


  
 The Main Street Approach® to  
 Downtown Revitalization

**PROMOTION**

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**Four-Point Approach**

- **Organization**- getting everyone working toward the same vision for downtown
- **Design**-getting downtown into top physical shape
- **Economic Restructuring** - getting downtown businesses healthier
- **Promotion**- getting more people to visit your downtown

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**All 4 Points of Main Street help promote downtown:**

**ORGANIZATION**  
Developing partnerships throughout the community builds support for the district.

**DESIGN**  
People enjoy shopping, working, living & relaxing in attractive, unique environments.

**ECONOMIC RESTRUCTURING**  
An improved business district provides more goods & services to attract people downtown.



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## 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
- **Tourism campaigns** Market to a larger audience to bring a regular stream of visitors from outside the community to the downtown. May impact some downtowns much greater than others.

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## 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

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## Four Main Areas of Promotion

- Retail:** • **Attracting people** to shop and spend in the district
- Image:** • **Attracting people** by influencing attitudes and action
- Special Events:** • **Attracting people** to come to Downtown to expose them to what downtown has to offer
- Tourism** • **Attracting people** to explore a new shopping district

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## 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

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## Creating an 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



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## Image Promotion



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

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## 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



Source: [www.foxhistorical.com](http://www.foxhistorical.com)

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## 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).

Source: [www.foxhistorical.com](http://www.foxhistorical.com)

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## Collect Customer information

Lansing, MI

### The Soup Spoon is compiling email addresses.....

To notify customers of menu changes, upcoming special events, offer in house coupons, or an occasional recipe.

We will never share your information without your consent and you can opt out, discontinue our emails at any time!

Evaluation on the back

**Collect 5 things:** email address, birthday, anniversary, and zip code

Source: [www.foxhistorical.com](http://www.foxhistorical.com)

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## Direct Marketing via Email

Lee's Summit, MO



- Emailed businesses seeking participants
- 20% off at 25 businesses
- Print your own coupon
- Can be reused at more than one business
- Good for four weeks Feb/March
- Businesses were encouraged to email to their contacts too

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## 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

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## Image and Business Promotion

"There's someone to shop for in Port Townsend this Christmas"

A Port Townsend Christmas  
*Shopping. And a Whole Lot More*

Created to project a unified image of Port Townsend's historic district for the holiday shopping season



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**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



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**Shopping Scramble**  
Petoskey, MI



**Businesses are encouraged to have golf related specials:**

Bloody Mary Tee off, Chocolate Hole, Putt a hole in one and win a discount, chair massage, special drawings, free gifts, etc.

Mailings to go member of the Arts Center



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**19<sup>th</sup> Hole of the Shopping Scramble**

**Prizes for:**

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



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## Snowball/Ping-Pong Ball Drop Augusta, KS & Sister Bay, WI



- Merchants write specials/gifts on balls
- One gold ball with \$100 downtown \$\$
- Red balls = free turkeys
- Fire department drops balls to adults and children
- 50 year tradition
- In conjunction with Santa's arrival
- Sister Bay, WI Drops from helicopter - 10,000 annually

Photo: The Daily News-Journal

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## Holidays Promotion Essential

- Extended Hours
- Coop Ads
- Themed Events
- Common Image
- In-store "experience" shopping
- Open Houses
- Outstanding Customer Service



Burlington, VT

Photo: The Daily News-Journal

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## Earlier Than the Bird Livermore, CA



### Held the Saturday before Thanksgiving.

Downtown Livermore's gift shops and boutiques will be open and ready to serve you from **7am-10am** with special deals, offers and treats...think coffee, pastries and mimosas!!!

*Special prizes given to those still wearing their pajamas!!!*

Photo: The Daily News-Journal

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## www.shopmainstreet.org

Welcome to ShopMainStreet.org, your source to find the best of America's Main Streets - all from the comfort of your living room. Find one-of-a-kind gifts while you help support the local independent businesses and Main Streets you love.



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## 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

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## 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



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## 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**

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## How to Develop Your Own Creative Promotions for Main Street



- Give Yourself Time!
- Make It Relaxed!
- Bring New Faces!
- Stir Creative Juices
- Orchestrate the Performance!



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## Five Festival Essentials

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



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**Develop Partnerships**  
They provide:

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

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**Celebrating Downtowns' History**  
**Weekly Events**  
**Making Events Unique**  
**Holiday Promotions**  
**Volunteer Driven**

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**Special Events**

- Be Creative
- Sometimes events are a one-time opportunity
- Keep events exciting by changing them each year
- Document everything



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## Special Events and Funding

- **Revenue Generators**

- **Sources of Event Funding:**

- admissions
- activity fees
- booth fees
- entry fees
- merchandise sales
- raffles
- sponsorships
- donations



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## Sponsorships

- **Find a way to meet the potential sponsor's needs**

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



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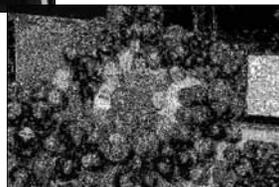
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## Volunteers Wanted/Needed



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## Tourism Campaigns

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



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## Promotion Committee Composition



- \* Merchants/other business owners
- \* Chamber members/staff
- \* Civic groups, especially arts related ones
- \* Marketing/ad professionals and teachers
- \* Tourism people
- \* Graphic designers/artists
- \* Media: reporters & editors
- \* Residents
- \* People who want to plan and do something fun and creative

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## 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

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## 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!*

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## Principles of Promotion

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



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## Share Your Successes!

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www.preservationnation.org

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