

CONCEPTUALIZING BUILDING IDENTITY THROUGH MARKETING FOR THE ALUM ROCK SANTA CLARA BUSINESS ST. ASSOCIATION

*By SJSU's PR 191 FALL 2025 Cohort**

These ideas were developed as part of a class project and are intended only as suggestions, not as a replacement for the Association's existing marketing efforts or direction.



HIDDEN TREASURE THE ALUM ROCK/SANTA CLARA STREET CORRIDOR

Every day, thousands of people move through the Alum Rock/Santa Clara Street Corridor—for food or for errands.

And yet, what most of these people miss out on is the potential for a suite of businesses, a place to call these mom-and-pops homes, as we have seen in familiar names like Santana Row or Willow Glen.



HOW DO WE MAKE THE ALUM ROCK BUSINESS STREET ITS OWN?

- By utilizing strategies that fit perfectly for the neighborhood your businesses sits in.
- We went in and found the heart, the core of how to make this happen.



WHAT SHOULD WE DO ABOUT IT?

Prioritize real people in the neighborhood by building awareness from the ground up.

How?

By focusing on local platforms and utilizing familiar spaces.



TACTICS

Integrated Multi-Channel Strategy

Combining in-person outreach, traditional media, and digital platforms to meet audiences where they already are.

Targeted Community & Multilingual Outreach

Making content accessible and relevant through language inclusivity and local community engagement.

High-Visibility & Direct Engagement Tactics

Using out-of-home ads, direct mail, social media, and merch to stay top-of-mind and create repeated exposure.

¡Ayúdenos a dar forma al futuro del corredor Alum Rock & East Santa Clara East! Ya sea que viva, trabaje o visite aquí, su opinión importa.

ALUM ROCK
STREETSCAPE

@streetscape

MÁS SEGURO.
MÁS FUERTE.
MÁS CONECTADO.

Queremos escucharle!

Đường Alum Rock & Santa Clara East

¡Escanee el código!

Tome nuestra breve encuesta y haganos susaber:

- Lo que le gusta del área
- Lo que se podría mejorar
- Ideas para eventos locales y espacios comunitarios

MEDIA OUTREACH

Your Voice Can Help Our Corridor Shine!

Hi,

I hope this message finds you well! We're reaching out from the Alum Rock Santa Clara Corridor community campaign, focused on making our corridor safer, stronger, and more connected for everyone — residents, local businesses, and visitors alike.

We'd love to partner with you to share the story of the corridor, the exciting redevelopment, local events, and opportunities for businesses and residents to connect. Your voice and platform could help highlight cultural diversity, celebrate local businesses, and engage the community.

Some ways you could get involved:

- Share and attend our upcoming Corridor Walk or Mini Fair events
- Feature local businesses, food spots, and cultural highlights
- Inspire followers to explore and connect with the corridor

We'd be thrilled to collaborate and can provide graphics, content, or even a short tour of the corridor for context.

If you're interested, just reply to this email, we'd love to talk about next steps and how we can work together to make a positive impact in our community!

Thank you for considering, we'd be so excited to have you on board.

Warmly,
Kanak

Hi!

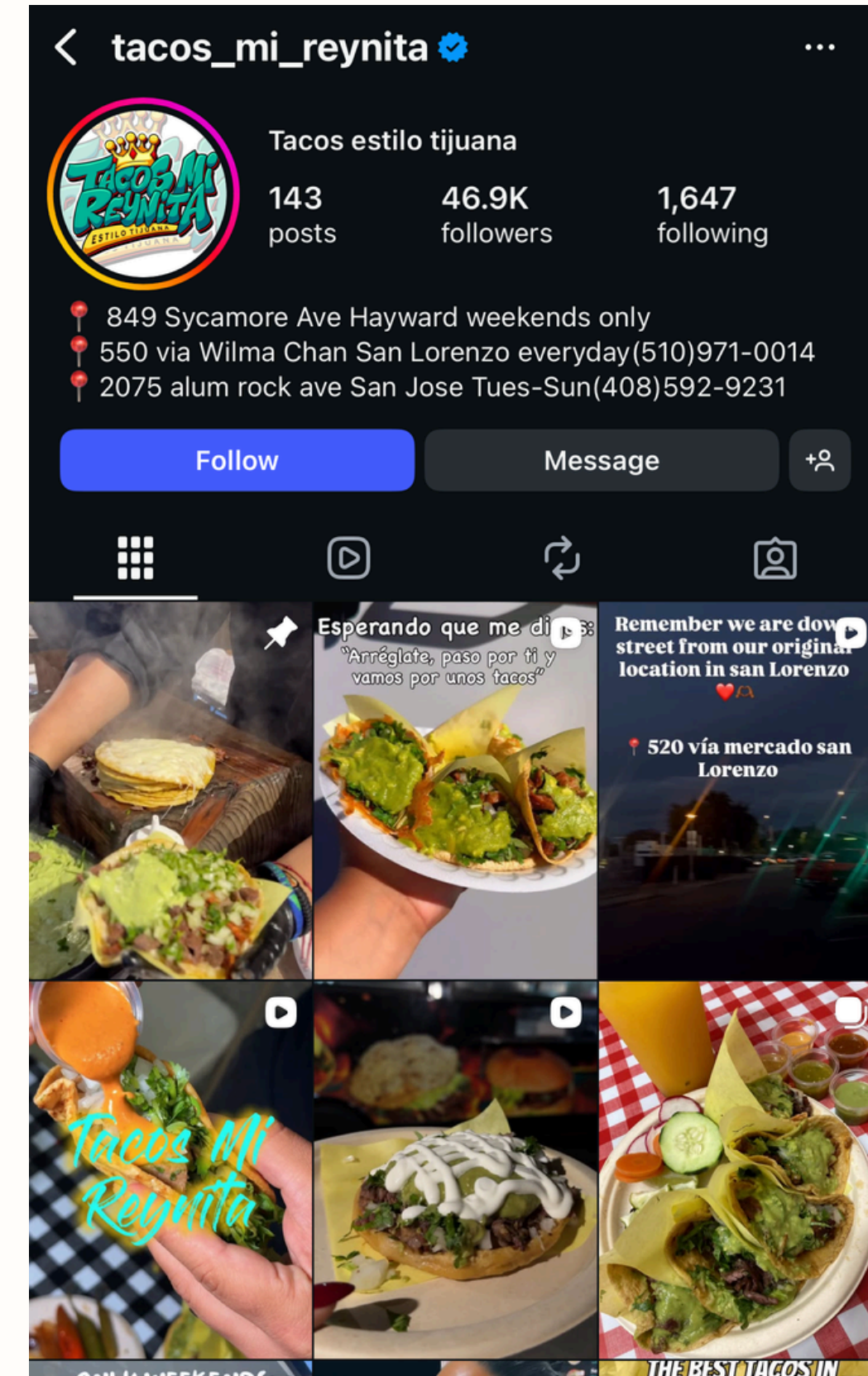
We're running a community campaign for the Alum Rock Santa Clara corridor, making it safer, stronger, and more connected. We'd love for you to help share the story of the corridor, highlight local businesses (like you!), and invite people to upcoming events and mini fairs.

Your voice and platform could help connect the community, celebrate diversity, and show what's happening locally. We can provide content, graphics, or just info for your followers. Would you be interested in joining us?

👉
<https://portfoliokanakpreetk.com/streetscape>

About

- Outreach to local influencers & popular corridor spots like Taco Mi Reynita
- Invite them to highlight small businesses, culture, and events
- Offer graphics, content, and guided corridor walk-throughs
- Encourage posts about food spots, murals, shops, and hidden gems





Postcard

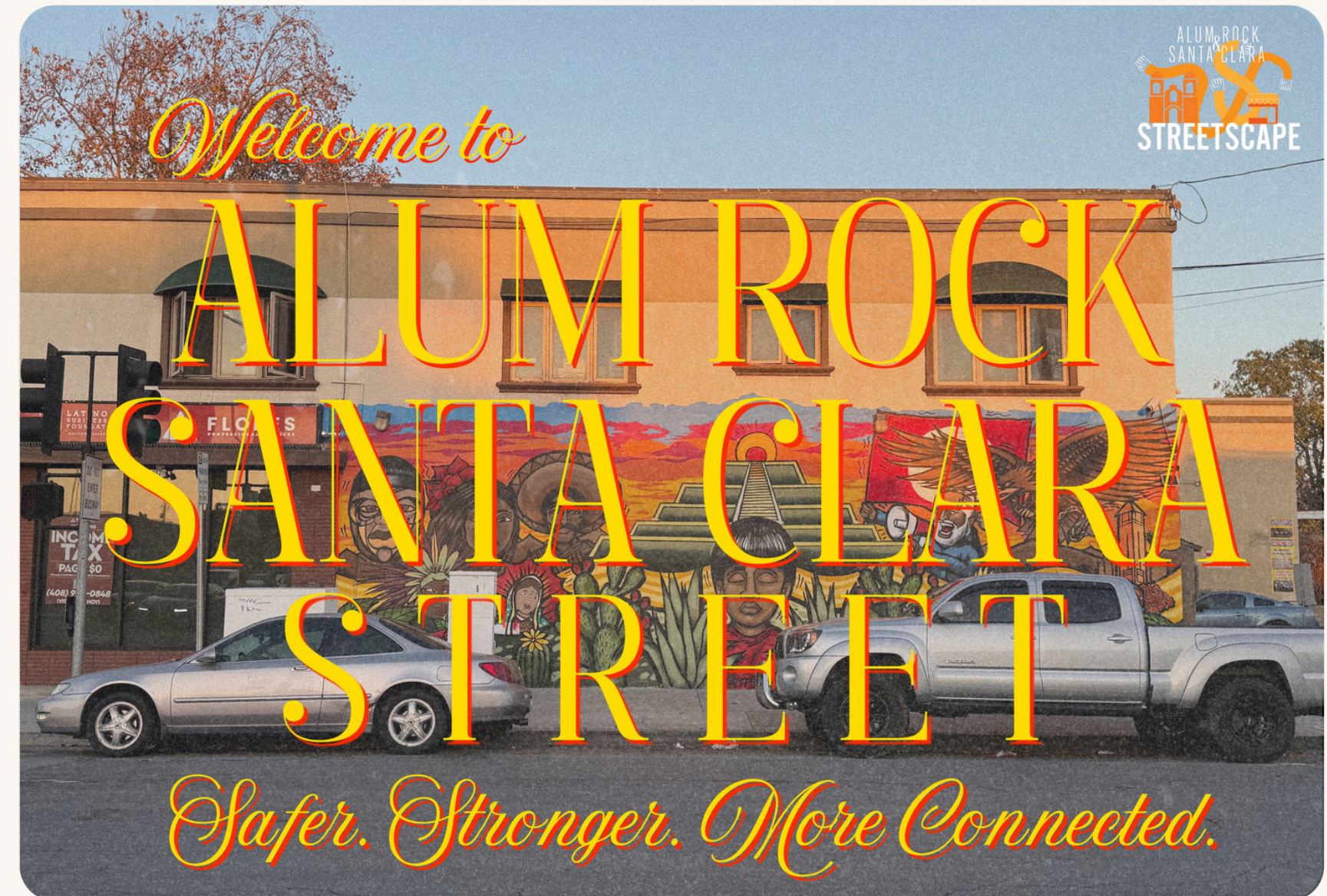
Your corridor is changing, and everyone is welcome.

Safer streets. Stronger community. More ways to connect.

Join the journey.



From: —
To: —



STOREFRONT POSTERS

Each business can personalize corridor event posters with its own photo or logo, preserving its unique character while contributing to a more unified and recognizable identity for the Alum Rock/Santa Clara Street corridor.



WONDERED HOW SJSU'S PR 191 CLASS GOT CONNECTED WITH ARSCSBA IN THE FIRST PLACE?

Through CommUniverCity.

CommUniverCity is an organization that connects SJSU students with local neighborhoods, including the one your businesses stand on.

The org works closely with community members to identify what's important to them, and brings in SJSU students and faculty to help address these priorities through projects.



**READY TO TAKE
ACTION?**

Let's chat.

Contact Rodney Knox at *rodney.knox@sjsu.edu*