center Authority.

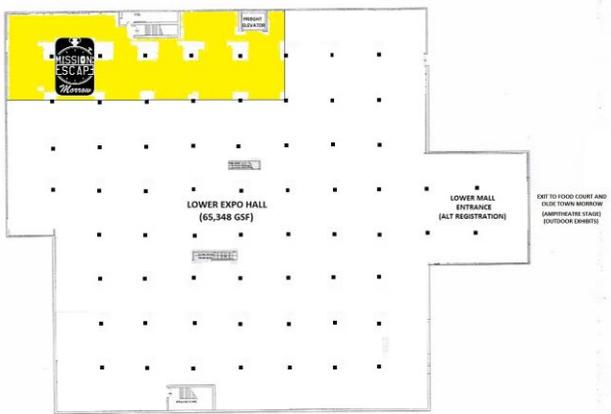
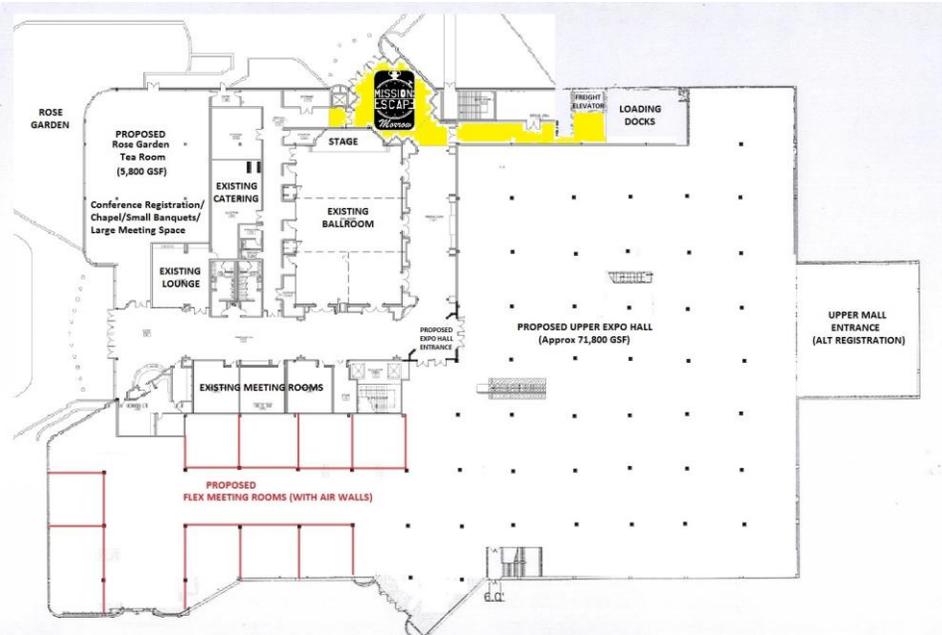




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Morrow Convention Center



Olde Town Morrow





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Thunder Tower West
Morrow, GA

UPDATE:

- Marketing Coordinator has been selected
- Owner supports complimentary neighbors
- Open to the idea of co-marketing Morrow to support tourism

DMO should support Harley-Davidson events able to create significant economic impact.

Example of Events:

- Two Annual Events
 - Days of Thunder (Spring)
 - Biketoberfest (Fall)
- Harley Fashion Shows
- Open Houses
- Workshops
- Motorcycle Rides
- Charity Events
- Weekly Bike Night



Thunder Tower East
Elgin, SC

EXIT 233

MORROW, GEORGIA
Come to Morrow to stay, leave tomorrow with memories.

Text "THUNDER" to 313131 for details!





Potential Partners

- **Review: Identified Strategic Partners**
- Update: Progress Engaging Potential Partners



Aerotropolis ATL, ATL Airport & Region
 • Promote Investment within Morrow (Southlake)



Atlanta Regional Commission
 • Promotes Regional Transit Development



Clayton County CVB
 • Currently Lacks Support of Exit 233



Clayton State University
 • Integrate the development of students with Morrow



Private Investors
 • Locate Private Sector Joint Venture Partners



GSU College of Real Estate
 • Conduct Feasibility Studies for TODs



GA Tech College of City Planning
 • Develop TOD Plans & Traffic Studies



GA Department of Tourism & GDOT
 • Support Morrow Tourism & Infrastructure



Metro Atlanta Rapid Transit Authority
 • Supports the Development of TOD Stations



The Hospitality Industry Network
 • Interns Conduct Morrow Center Conversion Study



Sustainable Design Collaborative Atlanta
 • Students Recommend Sustainable TOD Options

*Not representative of an exhausted list of recommended strategic relationships.





Potential Partners

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Aerotropolis ATL, ATL Airport & Region

- Introduction made during discovery process



Atlanta Regional Commission

- Discussions with Regional Transit Planners



PATH Foundation

- Currently working with PATH on other Metro-Atlanta projects



MARTA

- Have identified the departments to engage with Transit-Oriented Development projects



GA Tech College of City Planning

- Spoken with Director of City and Regional Planning about student projects



GSU Marketing Department

- Spoken with professor about possible future semester projects



GSU College of Real Estate

- Spoken with professors for feasibility studies in Spring 2017





Mobile Web Application

- **Review: Technology Features & Advantages**
- **Update: Support Structure**



- Technology developed by *Show Code Partners, Inc.*

When you need information immediately, you use your cell phone!

Premise: If Morrow is able to easily place information into your hands within three clicks of a button, you are more likely to patron hotels, shops and restaurants within the city limits of Morrow.

Technology is adaptable to support:

- Hotel Advertising
- Promotion of:
 - Attractions
 - Restaurants
 - Local Businesses
- Convention Services
- Communication between City Services and Residents
- Student Services



Individual entities are able to create/edit their own content!



Mobile Web Application

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Civentum has Entered into an Agreement with Show Code Partners

- Show Code Partners' technology is now embedded as a standard Civentum service
- Simplifies billing process
- A Show Code Partners' technical employee embedded within Civentum's staff
- Allows for 24 hour tech support for Morrow's businesses and partners
- Allows for profit-sharing for Morrow Convention Center Authority



Civentum Services



— RAISING THE STANDARD —

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Consulting

- Consulting services allowing for continued updating of long-term strategic plans for the successful positioning and growth of Morrow.

PR

- Public and intergovernmental relations to ensure Morrow has the appropriate relationships to ensure successful implementation of long-term strategic plans.

IT

- Information technology support to ensure mobile website is continuously operatable and ensure technology is up-to-date and viable as mobile trends change.

