



How to Make The Cash Registers Ring for Downtown Businesses

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Today's Focus

- Target Market
- Business Promotions
- Creating a better business image
- Business owner participation
- Businesses benefitting from special events



Planning Promotional Activities

- Identify current assets & position
- **Identify target markets**
- Establish promotion outcomes
- Establish overall strategy/calendar
- Design individual events
- Implement
- Evaluate

An improved business district (Design and Economic Restructuring/Vitality) will also attract people downtown

target marketing increases the economic development potential of promotional activities.

Make sure to have balance in all three areas of promotions

Anticipated Promotion Outcomes

- Promotions that meet specific goals
 - increased foot traffic**
 - increased sales**
 - build market share**
- funds raised
- increased publicity for downtown (verses the organization)
- Promotions that target specific customers or better match existing downtown customers
- Develop brand recognition
- Capture a larger market and greater market share

Target Marketing

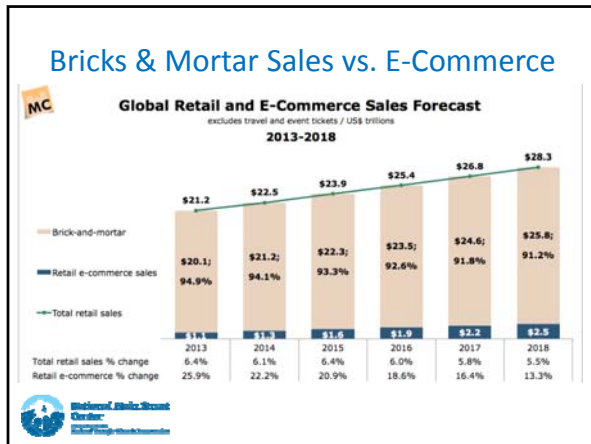


- Shotgun v. Rifle Approach
- Design Events Based on Target Market
- Where do you find information on customers:
 - Market analysis data
 - Businesses surveys
 - Zip code surveys
 - Focus groups
 - Customer surveys (during special events or intercept surveys)

Rifle Approach – Zeroing in on a Specific Consumer

- Downtown Employees
- Downtown Residents
- Tourists/Visitors
- Senior Citizens
- Women or Men (separately)
- Students (all levels)
- Govt. employees
- Day-trippers/bus tours
- Nearby major employers
- Military



Business / Retail Promotions

Supporting Downtown's Economic base by focusing attention to commercial elements / assets

- Ring the cash register – immediate sales
- Build customer base – long term
- Promote positive image

Three Categories of Business Promotions

- **Cooperative promotions** "sell" businesses in the same category (competitive cluster)
- **Cross-business promotions** "sell" businesses with complimentary goods and services
- **Niche promotions** focus on the consumer group (including visitors) rather than the goods and services

and

- **Individual Business Promotions**

Source: International Business Development Corporation

Social Media and E-Commerce

Teaching
Sharing
Testimonials

Source: International Business Development Corporation

The Old Way - Collecting Customer information

Lansing, MI
The Soup Spoon is compiling email addresses.....

To notify customers of menu changes, upcoming special events, offer in house coupons, or an occasional recipe.

We will never share your information without your consent and you can opt out, discontinue our emails at any time!

Evaluation on the back

Collect 5 things: name, email address, birthday, anniversary, and zip code

Collect data: Constant Contact

Source: International Business Development Corporation

What Are Your Businesses Using Now? The New Way to Collect Customer Information and Use Social Media

Source: International Business Development Corporation

Effective social media strategies result in:

- ❖ Engaged users
- ❖ Impact business immediately
- ❖ Increased traffic (both real and online)
- ❖ Buzz!





Jewelry Store on Facebook

Cambridge Main Street Here's a good reason to go digging around in your (or a relative's) attic... In honor of the city's 325th anniversary, Lednum's Jewelers is holding a contest: Bring in the oldest Lednum's sales ticket you can find before 6pm, August 8 (Second Saturday). The person with the oldest sales ticket wins a \$100 gift certificate. This could take you back a ways — Lednum's has been writing sales tickets for 72 years!

July 7 at 6:56am · Comment · Like

Martha A Willey and 2 others like this.

Connie Yingling at 11:22am July 7
What a great idea for a promotion! Report X

Katie Pink Tolley at 7:51am July 10
I have the (brass?) plate that Lednum's used to print my Grandmother's wedding invitations in 1938! Seems they would have been open a year at the time! Report X

Katie Pink Tolley at 7:51am July 10
p.s. no receipt though (darn)! Report X

Write a comment...



Individual Business Promotion

by the Main Street Organization

- Immediate impact

Downtown Ferndale "Everything Must Go" sign in John King Books. No -- NOT going out of business! "I just want to sell EVERYTHING in the store" said manager Jason Schusterbauer. He's serious. EVERYTHING in the store is 20% off...for a while.

30 minutes ago · Comment · Like

2 people like this.

Juston Mansfield Funny, I walked past and freaked out too. 12 minutes ago · Like

Write a comment...



Theater Receipt


Three Show Times
On Line receipt means shop before or after the show

Downtown Franklin posted in Fans of Historic Downtown Franklin.

Downtown Franklin 9:25am Jul 27

Soooo GOOD MORNING FRANKLIN!!! Lot's going on let's get to it! Today's Girl's Nite Out Movie is "Soul Surfer" 1:45,4:35,7:25 at the Franklin Theatre. Bring your Movie Ticket or Online Receipt to The Mellow Mushroom and get 15% off your order until 7:30 tonight! Also Ladies Chico's is having a buy 1-Get 1 1/2 off sale thru Saturday! It's good to be a Franklin Woman!



View Post on Facebook · Edit Email Settings · Reply to this email to add a comment.



The Squeeze

Niles, MI

- Let's say your name is Bob and you come into Squeeze today...Say, "Hi, my name is Bob...Bob, Bob bo Bob, banana fanna fo fob, me my mo mob...Bob," and you'll get \$1 off your order :D

Promoting Shop Local on Facebook

Professional – Made in the USA






Facebook and Instant Results

Classes & Ideas

Facebook Coupons

Individual Businesses or Shared by Fan and Friends

Downtowns Online Quincy, IL

Not coming to The District but still want to shop these great businesses? The District was proud to have the first collaborative e-commerce site for downtown businesses in the country! You can now shop several businesses from The District from the comfort of your home! All you need to do is log onto www.shopthedistrictquincy.com

QR (Quick Response) Codes

Allows data to be decoded at high speeds

Restaurant Uses

- Take out menus
- Links to Photos and Social Media
- Different Restaurants, Different Codes (Fine dining to it's menu and interior photos, Fast food could put on a table tent and offer a deal for giving an email address and Food Carts may have the QR code on the front for easier ordering and payment.
- QR code is becoming less novelty and more utility
- QR code is not a marketing gimmick, but a bona fide mechanism to provide interested parties with information on which they can act.

Visit Mashable.com

How Can Main Street Use QR Codes?

- Shop Local instant specials
- Special events with participating businesses offering special deals that day
- Coupons, maps, directing to social media, contests, and videos
- Educate businesses how to use them

SaveLocal by Constant Contact

- If Groupon provides quantity, we want to provide quality. We think the way to find your next great customer is through your existing customers, rather than through a big list of consumers who don't know much about you. SaveLocal is about sending coupons to your current customer base, and providing them with an incentive to share the coupons with their social network in order to bring in new customers. We also turn the economics of the deal on its head, by letting the merchant control the amount of the discount so they're not losing money on it.



Nearby Registry

Why was NEARBY started: they weren't easily able to support their favorite local businesses through the traditional gift registry model.

What is NEARBY?
NEARBY is an online shopping and gift registry site for local businesses.

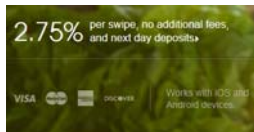
Who can participate: independently owned and operated merchants, service providers and non profits. We encourage unique ideas: lawn care, flight lessons, cross country ski passes, CSA memberships, etc.



Credit Card Fees and Acceptance



Item	Amount
Apple iPhone 6S	\$99.99
Amazon Kindle	\$109.99
Apple iPad	\$129.99
Total	\$339.97



No more land lines needed
Receipts can be emailed



Retail and Business Promotions



Sidewalk Sales aren't what they used to be in many communities but can still be successful



This used to be our best option for coop advertising



Magazines raise the quality



Personal care, professional service providers, banks, etc. can all benefit from promotion





Why Buy Local?
Free ads at www.AMIBA.net

- Building Community** The casual encounter you enjoy at neighborhood-scaled businesses and public spaces around them build relationships and community cohesiveness. They are the ultimate social networking sites.
- Strengthen Local Economy** Each dollar you spend at an independent business returns more than 3 times as much money to the local economy, than spent at a chain – a benefit we can call bank on!

Put YOUR Community to WORK!

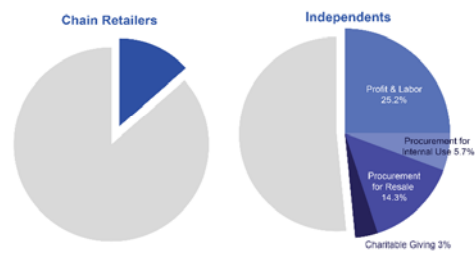


- Enhance Choices** A wide variety of independent business, each serving their customers' tastes, creates greater overall choices for all of us.




Educate on Buying Local

Local Economic Return of Indies v. Chains



*Compiled results from nine studies by Civic Economics, 2012. www.civiceconomics.com
Graph by American Independent Business Alliance: AMIBA.net





Shop Your Ath Off
At This Local Business
Athens, GA




Donations from Businesses

Donations should drive people back to the business:

- Donate gift certificates, not merchandise
- Make fake empty boxes or provide photos of items donated for auctions, etc.
- Give items that would cause the customer to come back
- Capture info contact info
- Thank them for coming in

Loyalty Cards

Vineland NJ

Purchase Cards At Participating Vendor (Checkmarked)	Location	Offers and Discounts
✓	A Bread Bake	10% Off Total Purchase
✓	Amey's Products	10% Off Total Purchase
✓	Bakers Deli	\$1.00 Off \$10.00 or \$3.00 Off \$15.00 or More Purchase
✓	Candle Corner	20% Off Total Purchase
✓	On Tap & Cards	Five apply w/ purchase (dinner Fri-Sun): Sandy Sweets, Central Apple or Quince Blue P. Hot Pudding (Sat 1 Free Hot) Hotdog King or Hotdog
✓	Country Club	10% Off Total \$50
✓	Crossroads Produce	10% Off \$10.00 or More Purchase
✓	Fishers Salads	\$2.00 Off \$10.00 or More Purchase
✓	Hot Bakery	7% Off Total Purchase (Not to be combined with any other offer)
✓	Hot Fresh Meats	\$2.00 Off \$10.00 or \$3.00 Off \$15.00 or More Purchase

Cards Cost \$10

Good Through Sept. 30, 2015



Now Offering MORE.
More Discounts
More Stores
More Savings

Your Discount Card is now accepted at MORE Participating Vendors

Looking for the perfect gift?

Downtown gift certificates/cards



"A very distinct pattern has emerged in that almost 70% of our gift certificate recipients are new customers to a redeeming store / restaurant. It is almost as if it is not "real money", so they will experiment with it on a new place.

"Merchants have been very, very successful in capturing that new customer for return visits, with as much as an 80% return rate
Libertyville, IL

"It is not easy introducing new faces to their stores, and this program does it."

Customized Gift Certificates



- Available on line and in person.

MasterKey Card Program – Unlock Rewards

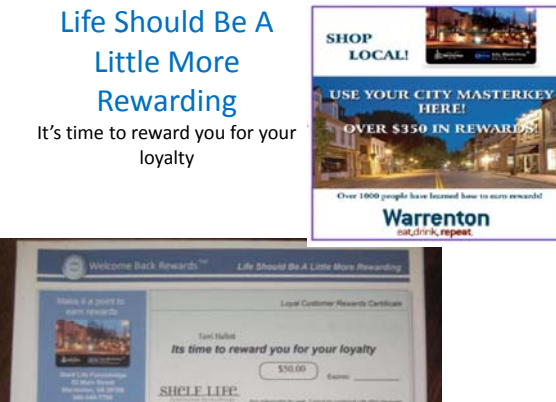
Warrenton, VA



- Just like any national chain frequent buyer card, except this same card is used at all participating downtown businesses.
- Card and key ring tag.
- Each business determines it's own rewards.
- Example: a furniture store gives a \$25 check for \$350 in purchases. Good toward next purchase. (overall tracked a 6% discount)
- Rewards continuing purchases

Life Should Be A Little More Rewarding

It's time to reward you for your loyalty



SHOP LOCAL!

USE YOUR CITY MASTERKEY HERE!

OVER \$350 IN REWARDS

Over 1000 people have learned how to earn rewards!

Warrenton eat, drink, repeat.

Welcome Back Rewards™ Life Should Be A Little More Rewarding

Local Customer Rewards Certificate


Test Hubert

Its time to reward you for your loyalty

\$50.00

SHIPLE LIFE

Treasure Downtown Contest



- Don't forget to be saving your receipts! Any receipts from the Downtown District (think anywhere there's a parking meter) are eligible to get you to that \$500 mark - and it's easier than you think! Do you grocery shop at the [Grain Train Natural Foods Market](#)? That counts! Are you getting new spring furniture at [Reid Furniture Co.](#), or a new patio set at [Ciao Bella Home](#)? That counts! Your coffee fix, lunch date, spring clothes, watch repairs, home decorating...it all adds up!

Bounce Back Offers

Downtown Washington's Bounceback Bucks

Thank you for spending over \$30.00 at
Today's date: _____
Initials: _____

This certificate must be used **TODAY** and is good for **\$5.00** off any regular priced **\$25.00** purchase at any of the stores listed on the back of this certificate. This certificate is not redeemable for cash.

Downtown Washington's Bounceback Bucks

Promotion runs from March 1 - March 31, 2008

Altamuller Hallmark, Altamuller Jewelry, The Art Center, Cowan's Restaurant, Designer Threads Custom Embroidery & Gift Shoppe, Elm Street Company, Four Seasons Florist, The Fudge Shoppe, Gary & Lucy Gallery, L.R. Nuts & Fruit Toy, Toasty Frogs, Urban Accents, and Zuzi's

Questions? Please call 229-1743.

\$5.00 of a \$25 purchase – today.

30 day promotion may lose its impact.

Do more like "Kohl's"

Art Niche = Art Walks

2012 - 2013 Season

- Sept. 8
- Oct. 2 - "Whisper"
- Nov. 6 - with "The Walk"
- Nov. 18 - Fall Art Walk with "The Walk"
- Dec. 4
- Jan. 8, 2013
- Jan. 19 to 20 - "Street Art" at El Paso Plaza
- Feb. 1
- Mar. 5 - with "The Walk"
- Mar. 9 to 10 - "Street Art" at El Paso Plaza
- April 2
- May 7
- June 4
- "Art in the Alley" Dinner

Education History: Discussion

- "The Walk" Series: July 13 to 14
- "Street Art" Series: July 13 to 14
- "Street Art" Series: July 13 to 14
- "Street Art" Series: July 13 to 14
- "Street Art" Series: July 13 to 14

ALL DOWNTOWN WALKS & ART WALKS WILL BE FREE

For More Information: (505) 238-1743 www.newmexicomainstreet.org

Restaurants Promotions

City Eats: 12 Neighborhood Eatery Experiences

Participating restaurants are offering up to 10 business opportunities for the week of promotion. These will include: food and beverage, food and beverage, food and beverage, food and beverage, food and beverage, food and beverage, food and beverage, food and beverage, food and beverage, food and beverage, food and beverage, food and beverage.

BUY YOUR RAFFLE TICKETS HERE!

4 CITY EATS EXPERIENCES

4 YOU CHOOSE RESTAURANTS

1 for \$25 or 2+ for \$20 each

Buy your City Eats raffle tickets today!

Follow-up to Restaurant Promo

Becomes a Collective Cross Promotion

- During restaurant week in February, diners were given a VIP card and a free-day parking pass with their bills, to return in March
- People could scan the QR code and find participating business specials.
- Why February and March?

Go to www.annapark.com/park for details

Bridal/Wedding Niche?

- Bridal Gowns
- Tux Shop
- Florist
- Photographer
- Picture Framer
- Caterer
- Wedding Planner
- Hotels, motels, and inns
- Banquet Space
- Printers
- Party Supplies
- Dry Cleaners
- Travel Agent?
- Insurance Companies
- Salons/Spas
- Liquor/Wine store
- Gift shops
- Attorneys
- Banks

Green Living

Green Living Promotion

- Antique Stores
- Second hand stores
- Hardware
- Home Furnishing
- Engineers/Architects
- Builders/Contractors
- Health Foods
- Gift Stores
- Coffee Shops
- City – recycling

10 NEW Recycling bins are being added to downtown Lee's Summit on April 22, 2009.

Students and Alumni



Target ~ College Students



Target ~ Alumni



Fun Fest for Students



- Tour students (leaders) through downtown going into businesses to get freebies, coupons, info, or refreshments.
- Quiz at the end for prizes and free food.
- Scavenger Hunts
- Freshman welcome packets
 - Sporting good store in Durham NH gives every freshmen a free T-shirt. They just have one week to come in and get it.
- Parents weekend packets




Downtown Petoskey-Bay Harbor SHOPPING Scramble

A Shopping FUNdraiser for the Crooked Tree Arts Center

Petoskey, MI

- A Shopping FUNdraiser for the Crooked Tree Arts Center
- A day of shopping, dining and enjoying the amenities without worrying about sand traps or water hazards
- Gift bags from merchants
- Participants record purchases on golf score card
- Each guesses how much they will spend





Shopping Scramble

Petoskey, MI




Businesses are encouraged to have golf related specials:
Bloody Mary Tee off, Chocolate Hole, Putt a hole in one and win a discount, chair massage, special drawings, free gifts, etc.
Mailings to go member of the Arts Center.






19th Hole of the Shopping Scramble

Prizes for:
Longest Drive (farthest away)
Closest to the pin (preset \$\$)
Hole in one (who spends the most)





The Winner!



Individual Businesses Promoting Shop Local

Collierville, TN



REWARD for Main Street Shoppers!

- Today more than ever, it is important to support your local businesses. [Shopping local benefits everyone](#). You can feel good about your purchase on the square. You'll feel even better when we reward you with a **10% discount** on your entire order at Square Beans! Just show your receipt from one of the Main Street Merchants (same day).





Summer Santa Bucks

Washington, MO



- Summer Promotion
- \$5.00 Off Coupon good toward a \$25 purchase at all participating businesses
- Low cost
- Targets: newspaper reads and social media connections



Individual Anniversaries



- 13th anniversary = \$13 off a \$50 purchase. (26% off)
- Press releases
- Free cupcakes
- A real celebration
- Store closes quarterly for makeover



Speaking of Anniversaries - Lawnmower Parade

To honor Dalager's Sharpening Service, Encinitas, California




Passport to Tomahawk Given to Volunteers

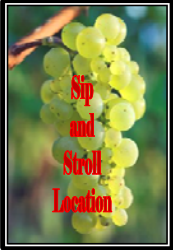

Used the passport to:

1. Reward volunteers
2. Recruit new ones
3. Include businesses outside the BID and explained to volunteers the relationship between both BID businesses and needing support of those outside of the BID too
4. Had all volunteer opportunities spelled out in bite sized pieces
5. Tomahawk is expanding to use the Passport to other visitors to downtown





Sip and Stroll

Sumter, SC

- Tickets sold for \$20 (wine food and entertainment)
- Retailers and service businesses included (16)
- 100% renewal by participants for two years
- Held mid-November



The Georgetown Swirl

SIP, SAVOR, SHOP. AND SWIRL AROUND THE SQUARE.




- Tickets sold (wine food and entertainment)
- Retailers, service and professional businesses participate
- Some held mid-November to kick off the holiday season, or held in February where participants can "Wine About Winter"




Chocolate Walk

Cambridge, OH




- Kick off for a Dickens of a Christmas, following a reception
- 200 tickets sold for a downtown chocolate walk
- 28 of 40 businesses participated, providing 200 pieces of candy
- Lessons learned: sales came after the evening event and they needed bigger bags for everyone to collect their chocolates





Mardi Patty Gras Crawl

We dare you to say it five times fast. It's the Mardi Patty Gras Crawl and it's coming to Downtown Petoskey on Friday, March 6! A fresh take on the always popular progressive dinners, this foodie crawl is bringing life to downtown during a typically quiet time of the year.





What is it exactly? It's an hors d'oeuvre crawl through 22 participating Downtown stores, followed by an entrée and dessert in Downtown restaurants.

What's Up Downtown? Where Is That Antelope?



Rawlins DDA/Main Street is proud to kick off a new promotion with no purchase necessary this April - the Where's Rawley? Downtown Scavenger Hunt! Running from April 12th-25th, contestants visit 30 of the businesses participating in downtown and find a picture of Rawley the antelope. After finding the antelope and receiving a signature at 30 businesses, each card is entered for one of three chances for a \$250 downtown shopping spree. Game card and complete rules can be picked up at 7 locations.

Another take is an Elvis scavenger hunt

Although these events get people into the businesses, they are often not effective in gaining new customers unless....

1. The businesses actively engage those participating when they come in.
2. The "hunted item" is placed near a featured/sale item
3. The business creates some kind of "bounce back" opportunity
4. Entry forms are used to expand the database for future marketing.

Elf -Selfies

- Elves are placed in a few businesses
- Move every 3-4 days
- Take a Selfie with the Elf
- Person who finds the elf each day may win a prize from a business
- All entries are eligible to win the big giveaway.




Social Media and Downtown Discovery




Manchester, NH

Alberta Main Street, Portland, OR




Divas Wanted in Lynchburg



Bring your mothers, daughters, sisters, friends, and coworkers for a night out in Downtown Lynchburg...just for YOU!

- Enjoy fabulous shopping, dining and door prizes from more than 40 downtown restaurants and businesses. The first 500 Divas will receive a tote bag, goodies and a discount card with special offers.
- The crawling will begin with bag pick-up at the Lynchburg Community Market at 5:00 p.m. Browse downtown business, shop & dine and enter to win door prizes at the After Party.
- You won't want to miss the After Party! The festivities will begin at 8:00 p.m. at the Craddock-Terry Hotel with a free dessert bar, a cash bar and door prize raffles from participating downtown businesses!

Featured event



Downtown Diva Crawl
Friday, November 18
5:00-9:00 p.m.
[More Information](#)

Downtown Diva, Girl Whirl



Downtown Divas at Dusk





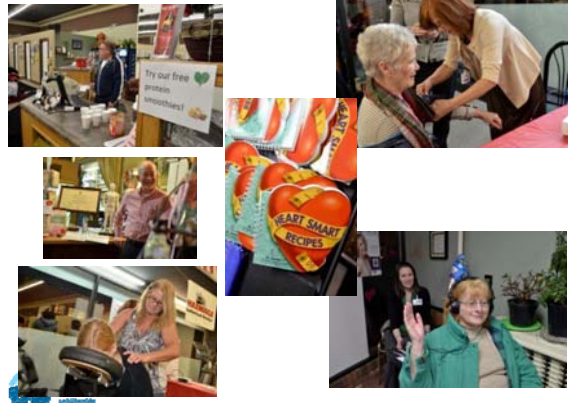



National Event Focus

Paint the Town Red ~ Promo Partners



- Health Screenings
- Free Protein Smoothies
- Recipe books
- Acupuncture

Holidays Promotion Essential

- Extended Hours
- Coop Ads
- Themed Events
- Common Image
- In-store "experience" shopping
- Open Houses
- Outstanding Customer Service**





Earlier Than the Bird

Livermore, CA

Held the Saturday before Thanksgiving.

Downtown Livermore's gift shops and boutiques will be open and ready to serve you from **7am-10am** with special deals, offers and treats...think coffee, pastries and mimosas!!!

Special prizes given to those still wearing their pajamas!!!




Midnight Merriment

Always the first Friday in December

Concord, NH




Targeting Men

- Newspaper ads say “make your Christmas Wish List at downtown businesses”.
- Encourages the woman, mom, sister, etc. to complete and give to the men in their lives (or the store may mail)
- Beverages and snacks
- Free gift wrapping
- Shipping services provided
- Activities for men, drawing for “guy” prizes




The Healthy Main Streets Healthy Holidays

Boston, MA

Encourage residents of all ages to explore their local commercial districts, while challenging them to put **healthy living habits** into practice during a time of the year when it is most challenging.

- Brochure with businesses they must visit in order to win.
- Info on how each business might be useful in helping to keep them and their families healthy over the holidays.
- Receive a snowflake stamp on their pamphlet, an ingredient used in making something holiday related (for example gum drops for a gingerbread man or marshmallows for hot chocolate), and a coupon for a 10% discount to the given business.



Cash Mobs (Retail and Restaurants)

- Using Facebook and Twitter, they're organizing groups of strangers who descend on beloved independent retailers—bookstores, bakeries, wine shops—and spend at least \$20 cash each (maximizes business profits). Participants usually meet beforehand and follow the organizer to the shop.



Develop a Marketing Plan for Sidewalk Construction/Business Interruption

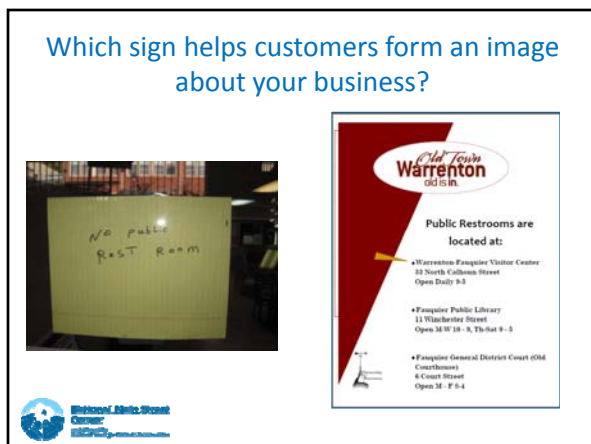
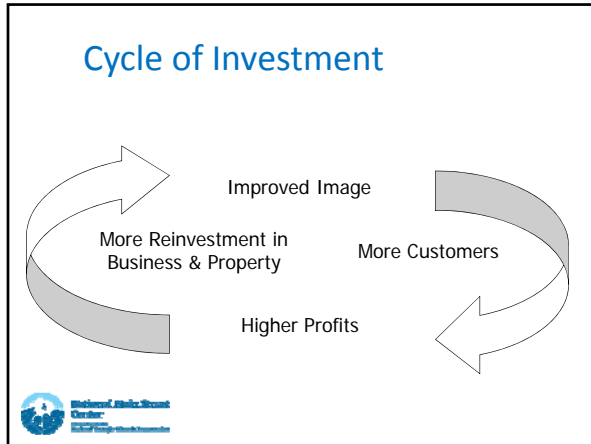
- Remind people that businesses are open
- Activities during construction
 - Hard Hats for kids
 - Coupons for car washes
 - Posters and T-Shirts highlighting the top 10 reasons to shop downtown during construction
- Communications
- Celebration after the project is done



Creating a Better Business Image

- The Image for downtown and the city is as important as having an individual image for the business.







Promoting Evening and Sunday Hours

Getting Business Owners Involved

The Most Successful Business Promotions will be Planned by.....

- Business Owners**
- Retail
- Professionals
- Service
- Employees of downtown businesses

How to Increase Participation?

- Advance Planning
- Affordable Participation
- Provide ideas on how to tie into events (popcorn, etc.)
- Share Market Data
- Check during or shortly after the event
- Explain the benefits
- Evaluate
- Share Testimonials

Evaluating Local Life

Overland Park, KS

- Started with a small group
- Expanded as success stories unfolded
- Emails on the event go to every business whether they participated or not
- Participation increased with testimonials

Help your Businesses Track Their Business – From Business Promotions and Special Events

- Total tickets
- Total dollar value
- Total transactions
- Average sale amount
- Sales compared to sales on the same day the year before
- Conversion rate (the % of shoppers who become buyers)
- Time spent shopping per store visit



Business Promotions & Special Events

- Special Events are not focused on ringing cash registers during the event (although they sometimes have that added benefit)
- Special events often lead to future sales when attendees have a positive experience admiring window displays, browsing open shops, and chatting with friendly shopkeepers.



The Best Special Events will Garner Retailer/Business Support....

...and grow, if they include opportunities for attendees to connect with businesses through window displays, browse open shops, and chat with friendly shopkeepers.



Communicate Goals for Promotions

- Share the strategy on why events are being done and the expected outcomes (market based? impact?)
- Is the goal just to attract people or is it more focuses on support the economic growth of the downtown/district?
- Challenge the organization in measuring the use of resources and goals of events.
- Evaluation of businesses for impact after events



Snowball/Ping-Pong Ball Drop
Augusta, KS & Sister Bay, WI



- Merchants write specials/gifts on balls
- One gold ball with \$100 downtown \$\$
- Red balls = free turkeys
- Fire department drops balls to adults and children
- 50 year tradition
- In conjunction with Santa's arrival
- Sister Bay, WI Drops from helicopter - 10,000 annually



“Show Us Your Produce”

Kissimmee, FL



- Discounts, sales, gift-with-purchase to anyone bringing in their bag of produce
- Merchants offer what they want – can change weekly
- Window decals
- Signs by registers
- Weekly promotion, weekly shoppers



Q & A
Please type questions in the chat



Hope to see you all in Milwaukee!
May 22-25, 2016

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