



COMMUNICATION
INFRASTRUCTURE
GROUP

LONGMONT DOWNTOWN
DEVELOPMENT AUTHORITY

Client Challenge

The Longmont Downtown Development Authority (LDDA) came to CIG with a vision. A vision of Downtown Longmont as a bustling, energetic and populated area where businesses thrived and the community was proud to call home. LDDA's goal was to promote the lively downtown area and maintain a positive image among potential businesses and residents.

LDDA's goal became CIG's goal - to become more proactive in business development, business retention and marketing Downtown Longmont while ensuring a healthy and vibrant community years into the future.

CIG Solution

The CIG Team tailored a strategic plan to specifically meet LDDA's needs and provide marketing and communication skills across the spectrum of geographic, demographic, socioeconomic and ethnic groups that comprise Downtown Longmont's customer base. By using our CM (2) strategy – Consistent Message, Customized Method – CIG was able to ensure all groups were communicated with effectively and the messaging involved had the greatest chance of resonating with each audience.

By developing and implementing an extensive marketing and communications campaign – CIG was able to promote Downtown Longmont as the lively, vibrant and eclectic area that it is through integrated communication strategies. In the end, LDDA and CIG were able to work together to make Downtown Longmont a center of pride for the community.

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Communication Results

thinking people

