



VIRGINIA MAIN TOOLKIT

WHAT'S YOUR MAIN STREET STORY: CRAFTING A MESSAGE ABOUT YOUR DOWNTOWN IMPACTS

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Virginia Main Streets

- Vital to tourism in Virginia
- DRIVE Tourism
- Authenticity, Connectivity and Visitor Experience
- Tourism Impact



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Crafting Your Message – Three Principles

- Know your audience
- Know your product
- Know your competition



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Who is YOUR audience?



- Local businesses
- Local government
- Funders
- Citizens
- Virginia Main Street
- Others?

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Do you KNOW your product?

- Strengths
- Weaknesses
- Keep it real!



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Who is your competition?

- Other entities seeking local resources
- Other local businesses outside downtown
- Other Main Street Communities
 - What are their advantages?
 - What do you do better?



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Crafting Your Message – The Six Questions

- What do you want to accomplish?
- Who is your audience?
- What do you know about your audience?
- What message will move that audience?
- How will you reach that audience?
- How will you know if you are successful?



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So....what DO you want to accomplish?



- More dollars for program
- More resources for program
- More participation
- More recognition
- What else?

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What do you know about your audience?

- Who are they?
- Who do they know?
- What are their positions?
- Do they have a passion for an issue?



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Crafting your message to your audience

- “What’s in it for me?”
- Your message should inspire
- Your message should have a “Call to Action”
- May vary with your audience
- But should be consistent



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How will you reach your audience?



- Vehicles....more on that later!
- Who delivers your message?
- What is the timing?
- Again, consistency?

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How will you know if you are successful?

- Establish baselines NOW!
- Know what to measure
- Continually collect data
- Use that data!
- Regularly communicate successes!



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How can VTC help?

- Research
- Marketing
- Marketing Grants
- Development Funding

- www.VATC.org



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Closing Thoughts

- Honesty and Integrity
- Be adaptable
- Be inclusive
- Keep up to date
- Have fun!



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Thank you!

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