NM MAINSTREET PROMOTION

WHO
WHAT
WHY
WHERE
WHEN
HOW

411 FOR PROMOTION
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
SNAPSHOT: WHAT

What to promote...
- Unique Assets
  - Businesses
  - People
  - Buildings
  - Community Characteristics
- Historic/Cultural Assets
- Tourism Assets

Silver City, NM
2011 GAMSA Winner

SNAPSHOT: WHY

Improved Image
More Customers
Higher Profits
More Reinvestment in Business & Property

NM MainStreet Promotion Training with
Robyne Beaubien

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department
SNAPSHOT: HOW

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

LOOKING DEEPER: IMAGE DEVELOPMENT

Activities that market downtown assets

Focus is on perception
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?

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

And how you will reach them.
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

LOOKING DEEPER: IMAGE DEVELOPMENT

- Logo
- Website
- Brochures
  - Walking Tour
  - Shopping Guide
- Wayfinding/Signage
- Branding
- General Marketing of Downtown
Creating a place where people live, work and play.

LOOKING DEEPER: SPECIAL EVENTS

Traffic builders that bring people downtown

Focus is on the overall district
LOOKING DEEPER: SPECIAL EVENTS

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

Looking deeper: Special Events

Elements
- Fun
- Food
- Entertainment
- People
Events Flyby
Sponsorships & Partnerships
Funding

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!
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.

LOOKING DEEPER: RETAIL/BUSINESS ACTIVITIES

Activities that ring cash registers

Focus is on businesses and sales
LOOKING DEEPER: RETAIL/BUSINESS ACTIVITIES

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

LOOKING DEEPER: MEDIA RELATIONSHIPS

Activities that build media partnerships

Focus is on relationships
-looking deeper: media relationships

- Local
  - Radio
  - Newspaper
  - Television
  - Internet
- Regional
- Social
  - Facebook
  - Instagram
  - Twitter
  - LinkedIn
THE MAIN STREET APPROACH

- COMMUNITY VISION
- MARKET UNDERSTANDING

- TRANSFORMATION STRATEGY
- QUANTITATIVE OUTCOMES
- QUALITATIVE OUTCOMES

SNAPSHOT: STRUCTURE

MainStreet Board of Directors

- Executive Director

- Promotion Committee: newsletter, funding events, parade, business visits
- Organization Committee: website, funding organization, fundraiser event, downtown pride award
- Design Committee: website, database, business visits
- Economic Positioning Committee: façade squad, funding projects, database, walking tour brochure

- sidewalk sale
- walking tour brochure
- database
- legislative relations
- wind festival
- website
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 “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”

Key to success:
Use a PIP
Project Implementation Plan

A FREE TIP

<table>
<thead>
<tr>
<th>Task</th>
<th>Responsibility</th>
<th>Timeline</th>
<th>Cost</th>
<th>Revenue</th>
<th>Progress</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Gather sample directories</td>
<td>Committee</td>
<td>8/1/16</td>
<td></td>
<td></td>
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<td>Request from DC MS, NMSC</td>
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<tr>
<td>Create content, format, distribution</td>
<td>Committee</td>
<td>10/Jan</td>
<td></td>
<td></td>
<td></td>
<td>Discuss at meeting</td>
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<tr>
<td>Gather business names, contacts</td>
<td>Sheila</td>
<td>10/Jan</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Create how to fund</td>
<td>Committee</td>
<td>10/Jan</td>
<td>$0.00*</td>
<td></td>
<td></td>
<td>Revenue based on 85 biz @$65 ea</td>
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<tr>
<td>Obtain volunteer graphic designer</td>
<td>Sheila</td>
<td>10/Jan</td>
<td></td>
<td></td>
<td></td>
<td>May need to pay designer</td>
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<tr>
<td>Draft info letter, sign-up</td>
<td>Amber</td>
<td>4/Feb</td>
<td></td>
<td></td>
<td></td>
<td>Scott to print, committee to sign &amp; mail</td>
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<tr>
<td>Hold meeting to discuss business</td>
<td>Scott, Tina</td>
<td>3/Mar</td>
<td></td>
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<tr>
<td>Meet w/design firm to discuss concept</td>
<td>Committee</td>
<td>15/Mar</td>
<td></td>
<td></td>
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<td>Scott will coordinate</td>
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<tr>
<td>Preliminary concepts from designer</td>
<td>Design Firm</td>
<td>15/Apr</td>
<td></td>
<td></td>
<td></td>
<td>Sheila to coordinate</td>
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<tr>
<td>Design, review &amp; finalize copy</td>
<td>Sheila, Scott</td>
<td>15/Apr</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Provide copy, photos to designer</td>
<td>Sheila</td>
<td>1/May</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Get printing bids</td>
<td>Rahim</td>
<td>30/Apr</td>
<td></td>
<td></td>
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<tr>
<td>Provide final concepts to designer</td>
<td>Sheila</td>
<td>20/May</td>
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<tr>
<td>Print directory</td>
<td>Rahim</td>
<td>1/15-6/20</td>
<td>$7,500</td>
<td></td>
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<tr>
<td>Inform board, committees</td>
<td>Amber, Sheila</td>
<td>By 7/15</td>
<td></td>
<td></td>
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<td>Present inventory @ July board meeting</td>
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<tr>
<td>Write &amp; distribute media release</td>
<td>Sheila, Scott</td>
<td>15/Jul</td>
<td></td>
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<tr>
<td>Distribute copies to each business</td>
<td>Rahim, Tina</td>
<td>15/Jul</td>
<td></td>
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<tr>
<td>Distribute remaining copies</td>
<td>Scott</td>
<td>15/Jul</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>TOTAL:</td>
<td></td>
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<td>$7,500</td>
<td>$5,525</td>
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Event PIP – available on www.nmmainstreet.org RESOURCE page

Legal Issues

Insurance
Contracts
Licensing
Safety

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department
CLOSING THOUGHTS: Working with Staff and the Board

- 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

- 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

Key Word:
INCREMENTAL
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.
SERVICE REQUEST

Promotion Revitalization Specialists:
Robyne Beaubien
Gary Cascio

PROMOTION PRESENTER

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