



BUSINESS  
IMPROVEMENT  
DISTRICT

**Marketing & Branding Advisory Committee #1  
Meeting Minutes: Thursday, March 5, 2020**

**WOULD LIKE TO GET MORE DATA ON:**

- Spending insights in comparison to other areas
- Current and more accurate spending insights of Dupont Circle area
- Most populated periods of the day (WMATA?)

**STRENGTHS THAT WEREN'T MENTIONED IN THE PERCEPTION SURVEY RESULTS:**

- Cosmopolitan market
- Safety – Especially in comparison to other areas of DC
- Café Culture/Feel (17<sup>th</sup> Street) – Although 17<sup>th</sup> Street isn't in the BID boundaries; we can definitely argue this culture extends to other areas of Dupont
- LGBT Community and History
- Accessibility – The ease of coming into Dupont

**TONE**

- Personal/Intimate
- Welcoming
- Authentic
- Sophisticated
- Fresh/Edgy
- Contemporary

**MESSAGING IDEAS/BRAINSTORM SESSION**

It's a beautiful day in the neighborhood  
This is our neighborhood  
When you come to Dupont, it feels like *your* neighborhood  
DC's neighborhood  
Dupont is for Washingtonians  
DC = Dupont Circle = District of Columbia  
Authentically DC  
Dupont comes alive after work  
Dupont comes alive in the daytime  
The beating heart of the city  
You may or may not live here, but make yourself at home  
You may or may not live here, but you'll find yourself right at home  
Dupont = Your perfect DC day

Meet me at the Circle  
The Circle vs Dupont  
Homebase  
Dupont doesn't compete

## **BRAND PILLARS (DUPONT'S OVERARCHING STRENGTHS)**

### **I. INTERNATIONAL**

- Many local businesses/organizations from a variety of countries and cultures
- International connections in terms of art, products, and businesses

### **II. PEOPLE, IDEAS, AND CULTURE**

- Somewhat of an "Art District"
- Café culture, comfortable neighborhood feel
- New/Contemporary/Innovation

### **III. GATHERING AND CELEBRATION**

- LGBT Community and History
- Capital Pride Parade – June 13<sup>th</sup>, 2020

### **IV. THE CIRCLE**

- Can stand on its own as a destination
- Do we want to build a separate marketing campaign exclusively around The Circle?

## **GENERAL MEETING NOTES**

Perception of "Dupont" is broad

Gap in knowledge of what we do (needs to be more clearly communicated)

Faces of Business Owners in Marketing – Ex: Adams Morgan (Small Biz Saturday, reference)

Georgetown Glow Metro Ads – Can we reach out about their experience and results?

Circle vs Dupont – should we use together? Separately?

Diversity of residents and visitors

Vibrant customer base

Strong local arts community

A lot going on – artistry and music

We can better communicate proximity

ESG (Environmental, Social, Governance) - How should we embrace environmental, social and governance issues?

### ***Other Strengths Mentioned During the Meeting***

Circle is a great symbol

It's NOT new

Reimagine

Genuine

Authentic

It's a hub

Typically, folks are meeting at the Circle to express/share new ideas

