



## Task Force February 15, 2012

### **Topic: Enhance Image and Marketing of Brooklyn Park**

- Location – neighborhood and crime (near apartment complexes)
- Surrounding businesses – need higher quality businesses and complexes
- Poor impression of the area where pet hospital is located
- Brand the City – get away from the negative image. BP should equate to a positive place to live and do business.
- BP perceived as an extension of Brooklyn Center
- Improve perception, attitude, and expense of doing business. Also must take crime seriously. Need rapid response to problem areas.
- Change name of City?
- Empty space/businesses nearby
- Poor image from outsiders
- For a retail outlet the socio-economic divide creates marketing business challenge.
- Current business owners can sell BP to future owners
- Media does BP a disservice. PR person should promote BP to regional media
- Could City do press releases for business?
- Image of the neighborhood business is poor. Customers voice this concern but also customers may be from these neighborhoods.
- Help on image – work on the image (not the “hood”)
- Nothing about BP in packet to welcome residents. Packet advertised shopping in Arbor Lakes. This says something about what people think of BP.
- PR – ensure BP is represented positively in the news media
- Shopping malls – farmers markets, festivals, etc.
- 2 failing businesses on both sides in industrial park – clients tour buildings on daily basis – looks empty on the street
- Managers of small shopping centers – City could coach them in having marketing events, i.e. Teddy Bear Band to attract families
- Work together with businesses to clean up their properties and an education program
- Example of strategy: Networking event – IPN Network – go from restaurant to restaurant
- Get big news stations to get positive stories in the news
- Support shopping centers in doing fun PR events
- Family events where businesses can market themselves and meet members of the diverse community
- I’ve been telling people my business is in Champlin
- Crime statistics used to change the perception
- Better PR – utilize businesses that are here

- People don't know difference between BP and Brooklyn Center
- Improve perception
- You live here - why don't you work and shop here?
- Don't know the direction the city is going
- Identity of the city – needs to foster a positive image (great parks, atmosphere, doesn't get talked about enough). For example: BP and Champlin have a joint ice-skating class. Same instructors, but BP parents taking kids to Champlin due to concerns over safety.
- BP seen as “not safe” even for fundraising/volunteer work
- Changing the perception of BP – the City has reputation of not being business friendly (lots of hurdles)
- Changing image/perception of BP
- Educate more on what we are doing to change the image
- Image needs to be owned by more than the City. Business has to own it and contribute to positive -- residents and business alike
- Talk about positives – great roads, great highway access, better transfer time
- This is where it begins – communication starts but how can we execute? Need to make sure action happens after this meeting.
- City newsletter
- Where is BP on social media to attract young workforce?
- Confusion between BP and Brooklyn Center
- The City should recognize businesses that are successful in the community – it could help bring other businesses into community and gets the businesses name out there. Work together to help build the BP brand.
- Showcase successful businesses
- Change the perception of BP
- Marketing and maintaining
- Marketing – getting attention of buyers
- Cross marketing contacts
- Capitalize on location
- Make BP desirable to young, educated families with kids
- Change the negative reaction to BP because of perception of crime
- Ad campaign to attract young families – focus on location and parks
- Crime affected decision to move location
- Reputation – need to overcome
- Crime perception – hot to address – not a reality but perception
- Tenant uncomfortable with crime
- Statistics prove all crime is about the same but perception of BP is worse
- Marketing is difficult due to a lack of local options to advertise.
- BP has poor reputation – difficult to get customers (customers going to Maple Grove and 610 zone which has more restaurant offerings)
- Impression of the City is poor – people moving out (perceptions of safety)
- City is changing, but attitudes are not
- Need to keep money in BP. Spend local

## **Topic: Land Use and Infrastructure to Support Business**

- Transportation – lack of transit offerings
- Restrictive zoning along 610 makes sense but maintain focus on the end goal. While we understand the development philosophy and long-term approach, it'll take a while before the right projects come along.
- Easier to market some of their sites as retail if it was possible – office space still not moving even with much lower lease rates
- Fixing 169 triangle was key – better access
- Some of the development (industrial) is going elsewhere and could be here (along 610), but holding out will bring more desirable development from the City perspective.
- 610 zoning good long term perspective for BP
- Transportation in BP is tough. Local roads. Public transit needs to be considered. East – west.
- Transportation – at Hennepin Home Health site is bad. Spends more on mailings. North of 85<sup>th</sup> avenue the transit possibilities/options are much more limited than south of 85<sup>th</sup>. Bus line is the key to workforce.
- Online commerce – quality technology, building the infrastructure (fiber optic)
- He does business park development in the community. Mixed use development zoning will make it difficult to take advantage of activity that could result in another business park. More traditional office/warehouse space is needed. Can't do this with current zoning.
- Transportation an issue – lots of buses on Brooklyn Boulevard but need them throughout the City. No bus pick-up lanes on streets. Many pedestrians walking to work due to a complete lack of transportation options (i.e. getting to 85<sup>th</sup>).
- Lack of sidewalks in some areas.
- Extend 610 to I94