

Promotion

(4 Point Approach: Organization, Design and Economic Restructuring)

Promotion:

Developing and refining a unified, quality image of the downtown by marketing the business district as a compelling place to shop, live, work, invest and visit.

Promotion Committee Works To...

- Understand the changing market
- Appreciate downtown's assets
- Identify a market position or niche based on market opportunities and unique assets
- Create new image campaigns, special events, retail/business events and tourism campaigns

A Promotion Must:

- Drive traffic
- Drive sales
- Drive publicity
- Drive fundraising

Types of Downtown Promotions

- **Image campaigns** reinforce positive perceptions of the downtown and reduce negative perceptions
- **Special events** generate traffic, activity and positive experiences in the downtown
- **Retail/Business events** generate immediate sales of the goods and services offered downtown
- **Tourism campaigns** bring a regular stream of visitors from outside the community to the downtown

Each should work in combination to promote a coordinated, consistent image of the district

Descriptions of Each Campaign:

Image Campaigns: Simply communicating the fresh activity, progress and excitement associated with implementing the MS Four Point Approach often goes a long way toward strengthening the downtown's image and increasing consumer confidence.

Special Events: Create reasons for people to come back downtown. This will hopefully foster new behaviors and attitudes. These events communicate the idea that downtown is more than just a collection of businesses and shops while having an economic impact.

Retail/Business Events: Focus the community's attention on the commercial aspects of downtown. A quality promotion can assist businesses through streetscape projects that could otherwise have a negative impact.

Tourism Campaigns: Bring in tourists at a minimal cost to the community while generating much revenue.

As a Promotion Committee Member, Expect to...

- Participate in meetings
- Visit merchants
- Talk with the media
- Coordinate with other groups
- Organize projects
- Implement events

Promotion Committee Roles

- Committee Volunteers
 - To plan and prepare programs and events
- Committee Chair
 - To recruit members, to run meetings and to resolve conflict
- Staff
 - To assist, advise and provide information
- Board
 - To set policy and approve work plan and budget