



# MARKETING &

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# PUBLIC RELATIONS PLAN

*Approved by the District Plan Commission October 24, 2019*



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# INTRODUCTION

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This Marketing & Public Relations Plan is meant to be used as a guide and a resource to launch the implementation of the Historic Splendid Valley brand. Due to the collaborative efforts to promote our local agriculture and agritourism opportunities, this guide attempts to collect and coordinate these activities and, more importantly, establish the goals and intended outcomes to guide any future activities.

Key partners in the development of the Marketing & Public Relations Plan, who will also be integral to its implementation, are as follows.

Adams County Community & Economic Development Department, Adams County Parks & Open Space Department, Adams County Public Information Office, Brighton Economic Development Corporation, Brighton Shares The Harvest, Brighton Historic Preservation, City of Brighton Communications Department, City of Brighton Community Development Department, City of Brighton Parks & Recreation Department, District Plan Commission, Greater Brighton Chamber of Commerce.

Additional partners will be engaged to provide input and help to complete activities. This is by no means the full list of who will be involved in realizing the vision of Historic Splendid Valley.

# GOALS & INTENDED OUTCOMES

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The Historic Splendid Valley brand and logo is an inclusive identity for the promotion of the area's agricultural history and agritourism opportunities, an area covered by two jurisdictions—the City of Brighton and Adams County.

### **agritourism** *noun*

“A form of commercial enterprise that links agricultural production and/or processing with tourism in order to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining and/or educating the visitors and generating income for the farm, ranch, or business owner.” (National Agricultural Law Center, 2019)

This brand and logo was developed by Domoto Brands, a strategic branding and marketing communications agency hired by Adams County in partnership with the City of Brighton with funding provided by the Colorado Tourism Office and the Brighton Lodging Tax Grant. The development of the brand and logo was the result of an inclusive process which consisted of

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23 in-person or phone interviews totaling over 20 hours of insights with a variety of stakeholders including farmers, business owners, the District Plan Commission, and City and County staff. The consultant completed a driving tour of the area and met with the District Plan Commission on five different occasions throughout the lifespan of the project to review findings, make decisions, and maintain progress.

The Splendid Valley brand represents an exciting marketing and outreach opportunity. This Marketing & Public Relations Plan has been developed by staff from the City of Brighton and Adams County in collaboration with the Greater Brighton Chamber of Commerce, Discover Brighton, Brighton Economic Development Corporation, and various additional partners and stakeholders. The intended outcome of implementing this brand is **increased awareness and affinity** locally, regionally, and even nationally of our unique local agriculture here in Splendid Valley. This will translate into increased visitors and commerce to the area, **preservation** of our historic farm properties, increased **access** to fresh produce, and support for the **future of agriculture and food-related businesses**

## WHERE IS HISTORIC SPLENDID VALLEY?

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Where the District Plan outlined specific geographic boundaries for the purposes of land use and preservation priorities, Historic Splendid Valley does not have these same restrictions.

Appendix D represents the general area defined by Splendid Valley, recognizing that some of our important farms and ranches stretch those boundaries a little further—namely Sonflower Ranch and Palombo Farms. Included in this area is prime farmland near the South Platte River, local farms and farm stands like Berry Patch Farms, Lulu’s Farm, Palizzi Farm, and Bromley-Hishinuma Farm, preserved farm properties owned by the City and County, processing facilities and farmland owned and/or operated by our larger producers—Petrocco Farms and Sakata Farms, as well as regional amenities that have connections to agriculture—Barr Lake State Park and Riverdale Regional Park. Being that these farms are just south of the City of Brighton, and many of the services and amenities to accommodate visitors are located there, it is recognized that Brighton and its Historic Downtown District and thriving local businesses are connected to Splendid Valley.

# DISTRICT PLAN VISION

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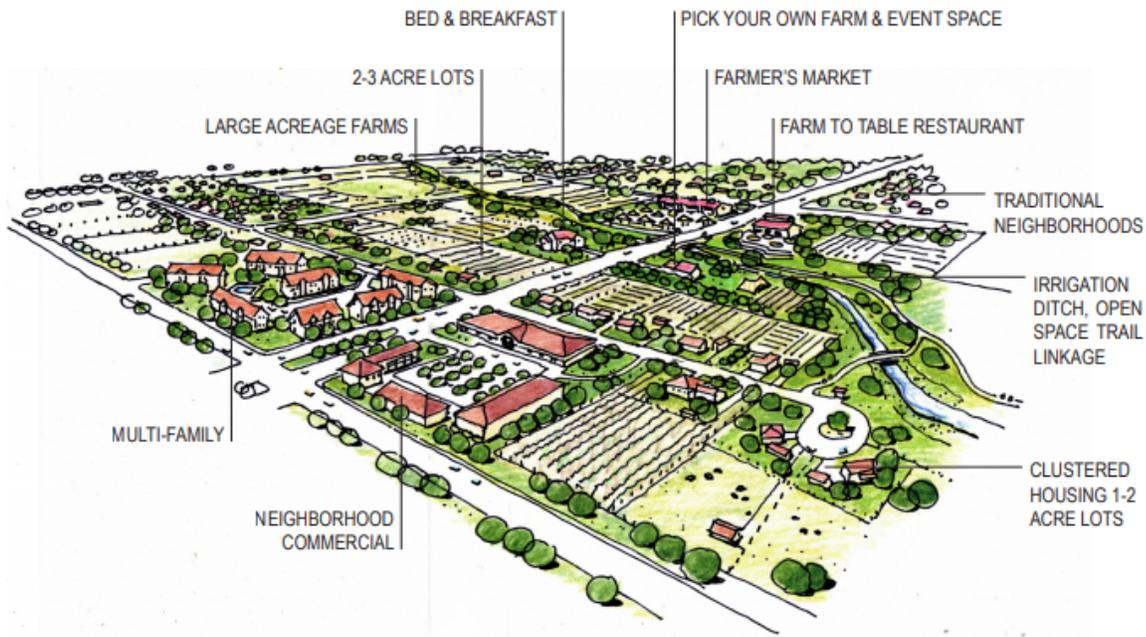
The vision for the District Plan helped to inform the creation of the Historic Splendid Valley brand, and is a part of its implementation. The District Plan was created through an extensive public process and represents many of the needs, wants, and desires for this area. Excerpts from pages 3 and 4 of the District Plan are included below and on the following page, including a sketch representing the vision.

The District has been in a state of transition since E-470 opened in 2003, making the area more accessible and developable, threatening its farming heritage, the local food economy, and the buffer that farmland provides between Brighton and the Denver region. Although some development is desirable, thoughtful and proactive coordination are necessary to ensure the South Platte River's prime farmland will remain a southern gateway to Brighton, balancing a mix of neighborhoods with small and medium-sized farms. Rural uses, such as farming, food processing, and clustered housing on 1-3 acre lots, will be focused in the County. Urban uses, such as multifamily, mixed use, and neighborhood commercial developments, will be encouraged in the City.

The Fulton Ditch trail network will tie destinations together – farm stands, farm to-table restaurants, pick-your-own farms, a historic farm and special events venue, bed and breakfasts, working lands, and food storage and processing facilities – from the South Platte River to Barr Lake. Properly developed and preserved, the District will retain its status as a hub of local foods, enhance the local food economy, become a tourist destination for food connoisseurs, and promote the distinctive image of a freestanding community that grows a significant portion of the region's produce. This vision is supported by several County and City plans completed in recent years, as described on the following pages.

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This sketch doesn't represent any particular location in the District, but rather provides an orientation of how development may appear in a desired spatial layout, and illustrates how the area could transition over time; blending boutique and commercial farms with large-lot homes, apartments, commercial development, recreation, and food destinations.

# DESCRIPTION OF BRAND

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The Historic Splendid Valley Brand Guidelines, developed by Domoto Brands, outline what the brand represents. This excerpt can be found on page 4 of the Brand Guidelines.

Historic Splendid Valley (Splendid Valley) is an eclectic agricultural area established through a partnership with the City of Brighton and Adams County. The area is focused on preserving farmland and stimulating innovative opportunities that create closer connections between people, farming, and nature.

Just a short drive from Denver, Splendid Valley shines a light on Colorado's rich agricultural heritage, preserving agrarian culture for future generations"... and producing "the highest quality local fruits and vegetables, other agricultural products, and offer experiences unique to Brighton and Adams County.

The development of the Historic Splendid Valley brand works to celebrate the past, present, and future of this dynamic and historic place.

# WHAT MAKES SPLENDID VALLEY UNIQUE?

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While developing the Historic Splendid Valley brand, the consultant Domoto Brands conducted interviews with local farmers, business owners, the District Plan Commission, City/County staff, and others. Through these interviews, they identified the following overarching themes:

- **Farmland** is a significant part of area identity
- Once the farmland is gone, it's **gone forever**
- The District Plan is key to a **local food system**
- Protection of farmland is a **differentiator** between Brighton and other nearby cities
- The District Plan is a mechanism to maintain the **small-town feel** and culture
- The farmland is a mechanism for **education** about food, farming, nature, water, etc.

When asked what sets apart produce grown here versus elsewhere, respondents noted that:

- The **soil** is perfectly suited to growing produce and other agricultural products
- The valley **climate** of warmer days and cooler nights enhances the **flavor** (and sugar levels) of the produce
- Being very close to Denver, it is the **epitome of freshness**
- Opportunities exist for people to **experience** going to a farm and picking their own produce

# VALUE PILLARS

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Using stakeholder insights, Domoto created a strategic brand platform highlighting the primary pillar of **Abundance**, supported by the following value drivers: **Cultivation**, **Legacy**, **Pride**, **Resiliency** and **Stewardship**.

# TARGET AUDIENCES

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A Messaging Matrix (Appendix C) was developed as part of the Historic Splendid Valley brand development that lays out possible target audiences for the brand. Descriptions are below.

- **Brighton/Adams County Community:** refers to local residents of the City of Brighton and Adams County who might have some interaction with Historic Splendid Valley.
- **Brighton/Adams County Businesses:** refers to local businesses that could somehow be connected with agriculture, food, or tourism.
- **Splendid Valley Farmers:** refers to local farmers and ranchers in Historic Splendid Valley (as defined more broadly than the boundaries of the District Plan).
- **Regional Agritourists:** refers to visitors and potential visitors to Historic Splendid Valley coming from the Denver Metro Area, the Front Range, or other parts of Colorado. An “agritourist” is someone who participates in agritourism (see agritourism definition on pg. 1).
- **Out-of-State Agritourists:** refers to visitors and potential visitors to Historic Splendid Valley coming from outside of Colorado. An “agritourist” is someone who participates in agritourism (see agritourism definition on pg. 1).
- **Farmers of the Future:** refers to the next generations of farmers, recognizing that identifying and attracting these people is key to the future of Historic Splendid Valley as an active agricultural area.
- **Funding Sources:** refers to foundations, private corporations, and other entities that could potentially fund activities in Historic Splendid Valley.
- **Attractions Near Splendid Valley:** refers to other regional amenities and experiences that could be possible partners and cross-promoters of Historic Splendid Valley (Historic Downtown Brighton, Rocky Mountain Arsenal, and more).
- **Produce Consumers:** refers to people locally, regionally, and even nationally, who could be purchasing something grown and/or processed in Historic Splendid Valley.
- **Developers/Food-Related Businesses:** refers to land developers or companies that could embrace the vision for Historic Splendid Valley and create a development or business that would enhance the character of the area.

### PLANNED ACTIVITIES

A chart listing the marketing and public relations activities related to implementing the Historic Splendid Valley brand is included below. A timeline is included as Appendix A. This chart lays out the various activities to be undertaken to implement the brand. A “\*” indicates there are potential grant opportunities. A key for any abbreviations used can be found in Appendix B. For the purposes of this chart, the following definitions apply:

The **Audience or Audiences** refer to who this activity is meant to be marketed to. Refer to the Messaging Matrix (Appendix B) to explore each Audience, including the Value Drivers that resonate most, the Objectives of messaging to them, the Key Topics to communicate, and the preferred Communication Channels to use.

The **Stakeholders** refer to what group or groups of people need to be engaged in order to complete an activity.

The **Lead and Partners** refer to which people or entities are responsible for completing each activity. An entity in *italics* is a potential partner, unconfirmed.

Activity	Audience	Stakeholders	Lead & Partners
<b>Stock up on HSV photos</b>	Brighton/AdCo Community; Regional & Out-of-State Agritourists	HSV farmers	Ag Innovation Specialist w/ Brighton & AdCo Comms
<b>HSV brochure</b>	Brighton/AdCo Community; Regional & Out-of-State Agritourists	HSV Farmers; Brighton/AdCo Biz; GB Chamber, Brighton EDC	Ag Innovation Specialist w/ Brighton & AdCo Comms
<b>HSV ag property signs</b>	Brighton/AdCo Community; Regional & Out-of-State Agritourists		Brighton Parks w/ AdCo Parks
<b>Wayfinding Signage program*</b>	Brighton/AdCo Community; Regional & Out-of-State Agritourists	Brighton/AdCo Biz; HSV Farmers	Ag Innovation Specialist w/ GB Chamber
<b>Trademark registration</b>	All	Brighton/AdCo Biz; HSV Farmers	Ag Innovation Specialist w/ Brighton Comms
<b>HSV update video</b>	Brighton/AdCo Community; Brighton/AdCo Biz	DP Commission; HSV farmers	Ag Innovation Specialist w/ Brighton & AdCo Comms; BSTH

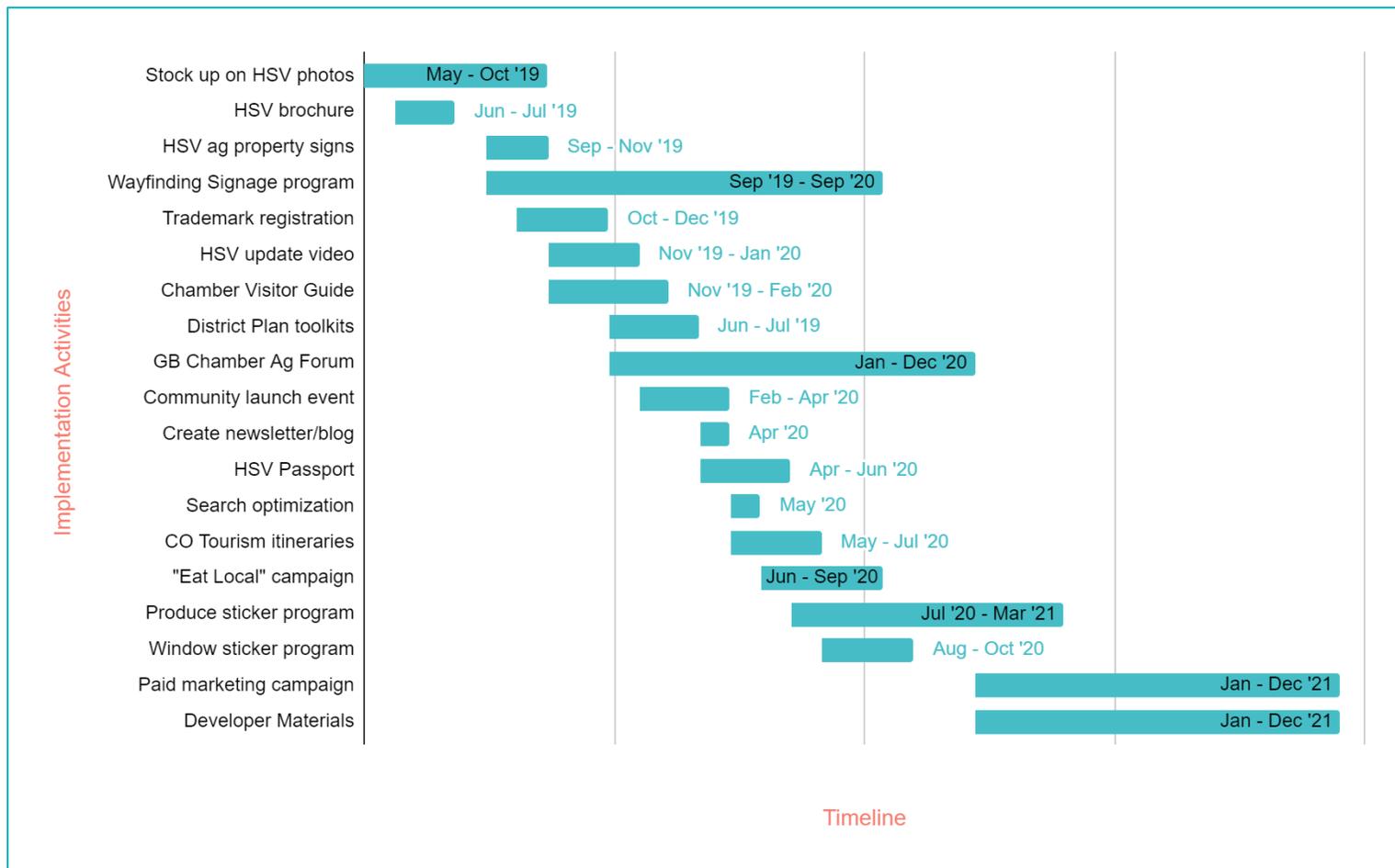
# Historic Splendid Valley

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Activity	Audience	Stakeholders	Lead & Partners
<b>Chamber Visitor Guide</b>	Brighton/AdCo Community, Regional & Out-of-State Agritourists	HSV Farmers; Brighton/AdCo Biz	GB Chamber w/ Ag Innovation Specialist (for HSV portion)
<b>District Plan toolkits</b>	Brighton/AdCo Community; HSV Farmers		Ag Innovation Specialist w/ Brighton Comms
<b>GB Chamber Ag Forum</b>	Brighton/AdCo Community; Brighton/AdCo Biz; Developers/Food-Related Biz	Brighton/AdCo Biz; HSV Farmers	GB Chamber w/ Ag Innovation Specialist; Brighton Comms
<b>Community Launch event</b>	Brighton/AdCo Community; Brighton/AdCo Biz; HSV Farmers	HSV Farmers	Ag Innovation Specialist w/ Brighton & AdCo Comms; GB Chamber
<b>Create newsletter/blog</b>	Brighton/AdCo Community; Brighton/AdCo Biz; HSV Farmers		Ag Innovation Specialist w/ Brighton & AdCo Comms
<b>HSV Passport</b>	Brighton/AdCo Community; Regional & Out-of-State Agritourists	Brighton/AdCo Biz; HSV Farmers	Ag Innovation Specialist w/ GB Chamber; Brighton Comms; <i>Downtown Partnership Committee</i>
<b>Search optimization</b>	Regional Agritourists; Out-of-State Agritourists		Ag Innovation Specialist w/ Brighton & AdCo Comms
<b>CO Tourism itineraries</b>	Brighton/AdCo Community; Regional & Out-of-State Agritourists	HSV Farmers; Brighton/AdCo Biz	GB Chamber w/ local retailers; restaurants; lodging reps
<b>"Eat Local" campaign*</b>	Brighton/AdCo Community; Brighton/AdCo Biz	HSV Farmers	Ag Innovation Specialist w/ BSTH; GB Chamber; Brighton Comms
<b>Produce sticker program*</b>	Brighton/AdCo Community; Produce Consumers	HSV Farmers	Ag Innovation Specialist
<b>Window decal program</b>	Brighton/AdCo Community; Regional & Out-of-State Agritourists	Brighton/AdCo Biz; HSV Farmers	Ag Innovation Specialist w/ Brighton Comms; <i>Downtown Partnership Committee</i>
<b>Paid marketing campaign*</b>	Regional & Out-of-State Agritourists	HSV Farmers; Brighton/AdCo Biz	Ag Innovation Specialist w/ Brighton EDC
<b>Developer Materials</b>	Developers/Food-Related Biz		Ag Innovation Specialist w/ Brighton EDC, GB Chamber; Brighton Comms

# APPENDICES

## Appendix A: Timeline of Activities



### Appendix B: Abbreviations & Definitions

- **Adams County Parks:** Adams County Parks & Open Space Department
- **AdCo:** Adams County
- **Biz:** Businesses
- **Brighton EDC:** Brighton Economic Development Corporation
- **Brighton Parks:** Brighton Parks & Recreation Department
- **BSTH:** Brighton Shares The Harvest
- **DP:** District Plan
- **GB Chamber:** Greater Brighton Chamber of Commerce
- **HSV:** Historic Splendid Valley



Appendix D: Area Map

