

PHILLY GEAR

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Andrew Brodsky
Christopher Cozart
Priyanka Dev
Tamela Knight
Carla Kratzke
Anethea Lightner
Courtney Makupson
Brandon Ngai
Christopher Nizolek

Most people take a lot of pride in the place they live, especially in landmark cities like New York, Boston, and Philadelphia. It is not hard to be proud of a city that was the nation's first capital, has a rich history in sports, and is home to some of the nation's finest universities, but it is difficult at times to demonstrate this city pride to both outsiders and fellow Philadelphians. For instance, Philadelphia lacks iconic clothing conveying that our city is a hip, fun city with a rich history and a melting pot of cultures. A city store in Philadelphia dedicated to Philadelphia merchandise would accomplish two goals: it would generate revenue for the city and city projects and it would give residents or tourists a chance to demonstrate their love for Philadelphia, fostering city unity in the process. Mayor Nutter hinted at the city store project and referred to it as 'Philly Gear' as part of his mayoral campaign, and this paper reflects the first initiative in realizing this goal. There are multiple directions that the Philly store idea could take, and this paper will provide a broad outline of some of those possibilities. The focus will be placed on what other cities have done, the items that could be sold, how the city will receive revenue, and how this revenue could be utilized.

Practices

America's largest cities are finding innovative ideas to increase their revenue while building the pride of local residents and attracting tourists. Cities like New York and Boston have instituted 'city stores' that sell items which reflect certain city-specific. New York began selling its iconic "I ♥ New York" t-shirts in the 1970s as a marketing campaign to generate revenue for the state. The t-shirts not only had a profound impact on tourism revenue but also generated revenue, while invoking a sense of city pride in New York residents. Philadelphia has the opportunity to subdue stereotypes that have plagued the city in recent years by demonstrating to tourists and

residents that Philly is a 'cool' place to visit or live. Philadelphia can achieve this by creating iconic t-shirts just as New York did or other merchandise that instills a sense of city pride in people.

Product Development

Most of our group's research revolved around the actual direction and design of the products that would be sold. Before the development of products begins, there must be a distinctive identity for the items to be modeled after. After some discussion, there were two distinct avenues that the Philly Gear products could take:

Landmark and Neighborhood: The design would be centered on local regions and landmarks such as Old City, LOVE Park, and other specialty areas. Envision a T-shirt that says, "*Philadelphia...born and raised,*" or a necklace with charms of the LOVE Park sign or the Liberty Bell.

Benefit: This type of marketing would create a bond between local Philadelphians, as well as tourists. Whether they may come from different parts of the city or even the world, these items will create a unity and a sense of pride for our city through localized products that anyone can wear.

Philadelphia Departments: Similar to New York City, the Philadelphia products could represent and support local departments such as police, fire, education, transportation, sanitation, parks & recreation, and even going "green." Visualize a sweatshirt or reusable tote bag that says, "I support the Philadelphia Police Dept." with the department's logo and colors printed.

Benefit: Local Philadelphia departments would lend their logos and colors that would be transformed into stylish products for local Philadelphians and tourists to buy. If local

Philadelphians buy and wear these items especially, it will convey their support for the city. Each of these options would create a clear and distinctive brand image and identity for *Philly Gear* that could be sold to the public, whether they are a local citizens or just visiting our city.

As the *Philly Gear* product is developed and a specific identity is chosen, the next step to consider is design. Listed below are three options that could be used to develop the design of Philly Gear with a pro and con:

A Design Contest

PRO: This would generate a lot of interest and publicity for people to get involved in the development of a clothing and accessory line with a high visibility rate.

CON: The high-volume of submissions would increase the contest's maintenance costs. The contest may have some boundaries such as only accepting submissions from certain art schools. This could cause people like local artists to feel like they cannot participate in a highly recognized contest.

The Volunteering of a Famous Designer

PRO: A high-profile artist attached to the project would draw a lot of publicity to the Philly Gear line.

CON: It may be hard to find such a volunteer, especially one who is willing to do the job for free.

Hire a designer/design team

PRO: Paying a professional or team of designers would contractually ensure that the job would be done professionally and timely.

CON: This process would be costly and that would require a set budget.

After developing the products identity such as its logo and design route the next step would be to

determine where the revenue of the Philly Gear products would go towards.

What Revenue will be used for?

Our first recommendation is to initially launch Philly Gear as a revenue-generator for one focused citywide initiative—one, single program that would tie in well with the concept of a citywide clothing line. When advertising and marketing the launch, the producers should advertise the “support-a-cause” theme as a key selling-point, since consumers would be more inclined to purchase items if they were able to link the money they spend with tangible results. A person is much more likely support a cause rather than a general, profitable fund. This type of launch would place a cause behind the products as well as allow its creators to decide on a singular concept.

Based on this, and given the Mayor’s Strategic Plan along with suggestions from his Director of Policy Wendell Pritchett, we can conceive of a few potential programs that the revenue could conceivably target.

- a. Support of the Office of Sustainability – this may tie in nicely with “green-themed” products and would fit well with the Mayor’s goals for a more environmentally-friendly city
- b. Youth Arts & Culture Programming – these programs could be held in conjunction with the opening of new education and recreation centers throughout the city
- c. Youth Tuition Scholarships – “Buy a T-shirt, Fund a Lifetime” may be a successful way of integrating this Strategic Plan goal with a catchy, charitable pull
- d. Philadelphia Bike Initiative – depending on the final products & graphics, proceeds could go towards the making Philadelphia more biker-friendly, however caution should be taken as to avoid over-doing the bike theme within the clothing line

Conceivably, different products within the Philly Gear line would go towards different initiatives, but the initial focus should start with one program for the most cost-effective and pragmatic launch.

If it is determined that Philly Gear will be expanding beyond the city hall gift store, it would be beneficial for Philadelphia to follow New York City's method of licensing. Third party companies with past experience in retailing and manufacturing would most likely be far more capable and efficient in handling these processes. This would also limit the amount of upfront costs and man-hours involved in running this program. The majority of the upfront costs will be due to marketing for the various logos and/or departments that will be licensed for merchandising. Without sufficient marketing, the bids that the city will receive on these contracts will be much less desirable and far less merchandise will sold.

How the City Receives Revenue

A Special Revenue Fund would have to be created so that the profits can be directed towards specific causes. There are some complications associated with this though, as the initial revenue may not be large enough to warrant a fund of its own. It would also have to be determined whether this fund would be budgeted or non-budgeted. The competitive advantage that Philly Gear has over any other clothing line is that it will be going towards philanthropic causes. Once a decision is made, it will be important to market exactly how the funds will be allocated.

Advisory Committee

Ultimately, the success of Philly Gear will be dependent on brand identity, whose strength would stem from a profound visual. Philly Gear should be managed, or at least counseled, by an advisory committee that can fulfill the financial, public relations, marketing, legal, and graphic design roles that would render this campaign successful. Members

comprising the advisory committee would focus on numerous objectives, from positioning the brand in the right light, to providing the campaign with sufficient media attention. A team leader should also be employed; someone who can coach the team and ensure it stays on point would prove to be essential.

Possible candidates currently possessing some notability include: Milton Glaser, an esteemed New York-based graphic designer who created the "I Love New York" logo; Richard Hayne, president of Urban Outfitters, who brings apparel marketing know-how; Tim Reeves, professor of public policy at PSU's Public Affairs school, former press secretary of Tom Ridge, and current president of the Neiman Group, a Philadelphia-based advertising firm, whose credentials indicate expertise in public relations and branding; Tanya Seamen, co-founder and executive director of PhillyCarShare, whose experience in launching a start-up company with minimal working capital will be sought after with Philly Gear's inception. Philadelphia's very own Keri Salerno, the Grants and Foundation officer, and Jeff Friedman, the Deputy Director of Performance Management, can also directly voice the municipality's interest in Philly Gear, as they have been with the project since its inception.

Conclusion

The possibilities are endless with Philly Gear, and this paper at least provides a starting point. Although it may take some time for this project to be put into motion, Philly Gear has the potential to capture everything we know and love about Philadelphia and project that towards residents living inside the city limits and to tourists visiting from all over the world alike. The fact that the revenue goes to popular city initiatives is only more incentive to purchase items from Philly Gear. While trends and fads are not usually forced into being, a calculated debut and methodical release can allow Philly Gear to catch-on quite quickly.

Project PHILLY GEAR

Brought To You BY:

Andrew Brodsky

Christopher Cozart

Priyanka Dev

Tamela Knight

Carla Kratzke

Anethea Lightner

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Brandon Ngai

Christopher Nizolek

What is Philly Gear?

- ❖ A line of Philadelphia merchandise

Purpose:

- ❖ To generate revenue for Philadelphia that can be used towards city projects
- ❖ To create products that local Philadelphians & tourists can wear and use to demonstrate city pride

Practices...

- ❖ By making the line hip and trendy this will reflect positively on the city

Example:

NYC & Boston have both created successful 'city stores'



Item Recommendations...

Direction and design:

- ❖ There must be a distinctive identity for the items to be modeled after
- ❖ There are two directions the Philly Gear items could take...

Recommendations....

Landmark and Neighborhood

The focus would be on local regions and landmarks such as Old City, **LOVE** Park, & other specialty areas

- ❖ **Benefit:** Creating a bond between Philadelphians and tourists.
- ❖ **Examples:**
 - ❖ A shirt that says, “Philadelphia...Born and Raised”
 - ❖ A necklace with a charm of the Liberty Bell or **LOVE** Park symbol

Recommendations...

Philadelphia Departments

The focus would be items designed to support local city departments such as:

police, fire, sanitation, parks & recreation, education, and even efforts towards going “green”

❖ **Benefit:** Local departments be promoted, increasing support for workers, & revenue for those departments.

❖ **Example**

A reusable canvas tote w/ the Fairmount Park Logo on it that says “I support Philadelphia Parks”



Recommendations...

After an identity is chosen...a design should be selected

Design Contest

PRO: Generate a lot of publicity, interest, public involvement, & high visibility rate

CON: Could be costly if there are a substantial amount of entries

Volunteer of a Famous Designer

PRO: Generate a lot of publicity and make people take notice of a popular name attached to the line

CON: Would need more money devoted to marketing than the contest and it could be difficult to find a designer.

Hire a Designer/ Design Team

PRO: There will be a contract to ensure professionalism

CON: Costly process (must also pay for publicity to generate buzz)

Revenue Uses...

- ❖ Revenue generator for Philly
- ❖ Develop a cause behind the products
- ❖ City programs and/or departments would be given financial & motivational support from locals & visitors

Examples...

- ❖ Office of Sustainability
- ❖ Youth Arts & Culture Programming
- ❖ Youth Tuition Scholarships

There are many possibilities of where this revenue could go towards...
just imagine the potential of this program...

Revenue...

- ❖ A Special Revenue Fund would have to be created so that the profits go towards specific causes

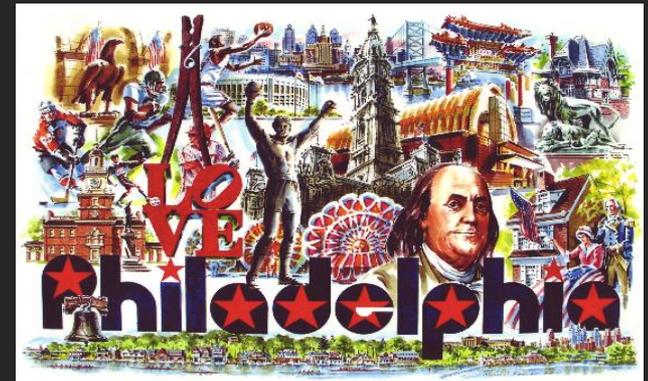
The competitive advantage that Philly Gear has over other merchandised products is that the revenue would be put towards **philanthropic causes**



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A better Philadelphia

Advisory Committee...

A group of people with expertise in financial services, public relations, marketing, legal, and design roles should be considered to oversee this project

There must be:

- ❖ A Leader
- ❖ A Mission Statement
- ❖ A Logo, design, and theme of the line to be maintained

Possible Candidates:

Richard Hayne-President of Urban Outfitters (Apparel Marketing)

Tim Reeves-Professor of Public Policy at PSU

Happy Craven Fernandez-President, Moore College of Art & Design

In Conclusion...

Philly Gear has the potential to provide great things for the city of Philadelphia

- ❖ Financial aid to help better Philadelphia
- ❖ City Pride and positive influence from locals and visitors who chose to buy Philly Gear products
- ❖ Support for the government and its workers
- ❖ A stylish line of Philly inspired products that will make our city look cool, hip, & trendy for good causes

Thank You!