

Prospect Park East River Road Improvement Association (PPERRIA) Brand Identity Project Brief

1. Purpose

The **Prospect Park East River Road Improvement Association (PPERRIA)** is seeking a creative agency partner to develop a brand identity for PPERRIA. This document outlines the project requirements and goals.

2. Project overview

General project description:

Phase I: Develop a brand identity that will help differentiate PPERRIA from other groups that operate in the Prospect Park neighborhood. This process will include identifying what PPERRIA is, what it stands for and how this is communicated to stakeholders. The end deliverable will include at minimum a new logo, a comprehensive set of branding guidelines, and naming recommendations.

Phase II: Implement the new brand identity into key PPERRIA communications including the website, welcome brochure/packet, directory of businesses, signage for PPERRIA office and neighborhood events, newsletter, e-mails, stationery and event collateral (i.e. t-shirts, buttons, name tags etc.).

PPERRIA is actively seeking an agency partner for Phase I of the project.

Goals/project objectives:

- 1) **Differentiate PPERRIA from other groups** that operate in the Prospect Park neighborhood such as Prospect Park 2020, The Pratt Council, and Prospect Park United Methodist Church.
- 2) **Clearly communicate to Prospect Park stakeholders** what PPERRIA is and why it's of value to them.
- 3) **Increase membership in PPERRIA** so that we have a broader and more diverse representation of the neighborhood. There are currently around 450 PPERRIA members out of a possible 7,000.

3. Background

Organized in 1901 (making it the oldest neighborhood association in Minneapolis) PPERRIA, is the PPERR (Prospect Park / East River Road) Neighborhood organization—with all residents eligible to join. Born out of the opposition to the city proposal to level Prospect Park hill, our neighborhood through PPERRIA has embraced controversial issues, be it the I-94 freeway construction in the 1960's, school closings in the 1970's, the repaving project in the early 1980's, safety and security lighting of the late 1990's, etc.

Meetings are held in the lower level of the Prospect Park United Methodist Church, SE Malcolm & SE Orlin Ave, 4th Monday of each month, 7:00-9:00 p.m. (except August and December).

Through the decades, PPERRIA's monthly meetings resemble town hall meetings with attendance the envy of other Minneapolis neighborhood organizations. A typical meeting will have between 20 and 55 people—high participation mostly because of our unusually large, elected 40-person council. In late 1980, PPERRIA incorporated as a non-profit organization, formalizing the 40-person volunteer council into a 40-person volunteer "board of directors".

The group actively addresses local issues directly affecting our neighborhood. PPERRIA Committees and Task Groups addresses issues such as: block club organizing, zoning and land use changes, schools, taxes, traffic changes, parks, arts, recreation, housing rehabilitation, historic preservation, and environment. From 1995-2008, PPERRIA has managed the PPERR Neighborhood's NRP program. Also in 1995, an Executive Committee of officers began meeting monthly in between membership meeting to help manage the volume of decisions generated by NRP projects, and now those affecting our neighborhood with development caused by the Central Corridor LRT line.

In the last six years PPERRIA has focused on actively promoting the neighborhood to potential developers and working to keep the neighborhood involved in changes coming to the area with the arrival of the LRT line. The group has worked to ensure a sense of place continues for Prospect Park residents while seeking new projects and reviving properties that have fallen into disuse. A large goal in overall development is to ensure Prospect Park stays diverse, especially with regard to its student-"adult" ratio. The neighborhood welcomes students, but does not want to see the area become a neighborhood with a majority of temporary residents.

Website: <http://pperr.org/>

4. Current brand identity challenges

- PPERRIA has no official visual identity. The logo and images that PPERRIA currently uses are not copyrighted, which makes it difficult for PPERRIA to differentiate itself from other neighborhood organizations. For example, other organizations in the area often use the same or similar "witches hat tower" images that PPERRIA uses.
- PPERRIA is a misunderstood acronym. It's not obvious that it refers to a neighborhood association and is difficult to remember. Some residents feel that routine use of the acronym (in print, online and in discourse) has caused the association to come across as snobbish, almost like a secret handshake, and not inclusive.
- Many residents don't understand what exactly PPERRIA is and what the value of joining is. We need to answer the "what's in it for me".
- The entire Prospect Park area is evolving with the opening of the light rail green line (June 2014), the opening of Surly's "destination brewery" (Fall 2014), and Prospect Park 2020's development plans. With this growth, comes the challenge (and opportunity) for PPERRIA to create a clear, strong identity.
- Is PPERRIA just for the residents or for businesses as well? This is currently a blurred line. There's no active business association in the area.

5. Audience

Primary/core audience: Prospect Park residents (approx. 7,000 residents)

Secondary audience: Organizations (churches, schools etc.) and businesses located in Prospect Park, the City of Minneapolis, the University of Minnesota

Tertiary audience: Visitors to the neighborhood, employees of organizations and businesses located in Prospect Park, students/parents of schools located in Prospect Park

Demographic data is available at:

<http://www.mncompass.org/pdfs/neighborhood-profiles/Minneapolis-ProspectParkEastRiverRoad-102011.pdf>

What should be avoided when targeting/talking to these audiences?

- Avoid too much change; people like tradition
- People who were involved with the incorporation of PPERRIA would be most sensitive

6. Tone, Perception, Image

What story is our message currently telling?

- Very steeped in history and pride in what PPERRIA has done in the past
- Tendency toward traditional feel
- Active, involved neighborhood
- Not fully capturing the activities and excitement of development in Prospect Park
- Doesn't capture wide array of residents – students, minorities etc.
- PPERRIA is dependent on a few people to carry messages forward; many residents are unfamiliar with what PPERRIA stands for and what it does
- Doesn't cater to people's busy lives
- The Glendale affordable-housing community is a sometimes overlooked part of Prospect Park. The origins and history of this housing development speak to the democratic ideals "Prospect Parkers" have held for scores of years.

What story should our message be telling?

- Prospect Park is a progressive neighborhood, grounded in history. While the historical piece is important, we also have an evolving, livable neighborhood.
- The neighborhood is inclusive, courteous and democratic. This should be reflected in the language/messaging we use, including the association's name.

7. Messages: Features, Benefits and Values

Top features and/or facts about Prospect Park

- Witches tower
- Rich history
- Hilly woodsy enclave in the middle of the metropolitan area
- Generations of families live in the neighborhood
- Mississippi River
- Light rail
- U of M
- On the border of Minneapolis and St. Paul

8. Budget and Schedule

Phase I:

- Budget: \$5,000
- Timeline: Fall 2014 completion

Phase II: TBD

9. Process

Project team

- The PPERRIA Brand Identity Project Task Force is responsible for this project. The Task Force is a sub-committee of the PPERRIA Membership & Communication Committee.
 - o Day-to-day contact: Jessica Buchberger | pperriastaff@gmail.com | 612-767-6531
 - o Task Force Chair: Diana Dukich | diana.dukich@gmail.com
 - o Task Force members: TBD

Key project stakeholders

- PPERRIA Executive Committee
- PPERRIA Board of Directors

10. Additional information

Is there any other information that is important?

- The PPERRIA Executive Committee is quite progressive and is likely to be generally supportive of the project. However, it is important that the task force shows the exec committee we're making tangible progress with this project.

Are there any potential barriers or challenges to achieving a successful outcome?

- Resistance to change (be sensitive to how much change people can handle)
- Strong opinions