



PROMOTIONS COMMITTEE

Generating the buzzzzzzz for downtown

What does Main Street say?

- Promotion takes *many forms*.
- Create a positive image that will renew community pride and tell your Main Street story to the surrounding region.
- Promotions communicate your commercial district's unique characteristics, its cultural traditions, architecture, and history and activities to shoppers, investors, potential business and property owners, and visitors.

What we do – how we do it:

- Generating a buzz about downtown
 - ▣ Marketing projects
 - ▣ Putting on events
 - ▣ Partnering with other local promotional efforts

“WE LOVE THIS PLACE!”



Everybody loves a Party!

- Create a positive, memorable experience downtown



What kind of Events?

- As with all things Main Street, you want to build on your authentic assets, your local culture



Timing of Events

- Create activity when business and spirits are sluggish (remember February and March?)
- But do take advantage of good weather!
- Coordinate with other event planners for a YEAR-ROUND calendar
- Avoid overlap when possible



What is the Economic Impact?

- Main Street is economic development, and your promotions are too:
 - ▣ Indirect – They had a great time and they'll be back
 - ▣ Direct – Retail/Dining Component (promote clusters)



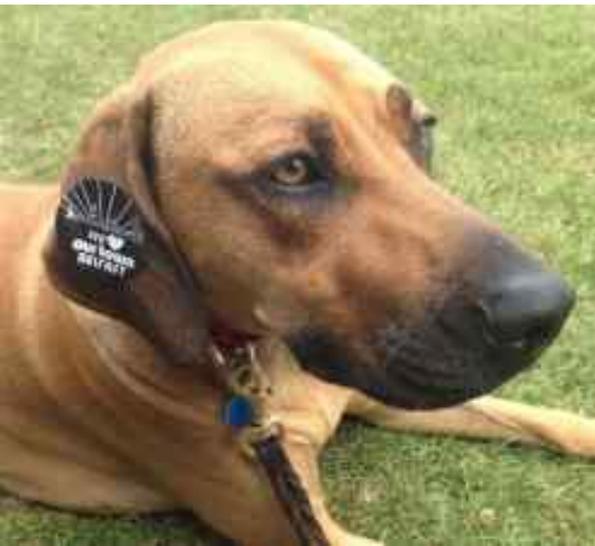
Strategic Promotions: More than just FUN

- Move people around downtown
- Celebrate business clusters
- Challenge misconceptions



Note: We LOVE Stickers!

- Use stickers at events to promote your brand:
 - ▣ When someone has paid/donated/attended
 - ▣ Count how many stickers you go through to measure attendance/donors/etc



Marketing Your Downtown

- Getting the word out that
DOWNTOWN IS “WHERE IT’S AT!”



Types of Marketing Projects

- ▣ Maps, guides, brochures (tourism)



Types of Marketing Projects

Poster power!



Types of Marketing Projects

- Press releases (free press is awesome)
- Promote on websites, online calendars, submit your own news to news sites, use social media and e-news
- Get to know your media folks!



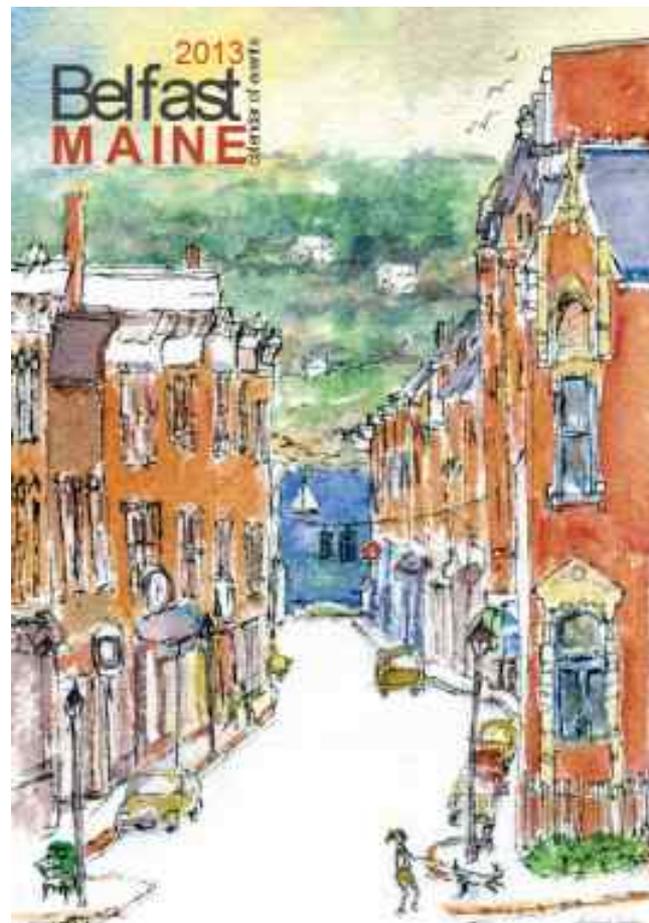
Types of Marketing Projects

- Feel good campaigns when activity is slow...
- Get creative!



The Power of Great Images

- Get to know photographers and artists!



Who Can Help?

- People who like parties 😊
- Creatives / writers / idea-makers / pros
- Shameless promoters
- Downtown biz perspective
- List-makers and task-masters
- Everyone!



Final Thoughts:

- You're the experts. Promote your community for what it authentically is.
- It's not all about tourism, but tourism is your friend.
- It's also about
 - ▣ Community pride!
 - ▣ Shopping local!
 - ▣ And bringing neighbors together to have a great time downtown and feel a stronger connection to each other and to the place they live.

Questions / Discussion

