Purposeful Promotion Planning

Amy M. Barnhart
NMMS Revitalization “Scientist”
Capacity-Building & Fundraising
Promoting & Connecting Communities
Economic Opportunities

- Build on the presence of a customer group
  - i.e.: workers, residents, tourists, college students, military

- Build on a concentration of a type of product, service, business or industry
  - i.e.: arts district, convenience goods, health/wellness
<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>Products and services that serve agricultural communities, OR support small-scale agriculture and local food production</td>
</tr>
<tr>
<td>Arts</td>
<td>“Arts” involves all creative industries, incl. film, music, dance, fine art, theatre, etc.</td>
</tr>
<tr>
<td>College Town</td>
<td>Makes connections between business district and university/college</td>
</tr>
<tr>
<td>Dining &amp; Entertainment</td>
<td>Focuses on things people do for fun, usually in the evenings. Often serves as a regional destination.</td>
</tr>
<tr>
<td>Elder Friendly</td>
<td>Recognizes that people have different needs as they advance in age and life stage</td>
</tr>
<tr>
<td>Family Friendly</td>
<td>Focuses on local families; characterized by family-friendly events and businesses</td>
</tr>
<tr>
<td>Food</td>
<td>Establishes the district as a food hub, including farmers’ markets, food production, catering, restaurants</td>
</tr>
<tr>
<td>Health &amp; Wellness</td>
<td>Pulls together retail, recreational, educational, and professional businesses (including social service orgs) and organizes them around improving people's wellbeing</td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td>Clusters retail, service, and professional businesses related to the home and home life, including, furniture and housewares, floors and finishes, garden and outdoors, design and construction services</td>
</tr>
<tr>
<td>Military</td>
<td>Appropriate for communities with a military installation nearby; makes better economic and social connections between installation and downtown.</td>
</tr>
<tr>
<td>Sports &amp; Recreation</td>
<td>Connects outdoor activities – camping, boating, hiking, climbing, hunting, etc. – with supporting businesses and amenities. This includes outfitters and equipment sales, restaurants and food services, accommodations, and others.</td>
</tr>
<tr>
<td>Tourism</td>
<td>Addresses people who visit the district from elsewhere, usually to experience something unique to the place, such as history or architecture, arts and culture, or shopping</td>
</tr>
</tbody>
</table>
For Example . . .

Economic Transformation Strategy

➢ Strengthen existing small businesses and enhance business recruitment to the MainStreet District

You conducted an asset inventory:
- Businesses
  - Drug store
  - Florist
  - Dry cleaner

Convenience Goods & Services Economic Opportunity!!!!
- Pursues a cluster of retail and retail-service businesses that fulfill day-to-day needs of nearby shoppers

Economic Vitality: Target/recruit complimentary businesses, such as a specialty grocer and gift boutique

Promotion: Social media marketing campaign emphasizing downtown as a “one-stop-shop”

Design: Designate 15-minute parking spaces around the district for “pick-ups”

Organization: Coordinate meetings/listserv for networking between convenience goods and services providers
Artesia MainStreet

Economic Opportunity?

Industry (OIL!!!)

The Wellhead
Restaurant/Brewpub

Red Dirt Black Gold Festival
Los Alamos MainStreet

Economic Opportunity?

Industry/History (SCIENCE!!!)
Purposeful Promo Planning Group Exercise

• Divide up into groups and brainstorm Promotion activities for actual MainStreet communities:
  • Silver City
  • Barelas
  • Clovis
  • Harding County
  • Gallup

• You will have the community’s:
  • Community Description
  • Economic Transformation Strategies
  • Economic Opportunities
  • Brief Asset List
  • Lodging, Restaurants, Nightlife & Other Businesses
  • Additional Information
Purposeful Promo Planning Group Exercise

• Report back to the group on FOUR or more Promo “activities”
• Could all support one Economic Opportunity, or more than one
• Provide justifications and projected outcomes
• Consider WHAT assets and opportunities you have to build events or branding/marketing around
• Consider WHO you are trying to target with your event or marketing activities
• BONUS POINTS if you identify complimentary Economic Vitality activities!
Amy M. Barnhart, NMMS Revitalization “Scientist” in Capacity-Building & Fundraising

773.368.755
ambconsultingnm@gmail.com