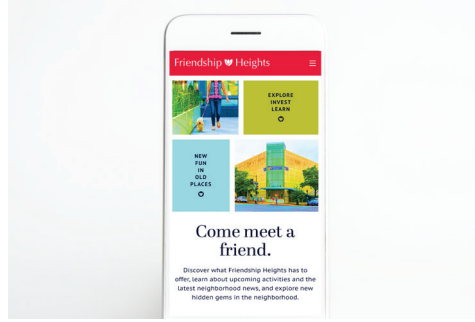


WALNUT STREET CREATIVE

MARKETING. STRATEGY. PLACEMAKING.

Place is more important than ever.



ABOUT WALNUT STREET CREATIVE

Walnut Street Creative LLC provides marketing, brand, and strategic services to place-based organizations. With more than 18 years of experience in commercial real estate and place management, Rachel L. Davis works with organizations to create vibrant brands, engaging events, and practical marketing strategies to make their cities and neighborhoods inclusive, fun, and inviting.

CONTACT US

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Bringing People Together

Since 2017, we've promoted or managed more than 250 events that focus on building community (usually outdoors!). View The Parks at Walter Reed's 2021 Events & Marketing Report, created in collaboration with Pipkin Creative, on our website.

Spreading the Word

Highlighting places can remind people why they love their neighborhood. In the past five years, we've written, branded or launched eight place-focused websites, including the National Landing BID website, designed by Pentagram, and the Friendship Heights Alliance site, designed by Alley Squash, Co. Both were created on Geocentric's Citylight platform.



Listening to People

When working on a new strategy (marketing, placemaking, or other), listening to people is the best way to start. In the past five years, we've collaborated on six unique projects to gather information through focus groups, interviews, listening sessions, surveys, and more. A Friendship Heights survey earlier this year was taken by 1,150 neighbors who provided critical insights that informed the organization's branding, marketing strategy, placemaking installations, and programming.

Celebrating the Past

In collaboration with the DC History Center, we managed the Neighborhood History Project at The Parks at Walter Reed to capture oral histories and memories from those who lived near the hospital and campus. The resulting historical content and recommendations will ensure that important names and stories are remembered as the place changes. Enjoy the stories at theparksdc.com/history.

Managing Place

Creating a place management organization (such as a business improvement district), is one way to focus resources on economic development, marketing, and placemaking efforts. We've rebranded, launched, or supported nearly a dozen such organizations in the past five years. Tapping into decades of industry knowledge, our team is often powered by Rich Bradley and Natalie Avery.