



Tips for

BETTER BUSINESS

Make Your Register Heat Up During Downtown Festivities this Summer

Welcome to the second issue of *Tips for Better Business*. It is produced by Main Street Vineland's Economic Restructuring Committee and comes out periodically during the year.

As a business owner, you have an important stake in the revitalization of downtown Vineland. While much progress has been taking place on Landis Avenue, what puts the most "feet on the street" are our events (see the enclosed list of all 2009 events). Yet as successful as these events are, two questions always arise:

Why do we close Landis Avenue for some special events? Simply, it is done for the safety of attendees, merchants and volunteers.

Why do we have special events downtown? First, special events bring thousands of people to downtown Vineland. With so many visitors here, the opportunity for downtown merchants to generate extra income is greatly increased. This is a day-of-event benefit.

Second, special events allow visitors to see all that downtown Vineland has to offer. While not everyone who attends an event will be shopping, certainly they will all be looking – looking at what stores, restaurants and services are here. If they have an enjoyable time during the event, they are much more likely to return at a later date to make purchases. This is an after-event benefit.



Jeannine MacDonald, Chairperson, Main Street Vineland, Economic Restructuring Committee

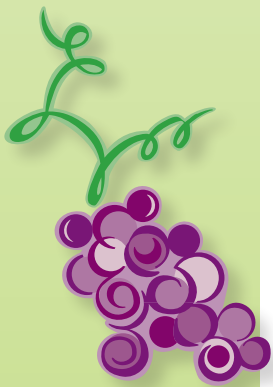
Third, successful events get people thinking about downtown Vineland as a destination for shopping, food and entertainment, rather than as a place to pass through to simply get somewhere else. This is a long-term goal.

This edition of *Tips for Better Business* will give you helpful information on how you can make money during these events, and will pro-

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Make Downtown Vineland

PRE-EVENT Tips

- **REMEMBER "SEVEN"**
There are only seven days in the entire year when Main Street Vineland closes Landis Avenue and brings THOUSANDS of people to downtown Vineland. *Your opportunity to make additional sales on one of these seven days is greater than on any other non-event day during the year.*
- **"PLANT THE SEED"**
A few weeks before the event, put some items near your cash register or in your window that fit the theme of the upcoming event. *For the Cruise Down Memory Lane, you might consider using some toy cars. For the International Festival, an inexpensive string of international flags would work well.* The point is to raise awareness of the event and to allow you to tell your customers about the specials you will be offering at the event.
- **PRINT FLIERS**
Advertise some special buys in your store during the event. Your fellow downtown merchant Sir Speedy Printing (located at 22 West Landis Avenue) will provide you with a 15% discount on all fliers you print for downtown special events! *And if you need free help designing a simple flier, just give Main Street Vineland a call at 794-8653.* Beginning a few weeks before the event, put the fliers in your customers' shopping bags so they know about the event and what will be going on in your store.
- **WORK YOUR CONTACT LIST**
If you have an email list of your customers, send them an email and let them know about the event, your store/restaurant hours during the event and what you will be offering. If you have a mailing list, consider sending a flier along with a coupon that is good only during the event. Staying in contact with your customers makes them feel valued and it keeps your business in their mind.
- **PREPARE COUPONS FOR EVENT ATTENDEES**
At 4 events this year (Cruise Down Memory Lane in June, Seafood Festival in July, International Festival in August and Ribsn-Chili Cook-Off in September), *Main Street Vineland will be publishing 4,000 coupon books to hand out to attendees.* You can advertise in one of these books for just \$100.00, or in all 4 for just \$300.00. Contact Main Street Vineland at 794-8653 to reserve your spot today. We will even design your coupon for you at no charge! Or you can create your own coupons and hand them out during the event. The important thing is to let people know that your business is open for business.



Make Your Register Heat Up with Summer Festivities

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vide you with tools you can use to attract people and bring them into your store – before, during and after the event.

Main Street Vineland — which brings you this newsletter and sponsors our downtown events — is dedicated to preserving, protecting, and revitalizing downtown Vineland. The Economic Restructuring Committee, of which I am the chairperson, is one of four committees that make up the organization. The committee's mission is to make downtown Vineland a destination again. You are encouraged to come to our meetings and be a part of re-

talizing Landis Avenue. Our committee meets at 8:30 a.m. on the fourth Thursday of each month at the Main Street Vineland office, 603 E. Landis Ave.

I hope that you enjoy and profit from reading the newsletter and look forward to each future edition. We wish you success.

Jeannine MacDonald

Chairperson
Main Street Vineland
Economic Restructuring Committee

Events Work for YOU

During many events, vendor tents will move to the center of the street, providing more exposure to your storefront. Take advantage of added pedestrian traffic by featuring products in front of your building as well as inside!



DAY-OF-EVENT Tips

- **MAKE SURE YOUR BUSINESS REMAINS OPEN** during the event. You can't make a sale if you aren't open. *While special event attendees may not be your "regular" customers, they are your "potential" customers.* Show them that you are supportive of the downtown and that downtown is a great place to be.

- **HAVE A SIDEWALK SALE TABLE**

Attract attendees to your store. When possible, try to offer items that complement the special event. For example, retail businesses might consider selling sunscreen, tanning lotion, flip-flops, sunglasses or hats during the Seafood Festival in July. If your business doesn't carry these items, just moving some of your regular merchandise outside brings extra attention to your shop.

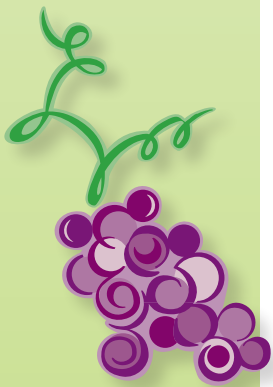


- **HAVE A SPECIAL IN-STORE SALE**

or special only during the hours of the event. Provide such good deals on selected food or merchandise that it's worthwhile for people to come inside. While they're in your shop, consider running an easy contest. *For the Ribs-n-Chili Cook-Off in September, maybe you have a simple "Guess the number of beans in the jar" contest for a chance to win a gift certificate to your business.* Just have participants fill out a piece of paper with their guess, name, address, phone number, email and birth date (no year needed). By doing so, they've entered the contest and you've got important information that allows you to add them to your mailing list or to begin one. And by getting their birth date, you have the opportunity to send them a card on their special day – something most of your competitors don't even dream of doing.

- **OFFER "JUST LOOKING" COUPONS**

Hand them out to customers who are browsing in your store and invite them to come back. *Remember that people are more likely to respond to "dollars off" promotions than they are to "percentage off" promotions.*



Make Downtown Vineland

MORE DAY-OF-EVENT *Tips*

- **OFFER TO HOLD CUSTOMERS' PURCHASES FOR THEM**

Some people resist making purchases during special events because they don't want to have to carry additional items. Holding packages is an easy way to help close a sale and to provide great customer service that will long be remembered.

- **HAVE AN OPEN HOUSE OR IN-STORE DEMONSTRATION DURING THE EVENT**

This is a great way for service-related businesses to introduce themselves and their services to the public.

Have a brief sign-in form to capture the name and phone number (or email address) of everyone who attended so you can follow up with them after the event. Also, be sure to pass out fliers or business cards to all who attend.

◀ Photo by KBphotoshots

- **PAY ATTENTION TO THE "CURB APPEAL" OF YOUR BUSINESS**

Sweep outside, clean your windows, and keep the walkways free of clutter. Inside, make sure your business is clean, well-lit and inviting. Fresh flowers and balloons are great, quick fixes. Flowers are available at fellow downtown merchant *Finer Flowers* (located at 645 E. Landis Ave.), and balloons can be found at downtown merchants *99 Cent Dreams* (located at 631 E. Landis Ave.) and *Austino's* (located at 739 E. Landis Ave.).

- **BUILD YOUR MAILING LIST**

Take every opportunity to get names and contact information from event attendees. Building a mailing list allows you to communicate directly and inexpensively throughout the year with your customers.



Thanks for contributing to this newsletter go to:

- Todd Noon, Executive Director of Main Street Vineland (Vineland, NJ)
- Joy Beeler of Ukiah Main Street Program (Ukiah, CA)
- Leann Tingay of the Vermont Downtown Program
- Corey Korinda of Boonton Main Street (Boonton, NJ)
- Julie Glover, Economic Development Program Administrator (Denton, TX)

Events Work for YOU

Main Street Vineland
856-794-8653
MainStreetVineland.org

AFTER-EVENT *Tips*

▪ FOLLOW UP

If you collected names and contact information from people who visited your business during the event, reach out to them. Even if they didn't purchase anything during the event, sometimes a follow up is all that is needed to make a sale or close a deal.

▪ STAY IN CONTACT

In today's world, that's easy and inexpensive. One of the simplest and most effective ways to stay fresh in the minds of your customers is to send them regular electronic newsletters. There are many programs available online, such as Constant Contact® and iContact®. There you will find a wide range of easy-to-use templates for creating your own newsletters. Use them to tell your customers what is new in your business. Let them know of other upcoming downtown events. Conduct a survey to find out what your customers are looking for. The possibilities are endless. Between newsletters, maintain contact and inform customers about sales and specials through email and snail mail.

▪ BE PART OF PLANNING OTHER EVENTS

Downtown special events don't happen by themselves. They take months of planning and organizing by volunteers and merchants just like you. If you are part of the planning, you have direct input on how events can be structured to better meet the needs of downtown business owners. Our Promotions Committee – which organizes downtown events – meets at the Main Street Vineland office (603 E. Landis Ave.) the 2nd Thursday of each month at 8:30 a.m.

▪ KEEP AT IT!

Not every promotional idea will work for every business every time. Try different things. Keep what works. Get rid of what doesn't. Come up with new ideas. If you need help, just call Main Street Vineland at 794-8653 and we will be glad to work with you. Remember: the only time you can be guaranteed success is when you set out to do nothing.



Photo by Jason Grover/Su Voz

Destination University Training is **FREE** to Downtown Merchants

Learn how to draw consumers from outside their immediate marketplaces, how to keep more locals shopping locally, and how to compete with larger businesses. You can help change our marketplace, attract more consumers to the downtown and do it effectively on a small marketing budget.

Destination University® is an online training program exclusively for small business owners. As a downtown Vineland business-owner, you may use Destination University **FREE** of charge, courtesy of Main Street New Jersey.

GROW your business and downtown Vineland with the help of Destination University.

Go to DestinationUniversity.com.



Tips for

BETTER BUSINESS

603 Landis Ave
Vineland NJ 08360

*Downtown Vineland
Things are Heating Up!*



2009 DOWNTOWN VINELAND Activity Calendar

May 30

Thunder on the Avenue

(400-800 blocks Landis Ave. closed Noon-8pm)

June 6

Soap Box Derby

June 13

Cruise Down Memory Lane

(Landis Ave. from West to East Aves. closed 4pm-10pm)

June 20-August 15

Fresh & Specialty Foods Market

Saturdays 8am-Noon

July 18

Seafood Festival

(500-600 blocks Landis Ave. closed 1pm-10pm)

August 22

International Festival

(500 block Landis Ave. closed 1pm-9pm)

September 26

Rock 'n Roll'n Ribs'n Chili Cook-off

(500-600 blocks Landis Ave. closed Noon-10pm)

October 11

Bridal Show

(600 block Landis Ave. closed 10am-5pm)

November 28

Holiday Parade

(Landis Ave. from Delsea Dr. to Myrtle St. closed 4pm-9pm)

