

Creating Community Identity: City of Ramsey



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Students in JOUR 8202: Generation and Selection of Communication Strategies

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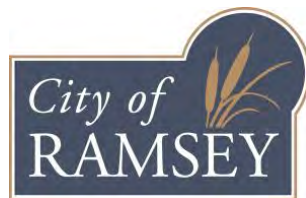
College of Liberal Arts

Prepared in Collaboration with

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City of Ramsey





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Communities Project

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Creating community identity

CITY OF RAMSEY

Melodie Bard, Michael brun, Christine lee, amy Lohmann, tim nel son



People are
looking for
something.

The Twin Cities are becoming more expensive and congested.

Affordable homes, large lots, and good schools are in high demand.

More and more people don't need to be in the center of it all – but they don't want to be in the middle of nowhere.

Is there a space for them?



Ramsey is the
solution.

The makeup of the outer metro is rapidly changing, and Ramsey has many of the key attributes that people are seeking.

The “us vs. them” issue in Ramsey calls for a more consistent, cohesive, and unifying image.

The differences among current and future residents may be one of Ramsey’s greatest strengths.



A successful marketing and communications campaign will create a **strong, consistent and positive** image of the community among residents -- current and potential -- as well as businesses and neighbors.



Success Factors



Strengthen image and brand



Attract prospective residents and businesses to community



Emphasize **RAMSEY'S** best attributes

Who are we speaking to?

Independent, middle class suburbanites looking for a safe, affordable community with SPACE to grow.



Parents with young children



retirees



First-time home buyers



Community analysis

Site visits

Visited Ramsey businesses and points of interest

One-on-one interviews

Conducted interviews with various members of the Ramsey community:

- Retired/long-term residents
- Young adult residents
- City leadership
- Parks & Recreation staff
- Historical society staff
- Real estate professionals
- Business owner

Additional research

Intake of background documentation from city leaders and additional secondary research

Insights

WHAT'S HAPPENING IN THE WORLD?

FACT

Ramsey is a safe community with very little crime. It's also affordable and has ample space for young families to grow.

Observation

Ramsey residents feel connected to each other and many cite safety as a reason they moved to Ramsey and the sense of community as something they ended up loving.



“The strongest asset is our people. It still has a small town feel -- it's very safe and it's an awesome, caring community.”

The American Dream is
alive in Ramsey.



WHAT ISN'T BEING SAID?

What do ramsey residents value?

FACT

Ramsey is a small-town community on the blue/red divide.

Observation

Ramsey's future has yet to be written. It can lean into its independent nature and adapt to increasing diversity.



“I think people here have family values.”

WE WON'T AGREE ON
everything, but at our core,
we have a lot in common.



What Makes Ramsey different?
What are similar cities doing?

FACT

Ramsey offers newer homes on larger lots than other metro-area suburbs. Their ample outdoor opportunities set them apart from nearby cities.

Observation

The northwest metro is a “hidden gem” and one of the last parts of town with affordable space and a close connection to the city.



“We're very committed to the citizen engagement process. We want to create this community together. We're not trying to be us vs. them.”

AS CONNECTED AS
YOU WANT TO BE.



What are the emotional drivers?
What makes Ramsey special?

FACT

Ramsey provides many of the benefits of urban living but with a rural flair.

Observation

Unlike some of its neighboring cities, Ramsey is up-and-coming and has opportunities to grow. Current residents can work together to write Ramsey's history.



“There's a vibrancy aspect, it feels like we're an up-and-comer and residents can be a part of that. Some wish we had a historic downtown, but that's an opportunity -- that part of our story has yet to be written.”

rich history,
Bright future.





The American
Dream is alive in
Ramsey.

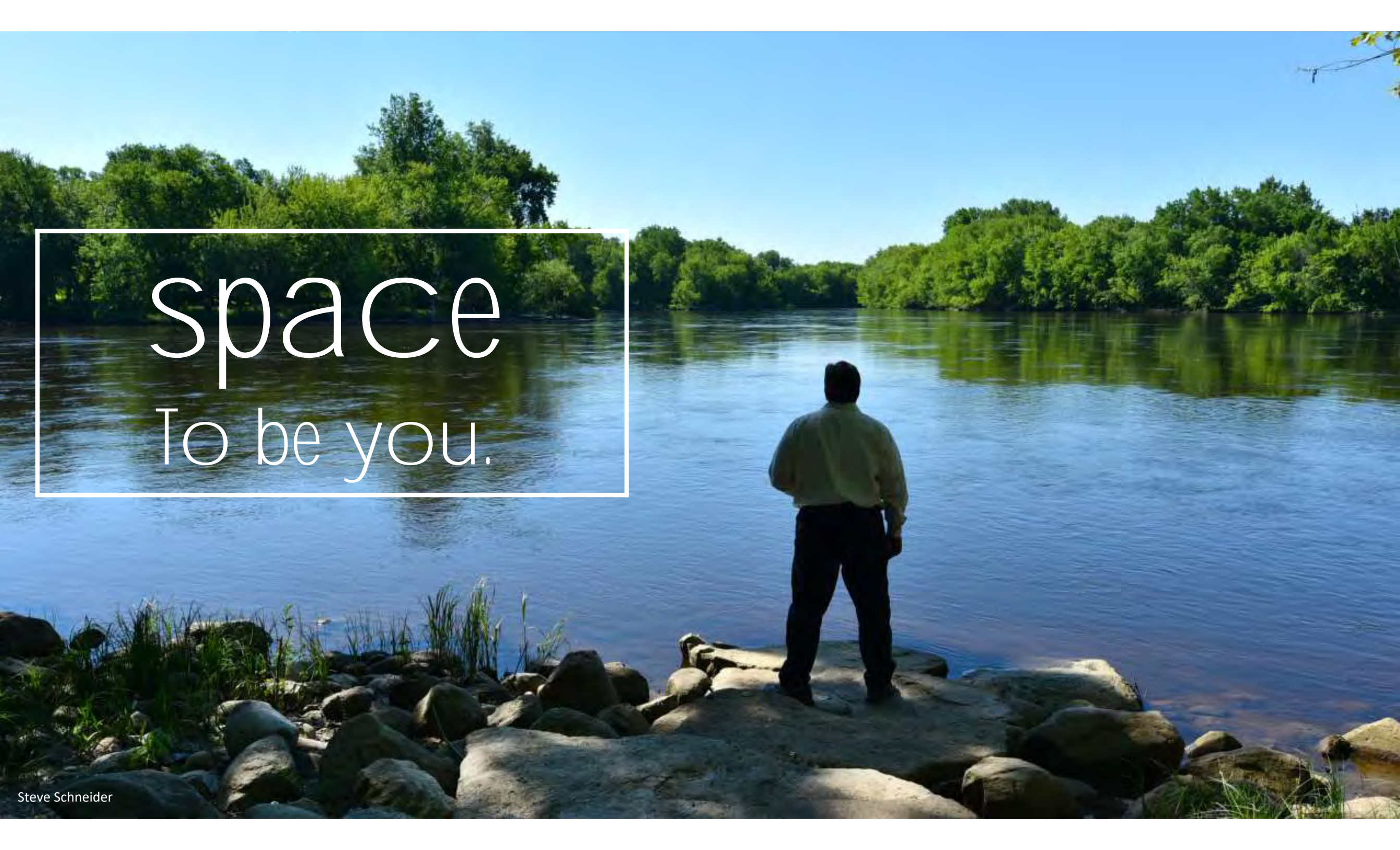
We won't agree
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As connected as
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Rich history,
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Video:

https://drive.google.com/file/d/11pZ7QzDUIAkepODiQ_XC1gWvpRDwwnOt/view?usp=sharing



space
To be you.



The Innocent archetype

Embracing nature and independent community.

Values

- Independence
- Fulfillment
- Wholesome
- Simple pleasures
- Faith
- Safety
- Traditional

motivators

- Life doesn't have to be hard
- Keep it simple
- Free to be you and me

Brand visualization



A b c d e f g h i
j k l m n o p q r
s t u v w x y z



1 2 3 4 5 6 7 8 9

Tactics

Goal
1

Building
awareness and
establishing
identity

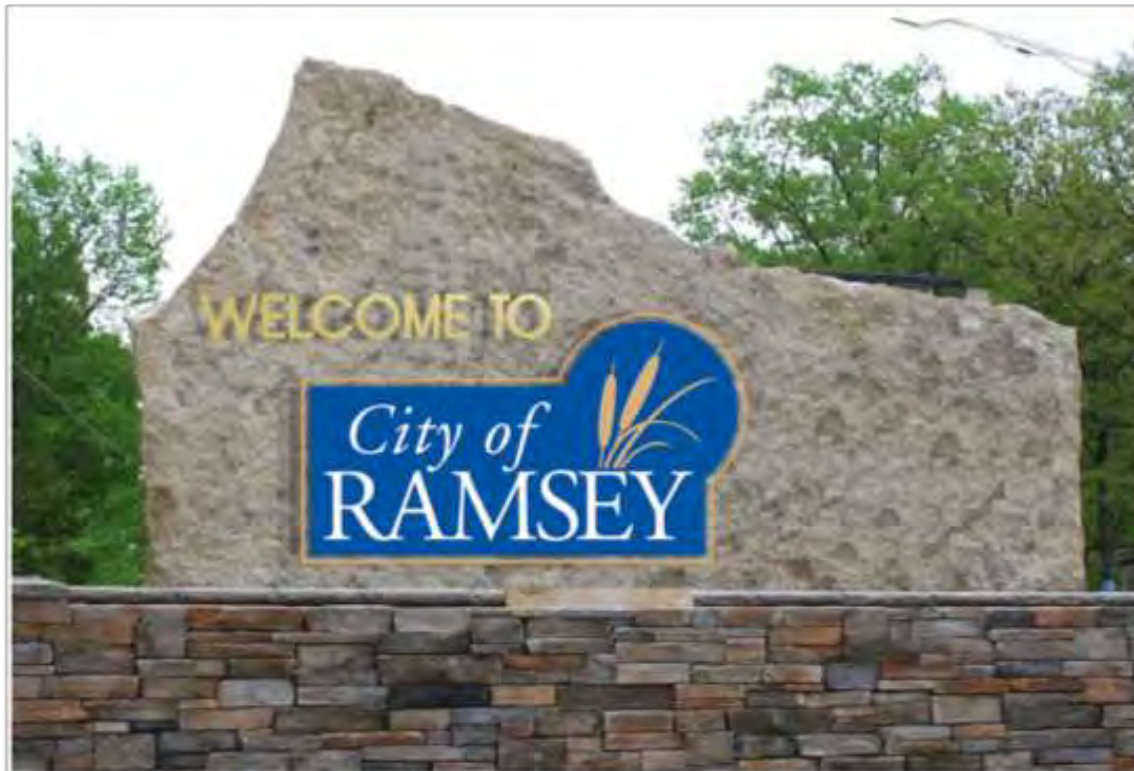
Key message

Ramsey just might be the best kept secret in the northern suburbs.

It has what you're looking for.

owned channels

- Define Ramsey boundaries on major roads to create distinction from Anoka as people drive through the area.
- Opportunity to showcase new brand style.



paid channels

- Purchase radio, social media, and billboard ads in target areas. Use campaign theme: "Looking for X? You'll find it in Ramsey."
- Examples: Looking for affordable housing? Looking for space? Looking for adventure? Looking for community?



Goal
2

Forge emotional
bond with
brand promise

Key message

You believe in building your own life and your own American Dream, for yourself and your family.

You can have the space to be you in the City of Ramsey.

owned channels

- Collect testimonials from current residents sharing their “American Dream” stories in the City of Ramsey. Highlight on owned social media channels to continue to tie current citizens into new brand promise.



paid channels

- Purchase ads in targeted metro lifestyle and hunting/outdoors magazines with messaging that embodies the idea of carving your own path in the City of Ramsey.



owned channels

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paid channels

- Purchase ads in targeted metro lifestyle and hunting/outdoors magazines with messaging that embodies the idea of carving your own path in the City of Ramsey.



Goal
3

Connect
audiences
with the city

Key message

Ramsey has something
for everyone, and
something for **you**.

owned channel

Expand Happy Days with a night for locals and another night geared towards non-locals. Book entertainers to draw crowds to a summer concert series - the Happy Days of Summer!



Kelly Dahl

owned channel

Expand farmer's market in summer to connect historic organic farming crowd with younger foodies. Draw people from surrounding towns to engage with Ramsey.



Steve Schneider

owned channel

Partner with Anoka-Hennepin School District to do more community education classes in Ramsey. Develop programs to encourage hiking and biking on Ramsey trails.



Steve Schneider

Measuring Success

Building awareness

- Survey to measure awareness in metro area and cabin country
- Social media impressions and engagement
- Social media surveys about new signage and identity marks

Emotional bond

- Attitude polling
- Video engagement
- Values survey with prospective residents and new residents with welcome packet

Connecting to the city

- Event attendance -- Ramsey vs. non-Ramsey residents
- Parks and trails use
- Canoe and kayak rental rates




The American
Dream is alive in
Ramsey.

We won't agree
on everything, but at
our core, we have
a lot in common.

As connected as
you want to be.

Rich history,
bright future.

A scenic view of a pond surrounded by lush green trees and a monarch butterfly in flight. The text "space To be you." is overlaid on the left side of the image.

space
To be you.



appendix

Target audiences

BRAND BULL'S EYE: INDEPENDENT, MIDDLE CLASS SUBURBANITES LOOKING FOR A safe, affordable community with room to grow.

Who are they?

- Middle class transplants from rural environments or cities/suburbs
- 54% of residents have children under the age of 17
- Outdoor enthusiasts
- Many don't work in Ramsey

What are their values?

- Safety
- Natural environment
- Place to raise a family

How do they think?

- Interested in housing lots with more space
- Concern over density of housing/impacts on existing neighborhoods
- Enjoy outdoor recreation

Target audiences

SEGMENT	Parents with young children	Retirees	First-time home buyers
VALUES	<ul style="list-style-type: none"> • Safe neighborhood • Close to work • Activities for kids • Avoiding noise and congestion/price of the city but desiring more options than rural neighborhoods 	<ul style="list-style-type: none"> • Don't have to deal with the stress of the city • Access to variety of outdoor activities • Downsizing to smaller, newer home • Connection to Minnesotan rural roots 	<ul style="list-style-type: none"> • Starter homes that don't sacrifice backyard/outdoor access • Proximity to city without having to live in the city • An affordable place to start your family
BARRIERS	<ul style="list-style-type: none"> • "Anoka has cheaper housing" • "I want access to lots of retail and restaurants" • "Ramsey doesn't have its own school system" 	<ul style="list-style-type: none"> • "New development is changing the rural character I love" • "My family doesn't live nearby" • "I want access to lots of retail and restaurants" 	<ul style="list-style-type: none"> • "I want to live in areas with other young people" • "I want access to lots of retail and restaurants"

Swot analysis

Strengths:

- Numerous outdoor opportunities
- On the Northstar train route
- Plenty of space for building homes
- Lots of popular community events

Weaknesses:

- Not discernible from nearby cities
- Key resources haven't been planned around (i.e. Town Hall)
- Lacks an identifiable downtown

Opportunities:

- Build brand while city is still growing
- Capitalize on proximity to “up north”
- Draw in residents who may work in urban areas but desire rural living
- Promote COR as growing part of community, while having access to nature

Threats:

- People are living in Ramsey for lots of different reasons
- Name confusion with Ramsey County

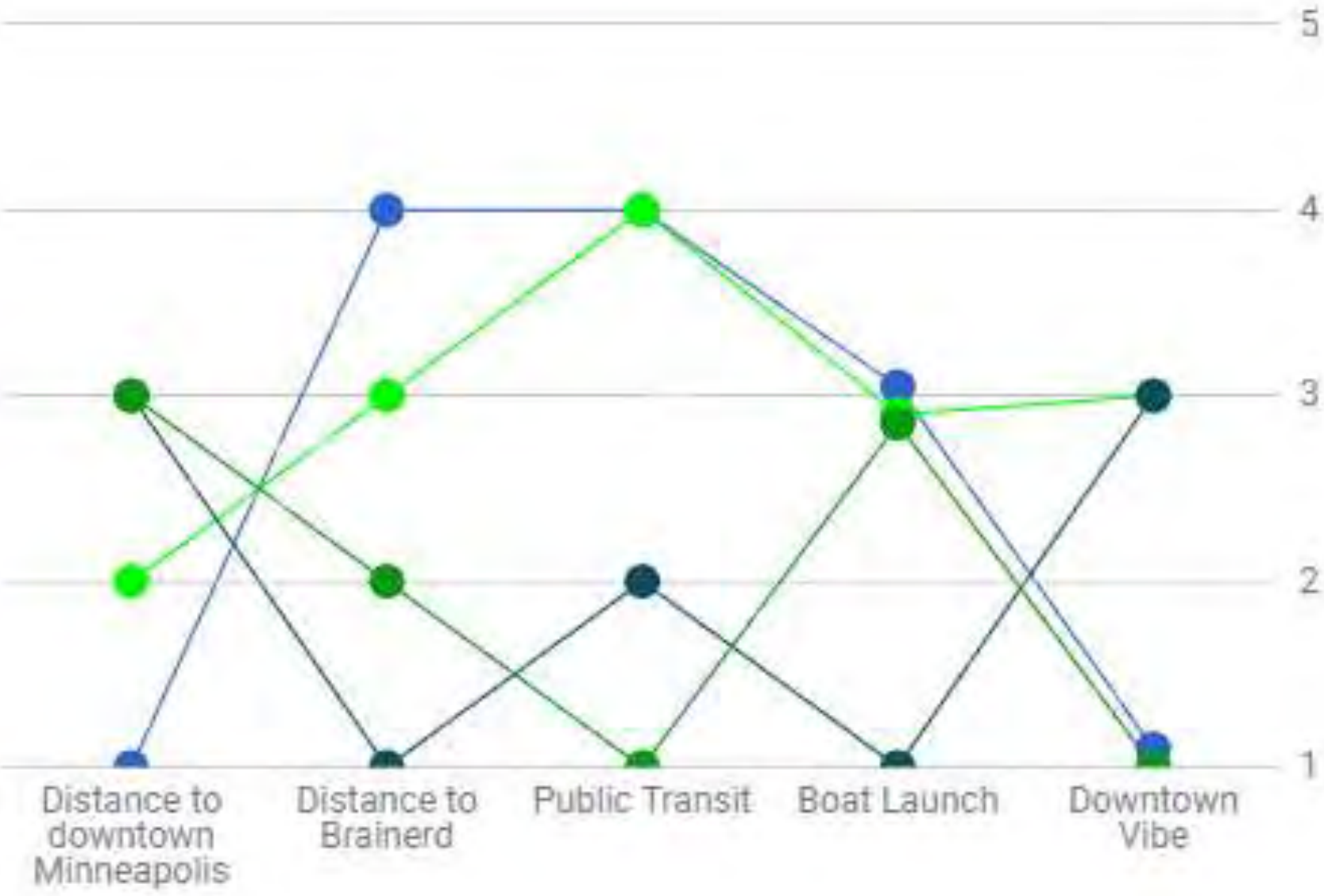
Competitive marketplace

- Andover
- Anoka
- Bethel
- Blaine
- Coon Rapids
- Elk River
- Rogers
- Zimmerman



Steve Schneider

Strategy canvas



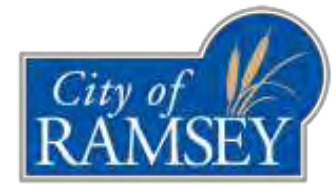
Key

- Ramsey
- Anoka
- St. Louis Park
- Andover

1: least desirable
4: most desirable

Archetype matrix

Stability



The Innocent

Belonging

Independence

Change

Fit statement

For independent, middle-class suburbanites looking for an affordable community with room to grow it's the safe urban-rural community that has space for you to be you.



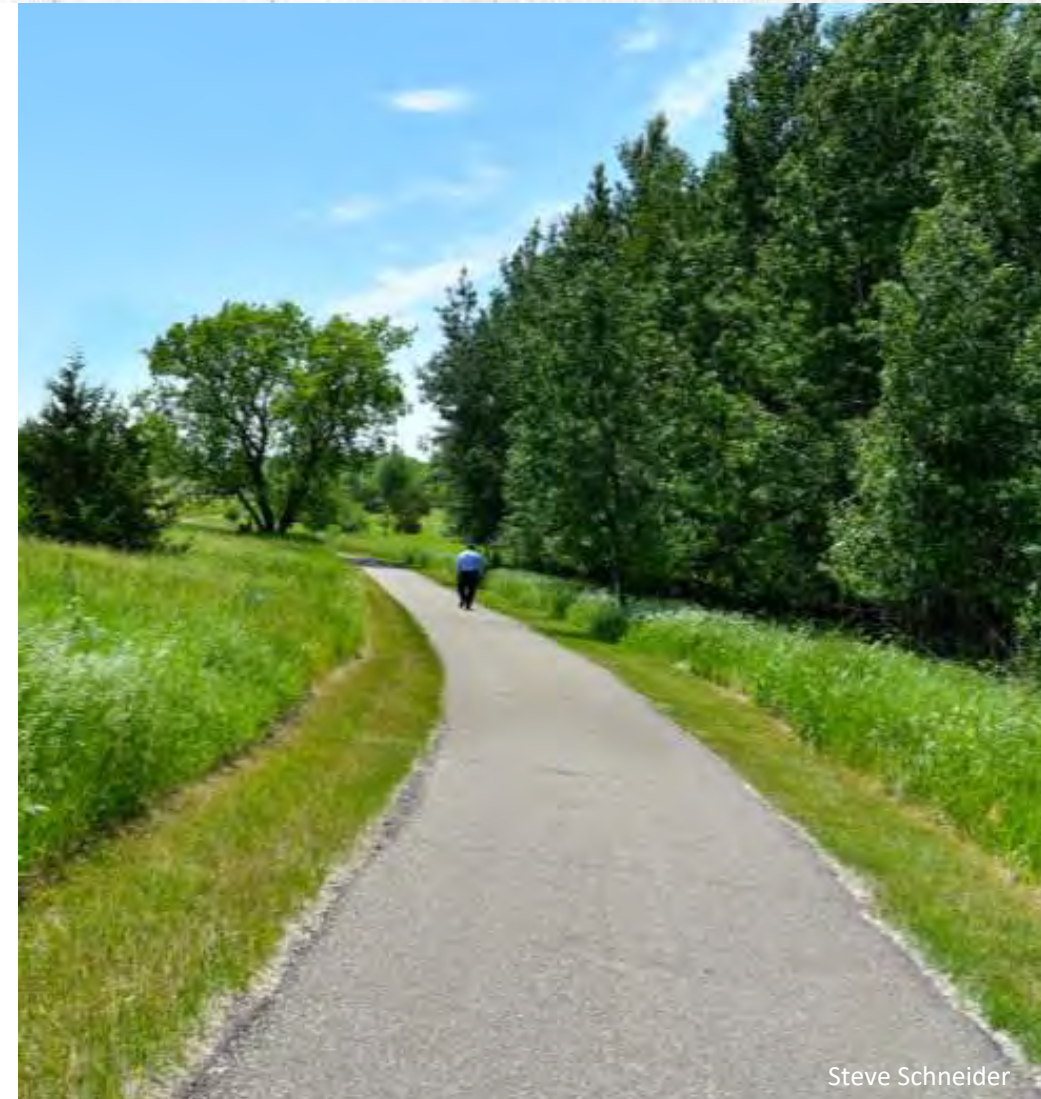
Steve Schneider

Interview guide

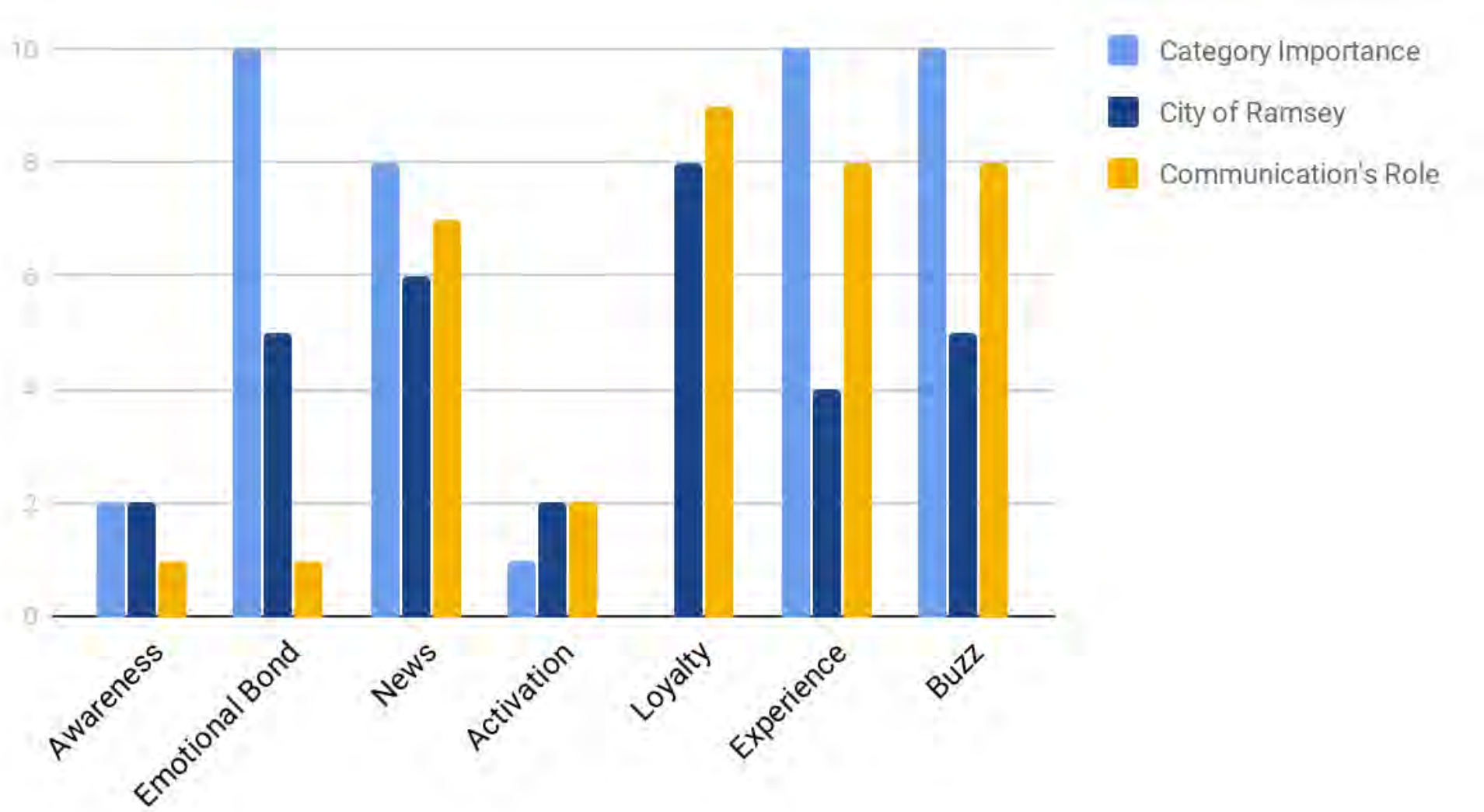
1. What are your perceptions of the City of Ramsey?
2. What type of people live in Ramsey today? What are their values? How do people in Ramsey spend their time?
3. What are the city's best attributes? What do people love about Ramsey? What sets Ramsey apart?
4. What would you say is Ramsey's biggest challenge right now? It's biggest opportunity? What would you consider Ramsey's "competitors"?
5. What's preventing people from moving into Ramsey right now?
6. What do people in Ramsey wish other people knew about them or the city?
7. What do you want future residents to know?

Brand promise

Ramsey is the solution for people who are looking for a unique combination in their lives. It's the place that offers space for people to be themselves and to choose their own path. This is possible due to Ramsey's unique location close to the metro but nestled amidst abundant trails and nature areas. Housing is affordable, so anyone can move to Ramsey to start their family or success story.



Marketing drivers



Campaign architecture

	Discovery	Discovery	action
Drivers	Awareness	Emotional bond	Experience
Comm. tasks	Notice	Feel	Learn
Subtask	Discover Ramsey	Connect to Ramsey's values	Get a taste for life in Ramsey
Barriers	"You mean Ramsey County?"	"Is Ramsey the right place for me?"	"Why would I move there if I don't know what it would be like?"
Key messages	Ramsey just might be the best kept secret in the northern suburbs. It has what you're looking for.	You have a desire to build your own life, for yourself and your family. You can do it in Ramsey.	Ramsey has something for everyone.

	Discovery	Discovery	action
Media / channel	<p>Owned:</p> <ul style="list-style-type: none"> • Delineate boundaries and create distinction from Anoka with new border markers built in the new branding style. <p>Paid:</p> <ul style="list-style-type: none"> • Radio, social media, and billboard ads targeted to the metro area and cabin country. Use campaign theme: “Looking for something? You’ll find it in the City of Ramsey.” Can be customized to specific areas. • For social media, it could be “Looking for your dream house? You’ll find it in the City of Ramsey.” “Looking to explore? You’ll find adventure in the City of Ramsey.” 	<p>Owned:</p> <ul style="list-style-type: none"> • Collect testimonials from current residents sharing their Ramsey stories. Highlight these on Ramsey social media platforms to continue to build emotional bond, gather citizens around new brand idea. <p>Paid:</p> <ul style="list-style-type: none"> • Purchase ads in metro area magazines (hunting and lifestyle) with narrative: “This is the place for you to carve your own path” • Have a presence at the Boating Expo to highlight outdoor opportunities • Have a presence at the Remodelers Expo to highlight new, modern homes 	<p>Owned</p> <ul style="list-style-type: none"> • Expand Happy Days and establish a night for locals and another night geared towards non-locals. Book local entertainers to draw crowds to a summer concert series - the Happy Days of Summer! • Expand farmer’s market in summer to connect historic organic farming crowd with younger foodies. Draw people from surrounding towns to engage with Ramsey. • Partner with Anoka-Hennepin school District to do more community education classes in Ramsey. Develop programs to encourage hiking and biking on Ramsey trails.
metrics	<ul style="list-style-type: none"> • Survey to measure awareness in metro area and cabin country • Social media impressions and engagement • Social media surveys about new signage and identity marks 	<ul style="list-style-type: none"> • Attitude polling • Video engagement • Values survey with prospective residents and new residents with welcome packet 	<ul style="list-style-type: none"> • Event attendance -- Ramsey vs. non-Ramsey residents • Parks and trails use • Canoe and kayak rental rates