

Downtown Farmington is a central business district of shared memory and experience where residents and visitors come together to **live, work, and play**. As the centerpiece of our community identity, Downtown Farmington: A MainStreet Project and the City of Farmington support transformative **economic development** strategies that draw new **residents, businesses, and tourism** to the community. Downtown Farmington: A MainStreet Project includes desired outcomes in planning and establishes clear **economic performance measures** in its important community **development** work.



DOWNTOWN FARMINGTON
A Main Street Project



DOWNTOWN EVENTS

Downtown Farmington: A MainStreet Project is part of the City of Farmington's Department of Parks, Recreation, and Cultural Affairs

A Guide for Downtown Merchants



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How to Make the Most of Downtown Events

As an Historic Downtown Farmington business owner, you are an integral part of helping downtown promotional events be successful!

Special events in our historic downtown put feet on the street and bring residents and visitors alike to The HeART of Farmington, Historic Downtown. Attracting additional visitors increases the opportunity for them to visit your business and increases your opportunity to generate additional sales. Special events also allow attendees to see all that Farmington's Historic Downtown has to offer. While not everyone who attends an event will be shopping, eating, or drinking that day, they certainly will be looking — looking at what stores, restaurants, and services exist in downtown Farmington. If they have an enjoyable time during the event, they are much more likely to return at a later date to make purchases, obtain services, or to simply enjoy an experience in our awesome historic downtown!

Successful events get people thinking about downtown Farmington as a place they want to be to shop, to dine, and to be entertained. We hope that these tips will help you make the most of our downtown events for your business.

One of the goals for promoting downtown is to hold events that bring people to the district. The easiest way to do this is through special events. Special events are traffic builders, a great way to showcase the variety of businesses and services downtown.

Robyne Beaubien — New Mexico MainStreet Promotion Specialist

As a downtown merchant, I'm excited by both the benefits that Downtown Farmington: A MainStreet Project events bring to our community, as well as, the increased exposure and sales for my business!

Karen Ellsburly — Studio 116

The energy and publicity generated from downtown events give a tremendous boost to our local downtown small businesses! It drives Farmington residents to come, see, participate, and enjoy the best of what we have to offer in shopping and entertainment!

Steve Clark — Tales of Tomorrow

Event Tips

- Pre-Event Tips
- Day of Event Tips
- After Event Tips
- 2018 Events Calendar

Contact:

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THE DISTRICT

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Notes



Liabilities & Points to Consider

PRE-EVENT TIPS

Street Closures

Depending on the specific event, street closures are necessary to maximize capacity for visitors, allow for vendor space, and for the overall safety of attendees. When you know of an event that will close the street to vehicular traffic (see the event calendar), let your customers know and please ask them to relocate their vehicles at least 1 hour prior to the event.

Plant the Seed

Some time before an event downtown, put some items up near your points of sale or in your window that fit the event theme. This raises awareness of the event by telling your customers about specials you may offer that day.

Identify Opportunities to Participate

Of course participation in an event isn't mandatory, but even non-retail and service-related businesses can capitalize on the increased foot traffic. Host a local artist, provide indoor entertainment, open your doors and perhaps even extend your merchandising or literature out onto the sidewalk. If you have any additional fantastic ideas on how you'd like to participate and/or partner during an event, please let us know!

Determine an Event Special

Prior to an event, advertise upcoming specials. In the weeks or days leading up to an event, hand out your own fliers, coupons, or specials highlighting your shop's involvement and participation in the event.

Work Your Contact List & Social Media

If you have an e-mail list of your customers or a regular following on social media, notify them and let them know about the event and what your offer or special is for the event, and include a coupon if applicable. Post about the event on social media and mention what is happening in your business that day.

LIABILITIES

Downtown Farmington: A MainStreet Project and the City of Farmington require event organizers to carry Event-Specific Insurance that covers each *Downtown Farmington: A MainStreet Project* – hosted event.

This insurance, when combined with the City of Farmington's Special Events, Street Closure, & Special Noise Permits specifies a responsibility for *Downtown Farmington: A MainStreet Project* and the event organizer to control the area of the event within the street (from sidewalk curb to sidewalk curb) as well as any sound heard from the street area.

Any activities on the street (not sidewalk as long as clearance is maintained) during an event require the event coordinator's attention and control — especially if it concerns public safety. Unauthorized vehicles or vendors, tripping hazards, structures, awnings, etc. that are not inspected and approved prior to the event must be removed to ensure a clear understanding of the event's infrastructure.

Food Service: If serving/selling food or drinks at any time, it is up to the merchant selling or providing food that they are in compliance with food handling/licensing laws.

NOISE & MUSIC

At many downtown events musicians are hired to provide musical entertainment. When possible, sponsorships for the provided music/entertainment is attained in order to offset or cover the expense. Sponsors pay for music to be heard by attendees clearly and without conflicts with other sources of sound/music. If you would like to provide a musician or pre-recorded music to promote your business, bring them inside your building to ensure there is no musical overlap or sound conflicts during an event.

OUTSIDE VENDORS

Inviting outside vendors to downtown events increases visitor traffic to all shops downtown as a whole. The low cost a vendor has to pay to set up a booth is the event's primary (most of the time, the only) source of income. It is important — to be covered through the event's insurance and in order for *Downtown Farmington: A MainStreet Project* to be able to continue to host events — that all outside vendors apply through the event organizer and they pay the low fee required for booth or table-space.

MRA Commissioners

Chairman: **Dr. John McNeil** Vice Chair: **Jill Tannis** Commissioner: **Doug Dykeman** Commissioner: **Elizabeth McNally** Commissioner: **Greg Mills**

MRA Commission Meetings

The **Metropolitan Redevelopment Area Commission** acts as the MainStreet Project Board of Directors. **MRA Commission meetings** are currently scheduled for the 3rd Tuesday of each month at 4:00 pm, and are open to the public. The meetings are held at Complete Streets HQ at 119 W. Main. Should the date/time/place change due to unforeseen circumstances, the changes will be published in advance, posted on our Facebook page, and additional efforts will be made to notify downtown business owners if possible and time allows.

Staff

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and Cultural Affairs

Michael Bulloch
MainStreet Executive Director
Arts and Cultural District Director

Sherry Roach
Main Street Complete Streets
Project Manager

Partner Up!

VOLUNTEER CAPACITY

Downtown Farmington: A MainStreet Project volunteers make events happen! Unpaid and sometimes unrecognized, volunteers work long hours to make any particular event a success. If you have ideas, suggestions, or would like to propose additional events and/or you are able to provide the additional volunteer power needed to ensure success, please let us know! Want more events and/or like to host a downtown event yourself? Let us know and depending on projects and volunteer capacity, we will make all efforts to help and advise any way we can.



DAY OF EVENT TIPS

Be Open!

You can't make a sale or promote your business if you are not open. While some event attendees may not be your regular customers, they are all definitely your potential customers.

Extend to the Sidewalk

Attract attendees to your business with items outside and/or open your business door (if weather allows) to further invite attendees in. Please Note: as explained on page 2, please do not extend merchandise/tables out into the street area (liability-zone), without prior approval or vendor application.

Post on Social Media

Share information about the event and what is happening in your business during the event. Use [#LoveDowntownFarmington](#)!

Give Out Bounce-Back Offers

Hand out invitations or coupons to browsers in your business and invite them to come back after the event to redeem them.

Hold Customer Purchases

Offer to hold packages or purchases while your customer enjoys the event outside.

Hold an Open House or In-Store Demo

This is a great way to introduce your business to the public. Be sure and grab their e-mail addresses so you can follow up with them after the event.



AFTER EVENT TIPS

Follow Up

Reach out to the people that came into your business during the event. If you have their e-mail, perhaps offer a special return offer, your newsletter, or a survey.

Post on Social Media

Share the details about the event, your business, and your customers' experiences during the event. Tell your followers about your upcoming promotions and future events.

Identify Potential Improvements

The only way for events to get better is for everyone involved to work hard to improve. If you have any suggestions for improvement and/or if you experienced any problems or have concerns, please let us know!

Share Your Successes

Got a great story of success you had with a particular event? Some words of encouragement? We would love to hear that too! Let us know and we'll share your story with everyone!

Hashtag It!

When you post in your social media — Facebook, Instagram, Twitter, etc. — include the [#JoltYourJourney](#) and [#LoveDowntownFarmington](#) hashtags in your post. Posts made with the [#JoltYourJourney](#) and [#LoveDowntownFarmington](#) hashtag are easier for us to spot and share to our thousands of followers on social media to further promote your business!

Everyday life adventures is what Farmington is all about! So in addition to [#LoveDowntownFarmington](#) and [#JoltYourJourney](#), we encourage you to further promote by using these additional hashtags as much as you think they may apply!

[#TheHeARTofFarmington](#)
[#ShopFarmingtonMainStreet](#)
[#MeetMeDowntownFarmington](#)
[#LiveFarmington](#)
[#ShopFarmington](#)
[#PlayFarmington](#)
[#StayFarmington](#)
[#ArtFarmington](#)
[#ShopSmall](#)
[#ShopLocal](#)
[#NewMexicoTrue](#)