



Community Brand Action Plan

El Dorado, Arkansas
June, 2011



Table of Contents

Introduction and Scope of Work	5
Executive Summary.....	9
Brand Promise	23
The El Dorado Brand.....	27
Recommendations	31
#1: El Dorado Festivals & Events to Take the Lead	32
#2: Seek Funding for Key 2011 Projects.....	34
#3: Work Towards City-wide Adoption of the Brand.....	35
#4: Begin Work on the Downtown Initiatives	36
#5: Contract for Implementation Assistance.....	37
#6: Contract for Graphic Design/Advertising Services - Create a Brand Style Guide.....	38
#7: Officially Designate Downtown as “Union Square District”.....	39
#8: Develop Ordinances to Control Temporary Signs	40
#9: Distribute the Style Guide to Partnering Organizations.....	41
#10: Create the “Best of El Dorado” Guide.....	42
#11: Hire Urban Planning Services for a Downtown Master Development Plan	44
#12: Design Outdoor Vendor Spaces	45
#13: Establish Outdoor Dining Spaces.....	46
#14: Encourage Street Musicians and Artisans.....	47
#15: Contract for a City-wide Wayfinding System Plan	48
#16: Add Benches Downtown	50
#17: Add Architectural Lighting Downtown.....	51
#18: Find Funding Solutions for Public Facilities	51
#19: Locate Funding Champions for the “Theater Complex”.....	51
#20: Downtown Master Development Plan and Wayfinding System Should Be Completed	52
#21: Installation of Phase I of the Wayfinding System	52
#22: Develop Funding Sources for 2012 Projects	52
#23: Festivals & Events: Develop Database of Organizations	53
#24: Chamber Events Move to El Dorado Festival & Events	54
#25: El Dorado Event Focus	54
#26: Hire Recruitment Expertise.....	55
#27: Public Market Feasibility, Development and Operations Plan	56





Table of Contents (cont.)

#28: Develop Free Wi-Fi for Downtown.	57
#29: Redevelop Sidewalks Downtown	57
#30: Construct Two Downtown Outdoor Event Venues.....	57
#31: Develop Marketing Materials	58
#32: Contract with the Theatre Festival Organization	67
#33: Begin Implementation of Outdoor Dining, Vendors, Entertainers, and Wi-Fi	67
#34: Hire Architectural and Engineering Services for Theatre Complex.....	67
#35: Fabrication and Installation of Phase II of Wayfinding System	68
#36: Contract for Public Relations Services	68
#37: Begin to Change Public Art Downtown	69
#38: Begin Construction of Theatre Complex.....	70
#39: Revisit Branding, Development & Marketing Action Plan.....	70
#40: Grand Opening of the El Dorado Theatre Festival.....	70
Supplemental Information.....	71
The Downtown Idea Book	72
Southern Shakespeare Festivals.....	104
Amphitheaters and Theaters.....	113
Arkansas Destinations	116
Educational Institutions.....	122
Louisiana Destinations.....	126
Ashland, Oregon: From Chautauqua to Shakespeare	131
Sample ordinances:	
- Sidewalk cafes.....	133
- Street performers and vendors	137
- Signage design review board.....	140
Downtown Wi-Fi zones	143
Public Market Case Histories	146
Economic Impact of Festivals and Events	160
25 Steps to Recruit.....	162
Demographics El Dorado/Ashland, OR.....	166
El Dorado Workshop Questionnaire Results	178
El Dorado Online Survey Results	180