

Promotion

Basic Training Overview



Presented by

Todd Tracy



vital solutions for historic communities

Promotion Committee

Purpose

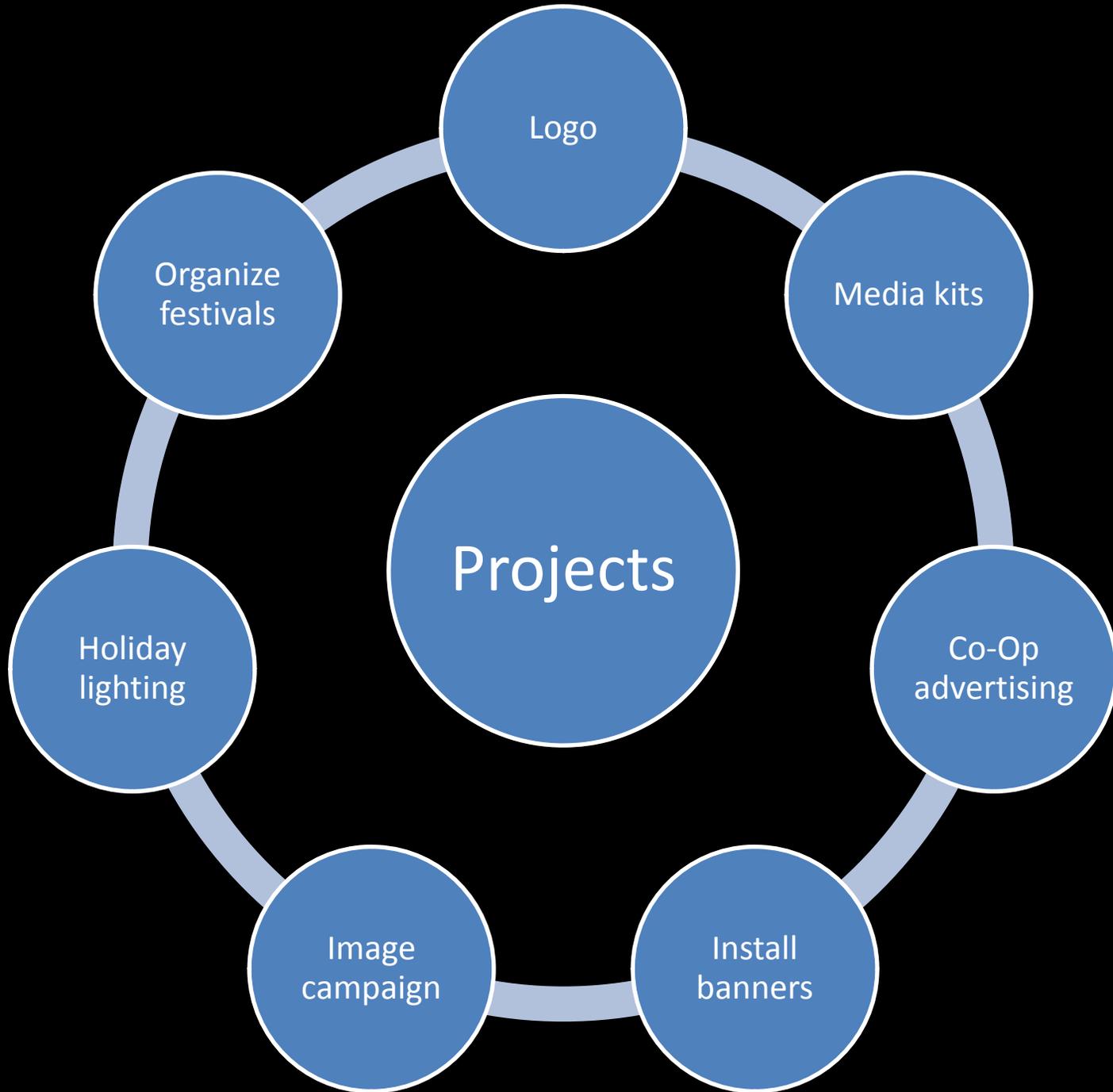
Purpose of promotion committee

One

sell a positive image of the downtown

Two

encourage consumers and investors to
live, work, shop, play and invest
in the Main Street district.



Logo

Media kits

Projects

Co-Op
advertising

Install
banners

Image
campaign

Holiday
lighting

Organize
festivals

Three major focuses

1. Main Street business/retail promotion
 - Shop “NOW” Buy “NOW”
2. Special events
 - Generate traffic
 - Create a “buzz” and activity
 - Put a smile on the audience’s face
3. Downtown image
 - Build on the positive
 - Bury the negative

Perception of downtown image

What's positive

- Unique building stock
- Optimum amount of public space
- Mix of service, retail, and government/groups
- Limited vacancies
- Safe and friendly
- People can work, shop, live, play and invest in the downtown
- Diversity of activities



Perception of downtown image

What's negative

- Dilapidated building(s)
- Limited parking and public areas
- Limited variety of business types
- Visually identifiable vacancies
- Loiterers or crime activity
- Limited activities



Image Campaign

Launch Sequence





Identify downtown assets

- Reach out to the Design Committee
 - Identify unique and desirable buildings
- Notable shops
- Unique/well attended social gathering spots
- Inventory current events



Marketplace inventory

- Reach out to the Economic Restructuring Committee
 - Identify the business mix
 - Identify their market potential
 - What are shopper's attitudes



Analyze available data

- Can any negative attitudes be changed?
- What positive attitudes can be expanded?
- Where are the niches?
 - Can the downtown support these without major overhaul?



Match assets with market niches

- Shopper targeting
- List downtown assets that support these niches
- What will be needed to promote to these shoppers?



N°5

Write a
positioning statement

- Based upon the PERCEPTION of the public,
“How should the district be positioned?”
- The statement should be grounded in reliable market data and community values...
....not a guess or a wish



Develop a MS marketing strategy

- Use the position statement as the guiding light and support it with:
 - Activities
 - Campaigns
 - Events



Design a logo

- Graphical signature
- Media, media, media
 - Print
 - Web
 - Social Networks
 - Newspapers
 - Signs
 - Flyers, banners

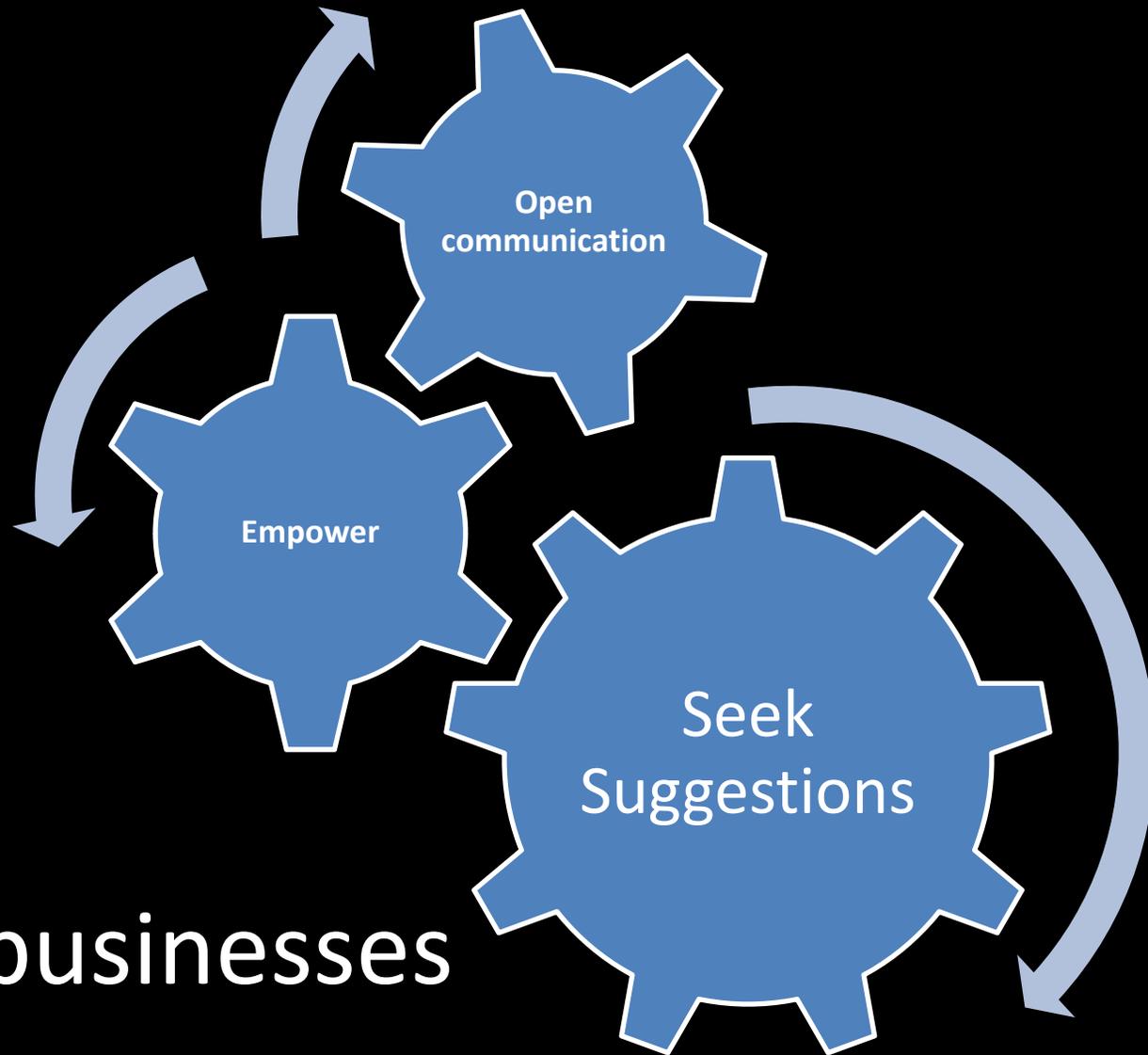


Retail Promotion



·WORK TOGETHER·

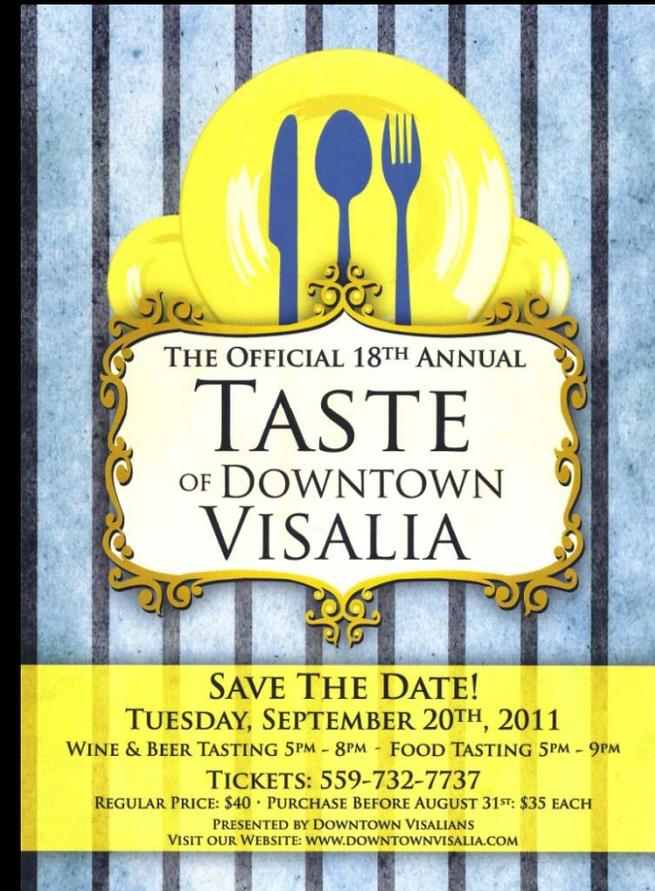
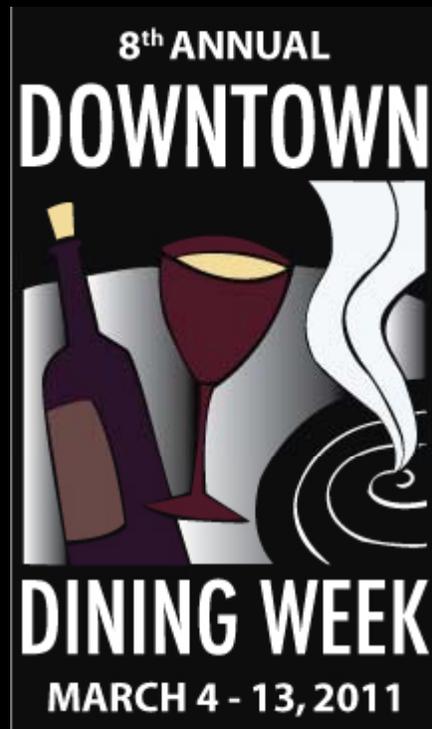
“The key to success is the ability to work together as one.”



Engage businesses
in the process

Co-op Promotion

- Business cluster promotion



Cross-retail Promotion

- Complimentary business promotion



A vertical poster for an 'indie craft fair'. The background is teal with a white grid pattern. The title 'indie craft fair' is written in a mix of yellow and white fonts. A red banner at the top right contains the location and time: 'DOWNTOWN IN BATUS PARK (Corner of 500 Block of 2nd ST SE) 10am - 4pm'. A larger red banner below it says 'Saturday, August 28th'. The middle section lists categories: 'Indie Crafters • Designers', 'Jewelry • Clothing • Fine Art', 'Housewares • Plush Items', and 'Sweets & Treats • Kids Crafts'. At the bottom, it says 'FOR MORE INFORMATION OR TO BOOK A TABLE, PLEASE VISIT DOWNRIGHTCRAFTY.CA' next to a logo for 'downright crafty'.

indie
craft
fair

DOWNTOWN IN BATUS PARK
(Corner of 500 Block of 2nd ST SE)
10am - 4pm

Saturday, August 28th

Indie Crafters • Designers
Jewelry • Clothing • Fine Art
Housewares • Plush Items
Sweets & Treats • Kids Crafts

FOR MORE INFORMATION OR TO
BOOK A TABLE, PLEASE VISIT
DOWNRIGHTCRAFTY.CA

downright
crafty
small text below logo

Niche Promotion



GNO
Girls NIGHT OUT
 downtown camas

Now is the New Later
 AN EVENING OF CELEBRATION
 IN SUPPORT OF WOMEN
 AND LOCAL CANCER CHARITIES

*I'm going for me...
 for my family...
 for my girlfriends.*

Thursday, May 26th • 5 - 9 pm
 \$15 pre-registration at
www.downtowncamas.com
First 500 Registrants:
 Goodie Bags and 3 Extra Raffle Tickets

FREE BLAST TREATMENTS & MASSAGE	FREE BEER & WINE TASTING
AMAZING BEER PRIZES	WIN & GIFT PHOTO SHOOT
HEALTH TALK & SCREENINGS	SHOPPING & DINING PROMOS
SURVIVOR DINNER	ART ACTIVITIES

SPONSORED BY

EVENT HOSTED BY DOWNTOWN CAMAS ASSOCIATION & KERNINGER TAMAS MERCHANTS



ARTMOVES

COME BE A PART OF THE PARADE!
 ATTEND FREE WORKSHOPS
 AT CHAT EVERY MONDAY
 FROM 3:30 - 6PM
APRIL 4 - JUNE 4

STUDENTS WILL MAKE PUPPETS, COSTUMES AND MASKS
 TO BE IN THE ORDWAY CENTER'S ANNUAL
 ARTMOVES PARADE IN DOWNTOWN SAINT PAUL IN JUNE!

FREE TRANSPORTATION PROVIDED TO SAINT PAUL YOUTH!

CENTER FOR HMONG ARTS AND TALENT
 995 UNIVERSITY AVENUE #220
 SAINT PAUL, MINNESOTA 55104

ABOUT THE INSTRUCTOR
 Kirstin Wiegmann works and lives in the Saint Paul community as teaching artist and arts education consultant/administrator. Kirstin came to the Twin Cities four years ago to pursue a masters in Arts and Cultural Management from Saint Mary's University and holds a bachelor in Ceramics and Design from the University of Kansas. Kirstin believes in the transformative power of art, and chooses to work toward providing opportunities, access and experience in the arts for as many people as possible. When Kirstin isn't working at the computer, she is painting murals with young artists, doing yoga, reading or petting her cat.

TO REGISTER:
 CALL FRES THAO @ 651.644.6969
 OR EMAIL FRES@ABOUTCHAT.ORG

Individual business promotion controversy

- Some get it....other's don't
- Promote to your strengths...others will follow



Special Events



Community Heritage Events



The advertisement for the Main Street Farmers' Market features a close-up photograph of several colorful bell peppers in shades of red, orange, and yellow. The text "MAIN STREET" is in red, and "Farmers' MARKET" is in large, green, stylized letters. Below the photo, it says "© TAIMLITY 03", "Thursdays 3:00-6:00PM", "Mid-May through October", "SOUTH MAIN AT WHEELING DOWNTOWN WASHINGTON", and "For information, call 724-229-7207 www.washpa.net".

sponsored by
THE WASHINGTON HOSPITAL

National City

WASHINGTON & JEFFERSON

Special holidays



**Mothers' Day
Potluck Picnic Brunch
in Town Square**
Sunday May 8th @ 11 am to 2 pm



All Size Flooring is providing the main course
and everyone is requested to bring a side dish.

Fashion Show by Zukova's Boutique

**Music by The Fellas and
Charlie Wade & The Blues Tones**



**CHRISTMAS
ON
THE SQUARE
HOLIDAY LIGHT UP**

**Safe & Fun
Halloween
DOWNTOWN**

Sponsored by Downtown Paso Robles
Main Street Merchants
(239-4103 for info)

**TRICK OR
TREATING**
4-7 pm
Downtown
merchants



**PUMPKIN
CARVING
CONTEST**
(Bring your own
carved pumpkin)
6 pm
City Park Fountain

**SUNDAY
OCT. 31
4 - 7 PM**

**PHOTO
WITH THE
WITCHES!**
4 - 7 pm
at 12th & Park St.

BARBECUE
4-7 pm, City park
Benefiting Historical Society

Come Barbecue to See ALL
The Great Sausages made by
our local schools!



**Merry Main Street
Frisco, Texas**

Social Events

MAIN STREET MUSIC FESTIVAL

FRIDAY
SIX TO TWO

SIC SPERO
RULE FIVE DRAFT
JAY SATELITE
A-NINETEEN
FOE DESTROYER

SATURDAY
TWO TO TWO

SOMOSUNO - BAYUCO SOCIAL
THE LOVABLE OLD JAMES
THE BAND FOSTER
DISFRUTALO! - GRIZZLY
THE BUXLEYS - SNOWFLOW

NOTSUOH DEANS

TOGETHER, WE ARE INSTRUMENTS
THE DELLCIPLES
ELLYPSEAS
THE EASY CREDIT
MY GOLDEN CALF
THE BOURGEOIS GOSPELS

CORNBREAD - D
DIRTY-N-NASTY - C
THE MISFIT CRA
MOBLEY - YOUNG
SPAIN COLORED
STONEWALL J
ETHAN KENNEDY - S
THE JOURNEY
SIDE ARMS - ART
CEEPLUS BAD
THE WATER
YOU (BENI
FUTURE BL

JULY \$5
30 TO 31



Keep Aubrey Beautiful's
CLEAN-UP

us Saturday
April 17, 2010

ntown Aubrey
reet
9:00 a.m. to Noon

Call to register your group:
(940) 365-1802

Fun Recycling and Eco-Friendly Activities will be available for participants after trash-pickup

Each pre-registered participant will receive a t-shirt and lunch.



Media tools of the trade

- Newspaper ad's vs. press releases
 - Press releases get read almost 5:1 more times than ads
 - Under 35 audience rarely....IF EVER...reads the newspaper
- Radio, TV, Cable
 - Debate whether or not they reach your targeted audience
- Website
 - Make it a virtual visit
 - Keep it updated frequently
- Social networks (Facebook, Twitter, etc.)
 - Get creative and update frequently

Social Media

Illinois Main Street Like

Government Organization

Wall Illinois Main Street · Top Posts

Illinois Main Street
Main Street has a full house in Bloomington. #IllinoisMainStreetBasicTraining

Wall Photos

about an hour ago · Like · Comment

Linda Leininger Miller likes this.

Illinois Main Street
Anthony Rubano, IHFA, introduces his agency to the Design Committee trainees.

Wall Photos

2 hours ago · Like · Comment

Scott Troehler, Arlene Smith Erickson and Mike Gassmann like this.

161 people like this

Historic Quincy Business District

The National Trust Main Street Center

Marengo Main

facebook Search

Downtown Danville, Inc.
Non-Profit Organization · Danville, Illinois

Wall Downtown Danville, Inc. · Top Posts

Share: Post Link

Write something...

Downtown Danville, Inc.
"WELCOME BACK WALLDOGS": The Alley Gallery will celebrate the return of the Walldogs with a look back at last summer's extravaganza of paint and community togetherness with an exhibit of local photographers who documented the event. The work will be for sale as well as for viewing. The opening reception with the artists present will be Fri., Aug. 5 from 6-9 pm and is open to the public.

23 hours ago · Like · Comment

Cyndi Starwalt likes this.

Downtown Danville, Inc. The gallery has invited a group of photographers to share what they saw during the weekend event of mural painting, partying and fellowship. Lasting relationships were forged, ideas shared and Danville's history was showcased.

23 hours ago · Like

Write a comment...

Downtown Danville, Inc.
Go to the DDI website for an updated list of what's coming up in downtown Danville. Have a great weekend from DDI!

803 like this

Fancy That Prom

Butler Busby Hicks Land & Auction LLC

facebook Search

Moline Centre Main Street
Local Business · Moline, Illinois

Wall Moline Centre Main Street · Top Posts

Share: Post Photo Link Video

Write something...

Moline Centre Main Street created an event.
Beach Bags Pub Crawl
Saturday, July 23, 2011 at 2:00pm
Downtown Moline Centre

Yesterday at 9:15am · Like · Comment · Share · RSVP to this event

Pamela Snowphish Owens
Irish Dog in Holme
myemail.constantcontact.com
Irish Dog was launched in 2009 by Kelly and Steve Dunry and was named for the couples two Chihuahua's, Sadie and Tucker. Since Kelly and Steve Dunry are both Irish and the two dogs are their 'kids', they are technically Irish Chihuahua's!

July 12 at 2:58pm · Like · Comment · Share

Moline Centre Main Street
Ducks holms will be playing today tomorrow at 7PM on The Plaza At Lakes

Promotion Committee

Roles & Responsibilities

Roles of the promotion committee

- Understand the changing market
 - Target market has options. What are their buying habits?
- Identify downtown assets
 - People, building, heritage and marketplace
- Hold meetings
 - Analyze data, develop strategies, brainstorm ideas and plan events
- Visit business people
 - Get their ideas, solicit their support and engage them in work plans
- Organize projects
- Create NEW image campaigns
 - Retail promotions and special events

Lure people back into the downtown

Committee members should...

- Commit to at least one year of service
- Meet with committee once a month
- Volunteer 3-5 hours a month (sometimes more)
- Attend training sessions
- Read orientation and committee materials
- Learn the Main Street Four Point Approach®
- Recruit and orient new members
- Participate in projects
- Report all volunteer hours to the Main Street office
- Cooperatively draft an annual work plan

Who “typically” serves on the promotion committee?

- Downtown merchants
- Chamber of Commerce members
- Civic groups involved in the arts
- Marketing/advertising professionals
- Teachers
- Staff from local tourism offices
- Reporters and editors
- Graphic designers and artists
- Young adults
- Or, anyone passionate about your MAIN STREET

Chairperson

Roles

- Recruiting members
- Running meetings
- Organizing work plans
- Managing consensus
- Clarifying board mission and policy
- Work closely with staff
- Manage/run events
- Shuffle the paperwork

Qualities

- Understands the Main Street Approach
- Likes to lead
- Adequate organizational skills
- Facilitator/mediator
- Communicates well
- Finish what they start

Why do a work plan

- Motivates volunteers to achieve goals
- Provides benchmarks for success
- Attracts donations to specific projects
- Improves success rate of projects
- Reduces confusion and resolves conflict

Committee Activity Plan - Example

Committee: PROMOTION	Objective: Market a positive image of the neighborhood business district
Possible Activities:	
<ul style="list-style-type: none"> • Produce a business directory for the neighborhood business district * 	
<ul style="list-style-type: none"> • Series of image building ads in local media outlets * 	
<ul style="list-style-type: none"> • Monthly letters to the editor 	
<ul style="list-style-type: none"> • Change logo to better reflect the neighborhood 	
<p>NOTE: Those activities with **s indicate those that were determined most important to accomplish in the next twelve to eighteen months</p>	

Committee Work Plan - Example

Committee: **PROMOTION**

Committee Goal: Promote the neighborhood business district as the social, cultural, and economic center.

Activity: Produce a business directory

Objective of activity: Market a positive image of the neighborhood business district.

Task	Member Responsibility	Due Date	Done	Budget
1. Complete Business Inventory	ER Committee	April	✓	See ER
2. Categorize Business Type	Susan	1-May	✓	\$0
3. Design Brochure Format	Jeff	1-May	✓	\$10
4. Obtain Base Map for Layout	Tom	1-May	✓	\$0
5. Budget Estimate	Pam and Treas.	1-May		\$0
6. Identify Public Parking Areas	Tom and District	1-May		\$0
7. Indentify Major Landmarks	Tom and District	1-May		\$0
8. Design Mock-up	Jeff and Artist	1-Jun		\$150
9. Printing Bids	Pam and Jeff	9-Jun		\$0
10. Approve Print Sample	Jeff, Tom, Pam	1-Jul		\$0
11. Print Brochure	Printer	12-Jul		\$2,100
12. Indentify Distribution Sites	Susan	15-Jul		\$0
13. Distribute Borchures	Committee	21-Jul		\$0
14. Distribution Sites Checked and Refilled	Director/Committee	Monthly		\$0
			TOTAL	\$2,260

Committee Timeline - Example

Committee: **PROMOTION**

Committee activities and task force objectives

CALENDAR OF EVENTS AND TASKS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
Poll membership re: successful promo	█													
Change logo		█	█	█										
Annual clam bake		█	█	█										
Classic auto show		█	█	█	█	█								
Morning madness			█	█										
4th of July parade			█	█	█	█								
Produce a business directory				█	█	█	█							
Image building directory					█	█	█	█	█	█	█	█	█	█
Image building ads					█	█	█	█						
Sidewalk sale					█	█	█	█	█	█	█			
Christmas: lighting/decorations					█	█	█	█	█	█	█			
Christmas: Santa Lucia Festival							█	█	█	█	█	█		
Christmas: advertising								█	█	█	█	█		
Christmas: holiday fashion show								█	█	█	█	█		
Christmas: window display contest								█	█	█	█	█		
Christmas: brochure								█	█	█	█			
Stormy night sale									█	█				
Thanksgiving weekend sale										█	█			
Christmas: Santa's arrival										█	█	█		
Christmas: Carolling										█	█	█		
Christmas: open house weekend										█	█	█		

Many a small thing has been made large by the right kind of advertising.”

Mark Twain

A Connecticut Yankee in King Arthur's Court

Questions?



Todd Tracy

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www.inalliance.biz