

Marketing Toolkit

Goals

- Talking points should be clear, concise, and powerful.
- They should promote the council and the neighborhood.
- They are optional tools to help board members be more effective talking about the council.

How do we describe the NC?

Voice of the neighborhood in DTLA

The voice of DTLA

DTLA's advocate

What does the NC do?

We advise the City on all things DTLA

We advocate for DTLA

We impact city legislation

Things we do:

- create public parks and spaces downtown
- represent DTLA at neighborhood events
- coordinate city services to neighborhood members in need

How do we describe DTLA?

The heart of Los Angeles

The **business capital** of Los Angeles

The most **walkable** neighborhood in LA

Densest neighborhood in LA

Historical hub of LA

Heart of **city government**

Center of **fine arts** in Los Angeles

Most **diverse** neighborhood in LA

Public Transit hub of LA

Most **inclusive** neighborhood of LA

Everything inside the freeways ex LT/AD

10/110/101

How do we describe LA?

Capital of the Pacific Rim

Global hub of the entertainment, aerospace, and biotech industries

Global Hub of Local Government

What other phrases do we use?

DTLA is open for business

DTLA is for everyone

All are welcome in DTLA