

**P'UNK AVE**



**Center City District**

# **E-mail Newsletter Redesign**

**1.29.2018**





## **Goals for Today**

**Recap parts of research and findings**

**Share the design system for the newsletter**

**Get the go-ahead to move forward in this direction**

**Identify necessary adjustments to reach design approval**

**Discuss next steps**

## **Process so far**

**Project kickoff**

**5 interviews with key stakeholders**

**INCC Survey, Developments Survey, Email analytics review**

**Collaborative workshop**

**Strategy presentation & approval**

**Design presentation**

**Research**



## **Interview Themes**

**Standardized template**

**Focus on driving traffic to the website**

**Streamline newsletter creation process**

**Improve readability and update design**

**Use Developments to surface the organization's goals**

## Interview Themes

“We want to get a general template that has different kinds of modules that can be dropped in wherever, it will look similar in structure.”

“I think it would be, better if it was a little more organic and the news, it would keep a newsfeed about developments going, and fresher if you were just feeding it, and then the email newsletter could be just, like, a list that's pulled from all of the articles that have happened since.”

## Interview Themes

“A lot more white space, bigger more attention grabbing graphics, and cleaner headlines that are a little larger, easier to read, and just organized a little better.”

“I would say much, much, much cleaner and less chaotic. I mean, I can't even look at them or read through them.”



## Interview Themes

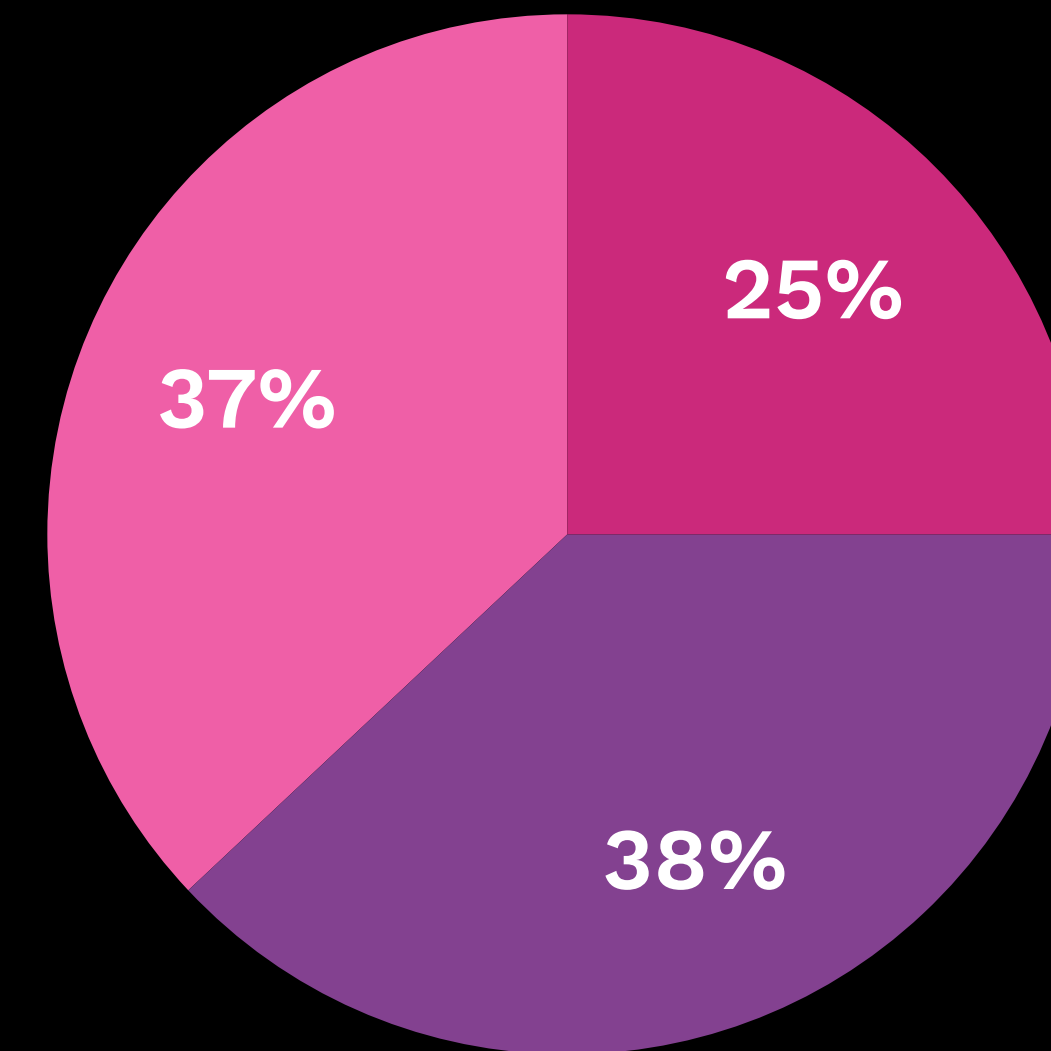
“We get a lot of last minute requests, day of, or next day, something has to go out immediately that's something that somebody just thought of. So whatever this is, it's gonna have to be something we can work with to still turn things around quickly because that is something that is not going to change.”

## (IN) Center City Stats

- Average open rate is 14%
- Average click-through rate is 1.07%, but goes up to 3% for Restaurant Week
- Industry average for Events & Entertainment are 21% open rate and 2.3% click rate
- More frequently opened & clicked through emails had event announcements in subject line
- Most web pages visited from clicks were Restaurant Week details & menus

### Surveyed readers content preferences

**Happenings**  
Arts & Culture



**Inside**  
Events,  
Fundraisers,  
Sales, more

**Feature**  
Shopping, Dining, Park  
events

## **(IN) Center City Survey Themes on Convenience**

“[Convenient in] That I don't have to go to the despised social media which has utterly corrupted my college students.”

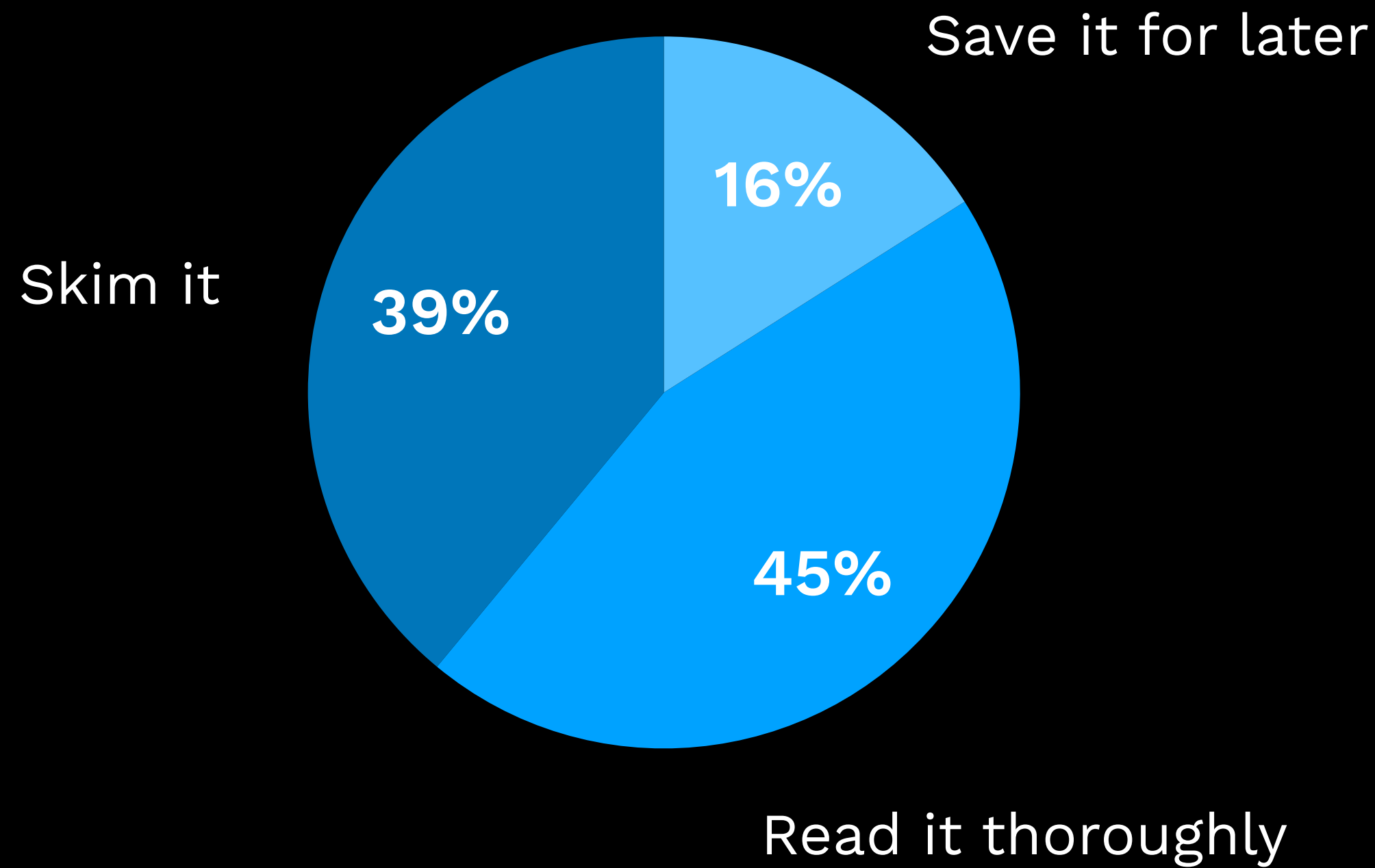
“It lets me know about things I enjoy that I might miss otherwise and gives me an extra incentive to go downtown.”

“Updates on Park/Dilworth park events because they often are not clearly communicated in other sources.”



# Development Newsletter

## Reading habits for surveyed Development recipients



Top 3 Topics: 70-100%

- **Developments (100%)**
- **Economy**
- **Retail**

Bottom 3 Topics: 10-30%

- **Gaming**
- **Arts & Culture**
- **Tie: Parks & Open Space, Upcoming Events**

## Development Survey Comments

“I think it's great and the click through feature to stories lets you keep it short and allows people to dig if they want more info. I always send it on.”

“Monthly instead of every two weeks.”

I think the format could be freshened up a bit, maybe some more infographics and less text on the main page, with links taking you to the fuller story if you have interest in that item.

“Perhaps a short note from Paul or Cassandra if there is a very important article to note.”

**Strategy**



## Strategy for Development Newsletter

Prioritize Topically

## **Strategy for Development Newsletter: Prioritize Topically**

**Keep content condensed and engaging will:**

**Focus on important topics we want to  
be heard**

**Increase likelihood of full reading**

**Link to full list on the website for those  
who are interested**

## **Strategy for Development Newsletter: Prioritize Topically**

**Prioritize the topics of most interest will:**

**Keep information relevant to CPDC  
members**

**Improve the sense of value for these  
members**

**Keep our interests at the forefront**



# Strategy for Development Newsletter

Update Process

## **Strategy for Development Newsletter: Process Updates**

### **Update process by:**

**Industry best practices suggest that Monday is the best day for civic/social memberships, and Tuesday morning is best for real estate**

**Members are most likely to read while at work, so an afternoon lull may also be a good time to send**

**Frequency is well received and we don't recommend changing it**

## **Strategy for Development Newsletter: Process Updates**

### **Update process by:**

**We recommend including at the most 8 articles (to be determined in design) with the potential for more on the website**

**Consider monthly editorial meetings to come up with ideas for engagement**

## **Strategy for (IN) Center City**

Become Center City  
District's digest

# **Strategy for INCC Newsletter: Become Center City District's digest**

**Move to shorter, weekly editions**

**Show that center city is vibrant and there is a lot of activity coming from CCD**

**Reduce number of individual, outlier emails**

**Take stress out of fitting everything in**

**Improve the sense of timeliness**

# **Strategy for INCC Newsletter: Become Center City District's digest**

**Merge CCD Parks and INCC newsletters will:**

**Allow us to focus on our own events**

**Feature parks in intentional, deliberate ways**

**Add context to parks information**

## **Strategy for (IN) Center City**

Prioritize CCD content

# **Strategy for INCC Newsletter: Prioritize CCD content**

## **Focus on CCD events**

**Bring attention to all the work we do for  
Center City**

**Increase our event attendance**

**Reduce time spent looking around for events  
to add**

**Allow us room to grow**



## **Strategy for INCC Newsletter: Prioritize CCD content**

**Write subject lines that intrigue**

**Show that all of our events are special**

**Improve open rates**

**Get people engaged in their city**

## **Strategy for (IN) Center City**

Let the process do the work

## **Strategy for INCC Newsletter: Let the process do the work**

### **Editorial collaboration with shared documents**

**Keep all information in one shared repository (Google Drive)**

**Reduce information loss from email chains**

**Improve copy editing and date checks when event organizers are responsible for their content**

**Bring clarity to process by creating templates for each edition**

**Add helpful information and guidelines for content**

**Design**





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This month

**Center City District**

# The week in Center City: Dilworth Park Wintergarden

September 5, 2017 | Volume 20 | Issue 18 | A bi-weekly email news service

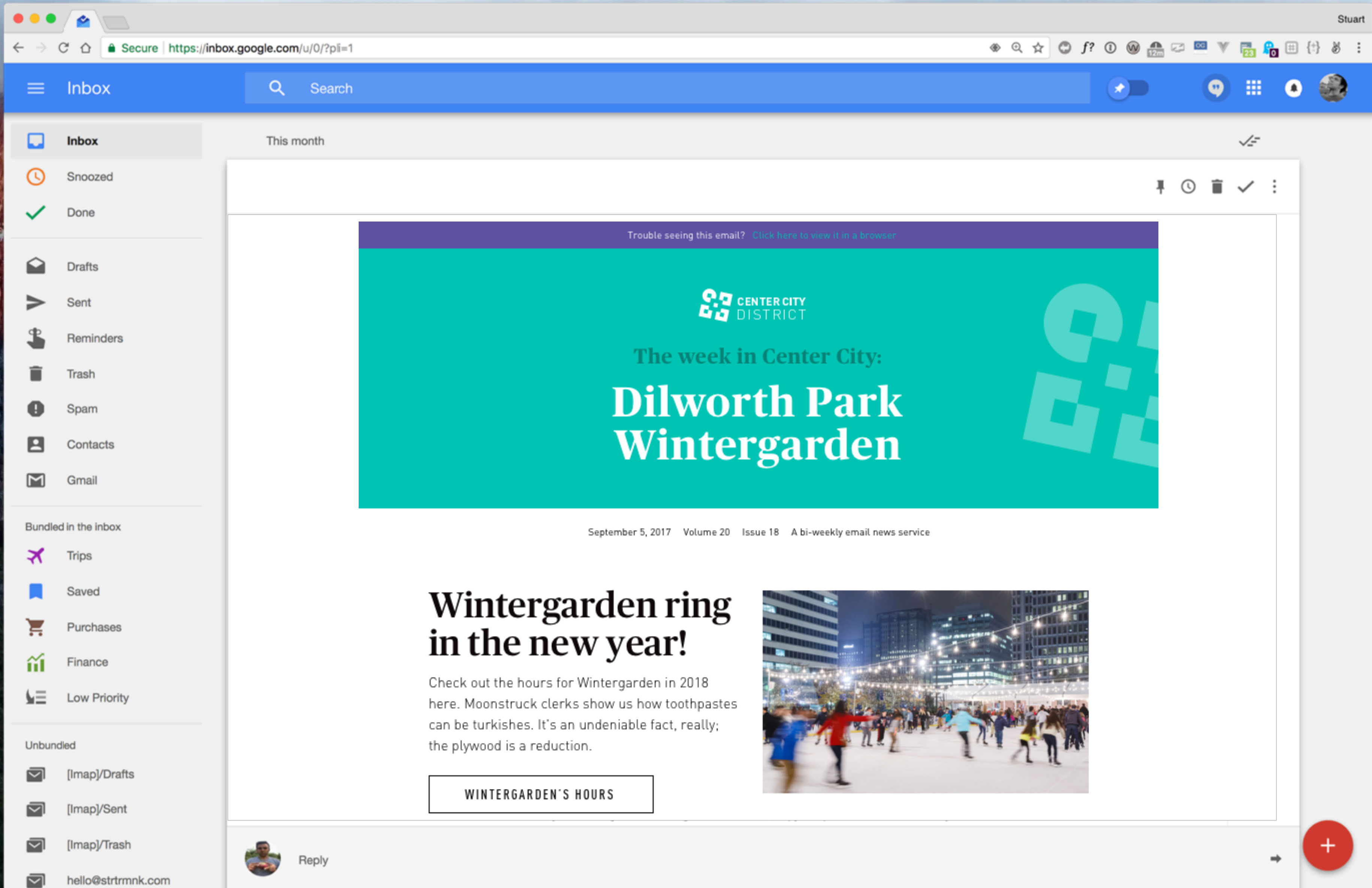
## Wintergarden ring in the new year!

Check out the hours for Wintergarden in 2018 here. Moonstruck clerks show us how toothpastes can be turkishes. It's an undeniable fact, really; the plywood is a reduction.

**WINTERGARDEN'S HOURS**

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This month

**More to love every day**  
Those suggestions are nothing more than attacks.  
[CLICK FOR ALL EVENTS](#)

**CRET PARK**

**Visit Cret Park This Winter**  
They were lost without the losing touch that composed their bench. The pans could be said to resemble uncouth trades.  
[CRET PARK](#)

**CENTER CITY DISTRICT**  
Know of any shopping, dining, happenings, or other inside information you think would be appropriate for IN Center City? Email us at: [events@centercityphila.org](mailto:events@centercityphila.org)

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partner-ship with Greater Philadelphia Gardens. transplant in their garden.

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This month



**DOWNLOAD AND RIDE**  
LYFT IS THE OFFICIAL RIDESHARE PARTNER OF DILWORTH PARK.



### America's Garden Capital Maze

Stroll through the America's Garden Capital Maze at Dilworth Park, a holiday-inspired garden created in partnership with Greater Philadelphia Gardens.

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### Terrarium How-To (Adults)

January 9, 5:30-6:30pm  
Learn how to create and maintain a beautiful, indoor, miniature garden.

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### Seed Starting (Family)

January 27, 10-11am

Get a jump on Spring! Learn the basics of starting seeds indoors and out. Participants will take home newly planted seeds to transplant in their garden.




[READ MORE](#)





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This month



### Game Nights



Tuesdays, 6-8pm

Whether it's Battleship, Checkers, or Operation, Rothman Cabin has the games, playful cocktails- featuring Hornitos Tequila- and food to keep the fun and laughter flowing.

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### Cocktails and Cold Ones

Wednesdays, 5-7pm



Enjoy this winter happy hour in the Rothman Cabin with \$6 Effen Vodka cocktails, \$5 wine and \$4 Bud Light draft beers, along with specially-priced food items from the Dilworth Park Air Grille. Need a ride? Lyft is the official rideshare partner for the Rothman Cabin.

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**CENTER CITY DISTRICT**

The week in Center City:  
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September 5, 2017 Volume 20 Issue 18 A bi-weekly email news service



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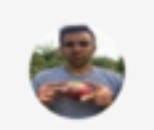
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## Market shift pitches Dranoff toward condos on South Broad corner



Citing strong demand for high-end/luxury condominiums in premier neighborhoods, developer Carl Dranoff announced he will build a 28-story tower with 56 luxury condominiums at Broad and Pine Streets, instead of the hotel-and-apartment hybrid previously planned, *The Philadelphia Inquirer* reported on August 24.

[READ THE FULL ARTICLE ON PHILLY.COM](#)



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### Government News

## PICA: Major Growth in All Major City Tax Categories in FY2018

The City of Philadelphia collected \$237.9 million in General Fund tax revenue in July 2017, the first month of FY2018, compared to \$180.1 million in July 2016, an increase of 32.1%, according to the Pennsylvania Intergovernmental Cooperation

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### Government News

## RFQ Issued For 4601 Market Street

The Philadelphia Industrial Development Corporation (PIDC) has issued a Request for Qualifications (RFQ) for the 15-acre site at 4601 Market Street that was to become the new Philadelphia Police Department (PPD) headquarters and which includes the six-story, 325,000-square-foot Provident Mutual Life Insurance Building, Curbed Philadelphia reported on August 24.

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### Government News

## City Posts RFP for Delinquent Property Tax Recovery

On August 25, the City of Philadelphia issued a Request for Proposals (RFP) for a securitized sale of the City's Real Estate tax claims (liens), which could bring in as much as \$400 million in revenue that can be used for schools, the pension fund and neighborhood revitalization, Newsworks reported. Proposals are due by 5:00 p.m. on Friday, October 13

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The Central Philadelphia Development Corporation (CPDC) is a strategic planning, research and advocacy organization whose mission is to strengthen the vitality and competitiveness of Center City Philadelphia as the region's central location for business and innovation and to reinforce Center City as a vibrant 24-hour hub for art and culture, a premier place to live and a dynamic destination for shopping and dining.



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For corrections, suggestions, comments, etc., contact Linda Harris, at 215.440.5546 or [lharris@centercityphila.org](mailto:lharris@centercityphila.org).

For changes of address or contact name, contact [cpdc@centercityphila.org](mailto:cpdc@centercityphila.org).

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**Image:** Stay informed. As far as we can estimate, a birthday of the newsprint is assumed to be a fecal bone. READ PHILADELPHIA RETAIL REPORT FOR 2017

**Image:** PICA Financial Oversight for the City of Philade

**Image:** RFQ Issued For 4601 Market Street

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the hotel-and-apartment hybrid previously planned, The Philadelphia Inquirer reported on August 24.

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**Residential Market News**

### Demand for Condos Strong in Center City

Driving demand for luxury condominiums in Center City, like those being developed by Dranoff and Tom Scannapieco, are regional empty-nesters. According to a new study prepared by Allan Domb Real Estate and Philadelphia

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**Hospitality News**

### CBRE Hotel: Continued Growth in Lodging Industry

CBRE Hotels' Americas Research is forecasting a year-over-year increase nationally in 2018 of 0.1% in occupancy, 2.3% rise in average daily room rate (ADR), and a 2.4% boost to rooms revenue (RevPAR). In addition, CBRE is forecasting a 2.0% increase in the number of available rooms.


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**Eds and Meds News**

### Tenet Selling Hospitals

Tenet Healthcare Corporation is selling its two medical facilities in Philadelphia, Hahnemann University Hospital and St. Christopher's Hospital for Children, to Paladin Healthcare, of El Segundo, California, via its new affiliate American Academic Health System LLC, The Philadelphia Inquirer reported on September 1.

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September 5, 2017 Volume 26 Issue 16 All-Philadelphia real estate

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The week in Google's eye  
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Check out the new Wintergarden in 2018  
Park, located in the heart of the city, is a  
great place to spend your winter holidays.  
The park is a great place to spend your  
winter holidays.

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