



**Virginia Main Street Essentials
Promotion**

KATHY LA PLANTE AND NORMA RAMIREZ DE MIESS - MARION, VA - SEPT. 20, 2012

© 2012 National Trust for Historic Preservation. All Rights Reserved.

Promotion

- Helps re-establish downtown as the center of commerce, culture and community life by presenting the downtown as a compelling place to shop, live, work, invest and visit.



All Points Lead to Promoting Downtown:

MAIN STREET

- Design**
 - Welcoming, clean, safe, and historic pedestrian friendly environment
- Economic Restructuring**
 - Quality, unique products & services with an unequal level of personable service
- Organization**
 - Unification of efforts for a vital district
 - Sense of ownership, pride, partnerships.
- Promotion**
 - Positive image
 - Unique assets
 - Center of activity



Job of the Promotion Committee

To Develop Customers

- Organization – *develops resources*
- Design – *develops spaces/places*
- ER – *develops entrepreneurs*



NATIONAL TRUST FOR HISTORIC PRESERVATION

The Job of the Promotion Committee



- Understand the changing market -- both potential shopper and your competition
- Identify the district's assets -- including people, buildings, heritage, and institutions
- Define Main Street's market niche - it's unique "position" in the marketplace
- Create NEW image campaigns, retail promotions and special events to lure people back to the district

NATIONAL TRUST FOR HISTORIC PRESERVATION

What can you expect to achieve in the area of Promotion?

- Promotions that target specific markets or better match existing markets
- Promotions that meet specific goals
 - increased foot traffic
 - increased sales
- Promotions that establish brand recognition

Types of Downtown Promotions



- **Image campaigns** accentuate the positives, dispel the negatives
- **Business promotions** generate immediate sales of the goods and services offered downtown
- **Special events** generate traffic, activity and positive experiences in the downtown

NATIONAL TRUST FOR HISTORIC PRESERVATION

Who Serves on the Promotion Committee?

Businesses and Retail <ul style="list-style-type: none"> • Business owners • Retailers • Service Businesses • Employees 	Marketing <ul style="list-style-type: none"> • Chamber • Media • Tourism • Red Cross, United Way, Banks
Special Events <ul style="list-style-type: none"> • Excellent Organizers • Creative People • Civic Organization and Arts Groups 	Others <ul style="list-style-type: none"> • Graphics/Designers • New Residents • Students • People who want to have fun!

Four Main Areas of Promotion

Image: • Attracting people by influencing attitudes and action

Retail: • Attracting people to shop and spend in the district

Special Events: • Attracting people to come to Downtown to expose them to what downtown has to offer



Four Main Areas of Promotion

Image: • **Attracting people** by influencing attitudes and action

Retail: • **Attracting people** to shop and spend in the district

Special Events: • **Attracting people** to come to Downtown to expose them to what downtown has to offer



Building a Promotional Calendar Based on Downtown's Market

Who Is Your Market?

How do we know or find out?

- Consumer & business surveys
- Other market data
- Info from promotional activities

➤ For the MS district

- More than one market –
 - assumption of "homogenous" MS the most common mistake

➤ For individual businesses

- specific markets - but not necessarily exclusive

The Market

3 miles	• 54,000 Pop
	• 20,000 HHs
	• \$95,000 F-H
	• \$92 million Gross
	• \$1.7 Billion Sales

➤ 6 miles

	• 118,000 Pop
	• 42,000 HHs
	• \$99,500 F-H
	• \$2.1 Million Gross
	• \$2.7 Billion Sales



What is your Market Position – Niche?

- Describe:
 - district's niche in the market
 - character of district to investors & customers
- Includes:
 - General assets
 - primary markets, primary goods/services
 - Attitude/character of the district



Tip:

- Be *strategic* and *focused* - When you try to market to everyone, you might reach no one.



Developing Your Promotion Calendar Steps



- Identifying current assets & position
- Identifying target markets
- Establish promotion objectives
- Establish overall strategy/calendar
- Publish or post the calendar
- Design individual events
- Implement
- Evaluate

Scheduling Promotional Events

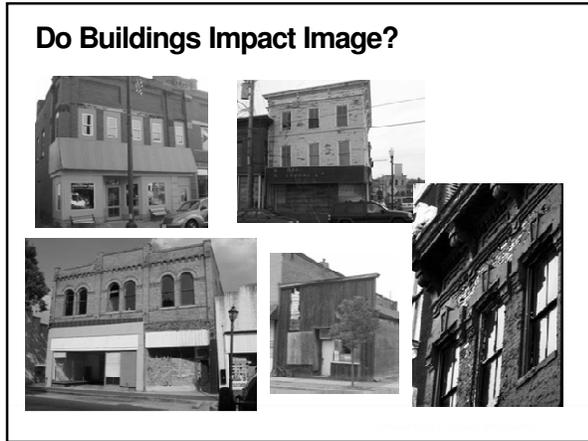
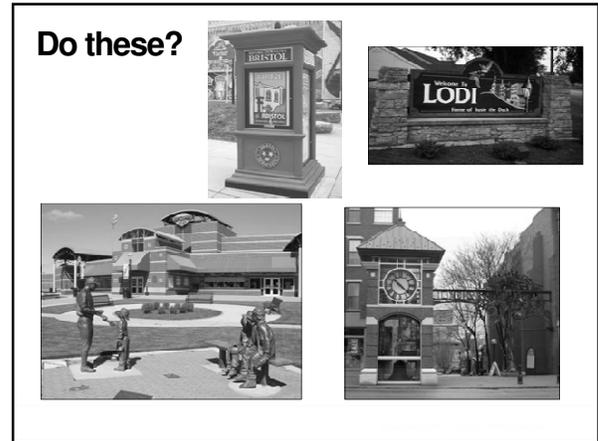


Principles of Main Street

- Comprehensive strategy
- Incremental steps
- Self-help
- Partnerships
- Unique downtown assets
- High standard of quality
- Changes in attitude and practice
- Implementation



Marketing, Image Building and Branding



What Influences Your Downtown's Image?



- Physical Attributes**
 - Building Stock
 - Public Spaces
- Types of Goods and Services**
 - Quantity of Businesses
 - Mix of Businesses
- Attitudes**
 - Safety, Friendly, Quality
- How People Use the District**
 - Work, Shop, Live, Visit
- How You Program the District**
 - Activities, Marketing

Creating an Image

1. Identify Downtown's Assets
2. Survey Consumers
3. Match Assets with Market Niches
4. Develop Position statement and market strategy
5. Design a Graphic Image




NATIONAL TRUST FOR HISTORIC PRESERVATION

Organizational Logo



Downtown Logos

Can be the organizational logo but are good for promoting downtown



Image Through Slogans

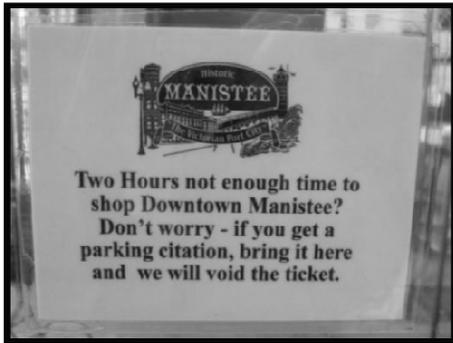


Which sign helps customers form an image about your downtown?




NATIONAL TRUST FOR HISTORIC PRESERVATION

Are we offering a friendly and welcoming message?



OPEN
SIGNS



Brand Development

Cindy Williams ~ W Design



Ready

- Form a Subcommittee

Set

- Discovery
- Definition
- Direction/Design Guide

Grow

- Initiate a Brand Discovery Process

- Evaluate your program's identity relating to: Place, Space and In Between - People on Main Street - Past, Present, and Future
- With creative people who can see downtown not as it is, but as it could be.
- Location is key. Incorporate the setting and backdrop of your community into the brand.

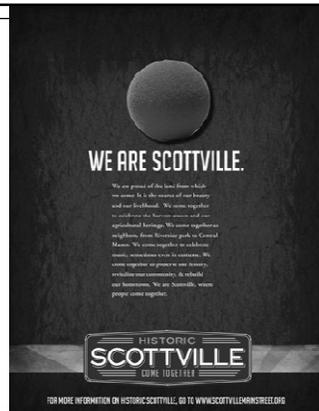
POSITIONING:

- Downtown:
 - As "THE" Center of Activity
- Your Organization:
 - As "The" Center for Information & promotion about Downtown (and the community)

NATIONAL TRUST FOR HISTORIC PRESERVATION

Building Your Brand

Scottville, MI ~ Home of the Clown Band



36

CLOWN AROUND
HISTORIC SCOTTVILLE
COME TOGETHER

It takes every piece of high gear, and our great outdoors, combined in celebration. With a parade of floats, bands, and costumes, the parade is a celebration of the town's rich history and the unique character of the Scottville area. It's a chance to see the town's most colorful and talented citizens, and to enjoy the sights and sounds of a truly unique celebration.

FOR MORE INFORMATION ON HISTORIC SCOTTVILLE, GO TO WWW.SCOTTVILLEHISTORIC.ORG

SOUND OFF
HISTORIC SCOTTVILLE
COME TOGETHER

It takes every piece of high gear, and our great outdoors, combined in celebration. With a parade of floats, bands, and costumes, the parade is a celebration of the town's rich history and the unique character of the Scottville area. It's a chance to see the town's most colorful and talented citizens, and to enjoy the sights and sounds of a truly unique celebration.

TROT YOUR HORN
HISTORIC SCOTTVILLE
COME TOGETHER

It takes every piece of high gear, and our great outdoors, combined in celebration. With a parade of floats, bands, and costumes, the parade is a celebration of the town's rich history and the unique character of the Scottville area. It's a chance to see the town's most colorful and talented citizens, and to enjoy the sights and sounds of a truly unique celebration.

Programs Evolve ~ Image Improves

NILES MAIN ST
Downtown in Action

Niles Main Street
eclectic shops, foods, and finds.
6 miles north of South Bend along the historic St. Joseph Riverbank

NATIONAL TRUST FOR HISTORIC PRESERVATION

Creating a Brand for Downtown

Hang loose. Kick back. You're in Niles.
eclectic shops, foods, and finds.

Niles Main Street
MICHIGAN

6 miles north of South Bend along the historic St. Joseph Riverbank for info www.UncoverNiles.com

Hang loose. Kick back. You're in Niles.
Where Michigan history lives and the fun begins.

Niles Main Street
eclectic shops, foods and finds.
6 miles north of South Bend along the historic St. Joseph Riverbank

Dedicated to preserving Niles' historic character and embracing its future with a vision for eclectic eateries & shops, arts & antiques, and creative well-being. ...Niles, on the upslope.

Dig in!

Niles Main Street
Dig in!

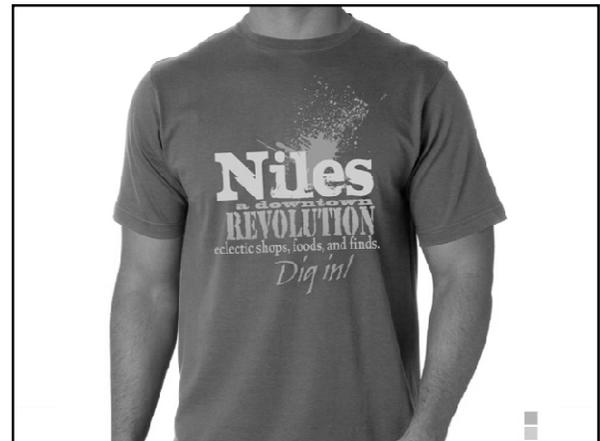
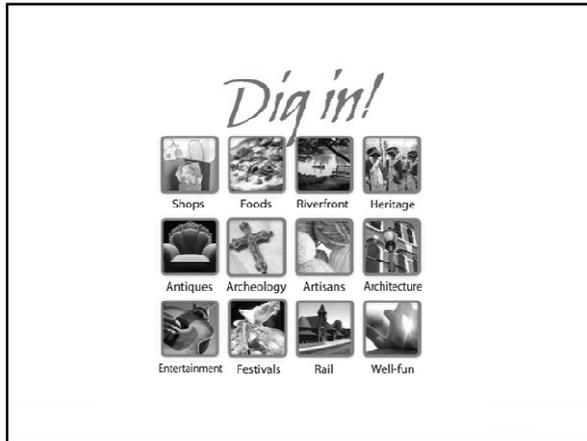
Uncover Niles A Downtown Revolution
May 2011

In This Issue
French Market Opens
Uncover the Evidence
Quick Links
UncoverNiles.com
Events Calendar
Getting Here

About Us
The purpose of Niles Main Street is to enhance our

What's new?
Ready to unearth some fun? Uncover the authenticity of Niles Michigan ... on the East Bank of St. Joseph. 6 miles north of South Bend. A mix of eclectic shops, foods, and finds. Opportunities are cultivating in this downtown on the upslope. From antiques to alternative bands to artisan chocolates, you can always find your groove in Niles. And, legend has it that Niles is the place to recapture your spirit; so if you are a creative type looking for a place to make a little history of your own, explore this entrepreneur hangout for architecturally inspiring and affordable spaces. On a mission, Niles Main Street delivers their continued commitment to revitalization. Relive the legend with us, relive Niles. ...historically rich, definitely different. Dig in!

En Plein Air French Market Opens
Fresh local picks with artisan fun is what you can expect at



HILLSDALE BRAND FOCUS

- 1 Nature/green/fresh (sustainability, quality of life, relax, choice living)
- 2 Mid-Century Modern (architecture, preservation, history, design, style, attitude, setting)
- 3 Stop and stay (capture pass thru market)
- 4 Opportunity (program, redevelopment, new growth, new people, new business, diversity, tools in place—urgency of NOW)



Hillsdale Words

Community	Inertia	Effective
Nature/green	Participation	Committed
Upfront/personal	Delicious	Funk
Creative	Improving	Privileged
Talking	Unique	Motivated
Passionate	Smiles	Relaxed
Vibrant	Cheers	Opportunity
Friendly	Fresh	Choice
Accessible	Family	Triangle
Walkable	Engaged	Gathering
Synergy	Persistent	Healthy

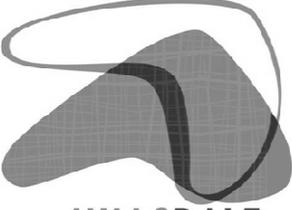
Hillsdale Words

Community	Inertia	Effective
Nature/green	Participation	Committed
Upfront/personal	Delicious	Funk
Creative	Improving	Privileged
Talking	Unique	Motivated
Passionate	Hilly	Relaxed
Vibrant	Smiles	Opportunity
Friendly	Cheers	Choice
Accessible	Fresh	Triangle
Walkable	Family	Gathering
Synergy	Engaged	Persistent

Taglines begin to emerge

Take a rerun thru. This time stop and stay for a while.
 "Who did you see in Hillsdale?"
 Definitely with A Little Edge
 Definitely A Lot to Enjoy
 Definitely A Living Era-Revived
 Definitely A Life to Embrace
 Hillsdaleability- focusing on the core issues
 Hillsdability- focusing on the core issues
 Hilly Daily
 Euro Hill-town
 Choice Living.
 Definitely Another Living Environment
 Preserving What We Have
 A little town in the city
 No nukos.
 Where city meets community.
 Where Portland meets pedal.
 Hometown Portland.
 Feel the dale. (picking up on green-century modern)

Dale'n.
 What's your groove? (texture)
 Preserving the funk.
 Platinum living.
 A metal makeover.
 Hillsdale hangout.
 Hangout in Hillsdale.
 Portland's upside.
 Greener on the other side of the hill.
 Delivering A Living Example
 Fresh Daley Living
 Daley Living
 Hillsdale Fresh.
 Hillsdale Remembers.
 In the Southwest Hills of Portland.
 Fresh. Fashion. Food. Funk and Finds.
 Find us just over the Southwest Hills in Portland.



**HILLSDALE
MAIN STREET**
 Fresh Fashion, Foods, and Finds
 just over the southwest hills in Portland
Feel the funk,



**HILLSDALE
MAIN STREET**
 Fresh Fashion, Foods, and Finds
 just over the southwest hills in Portland
Feel the funk,

**HILLSDALE
MAIN STREET**
 Fresh Fashion, Foods, and Finds
 just over the southwest hills in Portland
Feel the funk,

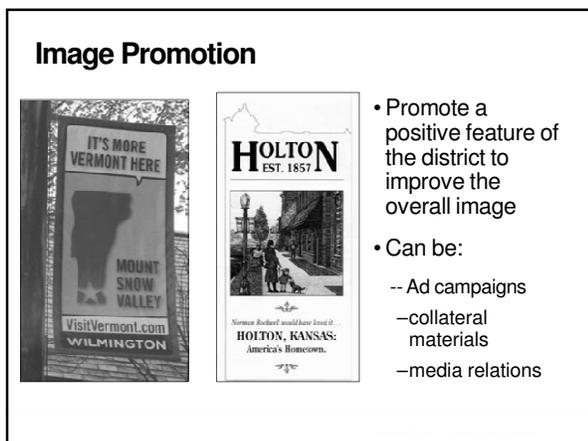
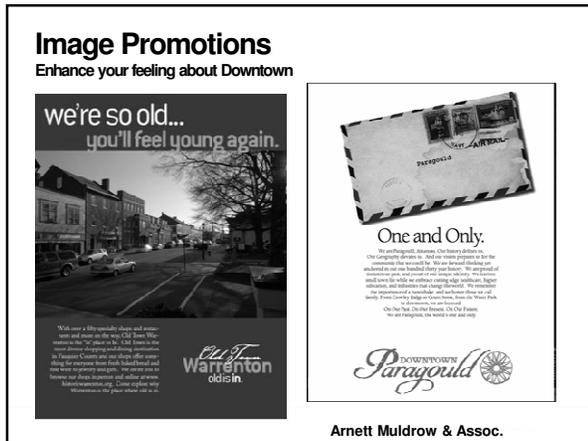
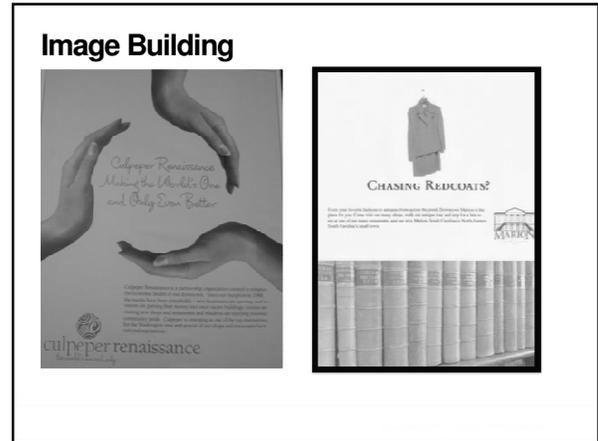
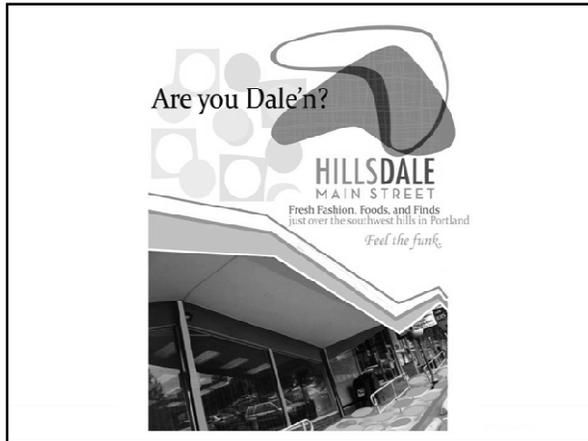
**HILLSDALE
MAIN STREET**
 Fresh Fashion, Foods, and Finds
 just over the southwest hills in Portland
Feel the funk,

**HILLSDALE
MAIN STREET**
 Fresh Fashion, Foods, and Finds
 just over the southwest hills in Portland
Feel the funk,

**HILLSDALE
MAIN STREET**
 Fresh Fashion, Foods, and Finds
 just over the southwest hills in Portland
Feel the funk,

**HILLSDALE
MAIN STREET**
 Fresh Fashion, Foods, and Finds
 just over the southwest hills in Portland
Feel the funk,

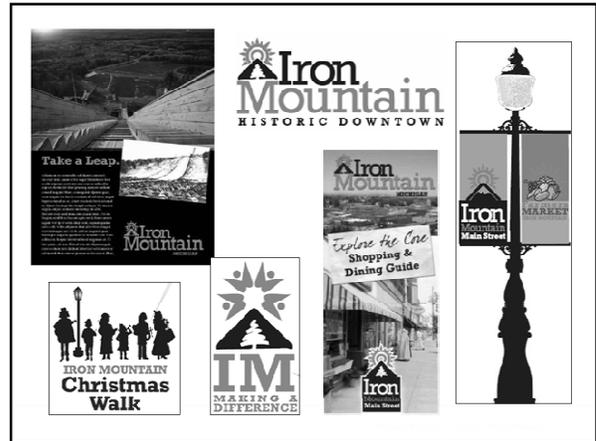
**HILLSDALE
MAIN STREET**
 Fresh Fashion, Foods, and Finds
 just over the southwest hills in Portland
Feel the funk,



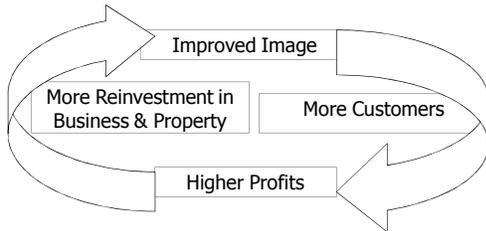
- Promote a positive feature of the district to improve the overall image
- Can be:
 - Ad campaigns
 - collateral materials
 - media relations

Planning Image Campaigns

- Take into account consumer perceptions, habits and preferences
- Focus message on a vision and market position for downtown
- Select the most compelling means to communicate that message
- Coordinate the image campaign with other promotion activities
- Image campaigns will need to convey the quality and importance of both retail and service businesses to Downtown.
- Distinguish the downtown from the competition



Cycle of Investment



Social Media

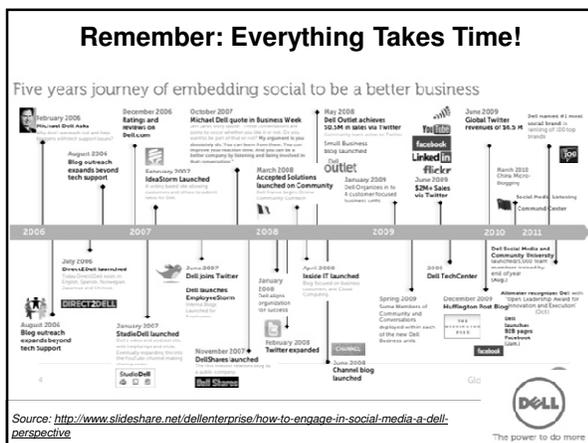
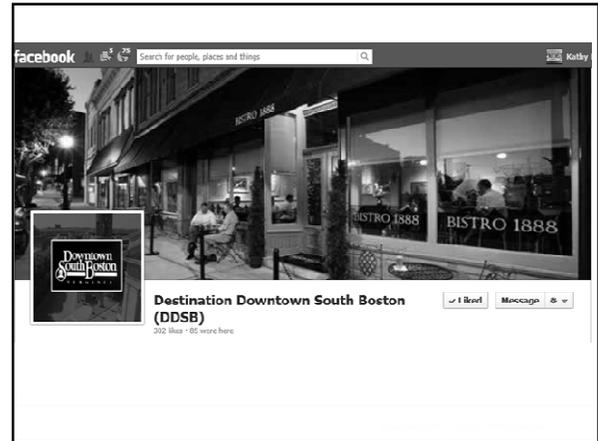
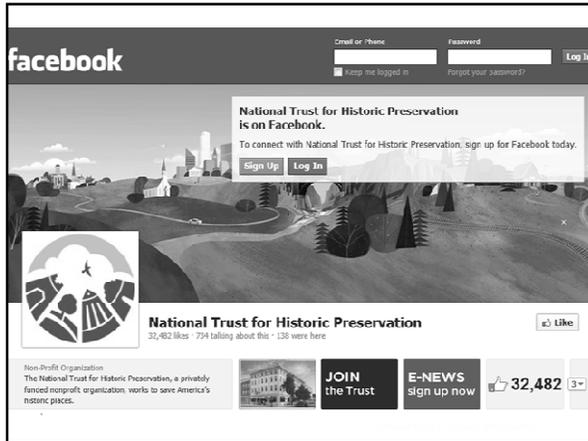
Social Media



Effective social media strategies result in:

- ❖ Engaged users;
- ❖ Increased traffic (both real and online); and
- ❖ Buzz!





Shop Local MHC
What you spend here stays here

CELEBRATE SOUTH ORANGE
TAKE THIS TOWN AND LOVE IT

TOGETHER WE CAN
VOTE WITH OUR DOLLARS TO RECLAIM THE SPIRIT OF THE SEASON AND

OCCUPY MAIN STREET
BUY LOCAL PAY CASH

BE A Calpepper LOCAL
SHOP • EAT • ENJOY
www.BeACalpepperLocal.com

Facebook
Advance Abingdon

152 likes

1 post

1 photo

1 video

Individual Businesses Promoting Shop Local
Collierville, TN

REWARD for Main Street Shoppers!

- Today more than ever, it is important to support your local businesses. Shopping local benefits everyone. You can feel good about your purchase on the square. You'll feel even better when we reward you with a 10% discount on your entire order at Square Beans! Just show your receipt from one of the Main Street Merchants (same day).



Promoting Evening and Sunday Hours

First Friday Fun Fest on High Street
Wine Down with Main Street Burlington
The First Friday of Every Month
7:00 p.m. - 9:00 p.m.
October 3, 2008
November 7, 2008
December 5, 2008

VENICE NIGHT OWLS!

Take a Sweetest Stroll on First Friday!
Sleep
Dine
Enjoy

AS U LIKE IT. WHEN YOU WANT IT.
Now open on Friday & Saturday evenings & Sunday afternoons
STANTON

Summer Santa Bucks
Washington, MO

- Promotion for the summer
- \$5.00 off coupon good toward a \$25 purchase (20% discount maximum)
- Cost \$15 per business
- 20 businesses
- Can do as Bounce-Back promotion too

NATIONAL TRUST FOR HISTORIC PRESERVATION

Follow-up to Restaurant Promo

Becomes a Collective Cross Promotion

- During restaurant week in February, diners were given a VIP card and a free-day parking pass with their bills, to return in March
- People could scan the QR code and find participating business specials.
- Why February and March?



ANNAPOLIS
HANCRETS ANNAPOIS PARTNERSHIP
sponsored by **AnnapolisVIP.com**

Present this card at participating merchants for special offers

Go to www.annapolisvip.com/parks for details

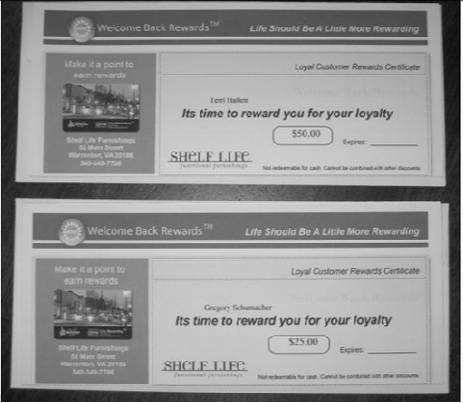
NATIONAL TRUST FOR HISTORIC PRESERVATION

MasterKey Card Program – Unlock Rewards

Warrenton, VA



- Just like any national chain frequent buyer card, except this same card is used at all participating downtown businesses.
- Card and key ring tag.
- Each business determines its own rewards.
- Example: a furniture store gives a \$25 check for \$350 in purchases. Good toward next purchase. (overall tracked a 6% discount)
- Rewards continuing purchases



Welcome Back Rewards™ Life Should Be A Little More Rewarding

Make it a point to earn rewards

Loyal Customer Rewards Certificate

Terril Hallett
Its time to reward you for your loyalty
\$50.00 Expires: _____

SHCLF LIFE
LIFE Insurance Company of Virginia

Not redeemable for cash. Cannot be combined with other discounts.

Passport to Tomahawk

Given to Volunteers

Used the passport to:

1. Reward volunteers
2. Recruit new ones
3. Include businesses outside the BID and explained to volunteers the relationship between both BID businesses and needing support of those outside of the BID too
4. Had all volunteer opportunities spelled out in bite sized pieces
5. Tomahawk is expanding to use the Passport to other visitors to downtown



Downtown Petoskey–Bay Harbor

SHOPPING Scramble

A Shopping FUNdraiser for the Crooked Tree Arts Center

Petoskey, MI

- A Shopping FUNdraiser for the Crooked Tree Arts Center
- A day of shopping, dining and enjoying the amenities without worrying about sand traps or water hazards
- Gift bags from merchants
- Participants record purchases on golf score card



SHOPPING Scramble
Saturday, October 6
9:00am - 5:00pm

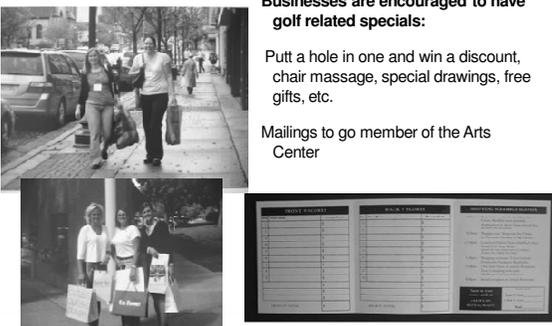
It's time to enjoy the shopping, dining, and amenities of downtown Petoskey, MI. Enjoy the beautiful views, fresh seafood, and fun shopping. We'll have a special gift bag for all participants in the Petoskey, MI area.

\$40 per person
Includes: shopping bag, water bottle, and a special gift bag.

For more information call the Petoskey Regional Chamber of Commerce
231-947-4150

Shopping Scramble

Petoskey, MI



Businesses are encouraged to have golf related specials:

Putt a hole in one and win a discount, chair massage, special drawings, free gifts, etc.

Mailings to go member of the Arts Center

19th Hole of the Shopping Scramble

Prizes for:
 Longest Drive (farthest away)
 Closest to the pin (preset \$\$)
 Hole in one (who spends the most)





Registration - Shop 'n' Stroll
 19th Hole Winner

National Event Focus Paint the Town Red ~ Promo Partners







- Health Screenings
- Free Protein Smoothies
- Recipe books
- Acupuncture








Divas Wanted in Lynchburg

- Bring your mothers, daughters, sisters, friends, and coworkers for a night out in Downtown Lynchburg...just for YOU!

Enjoy fabulous shopping, dining and door prizes from more than 40 downtown restaurants and businesses. The first 500 Divas will receive a tote bag, goodies and a discount card with special offers.

- The crawling will begin with bag pick-up at the Lynchburg Community Market at 5:00 p.m. Browse downtown business, shop & dine and enter to win door prizes at the After Party.
- You won't want to miss the **After Party!** The festivities will begin at 8:00 p.m. at the Craddock-Terry Hotel with a free dessert bar, a cash bar and door prize raffles from participating downtown businesses!

Featured event



Downtown Diva Crawl
 Friday, November 18
 5:00-9:00 p.m.
 More Information

NATIONAL TRUST FOR HISTORIC PRESERVATION

Downtown Diva, Girl Whirl







Midnight Merriment

Always the first Friday in December
 Concord, NH





Targeting Men

- Newspaper ad say make your Christmas Wish List at downtown businesses.
- Encourages the woman, mom, sister, etc. to complete and give to the men in their lives (or the store may mail)
- Beverages and snacks
- Free gift wrapping
- Shipping services provided
- Activities for men, drawing for "guy" prizes

Targeting a specific market Consumer Segments

Target ~ College Students

Target ~ Alumni

Bridal/Wedding Niche?

- Bridal Gowns
- Jewelry
- Tux Shop
- Florist
- Photographer
- Caterer
- Wedding Planner
- Hotels, motels, and inns
- Banquet Space
- Printers
- Party Supplies
- Dry Cleaners
- Travel Agent?
- Insurance Companies
- Salons/Spas
- Liquor/Wine store
- Gift shops

Green Living Promotion

- Hardware
- Home Furnishing
- Used Clothing
- Engineers/Architects
- Builders/Contractors
- Health Foods
- Gift Stores
- Coffee Shops
- City – recycling

10 NEW Recycling bins are being added in downtown Lee's Summit on April 22, 2009!

Art Walks

Restaurants Promotions

Cash Mobs

- Using Facebook and Twitter, they're organizing groups of strangers who descend on beloved independent retailers—bookstores, bakeries, wine shops—and spend at least \$20 cash each (maximizes business profits). Participants usually meet beforehand and follow the organizer to the shop.

NATIONAL TRUST FOR HISTORIC PRESERVATION

One of the Earliest Cash Mobs

Chagrin Hardware, Chagrin Falls, OH

A January 14th email spread through social media, friends to friends to Facebook, and word of mouth.

200-250 people attended (\$4,000-\$5,000 in sales) just if \$20 was spent.

Cash Mobs

Choosing who to Mob

- Choosing one store to shop
- Choosing all of downtown to shop
- Making it consecutive weeks in a row, choosing a different store each week

Over 300 Cleveland Cash Mobbers spent \$9,000 in three hours at Nature's Bin, Cleveland

Concord, NH

Goffstown CASH MOB!
March 24, 2012

Welcome, Cash Mob!
today only!
Mini Gargolios om \$20
(they stop when you pour)
Also \$20 or under:
Scrabble Tile Making, Mystery,
Vintage Labor Puck Car pulls,
Chester Wine Basket, Bread,
Diner Bread, and Egg Tenders...

NATIONAL TRUST FOR HISTORIC PRESERVATION

QR (Quick Response) Codes

Allows data to be decoded at high speeds

Restaurant Uses

- Take out menus
- Links to Photos and Social Media
- Different Restaurants, Different Codes (Fine dining to it's menu and interior photos, Fast food could put on a table tent and offer a deal for giving an email address and Food Carts may have the QR code on the front for easier ordering and payment.
- QR code is becoming less novelty and more utility

Visit Mashable.com

How Can Main Street Use QR Codes?

- Shop Local instant specials
- Special events with participating businesses offering special deals that day
- Coupons, maps, directing to social media, contests, and videos
- Educate businesses how to use them

NATIONAL TRUST FOR HISTORIC PRESERVATION

How to get a QR Code

- Google Search "QR Code generator".
- Make sure it is interesting and engaging to the user and use call to action.
- Educate users

Generate QR Codes | 101newworks.com
www.101newworks.com/qr-generator/
Generate QR Codes Quickly & Easily. No Download Required! Get Codes Now

The Invisible QR Code | Diginimer.com
www.diginimer.com/discover/
Free QR code generator and QR code online creator. Create QR codes ready to print or to add to a t-shirt. Create a net phone or mobile phone readable QR ...
QR code - new Account - Phone Software - QR Stuff

QR Code Generator - craxso QR Codes online business card, t-shirt ...
2012-08-18
Free online QR code generator. QR Codes (a 2D barcode), business cards, t-shirts, mugs and more!

QR Code Generator - Deller
Search online code generator.
Create and Track QR Codes with Deller's QR Code Generator. Sign up to receive FREE software like a personalized Deller address, editing of your destination ...

QR Code Generator from the ZXing Project
http://code.google.com/p/zxing/

SaveLocal by Constant Contact

• If Groupon provides quantity, we want to provide quality. We think the way to find your next great customer is through your existing customers, rather than through a big list of consumers who don't know much about you. SaveLocal is about sending coupons to your current customer base, and providing them with an incentive to share the coupons with their social network in order to bring in new customers. We also turn the economics of the deal on its head, by letting the merchant control the amount of the discount so they're not losing money on it.

A Groupon Alternative Aims to Offer Small Businesses a Better Deal



Exercise Identifying Promotion Targeting Customers for Your Downtown

Experience Retailing

Author Book Signings – Tea Room Tastings – Demonstrations
Classes – Product Test Rides



In Store Activities



• Taking sign ups now for this Thursday night, make your own cutting board class! only 30 bux and you'll learn a lil something about sanding, oiling, and woodburning. You'll walk away with your own cutting board and a smile from some awesome Wonder Made time. You know you wanna, email WonderMadeConcord@gmail.com to sign up. Dont miss your chance!

Special Events

- Are not focused on ringing cash registers during the event (although they sometimes have that added benefit)
- Special events often lead to future sales when attendees have a positive experience admiring window displays, browsing open shops, and chatting with friendly shopkeepers.
- Unique assets, Liver mush, fondue, Big Catsup



Special Events/Festivals:

- **Should:**
 - attract people
 - acquaint them with district
 - present a "warm fuzzy" about the district
 - result in *eventual*/sales
- **Can be built around:**
 - Social activity
 - Heritage
 - Holidays
- **Should highlight assets, unusual features**



NATIONAL TRUST FOR HISTORIC PRESERVATION

Five Festival Essentials

- Music
- Food
- Overlapping Activities
- Activities for All Ages
- Something Free



Community Heritage and Diversity



NATIONAL TRUST FOR HISTORIC PRESERVATION

Celebrating Downtowns' History



Special Events

Who are your potential customers?

- Not all special events are large productions.

Friday night, August 28th
Upper McKellar Park Shelter

The movie will begin at dusk and BCPI will have popcorn and soda available for purchase.



Blanchardville Summer Movies in the Park

Oskaloosa Checker Festival



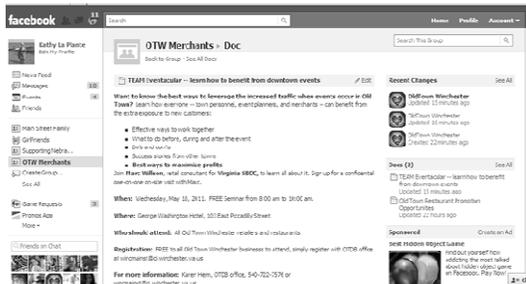
Weekly Events Concerts and Farmer's Markets



Retailers – "Show Us Your Produce" event



Provide Idea for Business to take advantage of events



Help Businesses Take Advantage of Events and Festivals

We'll send this article to VMS

Tips for BETTER BUSINESS

Make Your Register Heat Up During Downtown Festivities This Summer

When you're in the middle of a busy season, it's easy to get overwhelmed. You're juggling a lot of things, and you're trying to make sure you're doing everything you can to keep your business running smoothly. But when it comes to events and festivals, it's easy to get overwhelmed. You're juggling a lot of things, and you're trying to make sure you're doing everything you can to keep your business running smoothly.

PRE-EVENT TIPS

There are only seven days to the entire year when you can take advantage of the summer season. Make sure you're doing everything you can to make the most of it. Here are some tips to help you get started.

PLAN THE BEST

A successful event requires a lot of planning. Start by choosing a date that works for you and your customers. Then, create a budget and stick to it. Finally, make sure you have a good marketing plan in place.

PREPARE YOURSELF

Before the event, make sure you have everything you need. This includes inventory, staff, and a good marketing plan. Make sure you're ready for anything that might happen.

MARKETING TIPS

Use social media to promote your event. Post photos and videos of your products and services. This will help you reach a wider audience and generate more interest.

MAKE YOUR REGISTER HEAT UP WITH SUMMER FESTIVITIES

Summer is the perfect time to promote your business. Use the tips above to make the most of it. You'll be glad you did.

Make Downtown Vineland

PRE-EVENT TIPS

There are only seven days to the entire year when you can take advantage of the summer season. Make sure you're doing everything you can to make the most of it. Here are some tips to help you get started.

PLAN THE BEST

A successful event requires a lot of planning. Start by choosing a date that works for you and your customers. Then, create a budget and stick to it. Finally, make sure you have a good marketing plan in place.

PREPARE YOURSELF

Before the event, make sure you have everything you need. This includes inventory, staff, and a good marketing plan. Make sure you're ready for anything that might happen.

MARKETING TIPS

Use social media to promote your event. Post photos and videos of your products and services. This will help you reach a wider audience and generate more interest.

MAKE YOUR REGISTER HEAT UP WITH SUMMER FESTIVITIES

Summer is the perfect time to promote your business. Use the tips above to make the most of it. You'll be glad you did.

NATIONAL TRUST FOR HISTORIC PRESERVATION

Who are you Attracting to Your Special Events and Festivals?

Who Should/Could You be Attracting to Your Special Events and Festivals?

Special Events and Funding

- Revenue Generators
- Sources of Event Funding:
 - admissions
 - activity fees
 - booth fees
 - entry fees
 - merchandise sales
 - raffles
 - sponsorships
 - donations




Pumpkin Fest Keene, NH




NATIONAL TRUST FOR HISTORIC PRESERVATION

Pumpkins, Pumpkins Everywhere!

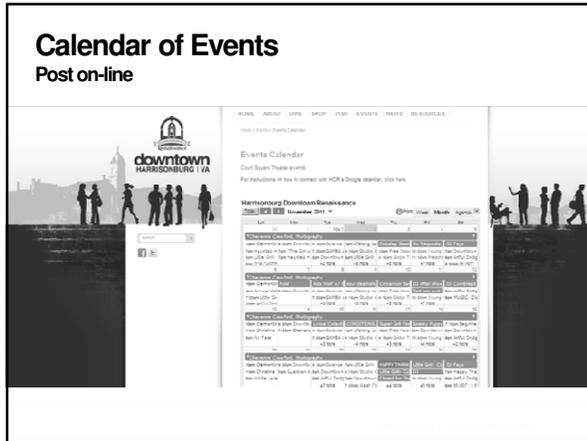
Keene, NH (population 25,000)






Guinness Book of World Records for Most Lighted Pumpkin = 29,762

Boston stole record, now 30,128 (population 620,000)



Conducting an Event Audit

- Away from the routine, focused on the reasons -
 - Why do you produce or sponsor the event?
 - What is the value to Downtown?
 - Should it be organized by us or another group?
 - Who is the target audience?
 - What is the cost in time and production dollars?

- Use event matrix tool.....



DBI Event Matrix	Community	Ambiance	Fund Raising	Traffic Generating	Promotes Retail	Restaurant	Boundary Extension	Demo Reached
Tulip Celebration	X							3
President's Day Sale					X			1 - 2
ArtFair	X		X	X		X	X	1 - 2
Friday Noon Tunes		X						
Bands on the Bricks	X	X		X		X		1-2-3
Sidewalk Sales					X			1 - 2
Fall Festival	X		X	X		X		1-2-3
Munchkin Masquerade	X				X			3
Switch on the Holidays/St. Nicks	X	X						3
Lights Parade	X					X	X	1-2-3

Primary Demographic Groups as identified by the marketing committee:
1. Empty Nester 2. Couples without Children 3. Families



Share results...
... Highlight achievements
... Recognize support



**In addition...
Utilize Special Events**

- To foster sense of ownership
- To promote your businesses
- To sell your products
- To gather input
- To recruit more volunteers
- To promote your efforts



What is heritage tourism?

"Traveling to EXPERIENCE the places, artifacts, and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources."



* Sites of Historic Significance * Unique Architecture * Art * Music * Multicultural Events * Famous People * Authentic Foods * Recreation * Religious Attractions * Etc...

**Tourism Campaigns
Crosses Image, Business and Festivals**

- Identify What's Worth seeing
- Walking and Driving Tours
- Regional advertising
- Product/Experience Tourists
- Bus Tours



Focus on Quality & Authenticity

- The TRUE Story is the one worth telling!
- What is authentic?
–Defining guidelines & Best Practices
- Steps
–Research
–Interpretation
–Training
–Materials
–Preservation
–Presentation



Back to the Eight Main Street Principles

- Comprehensive strategy (image building, business promotions, and special events – all three)
- Incremental steps (do a few events well)
- Self-help (involve those who benefit, need volunteers)
- Partnerships (Main Street doesn't have to do it all)
- Unique downtown assets (build promotions around assets)
- High standard of quality (marketing, publications, events)
- Changes in attitude and practice (educate and inform)
- Implementation (use work plans, grow and improve activities)

Whether guiding a school class in an architectural tour, working with the City on streetscape, or helping a property owner improve their building's façade...



Whether you are getting locals and visitors to come to Downtown to enjoy or participate in an event, or encouraging residents to shop at downtown stores...

Whether you are recruiting a corporation to sponsor your activities or engaging a volunteer in leading the efforts...



Every thing you do helps promote Downtown!

Resources

- **Virginia Main Street**
- **National Conferences**
 - Preservation: Spokane, WA - Oct. 31- Nov. 2, 2012
 - National Main Streets: New Orleans, LA, April 14-16, 2013
- **Online Tools:** www.mainstreet.org
 - www.PreservationNation.org
 - MS list serve, Webinars
- **Publications:**
 - MS Bookstore: Revitalizing Main Street
 - Main Street News
- **NTMSC On-Site Services**
 - Field Services
 - Seminars & workshops



Q& A

New Orleans, April 14-16, 2013
National Main Street Conference



Norma Ramirez de Miess and Kathy La Plante
Senior Program Officers
National Trust Main Street Center
1785 Massachusetts Avenue, NW
Washington, DC 20036
Nmiess@savingplaces.org
KLaPlante@savingplaces.org
www.mainstreet.org

NATIONAL TRUST FOR HISTORIC PRESERVATION