

# The Rockland, Maine Event!



Rockland Main Street, Inc.

# What are your Best Assets ??



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# Run with it !....

- Be Genuine , Pay Homage, Promote it !!



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# Holiday Promotion .....

## Everyone does it .. Make it your own !



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# Summer Solstice : June 19<sup>th</sup>



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## What a difference 10 years makes ..

- 2001
- Brought in Street Vendors
- Young Crowd
- Promoted to just “Get People Downtown “
  
- 2011
- Restaurants, Shops and Galleries Participate
- Changed Music, not all Rock
- Crowd changed ... Older, Family Crowd
- Engaged Residents ... drawing from outside Rockland

# Steal an Idea ! Thanks Bath !!

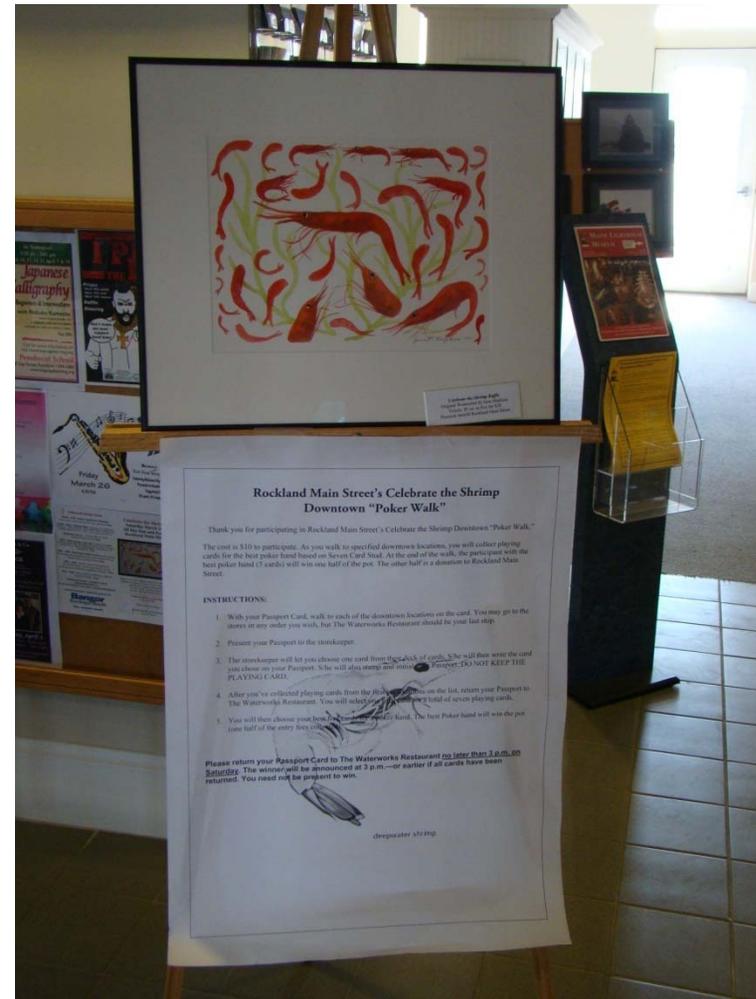
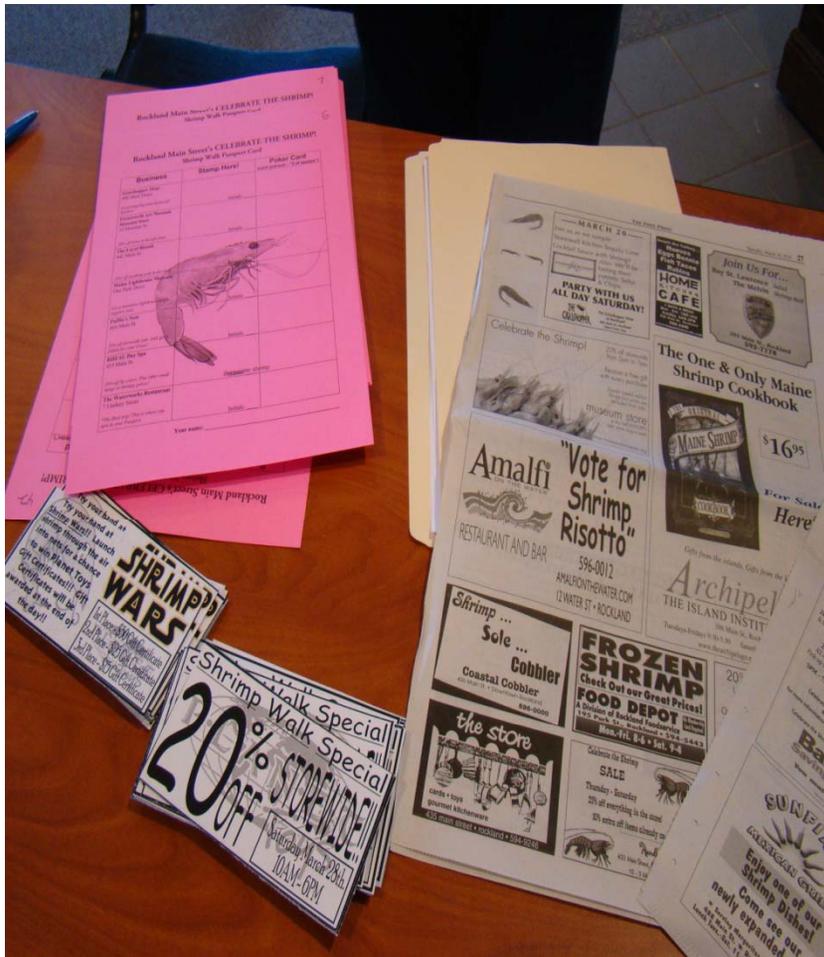


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## Make it your own ....

- Strengthened our relationships
  - Rockland Historical Society
  - Residents
  - Civic Groups ( wicked competition )

# Sometimes it does not work .... Celebrate the Shrimp !



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# Total amount of people that showed up for the Shrimp Peel Off & Tasting !!



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# Why ?? What went wrong ??

- Planned right after Festival of Lights
- Burn Out
- **No buy in...**
- No passion ...
- **72 degrees**
- Not promoted well enough ..
- **Not our idea**



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## Be Brutal & Analyze ....

- Have a wrap up meeting for all events .. Ask everyone for feed back ! ( merchants, attendees, volunteers )
- Can this event be saved ???
- Is it too big for us to handle ?
- Can we engage the volunteers ?
- Find another event for that timeframe ... or not ?
- **Not Every Event works for everyone**

# Are you using Social Media ??



Facebook & Twitter  
Events & Viral Postings

Email & Newsletters  
Your organization  
Collaborating partners  
Businesses

Go Viral !!!

# Volunteers ...



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Thank You .. Thank You .. Thank You



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# Tips for retaining volunteers .....

- Define their roles ( Board vs Project )
- Give them the tools and a proper place to work
- Provide back up
- Be welcoming and appreciative
- Let them grow ( and go when it is time )
- Ask their opinion
- Thank them in many ways



# Become the place to Volunteer !

“If you do your job with the volunteers you have by making them feel special, Thank them, provide a place to grow and nurture, listen to them and give them the right tools, the recruitment will fall into place. “

Todd Barman , NTHP

