

# 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

Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

**ECONOMIC  
VITALITY**

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

**DESIGN**

**COMMUNITY  
TRANSFORMATION**

**ORGANIZATION**

**PROMOTION**

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



# **Engage People, Rebuild Places, Revitalize Economies**

## **NMMS ECONOMIC TRANSFORMATION STRATEGIES**

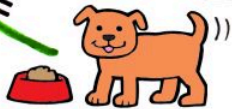
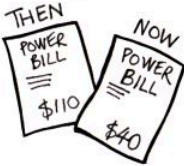
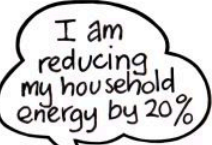
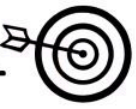
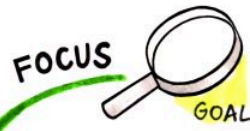
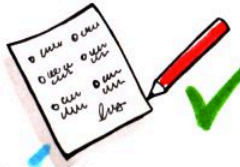
- Build Capacity for Local Economic Revitalization and Re-development Efforts
- Enhance the Entrepreneurial and Creative Economy
- Create Thriving Communities



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# The MainStreet Four Point Approach™







# Big

## Question





## Main Street Refresh Implementation: A Look from Our Communities' Perspective

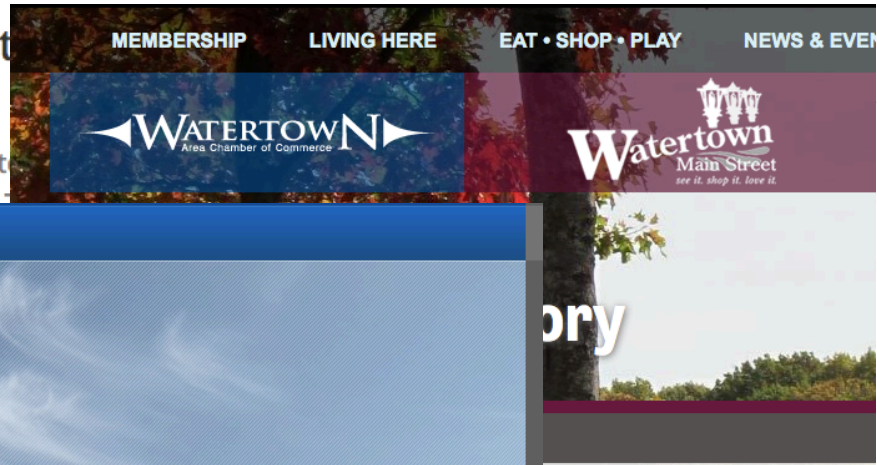
Blog Entry

... (events, image) and Economic Vitality...Promotions. I  
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Pur

PROGRAMS SERVICES PROJECTS BU

mitt



The jo  
cultur  
move  
think

Promotions

The goal of  
accomplished



Home
About Us
50115 Fest
Main Street Approach

### Promotion Committee

The job of the Promotion Committee is to promote downtown Guthrie Center as the center of commerce, culture, and community life for residents and visitors alike. To be effective, this taskforce must move beyond the typical "tried-and-true" downtown promotion ideas of yesteryear. They must think about promotion in

ory



To "S" or not to "S," That is the question...

# IS IT PROMOTION OR PROMOTIONS?

# PROMOTION

IT IS



P

# 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



Hint... It's more than events!

**WHAT IS THE GOAL OF PROMOTION?**

# Promotion

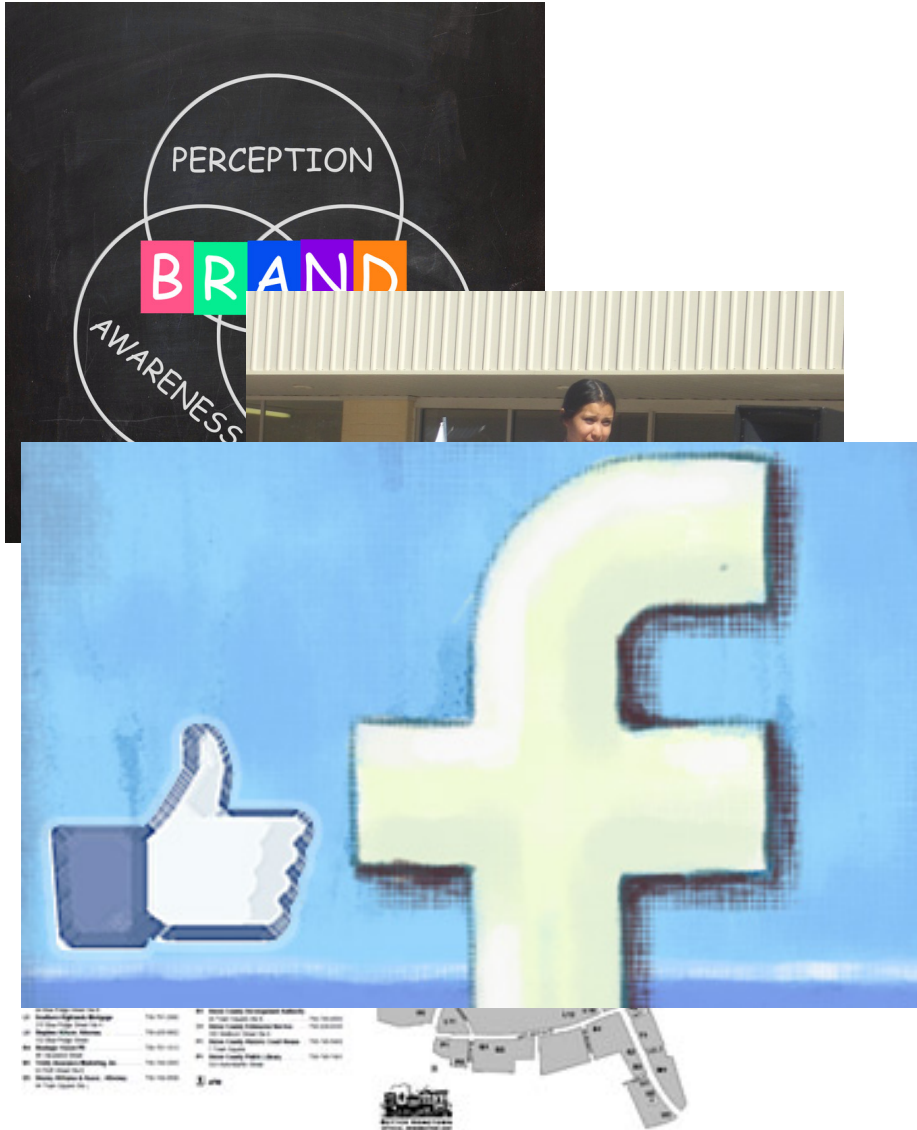
**To position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics.**

# Promotion

To **position** (arrange or rearrange 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

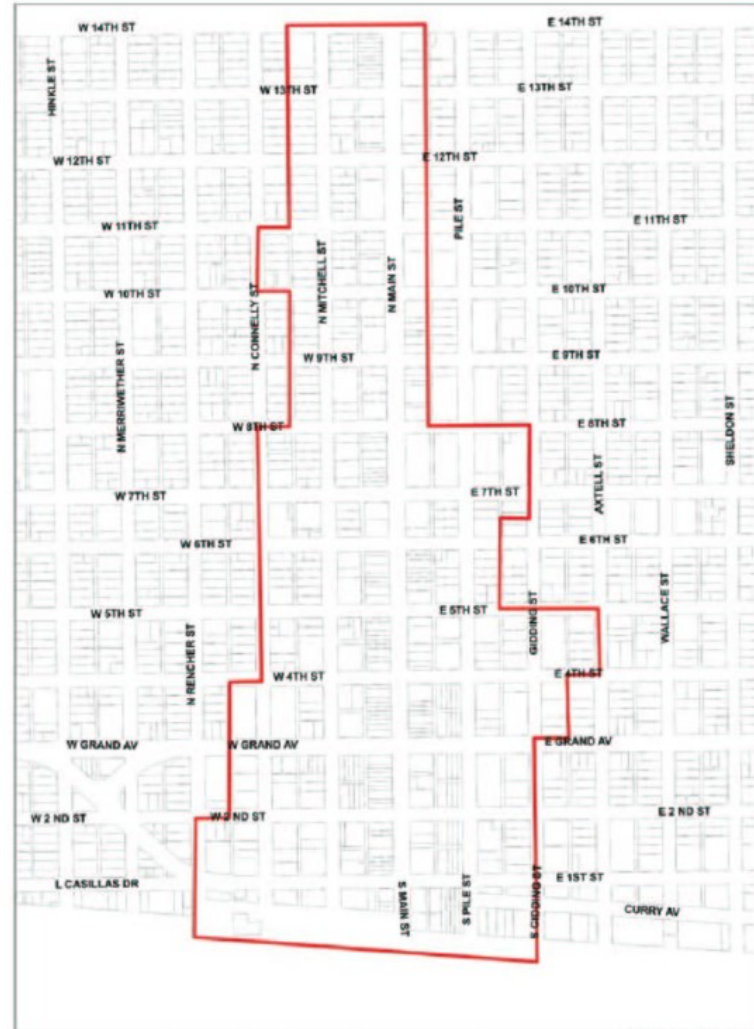
Image Development, Media  
Relations, Retail Activities,  
Streetscape, Historic  
Preservation, Board  
Recruitment, Board  
Development, Fundraising,  
Public Relations, Business Visits,  
Business Education, etc....



# *What we should do...*



Figure 1. Proposed Boundaries, Clovis Downtown MRA



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!*



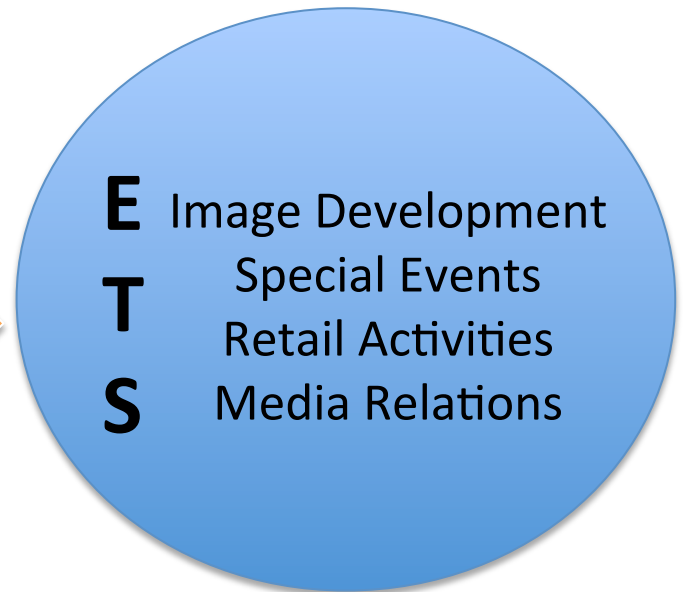
# Big

## Question



Hint... It may have something to do with ETS!

**HOW?**



# Big

## Question



Hint... It's not events!

**WHERE DO WE START?**



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

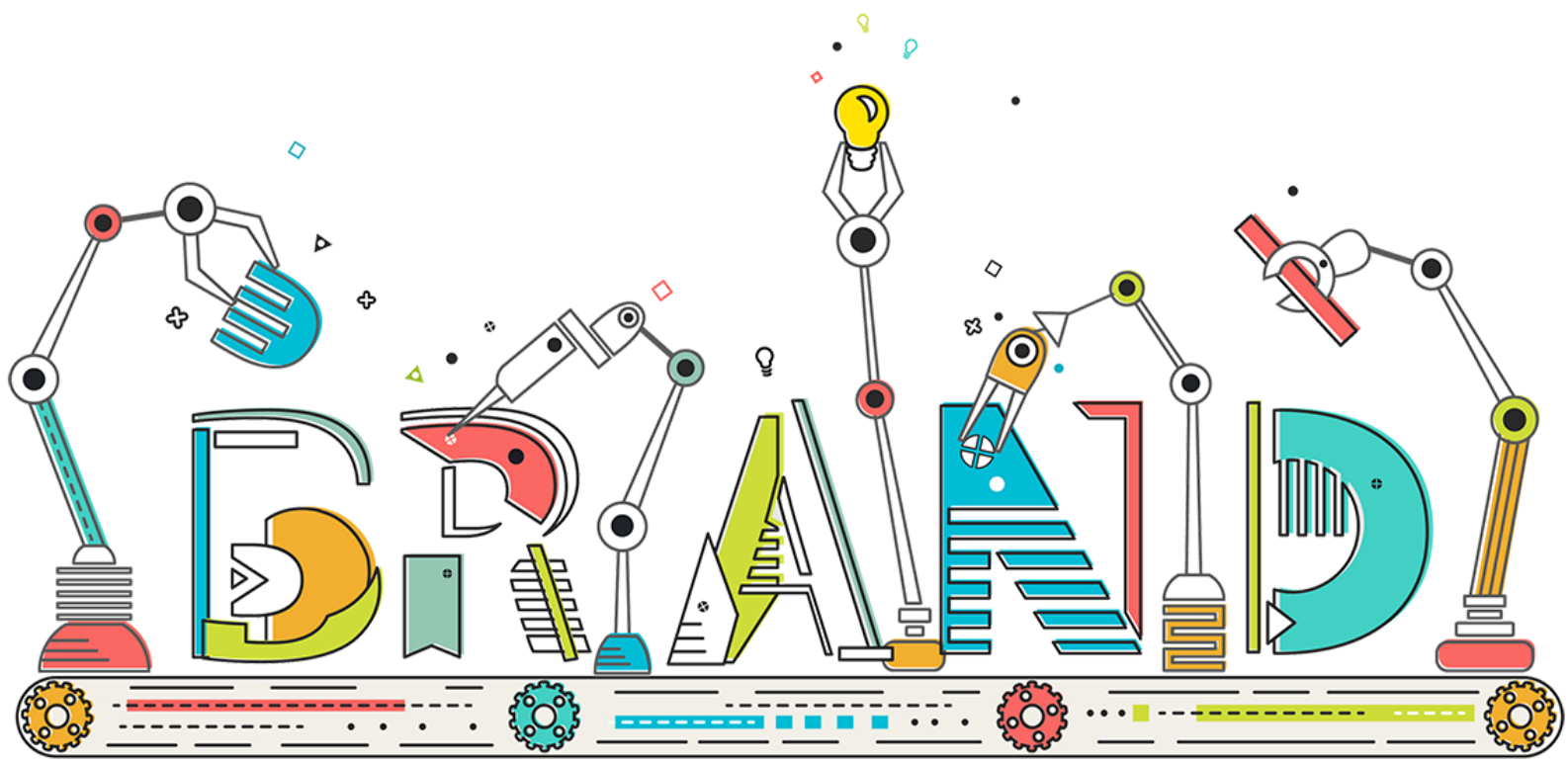
## **Traditional District Work**

Image Development

Special Events

Retail Activities

Media Relations



**DEVELOPMENT**





# 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.

# Example

## 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.

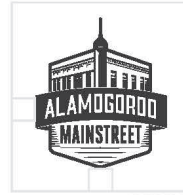
## LOGO



(WITHOUT TAG)



(WITH TAG)



CLEAR SPACE



(ALWAYS POSITIVE COLORS ON DARK BACKGROUND)

## COLORS

### PRIMARY PALETTE



PANTONE 1525 U  
C15 M82 Y100 K10  
R192 G76 B37  
#C04C25



PANTONE NEUTRAL BLACK U  
CO MO YO K50  
R85 G64 B66  
#414042



PANTONE 656 U  
CO MO YO K5  
R241 G242 B242  
#F1F2F2

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



PANTONE 355 U  
C87 M24 Y100 K13  
R0 G128 B0  
#008000

## TYPOGRAPHY\*

### HEADING

#### HEROIC CONDENSED BOLD (ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#\$%^&\*()-=+. /:[]<>?:'"}

### SUB-HEADING

#### Heroic Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&\*()-=+. /:[]<>?:'"}

### BODY

#### Century Schoolbook

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&\*()-=+. /:[]<>?:'"}

\*Adhere to this typography guide when possible and practical. Otherwise, please use the nearest available equivalent (Arial/Helvetica/Times New Roman)



ALAMOGORDO MAINSTREET  
STYLE SHEET

prepared 02-25-2016









**SPECIAL**  
**EVENTS**



THINK SHOP BUY

LOCAL



**KEEP  
CALM  
AND  
MANAGE THE  
MEDIA**

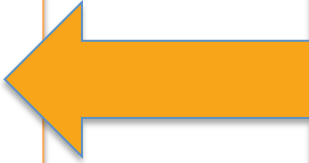
Promotion is...

# Promotion – Back to the Basics



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

**E** Image Development  
**T** Special Events  
**S** 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

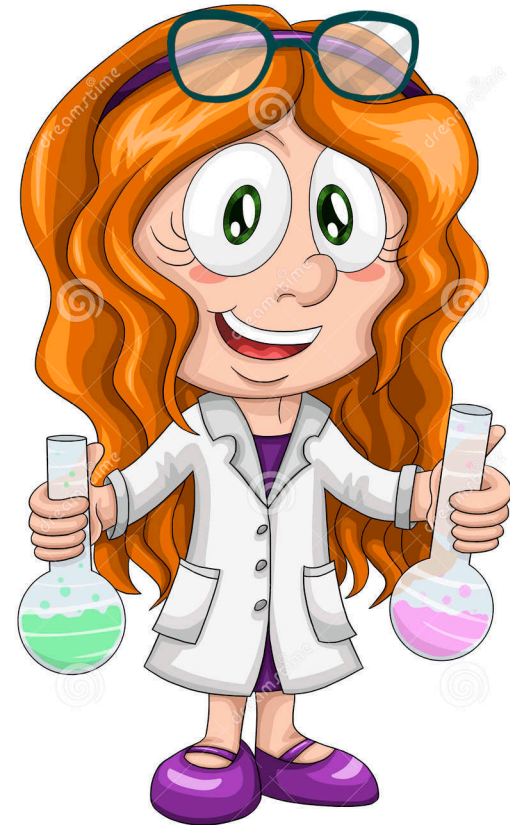
3:15 – 4:00 PM Discussion

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

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**Engage People,  
Rebuild Places,  
Revitalize Economies**