Launching the Taos Accelerator Process

Robyne Beaubien  
Amy Bell  
Keith Kjelstrom  
Eduardo X. Martinez  
Will Powell  
Sean O’Shea

Pathway to MainStreet America Accreditation

1. Application
2. Review/Readiness Assessment
3. Selection/Designation

NMMS Accelerator Process  
MainStreet America Affiliate  
MainStreet America Accredited

12-18 Months  
Annually

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department

NMMS Promotions New Community Training
Taos Accelerator Process - Goals

- Provide critical education to local stakeholders on the MainStreet Four Points and their role in driving Economic Transformation Strategies.
- Initiate development of project implementation teams for Accelerator Benchmarks (incl. Steering Committee and team leaders).
- Develop basic organizing and communication structures to engage initial projects with NMMS Revitalization Specialists.
- Build off of the work or the Strong at Heart activities.

Managing Expectations

At this time:

- Engage, learn as much as you can
- Limit concerns about “who” is involved, who is driving the process
- Proceed at an appropriate pace
- Focus on positive dialogue and action
- Let the process work for you! Focus on local assets and strengths to meet the needs of the local community
- Ask for help from the NMMS team
### Accelerator Benchmarks (cont.)

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Promotion point orientation, training and goal setting</td>
<td>• Confirmation of NMMS-recognized district boundaries</td>
</tr>
<tr>
<td>• Image and Branding SWOT Analysis</td>
<td>• Design point orientation, training and goal setting</td>
</tr>
<tr>
<td>• NMMS Accelerator logo setup</td>
<td>• Property/business owners meeting/training</td>
</tr>
<tr>
<td>• Collateral Materials Development:</td>
<td>• Implementation of a downtown beautification or placemaking efforts</td>
</tr>
<tr>
<td>o Business card, letterhead, press release templates</td>
<td>• Design Education Campaign</td>
</tr>
<tr>
<td>o General brochure/rack card</td>
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</tr>
<tr>
<td>o Website</td>
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<tr>
<td>• Create an email list of contacts for local media</td>
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<tr>
<td>• Create a Facebook Page - add weekly updates</td>
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</tbody>
</table>

### Required to reach Affiliate/Accredited Status

<table>
<thead>
<tr>
<th>Organization</th>
<th>Economic Vitality</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Basic orientation for Steering Committee, including Organization point orientation, Incorporation of the revitalization org.:</td>
<td>• Economic Vitality point orientation, training and goal setting</td>
</tr>
<tr>
<td>o Articles of Incorporation</td>
<td>• Preliminary market analysis</td>
</tr>
<tr>
<td>o Bylaws and policies</td>
<td>• Business inventory</td>
</tr>
<tr>
<td>o Form 1023 application</td>
<td>• Business mix analysis</td>
</tr>
<tr>
<td>• Staff/Board job descriptions, responsibilities, recruitment and selection</td>
<td>• Develop Econ. Transformation Strategies</td>
</tr>
<tr>
<td>• Engagement with local government on MOU/LOA (and funding)</td>
<td>• Set up business visitation program</td>
</tr>
<tr>
<td>• Organizational fundraising plan</td>
<td>• List priority vacancies</td>
</tr>
<tr>
<td>• Volunteer recruitment</td>
<td>• Conduct property owner visits</td>
</tr>
<tr>
<td>• Data collection and reporting</td>
<td>• Conduct partner visits</td>
</tr>
<tr>
<td>• Work plan development for Year 2</td>
<td>• Establish core business development team</td>
</tr>
<tr>
<td></td>
<td>• Identify:</td>
</tr>
<tr>
<td></td>
<td>o One priority business assistance target</td>
</tr>
<tr>
<td></td>
<td>o One business recruitment target</td>
</tr>
<tr>
<td></td>
<td>o One building rehabilitation target</td>
</tr>
</tbody>
</table>
Traditional Organizational Structure

MainStreet Board of Directors

MainStreet Executive Director

Organization Committee
Design Committee
Economic Restructuring Committee
Promotions Committee

Alternative MainStreet Structure
The “Task Force” Approach

MainStreet Revitalization Organization

MainStreet Staff

Organization Activities
Promotion Activities
Design Activities
Economic Vitality Activities

Gala Team
Biz Directory Team
Lighted Kivas Team
Facade Squad Team
Business Visit Team
Newsletter, FB Team
Vol. Thank You Team
Flower Barrels Team
Marketing Seminar Team
Vol.
Vol.
Vol.
Vol.
Vol.
Vol.
Taos Accelerator Process – Next Steps

- **July 18**: The Promotions Point: Robyne Beaubien
- **July 19**: The Design Point: Amy Bell and Will Powell (including initial district boundaries review)
- **July 25**: The Economic Vitality Point: Keith Kjelstrom and Sean O’Shea
- **July 26**: The Organization Point in initial organizing tasks: Eduardo Martinez
- **August 8**: Induction, NMMS Network Leadership Meeting, Raton
- **August 8-10**: NMMS Network Leadership Meeting, Raton
- **October 17-19**: NMMS Network Leadership Meeting, Silver City
- **August – December**: Follow up tasks with NMMS Revitalization Specialists (progress w/Accelerator benchmarks)
- **January**: Benchmark review, adjustments, etc.

NMMS Accelerator Promotion Training One

With Robyne Beaubien
NMMS Revitalization Specialist in Promotion
Agenda

- Overview of the Promotion Point
- Promotion
- Organizing the Work
- Asset Based Economic Development
- National Main Street Center ETS
- Branding a District
- Identifying District Assets/Challenges
- Image Development/Branding Strategies
- Event Development
  - Special Events
  - Retail Activities
- Media Activities
  - Traditional Media
  - Social Media
- Creating a Promotion Plan/Calendar
- Promotion and Economic Transformation Strategies
- Customizing Promotion Work in Your District

NAVIGATION
The MainStreet Four Point Approach

**Organization**
Ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement a Community Transformation Vision.

**Design**
Enhancing the physical elements of district while capitalizing on its unique historic assets; includes urban planning, public art, historic preservation and adaptive reuse of buildings.

**Economic Vitality**
Harnessing local economic opportunity and creating a supportive business environment for small business owners, entrepreneurs, and innovators; includes live/work housing.

**Promotion**
Positioning the district as the center of the community and the hub of economic activity by creating a positive image that showcases a community’s unique characteristics.
PROMOTION

Positioning the district as the center of the community and the hub of economic activity by creating a positive image that showcases a community’s unique characteristics.

IMAGE DEVELOPMENT
SPECIAL EVENTS
RETAIL ACTIVITIES
MEDIA RELATIONS

Asset Based Economic Development

• Bottom-up approach to economic development
• Builds on existing local resources to strengthen local and regional economies
• Focuses on leveraging a community’s assets into sustained economic growth and productivity
• Focuses on building capacity in communities and strengthening connections within regions
Economic Transformation Strategies

• Provide a clear sense of priorities and direction for the revitalization and economic growth efforts

• Are implemented through all Four Points

• Bring about substantive transformation

• Reflect the broader community's vision, needs and wants

• Are based on an understanding of the district's economic performance and opportunities

THE MAIN STREET APPROACH

- COMMUNITY VISION
- MARKET UNDERSTANDING

- TRANSFORMATION STRATEGY

- DESIGN
- ORGANIZATION
- PROMOTION
- ECONOMIC VITALITY

- QUANTITATIVE OUTCOMES
- QUALITATIVE OUTCOMES
PROMOTION PURPOSE

Why, What, and How
MainStreet Promotion
Purpose – to market and promote the MainStreet district.

Why
Improve the image
Which...
Brings more customers
Which...
Brings higher profits to businesses
Which...
Brings more investment to businesses and properties
Which...
Improves the image

The results are cyclical!

MainStreet Promotion
Purpose – to market and promote the MainStreet district.

What to promote...
• Unique Assets
• Businesses
• People
• Buildings
• Community Characteristics
• Historic/Cultural Assets
• Tourism Assets
MainStreet Promotion

Purpose – to market and promote the MainStreet district.

How

• Image Development – Activities that work on how the district is perceived
• Special Events – Activities that bring people to the district
• Retail/Business Activities – Activities that build customer relationships in district businesses
• Media Relationships – Activities that create and foster good media partnerships

MainStreet Promotion

Purpose – to market and promote the MainStreet district.

Never Forget…

It’s not just about events!

• IMAGE DEVELOPMENT
• SPECIAL EVENTS
• RETAIL ACTIVITIES
• MEDIA RELATIONS
Focus on: Episodic Volunteerism

Task Squads are groups of volunteers who are passionate about a specific project or activity and work together to complete the task for their MainStreet District/Program

Note - The task/project/event may be recurring
**Clovis MainStreet Task Squads**

<table>
<thead>
<tr>
<th>EVENTS</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
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<tbody>
<tr>
<td>Gala</td>
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<td>Sidewalk Sale</td>
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<tr>
<td>Christmas Parade</td>
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**ACTIVITIES**

- Newsletter
- Grant Writing as needed
- Fundraising
- Annual Daytime Business Association
- Downtown Economic Study
- Park Updates
- Facade Squad
- Historic District 2015 design application
- Streetscape contractor
- Downtown Database
- Available Properties list
- Business Visits

**PROJECTS**

- Annual Task Squads
- Promotion Work

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**Engage Volunteers**

- Merchants
- Business association members
- Civic groups
- Marketing/advertising professionals
- Marketing/advertising instructors
- Tourism groups/staff
- Media reporters & editors
- Graphic designers & artists
- Residents

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**Promotion Work**
The Buck Stops with the Board

- Goal to "self-fund" events
- 10% of sponsorships to general fund

Sources:
- General M.S. budget
- Businesses
- Sponsorships
- Admission
- Vendor Fees
- Lodgers’ Tax
- Economic Development Cooperative Advertising Grant
- Tourism Cooperative Marketing Grant

Promotion Work

Legal Issues

- Insurance
- Copyright (fees)
- Contracts
- Safety

Promotion Work
Staff-Squad Relations

- Staff attends meetings
- Staff is technical resource
- Staff is information source
- Staff answers to the board of directors
- Identify what volunteers can/should do
- Identify what staff should/must do

Promotion Work

Squad-Board Relations

- No action without board authorization
- Board is ultimately responsible for all projects
- Regular communication to & from board
- Approval of budget
- Help with questions, ideas
- Board should avoid micro-management of squad decisions

Promotion Work
BRANDING THE DISTRICT

Goal: changing perceptions

Image Development
What is a Brand?

• A brand is a promise.
  • It tells people what they can expect from a product or in our case, a place.
  • It encapsulates a story.
• A brand is a good way to “get the picture” of your district and help you articulate how you will present it’s story to residents, visitors and tourists.
• A brand is part of the overall mission for your district, defining the authenticity of the district today and your vision of where it will be in the future.
- **Identity/Brand** – essence or promise that a product, service, company or district/community will deliver or be experienced by a consumer.
- **Brand Statement** – two-three paragraphs describing the values and essence of your product (district).
- **Slogan/Tagline** – repeated phrase used in marketing.
- **Marketing** – the plan and process for selling your brand.
- **Target Markets** – the different types and groups of people that you target as you market your brand.

### Terms

<table>
<thead>
<tr>
<th>Fixed</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Vision</strong></td>
<td>What do we want our brand to become?</td>
<td><strong>Brand Promise</strong></td>
</tr>
<tr>
<td><strong>Brand Delivery</strong></td>
<td>How do we intend to fulfill our commitment and what actions will we take?</td>
<td><strong>Brand Positioning</strong></td>
</tr>
</tbody>
</table>
1. It takes a team.
2. Hold an informational public meeting or two to gather information and ideas, but don’t use it to build your brand. Consensus will not happen. *(sorry)*
3. Focus: narrow and deep.
4. Build your brand slowly and gradually before going public.
5. A strong brand will evoke positive and negative feedback.
6. Stay focused on your target market and don’t invest a lot of energy responding to negative feedback.
7. Authenticity is everything.

**Seven Branding Tips**

- Brand Essence Statement
- Logo/Slogan
- Style Guide
- Target Market Identification
- District Branding/Marketing Plan
- Collateral Materials
  - Website/Facebook
  - General Information Brochure/Rack Card
  - Sponsorship (Events, Program Support)
  - Business Enrichment/Recruitment
  - Business Cards/Letterhead
  - Etc…

**Branding Tools**
Goal: changing perceptions

Image Development

EVENT DEVELOPMENT
Special Events

- Street Fair
- Festival
- Concert
- Cultural Event
- Parade
- Bike /Car Rally
- Gala
- Race/Run

Goal: attracting crowds
Retail Activities

Goal:
 improving sales

Retail Activities
What can happen...

EVENTS

MEDIA ACTIVITIES
TRADITIONAL
• Local, regional, state
  • Media list
• Print – newspapers, magazines, newsletters, etc.
• Radio
• Television
• Internet

SOCIAL
• Facebook
• Google+
• Instagram
• Twitter
• Others

Types

The World is a Changin’
Public Relations

• Strategic communications that builds mutually beneficial relationships between an organization and the public.
• Builds public trust.

Marketing

• Process and products used to “sell” a brand, product, or place to target markets.

WHY? You need to tell your story, frame it the way you want, so that someone else doesn’t tell it for you!

*Fill the void with your organization’s truth.*

Communication

CREATING YOUR PROMOTION PLAN-CALENDAR
• 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 output vs. outcome

Planning with Purpose
PROMO & ETS

THE MAIN STREET APPROACH

- COMMUNITY VISION
- MARKET UNDERSTANDING
- QUANTITATIVE OUTCOMES
- QUALITATIVE OUTCOMES

TRANFORMATION STRATEGY

DESIGN
ORGANIZATION
PROMOTION
ECONOMIC VITALITY
ECONOMIC TRANSFORMATION STRATEGY:
Retain and strengthen existing small businesses, incubate new entrepreneurial ventures and rehabilitate traditional commercial buildings to sustain and enhance downtown's unique character, diversify the business mix and expand dining, shopping and entertainment offerings.

DESIRED OUTCOMES:
A. Create a visually attractive, vibrant place/district that changes peoples attitude of downtown and attracts new business.
B. Stimulate, strengthen and improve our district into a vital economic center.
C. Change local's shopping practices to keep their money circulating in Alamogordo.
D. Improved economic conditions for the business district owners, City and County.
E. Increased awareness of business opportunities available within the district.

Sample ETS

ECONOMIC VITALITY PROJECTS
Project #1: Promote the success of business owners to attract interested parties to move downtown.
Project #2: Create partnerships with businesses to improve and get to the next level of building rehabilitations.
Project #3: Establish a entrepreneurial resource hub/center of innovation to recruit and support small business in the district.
ORGANIZATION PROJECTS
Project #1: Create liaison with local businesses and groups.
Project #2: Create awareness and economic conditions.
Project #3: Raise funds to establish a Business Development Fund to support business development activities improve economic conditions. Project #4: Work with City and County in urban renewal, infrastructure projects to drive economic improvements.
Project #5: Petition for signage and wayfinding improvements in the district.
Project #6: Create intake application for people looking for business opportunities/concepts - have at Chamber, OCEDC, AMS, SBDC. Project #7: Work with local legislators to make liquor licenses easier to obtain.
Project #8: Provide support to business owners to make liquor licenses easier to obtain.

DESIGN PROJECTS
Project #1: Conduct a façade squad project on the Avis building to prepare it for tenants.
Project #2: Conduct a façade squad project on the Overstreets building.
Project #3: Conduct a façade squad project on the Sands Theater building on the north side of 10th St.
Project #4: Conduct a façade squad project on the billiards/pool hall on the NW corner of 10th and New York.
Project #5: Install wayfinding and/or north-south corner signs listing businesses on each of the district bisected by 10th St.
PROMOTION PROJECTS
Project #1: Establish a weekly drum circle or other entertainment options at Founders Park
Project #2: Create a pop up store in a vacant building or public space for artists to sell their products.
Project #3: Define a district brand or logo that incorporates train tracks on pavement and street sign add-ons.
Project #4: Use/leverage social media to implement a downtown scavenger hunt with prizes.

CUSTOMIZING PROMO WORK IN YOUR DISTRICT IN YEAR 1
Year 1 Checklist - Promotion

- AOC (formerly known as SWOT) Analysis
- Logo Set-Up
- Collateral Materials Development
  - Business Card, Letterhead, Press Release Template
  - General Brochure/Rack Card - District & Organizational
  - Website
  - Donation/Membership Brochure/Rack Card
- Review and list existing events held in the district
- Create an event sponsorship/donation form
- Select one existing event to add a MainStreet element; implement
- Develop idea, create PIP for a special event
- Develop idea, create PIP for a retail activity
- Create an email list of contacts for local media
- Create a Facebook Page - add weekly updates

TOP THREE TASKS

Where most communities start!
1

NMMS ASSETS, OPPORTUNITIES, CHALLENGES

TRADITIONAL SWOT ANALYSIS

<table>
<thead>
<tr>
<th>Helpful</th>
<th>Harmful</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STRENGTHS</strong></td>
<td><strong>WEAKNESSES</strong></td>
</tr>
<tr>
<td><strong>OPPORTUNITIES</strong></td>
<td><strong>THREATS</strong></td>
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Helpful Harmful

Internal

External

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

Helpful Harmful

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WEAKNESSES

OPPORTUNITIES

THREATS
Brand New to MainStreet

PRESS RELEASE

For Immediate Release
Date: ________________
Contact: Name
Phone
Email

Great News from Brand New to MainStreet!

City, NM – (Copy should include clear information, one or two quotes, a call to action and contact information related to the release information.)

###

Tips

All collateral materials should have a cohesive look

• Same style
• Same color palette
• Same fonts

Different targets/relationships will have different brochures or rack cards but should fit into the “brand package”

• General
• Sponsorship (Events & Activities)
• Partners/Members
• Tours, Guides, etc.
• Business Listing or District Map
**Existing Community Events**

**MainStreet**
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- 

**Non-MainStreet**
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**Customize Work**

What promotion tasks do you want to do?

What existing events can you capitalize on?

What do “we” do next?
A free project/event tip

Key to success:
Use a PIP
Project Implementation Plan

• A “PIP” is:
  • “To do” list for specific project
  • Includes project tasks, responsibilities, deadlines, budget

• Why use it:
  • Project management
  • Volunteer management
  • Budgeting
  • Record-keeping
  • Project “survivability”

PLEASE NOTE – WE ARE HOLDING PROJECT AND EVENT MANAGEMENT TRAINING AT THE 2018 NMMS LEADERSHIP NETWORK MEETING IN RATON, NM
Event PIP – available on www.nmmainstreet.org RESOURCE page

<table>
<thead>
<tr>
<th>Resource</th>
<th>Description</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Resource 1</td>
<td>Example...</td>
<td>Jan 2023</td>
<td>9:00 AM</td>
<td>Downtown Center</td>
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**Budgeting**

<table>
<thead>
<tr>
<th>Budgeting</th>
<th>Description</th>
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<tbody>
<tr>
<td>Presentations</td>
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<tr>
<td>Media</td>
<td>...</td>
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<tr>
<td>Publications</td>
<td>...</td>
</tr>
<tr>
<td>Marketing &amp; Social Media</td>
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**New Mexico Main Street**
### Entertainment

<table>
<thead>
<tr>
<th>Category</th>
<th>Task Description</th>
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</thead>
<tbody>
<tr>
<td>Sound Technician</td>
<td>Set up audio equipment and manage sound during events.</td>
</tr>
<tr>
<td>Equipment</td>
<td>Prepare and manage stage equipment and props.</td>
</tr>
</tbody>
</table>

### Venues

<table>
<thead>
<tr>
<th>Category</th>
<th>Task Description</th>
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</thead>
<tbody>
<tr>
<td>Hand</td>
<td>Coordinate the setup and breakdown of venues.</td>
</tr>
<tr>
<td>UT Background</td>
<td>Manage the background and decor for events.</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>Coordinate non-profit entities for special events.</td>
</tr>
<tr>
<td>Recreation</td>
<td>Manage recreation areas and activities.</td>
</tr>
<tr>
<td>Set Up and Tear Down</td>
<td>Coordinate the setup and tear-down of event spaces.</td>
</tr>
</tbody>
</table>
POP QUIZ
Four Elements of Promotion

PROMOTION
Positioning the district as the center of the community and the hub of economic activity by creating a positive image that showcases a community’s unique characteristics.

IMAGE DEVELOPMENT
SPECIAL EVENTS
RETAIL ACTIVITIES
MEDIA RELATIONS
RESOURCES

Resources

- Emerging MainStreet and Frontier Community Applications
- BBER Reports
- Creative Economy
- Career Opportunities
- Education and Training
- Grants and Financing
- Historic Preservation
Marketing and Promotions

Communicating With the Media
Got Promo?
Image Is Everything: Logo Design
Making Your Photos Count

Events
Basic Event Planning Outline
Event Budget Planning Checklist
Event Budget Template (Excel File)
Event Evaluation Checklist
Event Evaluation Form
Event PIP (Excel File)

Websites
Emerging Community Website Checklist & Recommendations
NM MainStreet Communities Website Checklist
EVENT BUDGET TEMPLATE

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
<th>Contact</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Sponsorships</td>
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<tr>
<td>Sponsor 1</td>
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<tr>
<td>Sponsor 2</td>
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<tr>
<td>Sponsor 3</td>
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<tr>
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<td>$8,600</td>
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| Donations                |        |         |         |
| Business 1              | $500   |         |         |
| Business 2              | $350   |         |         |
| Business 3              | $250   |         |         |
| **TOTAL**               | $1,050 |         |         |

| Vendor Fees              |        |         |         |
| Business 1              | $500   |         |         |
| Business 2              | $500   |         |         |
| Business 3              | $500   |         |         |
| **TOTAL**               | $1,500 |         |         |

| VIP Talent Sales        | $750   |         |         |
| **TOTAL**               | $750   |         |         |

| Run Registration        | $50    |         |         |
| Run                      | $50    |         |         |
| **TOTAL**               | $100   |         |         |

| Other Fees               | $100   |         |         |
| **TOTAL**               | $100   |         |         |

| **INCOME TOTAL**         | $10,800|         |         |

| Logistics               |        |         |         |
| Venue Rental            | $0     |         |         |
| Stage Rental            | $500   |         |         |
| Tent Rental             | $800   |         |         |
| Chair & Table Rental    | $200   |         |         |
| Permit Fees             | $100   |         |         |
| Security                | $200   |         |         |
| Barricades              | $0     |         |         |
| Fun Run Supplies        | $250   |         |         |
| Porta Potties           | $300   |         |         |
| **TOTAL**               | $2,350 |         |         |

| Entertainment           |        |         |         |
| Band 1                  | $1,500 |         |         |
| Band 2                  | $1,000 |         |         |
| Band 3                  | $800   |         |         |
| **TOTAL**               | $3,300 |         |         |

| Marketing               |        |         |         |
| Newspaper Ads           | $500   |         |         |
| Radio Ads               | $500   |         |         |
| TV Ads                  | $500   |         |         |
| Facebook Ads            | $500   |         |         |
| T-Shirts                | $0     |         |         |
| Wine Glasses            | $500   |         |         |
| **TOTAL**               | $2,100 |         |         |

| Misc.                   | $450   |         |         |
| **TOTAL**               | $2,550 |         |         |

| **EXPENSE TOTAL**       | $10,700|         |         |

| Profit/Loss             | $100   |         |         |

| IN-KIND DONATIONS       |        |         |         |
| Free Advertising        | $500   |         |         |
| Police Security (wine garden) | $1,500 |         |         |
| **TOTAL**               | $2,000 |         |         |
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Promotion Training
- Committee/Task Squad/Board Training
- Work Plans
- Promotion Plan and/or Strategy
- Media Strategies

Graphic Design
- Image Development
- Logo
- Signage

We can help with

Marketing
- Assets Analysis (w/ Economic Positioning staff)
- Branding
- Direct Marketing Strategy
- Marketing Plan
- Tourism Development
- Social Media Plan

We can help with
Event Development
- Cultural or Historic Event
- Signature Event
- Special Event

Retail Activities
- Niche Marketing
- Cooperative Campaigns

We can help with

Design of Collateral Materials
- Brochures
- Flyers
- Posters
- Web Sites
- Social Media Set Up

We can help with
RECAP

- AOC (formerly known as SWOT) Analysis
- Logo Set-Up
- Collateral Materials Development
  - Business Card, Letterhead, Press Release Template
  - General Brochure/Rack Card - District & Organizational
  - Website
  - Donation/Membership Brochure/Rack Card
- Review and list existing events held in the district
- Create an event sponsorship/donation form
- Select one existing event to add a MainStreet element; implement
- Develop idea, create PIP for a special event
- Develop idea, create PIP for a retail activity
- Create an email list of contacts for local media
- Create a Facebook Page - add weekly updates
- Your Goals…

Review Year One Goals
WRAP-UP

Robyn Beaubien
NMMS Promotion
575.693.0814
robynebeaubien@gmail.com