

Watertown Cultural District Partnership – Marketing Subcommittee

Tuesday, October 7, 2025, 3:00 pm

Hybrid

3rd Floor Conference Room, 149 Main Street, Watertown, MA 02472

Zoom link: <https://watertown-ma.zoom.us/j/83683744923>

Meeting ID: 836 8374 4923 Call in: +16465588656

Agenda

1. Welcome
2. Formalize marketing dashboard – discuss next steps
3. Develop a 6-18 month Marketing Plan for the Watertown Cultural District
 - a. Discuss short-, mid-, and long-term goals:
 - i. Short Term Goals
 1. Getting Partners to post events
 2. Partnership with WBC
 3. Build a partner directory of cultural institutions, galleries, school arts programs
 4. What existing events are upcoming?
 - ii. Mid Term Goals
 1. District Wide Banners
 2. Creation of other visual cues
 3. SEO audit: optimize for keywords like “Watertown MA art events,”
 4. Press outreach: pitch local media (Watertown times, Boston arts blogs) for stories on designation, plans, kickoff
 5. What are the top three Watertown events to focus on each year?
 6. Develop sponsorship/membership structure
 7. What state or regional grants can we apply to?
 8. District recruitment- who is missing?
 - iii. Long Term Goals
 1. Partner with Boston and Cambridge marketing efforts
 2. Develop a case statement to share with other communities
 3. Creating a TDMD - Matthew has an update
4. Schedule next meeting
5. Adjourn