



The Main Street Approach to Commercial District Revitalization: Promotion

Kathy La Plante
Senior Program Officer &
Director of Coordinating Program Services

Main Street Four-Point Approach®
Simultaneous work in four broad areas:

- **Organization** - getting the community working toward consensus
- **Promotion** - marketing the district's unique characteristics and assets
- **Design** - getting the commercial district in top physical shape
- **Economic Restructuring:** diversifying the district's economic base



Four-Point Approach Promotion

- Means selling the image and promise of Main Street to all prospects.
- By marketing the district's unique characteristics to shoppers, investors, new businesses, and visitors, an effective promotion strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers.
- It serves to improve consumer and investor confidence in the district.



What do downtowns 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



Promotion

- **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



Three 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



The Job of the Promotion Committee



- Understand the changing market -- both potential shoppers 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

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

Assessing Your Promotion Calendar

At Your Tables Discuss:

1. Your most effective event.
2. Explain why you do it.
3. Who is the target audience?
4. Explain how you measure whether it was successful.



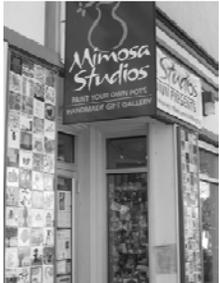
Why Are We Doing Promotions?



- **They Should:**
 - attract people
 - acquaint them with district
 - present a "warm fuzzy" about the district
 - result in sales or *eventual* sales
- **Events can be built around:**
 - Markets/Niches
 - Social activity
 - Heritage
 - Holidays
 - Unique things about your district

Market-Based Strategies

Here's an example:
"Position Main Street Claremont as a center for cultural activity in the Upper Valley, including new restaurants and businesses that complement the Opera House and existing artisan base."



Market-Based Strategies

Here's another:
"Create a robust residential base downtown, with a wide range of products and services available that serve downtown residents and workers as well as visitors."



Special Events Your Audience May be Small

Friday night, August 28th
Upper McKellar Park Shelter

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





Events don't all have to be big events – target your audience

Market-based strategies

Design	TASKS	Change window displays every week Improve parking lot lighting Reverse one-way street by courthouse
Organization	TASKS	Create district workers' advisory board Add major employers to board Quarterly updates to businesses
Promotion/marketing	TASKS	Launch lunchtime promotional series Launch "Fridays at Five" events Create "Main Street Insiders" program
Economic restructuring	TASKS	Businesses – stay open until 7:00 pm Survey district workers annually Offer free deliveries to district workers

Boost purchases by district workers

DBI Event Matrix	Community	Ambiance	Fund Raising	Traffic Generating	Promotes Retail	Restaurant	Boundary Extension	Dem. 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/21: 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

Special Events Resource Intensive

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




Sponsorships

Find a way to meet the potential sponsor's needs

- Exposure to targeted audiences
- General visibility
- Affiliation with your group
- Mending fences






South Boston

- ✓ Selling All Sponsorships at one time
- ✓ OK to contact them in the future
- ✓ Offers a way to support the events financially but not with sponsorship

event sponsorships available for 2014

YES, we would like to have District Workers' Board Survey (2014) include 8 months of the historic sponsorships provided by sponsoring all of the individual events listed below.

NO, we cannot make a decision now, but contact us again in the future.

We do not wish to sponsor but would like to work as the District Workers' Board Survey (2014) sponsorships that meet your goals and budget can be submitted for you. So if you don't find the perfect opportunity within our packet, please contact us at (424-574-0238).

MARKETS intend to use a full complement of code names and other information for your sponsorship on pages 4 through 7 in the event sponsor packet.

I would like to sponsor the following event(s) at the sponsorship level checked ✓:

Member as a Major Sponsor: (May, July & December 2014)
 Silver Sponsor: \$10,000 Bronze Sponsor: \$5,000 Gold Sponsor: \$2,500 Platinum Sponsor: \$1,000

Member as a Minor Sponsor: (May, June & August 2014)
 Silver Sponsor: \$2,000 Bronze Sponsor: \$1,000 Gold Sponsor: \$500 Platinum Sponsor: \$250

Member as a Major Sponsor: (November 2014)
 Silver Sponsor: \$10,000 Bronze Sponsor: \$5,000 Gold Sponsor: \$2,500 Platinum Sponsor: \$1,000

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Member as a Major Sponsor: (January 2015)
 Silver Sponsor: \$10,000 Bronze Sponsor: \$5,000 Gold Sponsor: \$2,500 Platinum Sponsor: \$1,000

Member as a Minor Sponsor: (January 2015)
 Silver Sponsor: \$2,000 Bronze Sponsor: \$1,000 Gold Sponsor: \$500 Platinum Sponsor: \$250

Friends of the Festival

- This festival also allows people to attend for free if they volunteer for at least 4 hours.
- \$15 admission or \$20 day of the event.



Detailed Planning = Work Plans



Partners and Volunteers with Events



- Assistance in Planning
- Enhancing events with activities
- Fundraising Opportunity
- Community Involvement
- Volunteer Army



Event Evaluation

- Do you have a formal evaluation process for your events?
- Who does it?
- When do you do it?
- What does it encompass?
- Tell me what you've learned.



Evaluating Events



- **Did you Define:**
 - benefits within the organizations mission
 - benefit for the downtown
 - benefit to the community
- **Benefits of evaluation:**
 - Builds credibility
 - Refines future events
 - Helps to meet target markets



How do you measure the success of your promotions?

- Are there more partners?
- What's the buzz?
- Did Main Street make more money?
- What was the level of both merchant and customer satisfaction?
- Was the end result worth the amount invested?
- Is it worth doing again?



Principles of Main Street

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




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




Remember a Promotion Must:

- ✓ Drive traffic
- ✓ Drive sales
- ✓ Drive publicity
- ✓ Drive fundraising

If a promotion doesn't meet one or more of these criteria...don't do it!



Retail and Business Promotions



Why Should Downtowns have Coordinated Business Promotions?



- Businesses need help making more money!
- Promoting together generates more excitement
- Cost effective
- Highlights the variety of downtown businesses
- Helps to develop new or strengthen connections to customers
- Targeting customers makes for more effective advertising



Target Marketing



- You will be most successful when you are strategic in the development of the promotions
- Shotgun v. Rifle Approach
- Design Events Based on Target Market
- Get information from your ER Committee:
 - Market analysis data
 - Businesses surveys
 - Zip code/telephone surveys
 - Focus groups
 - Customer surveys



Target Marketing

Three Categories of Business Promotions

- **Cooperative promotions** "sell" businesses in the same category (competitive cluster)
- **Cross-business promotions** "sell" businesses with complimentary goods and services
- **Niche promotions** focus on the consumer group (including visitors) rather than the goods and services

Shop Local, Authentic, Unique....

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

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

All of your relatives have just arrived for a visit on the same weekend...

Si wants advice on furniture and carpet samples...no problem!
(Colebrook Floor Care, Colebrook Carpet Center, Dixie's Furniture, Gene's Furniture & Redding, Hubbard's Capshaw Antiques, Lightner's, S. Dockham's Country Furniture)

Javier wants to copy his homework, get some film developed and wash his sleeping bag...no problem!
(Colebrook Office Supply, News & Souvenirs Copy Center, Collins Photo Center, Kilo-Ad, The Wash Tub)

Uncle Emilio needs some cash and some heavy equipment for his excavating company...no problem!
(Clifton's Bank, First Colebrook Bank, Eddie Nash and Sons)

Aunt Mabel's arrived with her dog and a broken car in a bad fire and car trouble...no problem!
(J.D. Sirel, Brooks Chevrolet, Bob Cannon's, Cross Auto Supply, Eric's Tires, Metal Auto Supply, Lewis and Winkler, Lewis Ford, Joe Macken, Nappa Auto Parts, Northern Tire, Nipper Motors, PK Q&R, Robinson's Repair, (J&R) Body Shop)

Granny wants to update her insurance, check on her taxes and get some legal advice...no problem!
(A. D. Davis Insurance, Collins Insurance, Klobe Agency, Adams Management, Don S. Shoff Accounting, R.L.V.'s Tax and Accounting Service, Russell & Langstaff, Wainstead & King)

and you don't have a bedroom left and need a place to stay...no problem!
(Colebrook Country Club, Colebrook Elbow Motel, Diamond Peak Motel, Nook View, Northern Comfort Motel, Mahwah Cottages, Minnow's Bed & Breakfast, Rooms With a View)

It's all right here in
COLEBROOK
Convenience • Service • Price
Center of the Great North Woods

THIS IS SPONSORED BY THE COLEBROOK MAIN STREET PROGRAM WITH GREAT THANKS TO OUR LOCAL MERCHANTS.

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 it's 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

©2014 Main Street Center



What can you do to get business to extend hours?

- What Can You Do To Get Merchants to Change Hours?



©2014 Main Street Center

Promoting Evening and Sunday Hours



©2014 Main Street Center

Individual Businesses Promoting Shop Local

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).



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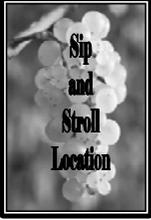
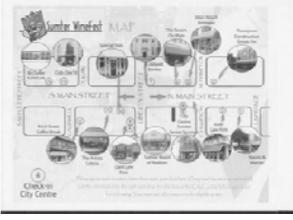
First Wednesdays 5-8PM

Salem, Oregon



©2014 Main Street Center

Sip and Stroll Talked About Earlier as a Fundraiser

- Tickets sold for \$20 (wine food and entertainment)
- Retailers and service businesses included (16)
- 100% renewal by participants for two years
- Held mid-November

Photo credit: Downtown Development Authority

Shop Downtown Lee's Summit, MO



Additionally:
12,844 postcards were direct mailed from names collected at events, from merchants, and a purchased list.
3,850 cost, paid for by the Downtown Lee's Summit Master plan Implementation
High quality ,marketing piece

Photo credit: Downtown Development Authority

Chocolate Walk Cambridge, OH




- Kick off for a Dickens of a Christmas, following a reception
- 200 tickets sold for a downtown chocolate walk
- 28 of 40 businesses participated, providing 200 pieces of candy
- Lessons learned: sales came after the evening event and they needed bigger bags for everyone to collect their chocolates

Photo credit: Downtown Development Authority

Business Listings on Your Website

Can provide exposure to businesses

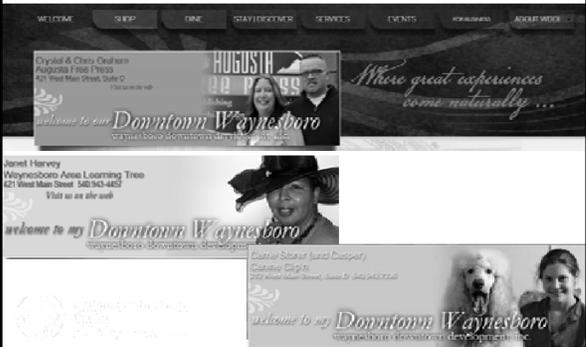


Photo credit: Downtown Development Authority

Targeting a specific consumer group

- Men
- Students
- Downtown employees
- Day-trippers
- Seniors
- Downtown residents
- Etc.




Photo credit: Downtown Development Authority

Fun Fest for Students




- Tour students (leaders) through downtown going into businesses to get freebies, coupons, info, or refreshments.
- Quiz at the end for prizes and free food.
- Freshman welcome packets
 - Sporting good store in Durham NH give every freshmen a free T-shirt. They just have one week to come in and get it.
- Parents weekend packets

Photo credit: Downtown Development Authority

Divas Wanted in Lynchburg

Featured event



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

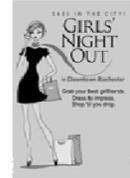
- Bring your mothers, daughters, sisters, friends, and coworkers for a night out in Downtown Lynchburg...just for YOU!

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!

Downtown Diva, Girl Whirl






Friday, April 25 - Sunday, April 27
10:00 a.m. - 5:00 p.m.

Individual Anniversaries




- 13th anniversary = \$13 off a \$50 purchase. (26% off)
- Press releases
- Free cupcakes
- A real celebration
- Store closes quarterly for makeover

Santa Bucks

Washington, MO



- Six week promotion mid-June thru July
- \$5.00 Off Coupon good toward a \$25 purchase
- Cost \$15 per business
- 20 businesses

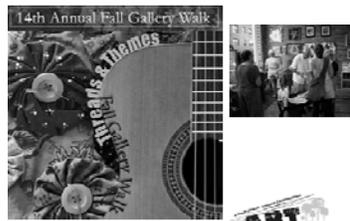
What's Up Downtown? Where Is That Antelope?

Rawlins DDA/Main Street is proud to kick off a new promotion with no purchase necessary this April - the Where's Rawley? Downtown Scavenger Hunt! Running from April 12th-25th, contestants visit 30 of the businesses participating in downtown and find a picture of Rawley the antelope. After finding the antelope and receiving a signature at 30 businesses, each card is entered for one of three chances for a \$250 downtown shopping spree. Game card and complete rules can be picked up at 7 locations.




Art Walks

14th Annual Fall Gallery Walk



ART HOP



2012-2013 Season

- Sept. 8
- Oct. 2 "Sketchy"
- Nov. 6 with "Art Walk"
- Nov. 20
- Dec. 4
- Jan. 6, 2013
- Jan. 27 - 20:00
- Feb. 5
- Mar. 5 - with "Art Walk"
- Mar. 21 - 20:00
- Apr. 2
- May 7
- June 1
- July 1

Casa Grande Main Street Event



Restaurants Promotions

OVER 30 LOCAL RESTAURANTS!
2014-2015
MAIN STREET downtownrehaboth.com

CapeGazette WJPE.com 6:00p

Green Living Promotion

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

Virginia Main Street Center
100 N. Main Street
Rehoboth Beach, DE 19750
302.325.1100

Personal care, professional service providers, banks, etc. can all benefit from promotion

Virginia Main Street Center
100 N. Main Street
Rehoboth Beach, DE 19750
302.325.1100

Engaging Merchants and Business Owners with Retail Events

- Communicate
- Learn about their businesses
- Invite them to the table to determine what promotions they will support
- Seek input/ideas on other promotions
- Empower them
- Educate

Virginia Main Street Center
100 N. Main Street
Rehoboth Beach, DE 19750
302.325.1100

Effective social media strategies result in:

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

Chamber Mobile
Check out our site on your mobile device to stay up-to-date with the Jonesboro Regional Chamber's news and upcoming events.

Virginia Main Street Center
100 N. Main Street
Rehoboth Beach, DE 19750
302.325.1100

Apps for Downtown

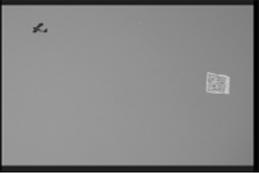
Virginia Main Street Center
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QR (Quick Response) Codes

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
- QR code is not a marketing gimmick, but a bona fide mechanism to provide interested parties with information on which they can act.

Visit Mashable.com

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.

SPONSORED
A Groupon Alternative Aims to Offer Small Businesses a Better Deal





Nearby Registry

Why was NEARBY started: they weren't easily able to support their favorite local businesses through the traditional gift registry model.

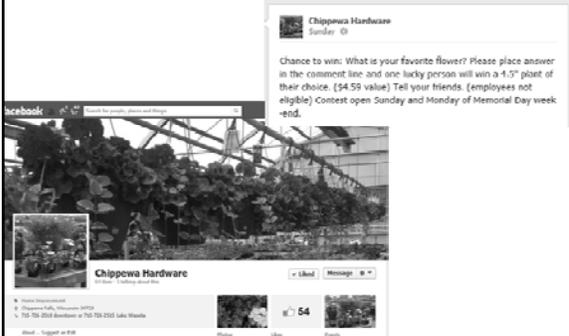
What is NEARBY?

- NEARBY is an online shopping and gift registry site for local businesses.

Who can participate: independently owned and operated merchants, service providers and non profits. We encourage unique ideas: lawn care, flight lessons, cross country ski passes, CSA memberships, etc.



Facebook and Instant Results





Classes & Ideas






Promoting Businesses on Facebook through events

Main Street Rogers, Inc.
Can't wait to try the Downtown Rogers Restaurant Week specials at Heirloom Food and Gifts, @R&D's BBQ, The Rail A Pizza Company, Simply EatMe at Saratogity Event Venue, Smokin' Joe's Ribhouse, and Wesner's Grill! April 1st! Visit <http://bit.ly/msr2014jrw> for menus & maps!



The New Way to Collect Customer Information and Use Social Media

What are your success stories?

Google+ FOLLOW ME ON Pinterest

yelp foursquare

Credit Cards

Available for iPhone, iPad, and Android.

Start accepting credit cards. The easiest way to make more money.

No more land lines needed
Receipts can be emailed

2.75% per swipe, no additional fees, and next day deposits

Works with iOS and Android devices

Experience Retailing

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

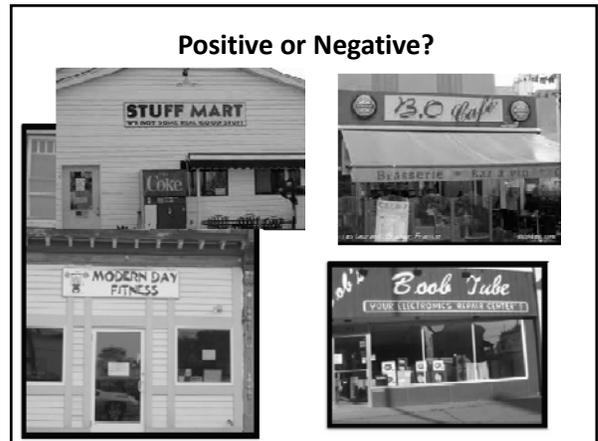
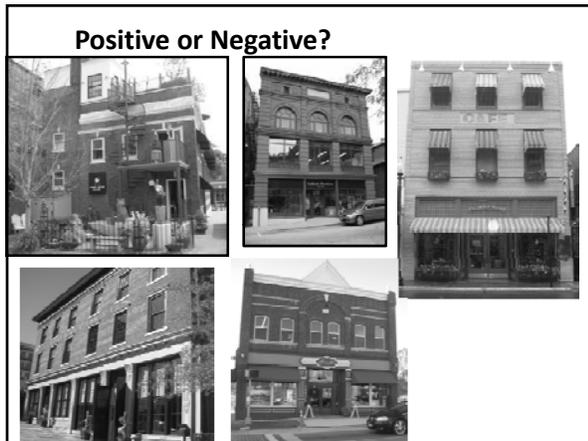
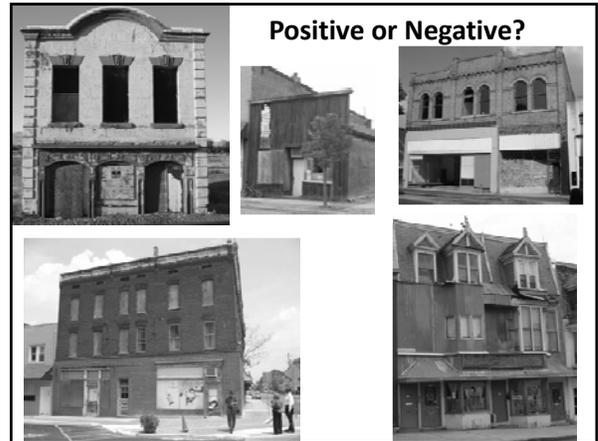
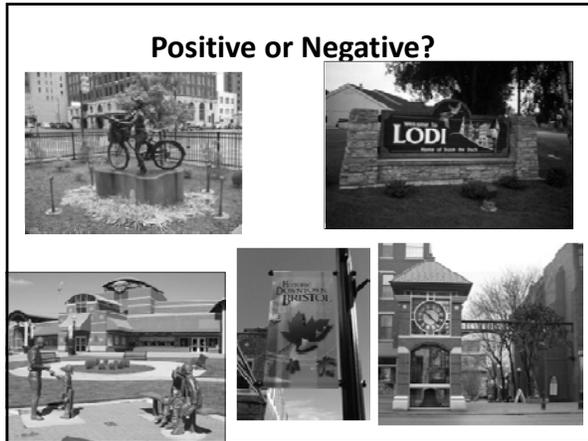
Provide Idea for Business to take advantage of events

Branding/Image Campaigns

- Perception is stronger than reality (decisions are based on perceptions)
- What image do residents, visitors, shoppers, investors, and potential new businesses have of your downtown?
- The best image campaigns distinguish your downtown from the competition
 - People make choices by weighing their perceived alternatives

Do you know a good image from a bad one?

Positive or Negative Image?



Using your slogan in many ways

A consistent image can also be communicated through other printed materials

There's No Place Like This Place Any Place
DOWNTOWN CHIPPEWA FALLS

www.downtownchippewafalls.com

Creating a Image

1. Identify Downtown's Assets
2. Collect Market Data
3. Survey Consumers
4. Analyze Data
5. Match Assets with Market Niches
6. Develop Position Statement and Market Strategy
7. Design a Graphic Image

www.downtownniles.com

WITH 18 SCREENS, 72 RESTAURANTS, 186 SHOPS, AND PLENTY OF FREE PARKING, WHAT BETTER WAY TO DO THE HOLIDAYS?

www.downtownevanston.net TAKE METRA, CTA and PACE DOWNTOWN EVANSTON
Evanston, IL

www.downtownevanston.net

Image Campaigns Include:

- **Image advertising** that promotes the district's unique assets
- **Image merchandise** that reinforce the image
- **Media relations** that put a positive spin on the downtown
- **Image-building events** that celebrate downtown progress

www.downtownathensga.com

www.downtownathensga.com

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.

www.downtownchippewafalls.com

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)

HILLS MAIN STREET

Hillsdale Words

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

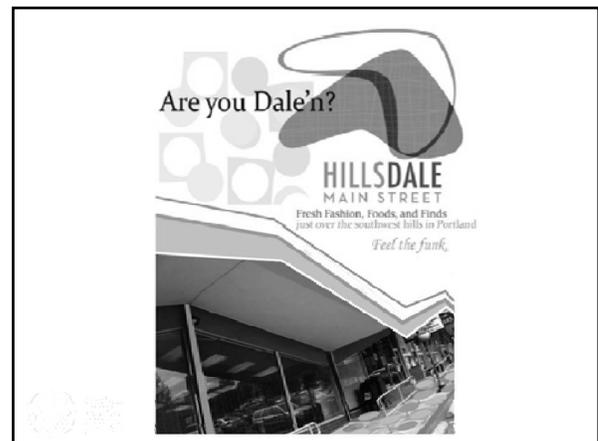
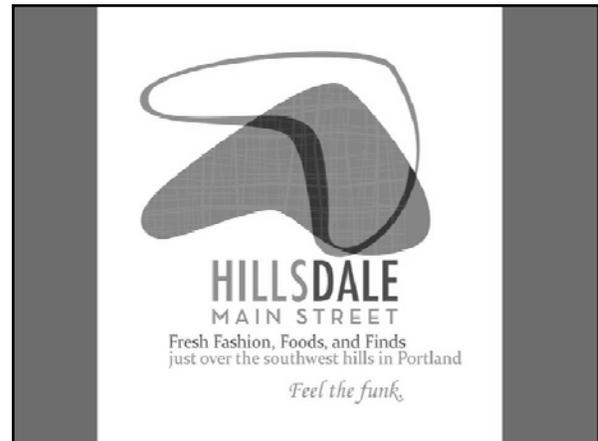
Hillsdale Words

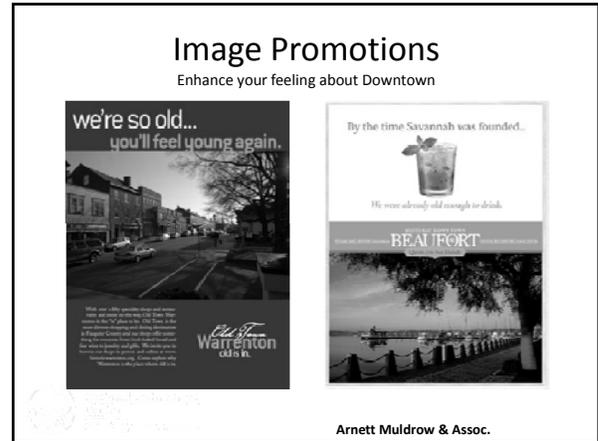
Community	Inertia	Effective
Nature/green	Participation	Committed
Upfront/personal	Delicious	Funk
Creative	Improving	Priviledged
Talking	Unique	Motivated
Passionate	Hilly	Relaxed
Vibrant	Smiles	Opportunity
Friendly	Cheers	Choice
Accessible	Fresh	Triangle
Walkable	Family	Gathering
Synergy	Engaged	Persistent

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 nukes.
 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 Doley Living
 Doley 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.

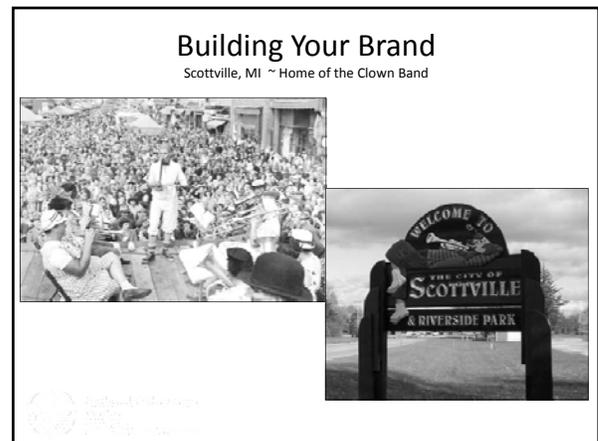




Planning Image Campaigns

- ✓ 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

Which sign helps customers form an image about your downtown or neighborhood district?



Effective social media strategies result in improved images too:

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




When downtown becomes "buzz-worthy," people want in on the action.



Tourism Campaigns - Image

Crosses Image, Business and Festivals

- Identify What's Worth Seeing
- Walking and Driving Tours
- Regional Advertising
- Product/Experience Tourists
- Bus Tours
- New Releases




Visitor Attracting Websites




30 Minute Lunch Break




Measuring and Promoting the Economic Impact of Promotions

- Measure:**
 - Attendance (zip codes)
 - Attitudes
 - Media value
 - Sales volume/contacts

How?





Sharing results...

... Recognizing support
... Highlighting success




What are Your Economic Successes with Promotions?

Measuring the Economic Impact of Special Events
By Deborah C. Carter and Joshua H. Green | Main Street Center | www.mainstreet.org



Nothing brings a town across the table, one night from one side of the table to the other. But when the organizers and attendees see that the results of an economic impact study of the Peter Anderson Arts Festival in Ocean Springs, Mississippi, 1998, have nothing and nothing and nothing, then they know the real economic impact of the event is measured in 2014, which is measured in the annual development of downtown in a town of 18,000 people.

This is the second case in a series of all to have an impact study. Other examples: "Can't read for the results, I don't see what has happened. It's not for me!"

The local government of many towns depend on the revenue, employment, and income that festivals generate bring to the community. Planning your economic to festivals and events, especially if they are responsible to provide additional opportunities, is a big part of downtown development.

\$13M Impact in a town with 18,000 population at the Peter Anderson Arts Festival in Ocean Springs, MS
100,000 attendees

- ✓ Study done by Mississippi State
- ✓ Secured more sponsors



Event Management Strategies for Special Events



- Create reasons for people to come back downtown
- Foster, over time, new behaviors and attitudes
- Communicate idea downtown is more than sum of businesses and shops
- Create backdrop for ongoing economic development



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!



Questions?

Hope to See You
In Atlanta at the National
Main Street Conference
March 30, April 2, 2014!!

Kathy La Plante
Senior Program Officer &
Director of Coordinating Program Services
National Main Street Center
1785 Massachusetts Avenue, NW
Washington, DC 20036
202-297-2893
KLaPlante@savingplaces.org
www.mainstreet.org

