PROMOTION(S)

Back to the Basics

Presented by Robyne Beaubien
NM MainStreet Revitalization Specialist in Promotion
Big

Questions
A long time ago in a “galaxy” far, far away...

MAIN STREET

A NEW HOPE
Main Street America

Economic Vitality
- Build a diverse economic base
- Catalyze smart new investment
- Cultivate a strong entrepreneurship ecosystem

Design
- Create an inviting, inclusive atmosphere
- Celebrate historic character
- Foster accessible, people-centered public spaces

Community Transformation
- Build leadership and strong organizational capacity
- Ensure broad community engagement
- Forge partnerships across sectors

Organization
- Market district's defining assets
- Communicate unique features through storytelling
- Support buy-local experience

Promotion
Engage People, Rebuild Places, Revitalize Economies

NMMS ECONOMIC TRANSFORMATION STRATEGIES

• Build Capacity for Local Economic Revitalization and Re-development Efforts
• Enhance the Entrepreneurial and Creative Economy
• Create Thriving Communities
The MainStreet Four Point Approach

**Organization**
Ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement a Community Transformation Vision.

**Design**
Enhancing the physical elements of district while capitalizing on its unique historic assets; includes urban planning, public art, historic preservation and adaptive reuse of buildings.

**Economic Vitality**
Harnessing local economic opportunity and creating a supportive business environment for small business owners, entrepreneurs, and innovators; includes live/work housing.

**Promotions**
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.
Strategies for Taking Action

- Focus
  - Get clear on goal
  - Write down goals
  - Goals must meet criteria
  - Specific measurable achievable positive time limit

- Goal Setting
  - Present tense
  - Breaking it down
  - Take action
  - Keep it alive

- Home Energy
  - SAVES money & power
  - Reduces carbon footprint
  - Gives feedback

- Personal Energy
  - Information

- Pledges and Commitments
  - Local holiday
  - Sensible

- Rewards
  - Local holiday
  - Sensible

- Modelling
  - Local holiday
  - Sensible

- Money on power and fuel
  - Local holiday
  - Sensible

- Celebrities Inspiration
  - Cameron Diaz
  - Leonardo DiCaprio
  - Melissa Etheridge

- Celebrity Inspiration
  - Knowing you are doing your best
  - Look after the earth

- Stress
  - Watching your thinking
  - Stress less

- Mental Health
  - Laughter
  - Meditation
  - Aerobic
  - Weight training

- Home Energy
  - Saves money & power
  - Reduces carbon footprint
  - Gives feedback
Big Question
To “S” or not to “S,” That is the question...

IS IT PROMOTION OR PROMOTIONS?
PROMOTION

IT IS
Definition and Clarification

**PROMOTION**

1. The act of furthering the growth or development of something;
2. Raising customer awareness of a product or brand, generating sales, and creating brand loyalty.

**PROMOTIONS**

1. Tools or activities relating to promotion.
Big Question
WHAT IS THE GOAL OF PROMOTION?

Hint... It’s more than events!
Promotion

To position 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.
To **position** (arrange or rearrange as a situation or condition, especially with 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).
Promotion Core Tasks

- Image Development
  - Assets
  - Perceptions
- Special Events
  - Generate Traffic/People
- Retail Activities
  - Generate Sales
- Media Relations
  - Communication
Promotion Planning

• All activities should connect back to the mission of the organization

• All activities should “benefit” the organization
  • Fundraising
  • Friend-raising
  • Image-raising

• Main work area is now in Economic Transformation Strategies
  • Primary focus of assessments and accreditation

• All activities should be evaluated for their benefit and investment vs. outcome
What can happen...

EVENTS

Other Promo
Design
Organization
Economic Vitality

Image Development, Media Relations, Retail Activities, Streetscape, Historic Preservation, Board Recruitment, Board Development, Fundraising, Public Relations, Business Visits, Business Education, etc....
What we should do...

- Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem
- Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces
- Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors
- Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience
IT’S ALL ABOUT THE DISTRICT

PROMOTION

BOTTOM LINE
Big Question
Hint... It’s not events!

WHY PROMOTION?
We promote downtown districts to:

Improve the image of the district
Which...
Brings more customers into the district
Which...
Brings higher profits to businesses
Which...
Brings more investment to businesses and properties
Which...
Improves the image of downtown

The results are cyclical!
Big Question
Hint... It may have something to do with ETS!

HOW?
• Market district’s defining assets
• Communicate unique features through storytelling
• Support buy-local experience
Big Question
WHERE DO WE START?

Hint... It’s not events!
It’s always best to start at the beginning. And all you do is follow the Yellow Brick Road.

—Glinda the Good Witch™
National Main Street Refresh

Market district’s defining assets

Communicate unique features through storytelling

Support buy-local experience

Traditional District Work

Image Development

Special Events

Retail Activities

Media Relations
Definitions

- Identity/Brand – essence or promise that a product, service or company will deliver or be experienced by a consumer.
- Place Brand – brand for a community, town, village, city, or district.
- Destination Brand – how your brand relates to tourism.
- 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.
Definitions

• Collateral – collection of materials used to support a brand (brochures, cards, website, commercials, etc.)

• Logo – a symbol, design, image or text used to identify a product, company, or place.

• Slogan/Tagline – repeated phrase used in marketing.

• Voice – overall style and feeling of a brand, its logo and collateral materials.
Branding

• A Brand is a Promise
  – Experiential
  – Unique
  – Authentic
  – Asset-based
• Understand Existing Perceptions
• Recognize Tangible and Intangible Values
• Identify Markets
• Build a Brand
  – Identity
    • Brand Essence Statement
  – Strategy/Marketing Plan
  – Collateral (style guide, logo, website, brochures, images, content, etc.)
**POSITION**

**WHERE YOU ARE NOW**
- Market Position Statement
- Brand Essence Statement

**POSITIONING**

**ACTIONS TO TAKE YOU TO ANOTHER POSITION**
- Market Positioning
- Organization’s Mission Statement
- Economic Transformation Strategies and 4-Point Actions

**VISION**

**THE POSITION WHERE YOU WANT TO END UP**
- District Vision Statement
- Market Vision Statement
- Org’s Vision Statement
Brand Essence Statement

Describes the personality and promise of the district as a place/destination. Identifies the district's tangible and intangible qualities, products and benefits that are credible, deliverable and unique.
ALAMOGORDO MAINSTREET BRAND ESSENCE STATEMENT

Alamogordo MainStreet is a partner in the National Main Street America movement, originating with a community that values a flourishing historic commercial district and the significance and quality of life that it provides.

The District is located in the heart of a community rich in ranching, railroad, science and space. Nestled in the scenic Tularosa Basin, centered between White Sands National Monument and the Lincoln National Forest, our historic district boasts an eclectic architectural mix of buildings and unique blend of businesses – a great place to work, shop and play since 1898.

Discover. Explore. Launch.

Discover a regional hub for shopping, arts and culture. Explore featured artists at the Flickinger Center for Performing Arts and a variety of family-friendly events and activities throughout the year. Launch your next adventure from here.

SLOGAN: MainStreet: Discover. Explore. Launch.
LOGO

(WITHOUT TAG)

(WITH TAG)

CLEAR SPACE

(ALWAYS POSITIVE COLORS ON DARK BACKGROUND)

COLORS

PRIMARY PALETTE

PANTONE 1825 U
C15 982 710 010
R192 618 827
H04C25

PANTONE NEUTRAL BLACK U
C0 00 00 100
R65 664 916
A404442

PANTONE 456 U
C0 00 00 100
R263 629 842
#1717f2

SECONDARY COLOR (CALL OUTS, CALLS TO ACTION, ACCENTS, ETC)

PANTONE 355 U
C0 00 00 100 133
R0 612 869
#006600

TYPOGRAPHY*

HEADING
HEROIC CONDENSED BOLD (ALL CAPS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#$%^&*()-_=+.:/;'[]?":{}*

SUB-HEADING
Heroic Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()-_=+.:/;'[]?":{}

BODY
Century Schoolbook
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()-_=+.:/;'[]?":{}

*Adhere to this typography guide when possible and practical. Otherwise, please use the nearest available equivalent (Arial/Helvetica/Times New Roman)
PUBLIC RELATIONS
KEEP CALM AND MANAGE THE MEDIA
Promotion is...
Promotion – Back to the Basics

- Market district’s defining assets
- Communicate unique features through storytelling
- Support buy-local experience

ETS
- Image Development
- Special Events
- Retail Activities
- Media Relations
BUILDING ON THE BASICS
Thursday Learning Lab

Breakfast on your own
8:30 – 10:00 AM Lab 1: Promotion and District Economic Vitality with Keith Kjelstrom
   Application Activity – Market Statements
10:00 – 10:15 AM Break
10:15 – 12:00 PM Lab 2: Purposeful Promotion Planning with Amy Barnhart
   Application Activity – Promotion and ETS
12:00 – 1:15 PM Lunch (Box lunch at Lodge)
1:30 – 4:00 PM Learning Lab 3: Los Alamos Tours and Discussion with Anna Blyth
   1:30 – 3:15 PM Tours
   3:15 – 4:00 PM Discussion
4:00 – 4:15 Break
4:15 – 5:00 PM Lab 4: Promoting and Connecting Communities with Robyne Beaubien
   Application Activity – Regional Partnerships, Trails and Festivals Brainstorming
Dinner on your own
Friday – Best Practices

*Breakfast on your own*

8:30 – 9:00 AM Lodgers Tax – State Statute Overview or How Heads and Beds Can Get You Bread *with Anna Blyth*

9:00 – 9:15 AM Copyright Law: The Good, the Bad and the Really Bad *with Robyne Beaubien*

9:15 – 10:00 AM Survival Tips in the Marketing Wilderness *with Gary Cascio*

**10:00 – 10:15 AM Economic Development Department Cabinet Secretary Matt Geisel**

10:15 – 11:45 AM Round Tables

*Adjourn*
PROMOTION(S)

Back to the Basics

Speaker Contact:
Robyne Beaubien
Beaubien Consulting
575.693.0814
robyne@robynebeaubien.com
Engage People, Rebuild Places, Revitalize Economies