Learning Lab #3: Promotion and Community Assets
Idea

We might apply a methodology when we have an idea about a new or existing event or promotional activity that is tied to our district’s assets.
To position (situation or condition, especially in relation to favorable or unfavorable conditions) the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community’s unique characteristics (distinct or unique feature or quality).
Identify Assets

Might be a community’s natural environment, socio-cultural, and economic assets.
Do My Promotional Efforts:

• Promote my community’s assets?
• Address perceptions about the district?
• Align with my organization’s strategies?
• Increase community engagement?
• Communicate about the organization?
• Promote and position the district?
• Increase Economic Vitality?
Scientific Approach

Hypothesis
What do you think will happen? Make a prediction regarding the outcome of your experiment.

Materials
What did you need for your experiment? List all materials and equipment that were used.

Question
Ask a Question: The scientific method starts when you ask a question about something that you observe: How, What, When, Who, Which, Why, or Where

Procedure
What did you do? How did your experiment look?
Give a detailed explanation of how the experiment will be performed to test your hypothesis. Your procedure should be like a recipe—Another person should be able to perform your experiment following your procedure. Test this with a friend or parent to be sure you have not forgotten anything.

Results/Data
Display the results of your experiment in a table or graph format.

Conclusion
Did your experiment agree or disagree with your Hypothesis? If you repeated this project, what would you change?

Photographs of you conducting your experiment may be displayed above.

Keep a detailed journal of observations, data and/or results. They can be data measurements and written notes about what you are sensing (hearing, seeing, or touching) about your experiment.
Hypothesis:
Carefully crafted Promotion tied to community assets can ensure successful promotion that support events and community engagement.
Method:
Examined three promotional efforts to see how they reflected the unique assets of their communities
We Asked the Following Questions

What is the promotional activity?
What are some of the community assets?
What is the strategy?
What types of materials, platforms, products were used?
What were some of the Impacts?
Experiment #1
In January 2016, Carlsbad MainStreet was approached by a company to sponsor a downtown event to feature local merchants, vendors, & artists.

Carlsbad MainStreet developed Cavernfest as an all-day fundraising event.

Partnered with the City of Carlsbad.

Largest event in downtown Carlsbad.
Community Assets

• Creative & Driven MainStreet Leadership
• Community partners: businesses, individuals, artists, & City of Carlsbad
• Natural & Cultural Assets that lend themselves to the name and branding of this unique event
Strategy:
Capture more local consumer dollars helping existing businesses to better serve local residents
Promotional Efforts

• Visual brand was applied to posters, flyers, coasters, table tents
• Extensive use of social media including Facebook and Instagram
• Radio ads
• Video Ads
• Featured in local/regional media
Some of the Impacts

• More than 10,000 in attendance in the first year
• More than 15 bands, on three stages
• Renewed success in the second year
• Strong foundation for annual event that people are invested in
• Successful fundraiser
• Interesting Storytelling aspect where young artists are sharing to networks
Experiment #2: I Love South Valley
Background:

• Dispel negative stereotypes of the South Valley
• Highlight the assets of the South Valley
• Hear from community members themselves
• Create a buzz on social media
• Work with businesses in the future to promote art work submitted for the "I Love the South Valley Campaign"
• Promote the South Valley
Strategy:
Develop Catalytic Projects for Revitalization in the South Valley MainStreet District
Community Assets

• Creative & driven MainStreet Leadership
• Community partners: businesses, individuals, artists, farmers, & Bernalillo County
• Unique cultural and historic heritage
• Natural resources
• Food
• Engaged community members, community pride & events
Promotional Efforts

• Competition to design the logo to engage community members
• Developed "I Love the South Valley Because" cards
• Extensive use of Facebook
Materials

South Valley MainStreet

Mission
The preservation and revitalization of the historic commercial district along the Bridge and Isleta corridors of the South Valley through community-based economic development, education, networking, beautification, and promotion of community pride.

For More Information Contact:
South Valley MainStreet
318 Isleta Blvd. SW
Albuquerque, NM 87105
Tel: (505) 400-3635
southvalleymainstreet@gmail.org
Find us on Facebook at:
South Valley MainStreet

We Need a Logo for the:
“I Love the South Valley” Campaign

Calling all artists from the South Valley to submit art work

Deadline: June 22, 2017

Email:
southvalleymainstreet@gmail.com

Regular Mail:
South Valley MainStreet
318 Isleta Blvd. SW
Albuquerque, NM 87105

Winner receives the following:
• $150.00
• T-Shirt with New Logo
• Promotion of Logo

If you have any questions, give us a call or send us an email

“I Love the South Valley Because...” Campaign is a community project to highlight all of the positive assets of the South Valley and to promote the arts, culture, history, food, people, traditions, community events, artists, farms, and businesses in the area.
Community Engagement

I Love the South Valley Because... *It's Home!*

I Love the South Valley Because... Of the Culture & Traditions

I Love the South Valley Because... My grandparents raised me here, I went to school here and my beautiful family is here!

I Love the South Valley Because... The Acequia, Water is Life

I Love the South Valley Because... Of the history, traditions and beautiful families, and the butterflies and the river is life!
Youth Outreach
Some of the Impacts

• Producing a Brochure
• Artist Finalist Submissions
• More than 100 community members participated (25% Youth)
• Youth artists were engaged
• Created a buzz around connection to and sense of place
• Event at first Growers’ Market
Experiment #3: Sciencefest
Background:

- A Four-Day Event that celebrates the Scientific Heritage & Excellence of Los Alamos
- Connects people to scientists & engineers
- Raises awareness for STEM Education
- Connects visitors to experience new science and technology
Community Assets

• Creative & Driven MainStreet Leadership
• Community partners: businesses, individuals, LACDC, LANL, Technology Start-ups, etc.
• Historic and scientific significance of the community
• Natural Resources
• Engaged community members & community pride & events
Strategy:
Promote and encourage niche tourism by capitalizing on Los Alamos historic and scientific significance
Promotion & Impact

• Award Winning
• Strong Brand for Event
• Tie-in to New Mexico True Campaign
• Developed Flyer & website
• Outreach to local media and beyond
• Use of Social Media, Digital Media (Pandora, Hulu, etc.)
• Attended by more than 11,000
• Estimated economic impact of $110,000
Los Alamos ScienceFest is NEW MEXICO True

New Mexico True Atomic City Spy Tour Experience:
Wednesday July 12 - Saturday July 15:

Curiosity Challenge Scavenger Hunt App
Download the app and cultivate your curiosity by braving out on a wild and crazy scavenger hunt! Discover some of the best parts of Los Alamos and ScienceFest 2017 through this interactive contest. Visit: Goodeat.com to load app, then search for “ScienceFest Curiosity Challenge” starting Wednesday, July 12. Challenge runs through Saturday July 15 at 2:30pm. A Yeti cooler will be awarded to the participant that collects the most points. Must be present at Ashley Pond Park, Saturday, July 15 at 2:30pm to win.

PARKING

1. Corner of 20th Street & Trinity Drive
2. Corner of 20th Street & Central Avenue
3. Deacon Street between 15th & 20th Streets
4. Corner of 15th Street & Central Avenue
5. Near 16th Street & Iris Street
6. Near 16th Street & Central Park Square
7. Near Central Park Square and Nectar Street
8. Corner of Nectar Street & 15th Street
9. Corner of Bathtub Row and Central Avenue
10. Corner of Central Avenue & Oppenheimer Drive
11. Near Oppenheimer Drive & Central Avenue
12. On Trinity Drive near Ashley Pond Park
Results

• Increased engagement
• Well-attended events
• Increased awareness of MainStreet District & Organization
• Increased Economic Impact
Conclusion
Promotion activities that are directly tied to community assets and ETS are strongly positioned to achieve their intended goals.
Los Alamos Tours: Exercise
Session Questions

1. When you thought about your visit to Los Alamos, what things came to mind?
2. When you visit a community what assets are you drawn to, what things surprise you?
3. What impressions will you take with you, now that you are more familiar with Los Alamos and the work of Los Alamos MainStreet?
4. Are there examples when identifying community assets that can help your promotion work? Please provide an example?
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