Recognize Changing Demographics & Market Trends

Define a Market “Niche”

Create New Image Campaigns, Retail Promotions, and Special Events
Physical image is only part of the story.

Promoting changes community attitudes and builds a unified image.

Promotion generates fresh activity and communicates progress and excitement.

Image must be crafted from district assets, market potential, and community values.

Identify visual elements that set Main Street apart from the competition in a positive and compelling way.

Survey all stakeholders to discover positive and negative attitudes.
Survey the variety of activities

Evaluate the quality of existing promotional activities and materials

Match assets to target market...be strategic

Identify negative images and reduce those perceptions

Promote positive images

Image campaign has four parts:
1. Image advertising
2. Print materials
3. Media relations
4. Image-building events
Media Tips

- Develop a thorough list
- Meet with everyone
- Stay in touch
- Provide story ideas
- Don’t be a pest!

Use “positive” retail events…

…but not “discount” sales

What is your market?

http://www.downtownslc.org/index.htm
Cooperative promotion

Cross-retail promotion

Niche Promotion: consumer group targeted not the product mix

Use heritage and “local culture” events…

“Heritage Tourism”

Five Essentials of a Good Festival

• Music
• Food
• Overlapping Activities
• Appeal to all ages
• Something free

Develop annual work plan

Scheduling Promotional Events

Retail events
Special events
Do not:

- Do not plan more than one large event during first few years
- Do not schedule events in competition with others
- Do not focus only on holidays
- Do not focus only on retail or festivals
- Do not use the same volunteers

Do:

- Plan your events in advance
- Match activities to groups
- Delegate tasks
- Evaluate every promotion

Adapted from “Promoting Main Street”