



# Purposeful Promotion Planning

**Amy M. Barnhart**

NMMS Revitalization "Scientist"

Capacity-Building & Fundraising

# Promoting & Connecting Communities





**MARKET VISION**



**Economic Opportunities**

**MARKET POSITION**





# 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

OPPORTUNITY	DESCRIPTION
Agriculture	Products and services that serve agricultural communities, OR support small-scale agriculture and local food production
Arts	"Arts" involves all creative industries, incl. film, music, dance, fine art, theatre, etc.
College Town	Makes connections between business district and university/college
Dining & Entertainment	Focuses on things people do for fun, usually in the evenings. Often serves as a regional destination.
Elder Friendly	Recognizes that people have different needs as they advance in age and life stage
Family Friendly	Focuses on local families; characterized by family- friendly events and businesses
Food	Establishes the district as a food hub, including farmers' markets, food production, catering, restaurants
Health & Wellness	Pulls together retail, recreational, educational, and professional businesses (including social service orgs) and organizes them around improving people's wellbeing
Home & Garden	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
Military	Appropriate for communities with a military installation nearby; makes better economic and social connections between installation and downtown.
Sports & Recreation	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.
Tourism	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

# 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!!!)



# Los Alamos MainStreet

*Economic Opportunity?*

**Industry/History (SCIENCE!!!)**

LOS ALAMOS  
**SCIENCE**  
2017  
**FE ST**  
THE SECRET CITY UNLOCKED



**SCIENCE ON TAP**  
Jul 20 5:30 - 7:00pm  
15 minute talk and group discussion hosted by:  
**Bradbury Science Museum** at UnQuarked Wine Room  
Brought to you by: Los Alamos Creative District

**Manhattan Project** National Historical Park NM, WA, TN  
Park Service

Plan Your Visit Learn About the Park Get Involved

INFO ALERTS MAPS CALENDAR



# Purposeful Promo Planning Group Exercise

- Divide up into groups and brainstorm Promotion activities for actual MainStreet communities:
  - Silver City
  - Barelvas
  - 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



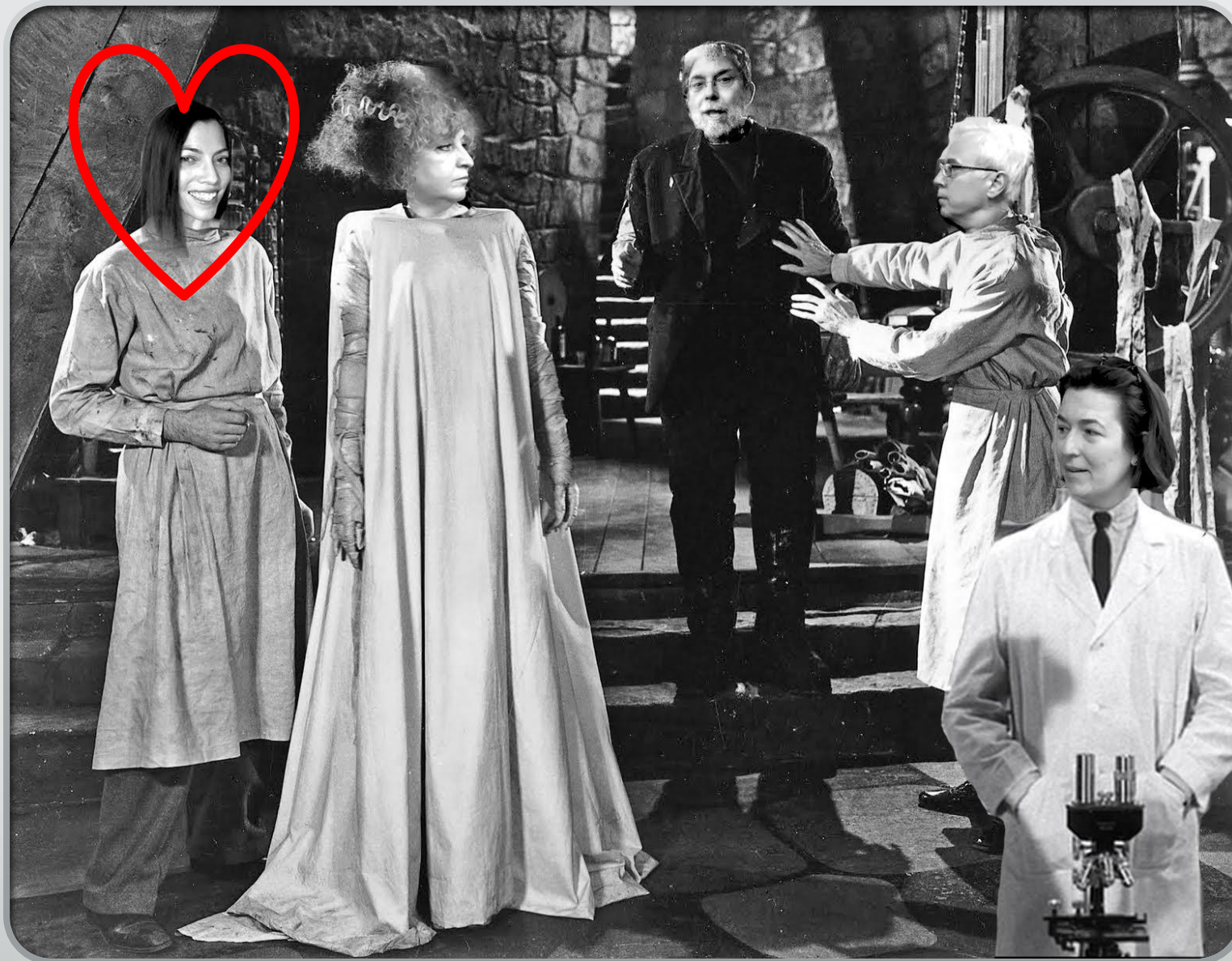
# Purposeful Promo Planning Group Exercise

- 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!



**EO + ETS = GRT**

**Promo \* EV = \$\$**



**Amy M. Barnhart, NMMS Revitalization "Scientist"**  
in Capacity-Building & Fundraising

773.368.755  
ambconsultingnm@gmail.com