



411 FOR PROMOTION



WHO
WHAT
WHY
WHERE
WHEN
HOW



PROMOTION

Positioning the district as the center of the community and the hub of economic activity by creating a positive image that showcases a community's unique characteristics.

**IMAGE DEVELOPMENT
SPECIAL EVENTS
RETAIL ACTIVITIES
MEDIA RELATIONS**

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SNAPSHOT: WHAT

What to promote...

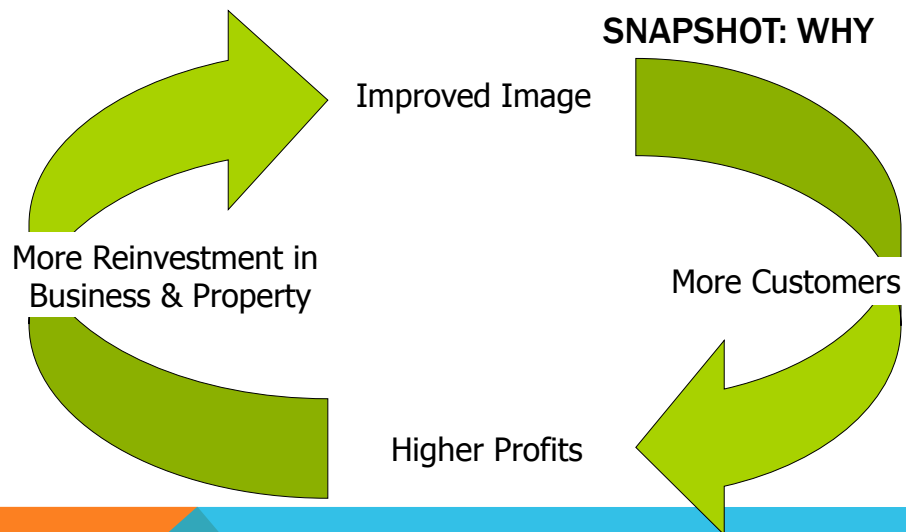
- **Unique Assets**
 - *Businesses*
 - *People*
 - *Buildings*
 - *Community Characteristics*
- **Historic/Cultural Assets**
- **Tourism Assets**



Silver City, NM
2011 GAMS A Winner

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SNAPSHOT: WHY



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SNAPSHOT: HOW

- Image Development Activities
- Special Events
- Retail/Business Activities
- Media Relations



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LOOKING DEEPER: IMAGE DEVELOPMENT

Activities that market downtown assets

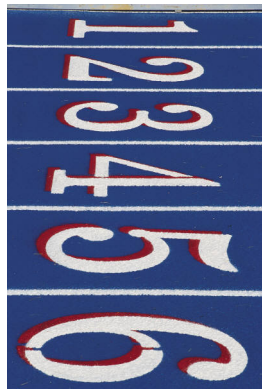


Focus is on perception

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THE BIG PICTURE: BRANDING 101



Definitions:

Identity/Brand – essence or promise that a product, service, company or destination will deliver or be experienced by a consumer.

Slogan/Tagline – repeated phrase used in marketing.

Marketing – the plan and process for selling your brand.

Target Markets – the different types and groups of people that you want to market your brand to.

THE BIG PICTURE: BRANDING 101

Know Thyself!

a.k.a. The good, the bad and the ugly

Then determine what is feasible.

- What five things make our MainStreet unique?
- What do people who visit here say about us?
- What promise can we keep to our MainStreet partners?
- What promise can we keep to visitors and tourists?

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THE BIG PICTURE: BRANDING 101

Then look at what your
brand (promise) means to
different target markets...



And how you will reach them.

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ROBYNE'S SEVEN TIPS FOR BRANDING

1. It takes a team (3-15 people)
2. Have an informational public meeting or two, but don't use it to build your brand. Consensus will not happen (sorry)
3. Focus narrow and deep
4. Build your brand slowly and gradually before going public
5. A strong brand will evoke positive and negative feedback
6. Stay focused on your target market and don't invest a lot of energy responding to negative feedback
7. Authenticity is everything

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LOOKING DEEPER: IMAGE DEVELOPMENT

- Logo
- Website
- Brochures
 - Walking Tour
 - Shopping Guide
- Wayfinding/Signage
- Branding
- General Marketing of Downtown

LOGO

(WITHOUT TAG) (WITH TAG) (WITH TAG) (WITH TAG)

COLORS

PRIMARY PALETTE

- PANTONE 1325 C (CMYK: 100/0/0/0) (HEX: #8B4513) (SPICE)
- PANTONE 1962 C (CMYK: 0/0/100/0) (HEX: #008080) (MINT)
- PANTONE 4488 C (CMYK: 0/0/0/100) (HEX: #000000) (BLACK)
- PANTONE 660 C (CMYK: 0/0/0/100) (HEX: #FFFFFF) (WHITE)

SECONDARY COLORS (CALL OUTS, CALL TO ACTION, ACCENTS, ETC.)

- PANTONE 355 C (CMYK: 100/0/0/0) (HEX: #000000) (BLACK)
- PANTONE 660 C (CMYK: 0/0/0/100) (HEX: #FFFFFF) (WHITE)

TYPOGRAPHY*

HEADING
HERCIC CONDENSED BOLD (ALL CAPS)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#\$%^&*()-,./:[]{}?`~

SUB-HEADING
Hercic Condensed Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()-,./:[]{}?`~

BODY
 Century Schoolbook
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()-,./:[]{}?`~

*Always use this typography guide when possible and practical. Otherwise, please use the nearest available equivalent (font/subfont/size, New Mexico).

ALAMOGORDO MAINSTREET
 STYLE SHEET
 presented by

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Creating a place
where people live,
work and play.

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LOOKING DEEPER: SPECIAL EVENTS

Traffic builders that bring people downtown



Focus is on the overall district

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LOOKING DEEPER: SPECIAL EVENTS

- Street Fair
- Festival
- Concert
- Cultural Event
- Parade
- Bike /Car Rally
- Gala
- Race/Run



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LOOKING DEEPER: SPECIAL EVENTS

Elements

- Fun
- Food
- Entertainment
- People



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Events Flyby

Sponsorships & Partners

Funding

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Sponsorships & Partnerships

Sponsorship and partnerships are an investment in cash and/or in kind in return for access to exploitable business potential associated with an event.

Tips for building relationships:

- Find a connecting personal relationship.
- Understand their brand – does the sponsor’s message “fit” your MainStreet message?
- Give them an active role – Some way to interact with potential customers at the event.
- Respect their investment.
- Follow up with a sincere thank you!

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A Word About Funding

Board is responsible for M.S. Funding

May ask events to “self-fund”

Sources:

General M.S. budget

Businesses

Sponsorships

Admission

Vendor Fees

Lodgers' Tax

Tourism Cooperative Marketing Grant



TIP: Designate a percentage of all sponsorships to your general fund budget.

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LOOKING DEEPER: RETAIL/BUSINESS ACTIVITIES

Activities that ring cash registers



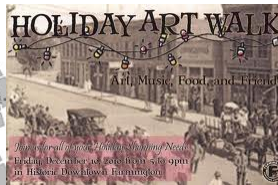
Focus is on businesses and sales

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LOOKING DEEPER: RETAIL/BUSINESS ACTIVITIES

- Sidewalk Sale
- Art Walk
- Shopping Niche Promotion
- Coupons
- Co-op Advertising
- Business/Service Directory

DISTRICT	ADDRESS	PHONE	WEBSITE
1st	100 N. Main	505-243-1234	www.1st.com
2nd	200 N. Main	505-243-1234	www.2nd.com
3rd	300 N. Main	505-243-1234	www.3rd.com
4th	400 N. Main	505-243-1234	www.4th.com
5th	500 N. Main	505-243-1234	www.5th.com
6th	600 N. Main	505-243-1234	www.6th.com
7th	700 N. Main	505-243-1234	www.7th.com
8th	800 N. Main	505-243-1234	www.8th.com
9th	900 N. Main	505-243-1234	www.9th.com
10th	1000 N. Main	505-243-1234	www.10th.com



NOT DAYS OF HOT SALES

Downtown Summer Sidewalk Sale
Saturday, July 19th
 8:30 am—3:30 pm

Great Merchandise...Great Prices...Great Food...Great Prizes!

Participating Businesses:

All That and a Bag of Chips Sandwich Shoppe 318 N. Main 505-243-1234	Mickey's Uniforms & More 500 N. Main	Tankersley's 300 N. Main
Quality Furniture 1305 N. Main 505-243-1234	the main Arteri 400 N. Main	NEW YOU 310 N. Main
Clovis Furniture 115 W. Grand 505-243-1234	FORREBOD! 402 N. Main	The Patchwork House 510 N. Main
Eddie's Subs and More 517 N. Main	McDaniel's 1212 N. Main	W 1201 N. Main
Funco's 1212 N. Main	McDaniel's 522 N. Main	

Many stores will be holding price showings in addition to great values on their sale merchandise. Includes: McDaniel's—Queen Mattress, Set and a Pillow!!! Quality Furniture—Queen Mattress Set, Golf Clubs, Pool Table, and More!!!

IN PART SPONSORED BY THE CLOVIS MAINSTREET Economic Development & Public Preparation in Clovis, NM
 www.clovisdowntown.org

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LOOKING DEEPER: MEDIA RELATIONSHIPS

Activities that build media partnerships



Focus is on relationships

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LOOKING DEEPER: MEDIA RELATIONSHIPS

- **Local**
 - Radio
 - Newspaper
 - Television
 - Internet
- **Regional**
- **Social**
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn



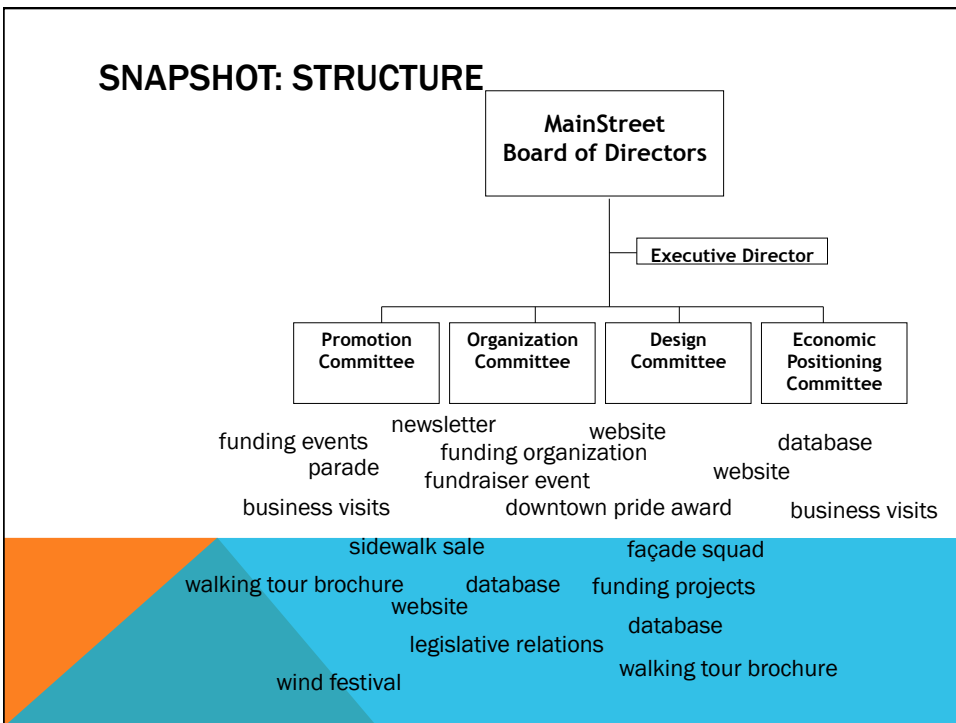
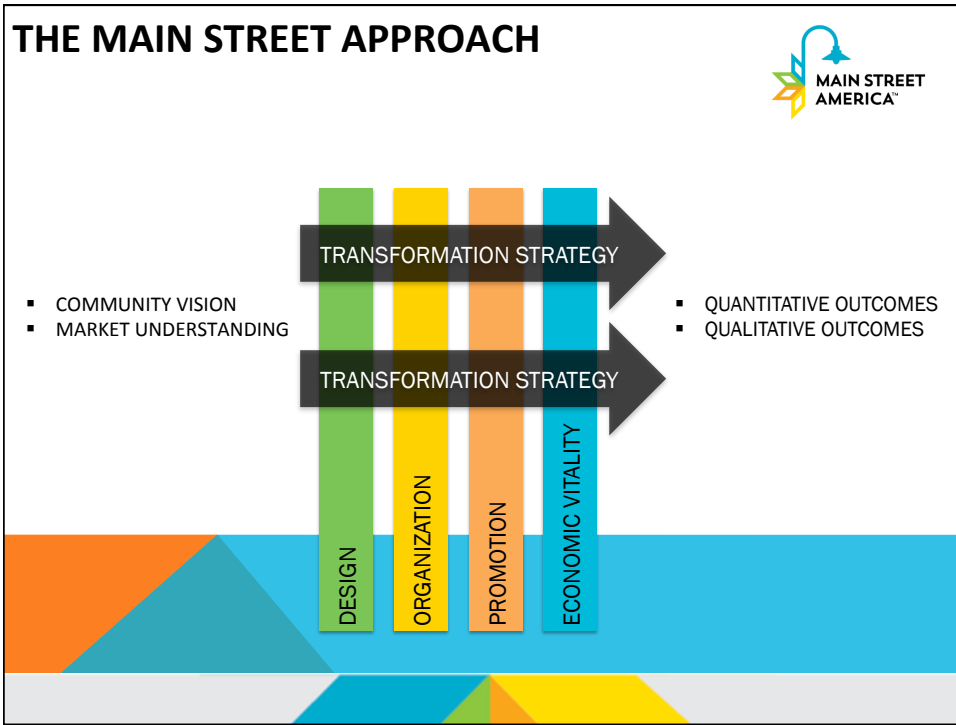
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GET 'ER DONE!
PEOPLE, STRUCTURE, TASKS

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SNAPSHOT: PEOPLE

- Merchants
- Business association members
- Civic groups
- Marketing/advertising professionals
- Marketing/advertising instructors
- Tourism groups/staff
- Media reporters & editors
- Graphic designers & artists
- Residents



SNAPSHOT: WORK PLAN



Identify ETS Promotion Activities

Develop Annual Calendar

- Image Development Activities
- Special Events
- Retail/Business Activities

Establish a Marketing Strategy

- What to promote
- Who's the target audience

Plan, Implement, & Evaluate Events

Support Others' Downtown Events

A FREE TIP

Key to success:

Use a PIP


Project Implementation Plan

A “PIP” is:

- “To do” list for specific project
- Includes project tasks, responsibilities, deadlines, budget

Why use it:

- Project management
- Volunteer management
- Budgeting
- Record-keeping
- Project “survivability”



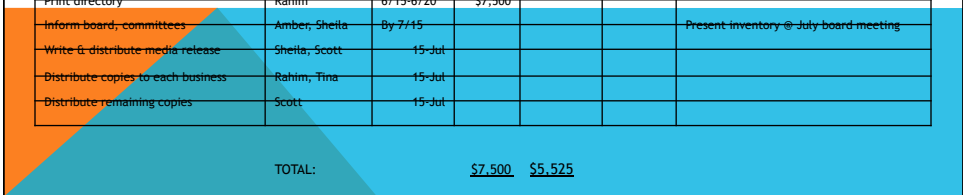
SAMPLE PROMOTION ACTIVITY IMPLEMENTATION PLAN

Project: Produce a business directory **Completion date:** 7/15/2017

Chair: Amber Phone: 555-5000 Email: AmberPromo@mainstreet.com

Committee Members: Sheila, Alex, Tina, David, Rahim, Arturo

Task	Responsibility	Timetable	Cost	Revenue	Progress	Comments
Gather, review sample directories	Committee	By 1/15				Request from DC MS, NMSC
Decide content, format, distribution	Committee	30-Jan				Discuss at meeting
Gather business names/contacts	Scott	30-Jan				
Decide how to fund	Committee	30-Jan		\$5,525*		*Revenue based on 85 biz @ \$65 ea
Obtain volunteer graphic designer	Sheila	30-Jan	\$0*			*May need to pay designer
Draft biz info letter, sign up	Amber	6-Feb				Scott to print, committee to sign & mail
Hold meeting to discuss w/businesses	Tina, Arturo	3-Mar	\$45			
Meet w/design firm to discuss concept	Committee	15-Mar				Scott will coordinate
Preliminary concepts from designer	Design Firm	30-Mar				Sheila to coordinate
Draft, review & finalize copy	Sheila, Scott	15-Apr				
Provide copy, photos to designer	Scott	1-May				
Get printing bids	Rahim	30-Apr				
Provide final corrections to designer	Sheila	20-May				
Print directory	Rahim	6/15-6/20	\$7,500			
Inform board, committees	Amber, Sheila	By 7/15				Present inventory @ July board meeting
Write & distribute media release	Sheila, Scott	15-Jul				
Distribute copies to each business	Rahim, Tina	15-Jul				
Distribute remaining copies	Scott	15-Jul				
TOTAL:			<u>\$7,500</u>	<u>\$5,525</u>		



Event PIP – available on www.nmmainstreet.org RESOURCE page

JOB	PERSON	BUDGET	AMT	DEADLINE	DONE	SPONSOR	CASH	IN KIND	VOLUNTEERS	NOTES
EXAMPLE - Barricades	JANE	200.00	0.00	07/04/10	DONE				City to provide labor. Need to call day before to remind	Bob Silva, Public Works - 707.428.7052 - bsilva@fairfield.ca.gov 05/14/10 Contacted Bob via e-mail regarding barricades. 05/17/10 Bob replied via e-mail once the permit is filled out. It should route to Public Works.06/04/10 E-mailed Bob and informed him the permit application has been sent to Officer Hughes on 05/24/10.
Barricades										
Garbage Cans										
Event Permit										
Event Report - After Event										
First Aid Station										
Pre memo to Council										
Street Closure Notices										
Clean Up										

Legal Issues

- Insurance
- Contracts
- Licensing
- Safety

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CLOSING THOUGHTS: Working with Staff and the Board

STAFF

- Staff attends meetings
- Staff is technical resource
- Staff is information source
- Staff serves as the “cog” for work plan
- Identify what volunteers can/should do
- Identify what staff should/must do

BOARD

- No action without board authorization
- Board is responsible for all committees’ projects
- Regular communication to & from board
- Approval of annual work plan
- Help with questions, ideas
- Initial “top down” mode
- Eventual “bottom up” operation

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Key Word: INCREMENTAL

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Wrapping It Up



- Image Development
- Special Events
- Retail Activities
- Sponsorships & Partners
- Good Planning
- Small Steps = Success
- Create a Unique Destination

Be authentic and tie all promotional activities to your ETS and the overall mission of your MainStreet program


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PROMOTION ASSISTANCE
SERVICE REQUEST FORMS

SERVICE REQUEST

Promotion Revitalization Specialists:
Robyne Beaubien
Gary Cascio



The image shows a 'New Mexico MainStreet Service Request Form' for 'Promotions, Marketing & Graphic Design'. The form includes sections for 'Project Planning (continued)', 'Budget/Estimate', and 'Notes'. It is a detailed document with various checkboxes and text fields.



PROMOTION PRESENTER



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