

# Alexandria Marketing Fund Proposal Handcrafted Alexandria

September 11, 2009

## Applicant Information:

**Organization:** Torpedo Factory Artists' Association

### Contact Person:

Claire Mouledoux  
Director of Communications and Office Manager  
Torpedo Factory Artists' Association  
[faa@torpedofactory.org](mailto:faa@torpedofactory.org)

**Project Start Date:** 2/1/10

**Project End Date:** 1/31/11

## Participating Businesses:

### Lead Partner - \$3500

Torpedo Factory Art Center  
(Operated by the Torpedo Factory Artists' Association)  
Claire Mouledoux, Director of Communications and Office Manager  
105 N. Union St.  
703-838-4565 x5  
[faa@torpedofactory.org](mailto:faa@torpedofactory.org)  
[www.torpedofactory.org](http://www.torpedofactory.org)

Visitors journey through three floors of artist studios and galleries to observe artists and purchase original artwork. Home to 82 studios, 6 galleries, and The Art League School.

### Featured Partners (4) - \$1000 each/\$4000 total

fibre space™  
Danielle Romanetti, Owner  
102 N. Fayette St.  
703-664-0344  
[danielle@fiberspace.com](mailto:danielle@fiberspace.com)  
[www.fiberspace.com](http://www.fiberspace.com)  
A knit and crochet universe

La Muse  
Debra Monahan, Owner  
108 N. Patrick St.  
703-683-1696  
[Debra@ShopLaMuse.com](mailto:Debra@ShopLaMuse.com)  
[www.shoplamuse.net](http://www.shoplamuse.net)  
Handcrafted gifts that amuse, intrigue and inspire

The Potomac Bead Company  
Kim and Brian O'Connor, Owners

1104 King St.  
703-299-8730  
[kim@potomacbeads.com](mailto:kim@potomacbeads.com)  
[www.potomacbeads.com](http://www.potomacbeads.com)  
Beads and supplies

Ten Thousand Villages  
Kate McMahon, Manager  
915 King St.  
703-684-1435  
[kate@tenthousandvillages.com](mailto:kate@tenthousandvillages.com)  
[www.tenthousandvillages.com](http://www.tenthousandvillages.com)  
Fairly-traded handcrafted gifts, accessories, and decor from around the world

**Partners (11) - \$500 each/\$5500 total**

Artcraft  
Adam Winer, Manager  
132 King St.  
703-299-6616  
[adam@artcraftonline.com](mailto:adam@artcraftonline.com)  
[www.ArtcraftOnline.com](http://www.ArtcraftOnline.com)  
Eclectic collection of handmade furnishings, home accents and gifts by over 600 American artisans

Arts Afire Glass Gallery  
Joe Egerton, Owner  
1117 King St.  
703-838-9785  
[artsafire@artsafire.com](mailto:artsafire@artsafire.com)  
[www.artsafire.com](http://www.artsafire.com)  
American handcrafted glass jewelry, kaleidoscopes, ceramics, turned wood and events.

The Art League Gallery and School  
Linda Hafer, Executive Director  
105 N. Union St.  
703-683-1780/Gallery 703-683-2323/School  
703-549-5450  
[lindah@theartleague.org](mailto:lindah@theartleague.org)  
[www.theartleague.org](http://www.theartleague.org)  
Original artwork by contemporary artists and art classes in a variety of fine art and fine craft mediums.

Bead Obsessions  
Patricia Woodhouse, Owner  
619 S. Washington St.  
703-836-3113  
[beadobsessions@verizon.net](mailto:beadobsessions@verizon.net)  
[www.beadobsessions.com](http://www.beadobsessions.com)  
The art of beadwork—make your own handcrafted jewelry

Carafe Winemakers  
Lamar Brown, Owner  
111 S. Alfred St.  
703-739-5850

[carafe@oldtown-va.com](mailto:carafe@oldtown-va.com)  
[lamar@gwu.edu](mailto:lamar@gwu.edu)  
[www.carafewines.com](http://www.carafewines.com)

Micro-winery, make your own wine

Del Ray Artisans  
Linda Silk, President  
2704 Mount Vernon Ave.  
703-838-4827  
[LindaSilk1@verizon.net](mailto:LindaSilk1@verizon.net)  
[www.thedelrayartisans.org](http://www.thedelrayartisans.org)  
Art gallery and classes

Gold Works Inc. by David Martin  
David Martin, Owner  
1400 King St.  
703-683-0333  
[david@goldworksusa.com](mailto:david@goldworksusa.com)  
[www.goldworksusa.com](http://www.goldworksusa.com)  
Fine handcrafted custom gold jewelry, sculpture and repair

Gossypia  
Amanda Lasker, Owner  
325 Cameron St.  
703-836-6969  
[bizpt1em@verizon.net](mailto:bizpt1em@verizon.net)  
[www.gossypia.com](http://www.gossypia.com)  
Folk art, jewelry, and clothing

Imagine Artwear  
Carol Supplee, Owner  
1124 King St.  
703-548-1461  
[CSImagine@aol.com](mailto:CSImagine@aol.com)  
[www.imagineartwear.com](http://www.imagineartwear.com)  
Contemporary clothing, jewelry, and crafts by American artists

Knit Happens  
Holly Daymud, Manager  
127 A N. Washington St.  
703-836-0039  
[knitgirl@gmail.com](mailto:knitgirl@gmail.com)  
[knithappenings.blogspot.com](http://knithappenings.blogspot.com)  
Yarn and classes

Posh Princess Palace  
Tabitha Graham, Owner  
1127 King St.  
703-548-5009  
[tabitha@poshprincesspalace.com](mailto:tabitha@poshprincesspalace.com)  
[www.poshprincesspalace.com](http://www.poshprincesspalace.com)  
Princess spa and premiere party palace for little girls featuring handmade custom tutus, vegan body care line, and more

### **Overall Goal/Purpose of Project:**

Create and promote a Handcrafted Alexandria brand to unify and leverage the significant presence of art, craft supply and classes, and specialty culinary businesses in Alexandria, thereby increasing sales for these businesses.

### **Benefit to the City of Alexandria:**

Increase tax revenue for the city as it increases sales to Alexandria businesses. Promotes shopping locally as opposed to spending dollars elsewhere.

**Estimated Cost of Project:** \$26,000

**Grant Amount Requested:** \$13,000

## **Description of Project:**

### **Overview:**

Handcrafted Alexandria is a proposed new brand that seeks to leverage the prevalence of Alexandria businesses specializing in art and crafts, artisan-made culinary goods (ie. wine/cheese), and craft supplies and classes by unifying them under one common theme.

The campaign will remind existing customers about, and expose them to, other Alexandria businesses that are in their range of interest. These customers are largely located in Northern Virginia with some in DC and Maryland and beyond. Some new local customers will be reached through a purchased mailing list, while locals and some visitors will be exposed to collateral materials placed at partner businesses, coffee shops, at the visitors center, and some Alexandria hotels. [Additional funding to reach tourists is being sought through an application for a grant from Virginia Tourism.]

In future phases of the campaign, once the brand creation and website launch expenses have largely been paid for, more money will be available to expand the campaign's reach.

The campaign will motivate the audience to experience Handcrafted Alexandria, "where the process of creation becomes yours." The added value of the handcrafted item is communicated through a focus on the creative spirit and process of craftsmanship that goes into it.

Where possible, such as on the website, the two major categories of "made by the artisan" and "made by you" can be further supported with the following messaging:

Made by the artisan: For businesses offering finished works of art and handcrafted goods, "the story of the artisan and their process of creation become yours." An altruistic appeal can be used in that the customer is not only supporting a local business but artists and artisans as well.

Made by you: For businesses that offer classes and supplies for a craft, "the rich experience of creation is your own." Can utilize a "back to basics" appeal of selecting your materials and the rewarding process of creating something with your hands and enjoying the unique personalized result. Serves as a creative outlet, stress relief, and relaxation.

The campaign will include posters and rack cards, a mailing, website, email campaign, Twitter and Facebook presence, a reusable shopping bag, and more. Events and promotions in each location, as well as a Handcrafted Holiday shopping focus, will motivate shop visits and raise the

potential for sales. Contests and prizes will motivate store visits and email list signups. Results will be carefully tracked and reported.

## **Campaign Details and Methods:**

### **Cost**

\$26,000 campaign value

- \$3500 from Torpedo Factory Artists' Association
- \$500 from 11 businesses (\$5500)
- \$1000 from 4 businesses (\$4000)
- Subtotal from Partners: \$13,000
- \$13,000 match requested from City

### **Additional Cost to Partners**

- 1 month or monthly promotion/discount or small giveaway (each business chooses their own promotion)
- One \$50 retail value item for prize encouraging email list sign-up
- Optional cost of hosting promotional event in store (many partners do these already, can promote existing promotional events)
- Optional additional contribution to grand prize pack

### **Target Audience**

- Cross-pollinate regular customers of each business, primarily residents of Northern Virginia but reaching into DC and Maryland and beyond.
- Additional Alexandria locals through purchase of targeted mailing list
- Residents and visitors to Alexandria through exposure to Handcrafted branding in additional locations in town such as Visitor's Center, coffee shops, and more.
- Some tourists will be reached with rack card distribution to Alexandria hotels and events posted on ACVA website

[Note: Additional funding to reach tourists is being sought through application for a \$5000 grant offered by Virginia Tourism]

### **Poster**

- Feature Handcrafted Alexandria logo/branding and all partners
- To be posted at each location (possibly elsewhere)

### **Rack Card – 10,000 Pieces**

- Handcrafted Alexandria logo/branding
- Placed in bags when customer makes purchase
- Displayed in:
  - Partner shops
  - Coffee shops
  - Visitor's Center
  - Some Alexandria hotels

### **Email Address Gathering Notepads**

- Each store will have printed notepads upon which guests can submit their email address
- Ask "How have you heard about Handcrafted Alexandria?" for tracking

### **Reusable Shopping Bag – 2,000 Pieces**

- Colorful eye-catching design reflects Handcrafted branding
- Partner logos on narrow side panels

- Partner financial contribution includes at minimum 75 bags for each partner
- May sell for \$4.99 OR use as a gift with purchase or other giveaway
- Sale price subject to change based on final quote
- Customers carrying the bag for grocery shopping or to tote other things around exposes others to the brand

#### Hang tag on reusable bag

- Includes website, invitation to join email list, and contest announcement
- Each tag will have a unique code that can be entered on the website to see if it is one of 5 secretly marked winning tickets
- Prizes TBD

To motivate the customer to carry the bag around town, we are considering an incentive to customers who bring their bag into participating stores: could be entry into a monthly giveaway or something else.

A “Trick-or-Treat” style promotion is also under consideration, in which the customer takes their bag from store to store for a small item. At the end of October, it would be a lead-in to the holiday shopping season.

### **Website: HandcraftedAlexandria.com**

#### Partner Directory

Broken down by category

#### Partner Pages

Website will be built so that partners may log in to update their own page with upcoming events/promotions/featured products. Partners commit to keeping this current so that the burden is not on one business to track down all information.

#### Map/Directions

#### Email, Twitter, and Facebook Sign-Up

Email sign-up includes question “How did you hear about Handcrafted Alexandria?”

#### Grab Bag Contest

- Email list sign-up enters person to win
- Each partner contributes an item of retail value \$50
- Goes into a virtual bag on website (tied to image of reusable shopping bag)
- Monthly winner gets to pick an item from the virtual bag

#### Events/Promotions page

Summarize monthly events and promotions

#### Behind the Scenes of Handcrafted

- Each business will provide a behind-the-scenes article; can be story behind a handcrafted item, describe a creative process, or something else that reveals the value of what that business offers
- New story featured each month

#### Lend a Hand

Feature a monthly opportunity to volunteer or give back to an Alexandria charity or non profit. Exploring partnership with Volunteer Alexandria to provide opportunities for the year.

### **Email Campaign**

- Monthly email blast lists all partners

- Includes promotions/events of the month
- Link to new Behind the Scenes story and Lend a Hand opportunity

Partners either provide their email list to the group, or commit to announcing the campaign in one of their own email blasts and invite their customers to visit the Handcrafted website and sign up for the Handcrafted email list.

### **Twitter and Facebook**

- Announces promotions/events
- Secret discounts or giveaways (20% off one day only at Art Shop!)
- Have guest Twitter-ers

### **Mailing – 10,000 Pieces**

- Announces the brand
- Promotes all partners and encourage visits to stores, visits to website, join email list
- 1 Spring mailing of 10,000 pieces includes:
  - At least 5,000 addresses from partner mailing lists
  - Purchase of up to 5,000 targeted addresses

#### **Contest:**

- Visit 5 stores in 1 month and get stamps on mailer to be entered for prize
- Prize donations will be sought from other Alexandria businesses (could be hotel stay, theater tickets, riverboat cruise, dinner for 2, food tour, etc.)
- Partners have option of contributing to prize pack
- Partners are encouraged to provide their snail mail list to the group for the one-time mailing (some may have privacy clauses that prevent mail sharing)

### **Partner Brochure Display at the Torpedo Factory**

A portion of the brochure rack located in the north waterfront entrance of the Torpedo Factory will be dedicated to partner brochures and literature with a Handcrafted Alexandria poster positioned directly above the material. The Handcrafted rack card will be displayed here, at the information desk, and in the Union Street entrance brochure rack.

### **Print Ads**

The 2010 campaign does not rely on print advertising; however a small portion of the budget will be used for an ad in the program for the American Craft Show in Baltimore, Maryland. This reaches 25,000 fine craft lovers within driving distance and could bring new business.

We will explore more print ad opportunities if additional partners join the Handcrafted group which would bring more money into the budget.

If a \$5,000 grant is earned from Virginia Tourism we will consider placement in Where Magazine.

### **Events**

- Partners are encouraged to host promotional events at their location (if they don't already)
- Can feature a special item, have a demonstration, offer discount, refreshments.
- Larger events can be posted on ACVA website

Other partner events are likely to be developed. Some ideas have included a craft market and the aforementioned Trick-or-Treat concept.

### **“A Handcrafted Holiday” Shopping Focus**

A week leading up to or during the winter holidays would be promoted with special components to

motivate shopping (discounts or other promos at discretion of partner).

### **Press Releases**

- Seek earned media to reach new customers (via traditional media and online/blogs)
- Promoting the inspiring partnership of small craft-related businesses
- Altruistic message – support of artists/artisans, could focus on one compelling story
- Back to Basics – focus on materials, experience of creating yourself, or social aspect of creation bonding family and friends
- Promote larger events

### **Other Partnership Opportunities**

This collaborative effort opens additional partnership opportunities among members. For example, subgroups of partners, such as the supply shops, could purchase print ads together or create their own focused event.

## **Competitors & Plan to Differentiate Product or Event**

### **Old Town Boutique District**

OTBD is not a competitor in the sense that they share our goal of increasing revenue for Alexandria's small businesses and for the city itself through tax dollars. However, Handcrafted will be a distinct brand in these ways:

- Focus on handcrafted goods, artists/artisans, and creative materials
- Include Del Ray and Old Town; future phases of campaign could include other Alexandria neighborhoods
- Include culinary businesses

### **Tyson's Corner/Shopping Malls**

Alexandria retail study shows that many Alexandrians leave Alexandria for shopping needs. The campaign reminds locals what they can buy here and the value of buying locally.

The campaign tells people outside of Alexandria that they can come to one area for a high density of many handcrafted choices.

### **Alexandria Shopping Centers & Mall**

Appeals to benefits of handcrafted as opposed to mass produced:

- Handcrafted goods have a greater value, story of artist/artisan
- Altruistic appeal in support of artists/artisans
- "Back to Basics" appeal focusing on the rich experience of selecting materials and creating yourself

### **Online Shopping**

In-store shopping is on the decline as more people make purchases online. Some partners have online shopping so they may benefit by highlighting online purchase on their Handcrafted website page.

We can demonstrate that Handcrafted partner businesses are accessible for in-store visits with a map and directions, including public transportation, on the website.

Customers can be reminded of the value of buying locally.

## Measurements of Success & Reporting

### Visits to website

Monthly visitation and unique visitation

### Email subscriptions

Record subscriber growth

Record open rates and click-through rates

Tabulate answers to "How have you heard about Handcrafted Alexandria?"

### Email sign-up via notepads in stores

Tabulate answers to "How have you heard about Handcrafted Alexandria?"

### Twitter and Facebook subscriptions

### "Visit 5 Stores" contest mailer redemption

### Reusable shopping bag

Sales of bag

Entry into contest stated on bag tag

### Earned media value

## Please attach additional information if necessary:

Budget attached

## Sustainability Plan:

### Year 1 - 2010

Torpedo Factory	\$3,500
4 Featured Partners	\$4,000 (\$1,000 each)
11 Partners	\$5,500 (\$500 each)
Subtotal	<u>\$13,000</u>
Marketing Fund Contribution	<u>\$13,000</u>
Total	\$26,000

Focus on brand launch, sharing existing customers

### Year 2 - 2011

Torpedo Factory	\$3,000
5 Featured Partners	\$6,000 (\$1,200 each)
15 Partners	\$10,500 (\$700 each)
Subtotal	<u>\$19,500</u>
Marketing Fund Contribution	<u>\$7,500</u>
Total	\$27,000

With branding and website expense largely paid for, can expand target audience reach and incorporate new methods

**Year 3 - 2012**

Torpedo Factory	\$2,500
5 Featured partners	\$7,500 (\$1,500 each)
15 Partners	\$15,000 (\$1,000 each)
Marketing Fund	<u>\$ 0</u>
Total	\$25,000

# Handcrafted Alexandria Budget

9/11/2009

\$26,000 including 1:1 requested match from the City  
 \$13,000 total from 16 partners

	QTY	Each	Plus	Subtotal
<b>Logo/Branding and Rackcard Design</b>				<b>2000</b>
Abrials & Partners quote - designer subject to change				
<b>Design Work for Remaining Components</b>				<b>3000</b>
Bag, mailer, poster, hangtag, etc Designer not determined yet - estimated cost				
<b>Reusable Shopping Bag</b>				
Elman hi-res coated retail bag with freight & tax	1000	2.55		<b>2555</b>
Second Printing	1000			<b>2555</b>
<b>Hang Tags for Reusable Shopping Bag</b>				
4over4.com 3x4	2500	Print 217	Ship 20	<b>312</b>
Labels for unique coding	2000	50		
String		25		
<b>Website</b>				<b>7000</b>
Website Hosting on Blue Host - 1 year introductory price				
Domain purchase through Blue Host - promotion		85		
		0		
Web design/setup by Scott Hutchison				
		3000		
Weekly updates/labor @ 50 / hour				
		3000		
5 hours per month * 12 = 60				
Web designer subject to change - seeking website creation using Wordpress or other platform to keep updates in the hands of the partners				
<b>Email Campaign</b>				<b>799 1 year</b>
I-Contact up to 10,000 names	12 mos	74		
<b>Mailer</b>	10,000			<b>5500</b>
American Advertising Distributors of NOVA Includes printing, mailroom, bulk postage, purchase of 5,000 names				
<b>Poster 11 x 17</b>				<b>140</b>
American Advertising Distributors of NOVA	50	70		
Second Pringint	50	70		
<b>Rack Card 4 x 9 - 15,000 total</b>				
Gotprint.com on 2-sided recycled paper	5000	Print 223	Ship 40	<b>789</b>
Second Printing	5000	223	40	
Third Printing	5000	223	40	
<b>Email Capturing Notepads</b>				<b>253</b>
100 pads 50 sheets each	5000			
Masterprint - free delivery				
<b>Print Ad</b>				<b>1100</b>
American Craft Show/Baltimore program Reaches 25,000 craft lovers within driving distance				

Total **\$26,003**

**NOTES:**

1. With additional partners or if other expenses come in under budget, we will use additional funds to reach more new customers outside of Alexandria in VA, DC, and MD
2. A \$5000 grant from Virginia Tourism will be sought to promote the campaign to tourists. Considering Where Magazine placement.