

#IgoDowntown Music Video



Background

Downtown Louisville is experiencing a tremendous period of revitalization with 60 development projects and \$1.78 billion in investment taking place, all with a projected 2019 completion. As a result, Downtown is undergoing a major transformation that impacts the entire Louisville Metro region.

In August 2016, the Kentucky International Convention Center (KICC) completely closed for two years for a large-scale, \$200 million renovation project. Located in the heart of Downtown Louisville, the impact of the total closure has been significant to a wide variety of Downtown businesses. Without conventioners frequenting Downtown museums, attractions, music venues, bars and restaurants, most Downtown businesses began to experience a significant decline in sales.

In early summer 2017, many businesses came to the Louisville Downtown Partnership (LDP) to lament an estimated 30% decline in their regular business. These stakeholders also shared a sincere concern for their ability to sustain the negative impact from another year of the closure as the KICC is not slated to open until early August 2018.

The Challenge

Faced with the reality of the situation, LDP's asked:

- How can we compel citizens in the Louisville Metro area and surrounding counties to visit their transforming Downtown and patronize Downtown businesses?
- Can we shatter old perceptions of a dark and dreary Downtown by highlighting different areas of our thriving city?
- What meaningful action can we take to let our Downtown stakeholders know we are listening to them, understand their dilemma, and are here to help drive local business to their doors?
- How can we involve the entire Downtown community in a project that incorporates the pride locals have for our city?
- Can we incorporate Louisville's burgeoning music scene and local musical talent?
- How can we showcase different areas of Downtown that offer varied cultural, dining, and entertainment options?

The Strategy

"This is our love letter to Downtown, celebrating what's unique, exciting and vibrant about our city," said Rebecca Matheny, Executive Director of LDP.

On Wednesday, Nov 15, 2017 the Louisville Downtown Partnership (LDP) hosted a launch party featuring the world premiere of the "#IgoDowntown" music video showcasing local musicians Jecorey "1200" Arthur, Laura Ellis, Gayle King, Love, Joy and Faith, Frankie Moody and Ben Sollee. The upbeat video, filmed on locations throughout the Downtown area, also includes special performances by CirqueLouis, Dance 360, The Louisville Leopards and Squallis Puppeteers. In addition, more than 100 cameos of other notable Louisvillians were strategically included in the production in order to maximize social media engagement. These celebrities included Teddy Abrams, the nationally acclaimed conductor of the Louisville Orchestra, all well-known city mascots like "Buddy Bat", "Louie the Lightning Bug", and the Louisville Water Company's, "Tapper". Numerous local media personalities joined local dignitaries including Councilwoman Barbara Sexton Smith and Mayor Greg Fischer.

The #IgoDowntown song has been licensed and trademarked and is available for purchase on iTunes.

Total cost: \$5,000.

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The Results

Just in time for the holiday season, the video was a huge hit with Downtown stakeholders, as well as the entire Metro Louisville community. In fact, a live acoustic performance of the song was performed for nearly 40,000 Louisville locals at the 37th annual “Light up Louisville” event on Nov. 24th.

Traditional Media Exposure:

- Coverage in the Courier-Journal
- Appearance on Great Day Live!
- Feature Coverage in TOPS Magazine’s issue for September, October, and November
- Appearance on WHAS840 Radio with Terry Meiners
- Appearance on WHAS840 Radio with Tony Vanetti and Dwight Gooden
- Feature Coverage in the Voice-Tribune
- Video featured on:
 - WDRB
 - WAVE 3
 - WHAS
 - METRO TV
 - METRO TV (Played before a Louisville Metro Council meeting)

Social Media Exposure

- YouTube
 - 74,254 minutes of viewing time with 21,603 views
 - 176 ‘Likes’
 - 434 ‘Shares’
 - Added to 55 playlists
- Facebook
 - 40,700 impressions
 - 2,500 ‘Likes’
- Additional secondary Facebook posts about music video:
 - 22,584 impressions
 - 3,745 ‘Likes’ or ‘Reactions’
- Twitter
 - 18,576 impressions
 - 876 ‘Likes’
- 60-second and 90-second versions created for:
 - Louisville International Airport terminal video screens
 - KFC YUM! Center
 - Louisville Slugger Field
 - Fourth Street Live!
 - Louisville Convention and Visitors Bureau

Anecdotal evidence reported by Downtown stakeholders indicates an increase in local business after the video’s release. The video also helped demonstrate LDP’s value to the organization’s Board of Directors and Downtown businesses.