



*Historic Bartram's Garden attracts botanical enthusiasts from around the world. The Garden's highlights include the unique Franklinia tree and the oldest Ginkgo tree in the nation.*



*Southwest Philadelphia's durable housing stock is one of the area's prime assets.*

# Southwest Philadelphia Marketing

An effective marketing campaign will attract new businesses, residents, and visitors to Southwest Philadelphia, while encouraging existing residents and businesses to stay in the area. The Southwest Economic Conference will participate in the marketing of Southwest through a series of carefully targeted efforts, including:

- 1. Advertise Southwest's historic and cultural assets.** The Southwest Economic Conference will prepare an attractive brochure highlighting Southwest's significant historic and cultural assets, to be placed at hotels and tourist information kiosks around the City of Philadelphia. The brochure should be designed for visitors interested in exploring 'off-the-beaten-track' and feature sites such as Historic Bartram's Garden, Fort Mifflin on the Delaware, John Heinz National Wildlife Refuge at Tinicum, St. James Episcopal Church of Kingsessing, Mt. Moriah Cemetery, Blue Bell Inn, and the Grays Lane historic house.
- 2. Prepare a Southwest Philadelphia marketing brochure.** The Southwest Economic Conference will prepare a glossy brochure illustrating Southwest's assets as a place to live and work. The Southwest Philadelphia marketing brochure will be targeted towards individuals considering purchasing a home or locating a business in the area and will be distributed through area realtors and property managers. The brochure will highlight Southwest's affordable and good quality housing stock as well as the area's suitability as a business location.



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- 3. Notify the public continuously of Southwest accomplishments.** The Southwest Economic Conference will prepare local newspaper press releases to announce specific Southwest Economic Development Strategy achievements. Citywide newspapers will be contacted regarding keynote activities such as the unveiling of the Woodland Avenue Revitalization Project.
  
- 4. Coordinate with WARP marketing efforts.** The Southwest Economic Conference will coordinate its marketing efforts with the implementation of the WARP Development Strategy recommendation for a marketing campaign for Woodland Avenue. The Woodland Avenue marketing campaign will include continued updates of the Woodland Avenue Business Directory, a web site, newspaper and seasonal advertising, and promotional decorative banners.
  
- 5. Support Eastwick Industrial Park marketing efforts.** The Southwest Economic Conference will support a more aggressive approach to marketing the Eastwick Industrial Park by the Philadelphia Industrial Development Corporation and will encourage the City to increase the number of immediately available parcels by investing in site preparation where appropriate.

The implementation of these marketing efforts will capitalize on Southwest's numerous assets to draw new businesses, residents and visitors to the area. This will improve the general perception by the current residents, employees and businesses about their community.



*The Cusano Environmental Education Center at the John Heinz National Wildlife Refuge is one of Southwest's finest recreational and educational assets.*