



From Zero to Hero: A Main Street Manager's Story

KRISTI TREVARROW, EXECUTIVE DIRECTOR

ROCHESTER DOWNTOWN DEVELOPMENT AUTHORITY

Where To Start?

- ▶ The Hands-On Approach
- ▶ Show Me The Money
- ▶ Business Support System
- ▶ The Value Proposition

The Hands- On Approach

Let's Talk
Shoes!



Communications

- ▶ In Person Visits
- ▶ Downtown E-Blast
- ▶ Quarterly Marketing Kits
- ▶ Annual Surveys
- ▶ Merchant Forum Meetings
- ▶ Speaker Series
- ▶ Business Development Annual Meeting

Merchant Forum

- ▶ Held last Wednesday of the month, always in the same location
- ▶ Downtown Update
- ▶ Quick Hit Topic
- ▶ Networking
- ▶ Event Toolkits
- ▶ Free Pizza & Cash Bar

Merchant Forum – Quick Hit Topics

- ▶ Social Media
- ▶ Credit Card Fraud/EMV
- ▶ Marketing on a Shoestring
- ▶ Cross Marketing Brainstorming
- ▶ Show & Tell
- ▶ Speed Dating

Speaker Series

- ▶ Create in response to workshop requests
- ▶ Held quarterly or as needed/requested
- ▶ Topics selected by merchants
- ▶ Classroom style format

Speaker Series Topics

- ▶ Exceptional Customer Service
- ▶ Displays
- ▶ Media Buying
- ▶ Press Releases/Media Relations
- ▶ Succession Planning
- ▶ Web Site Tune-Up

Speaker Series – Feedback Survey



Business Seminar Evaluation

Please take a moment to fill out the following survey.
Your input will assist in the planning of future Merchant Seminars.

1. Please rate today's seminar on the following scale:

_____ Excellent _____ Very Good _____ Good _____ Poor

2. What information did you get from the seminar that you can use in your business?

3. What topics would you suggest for future Merchant Seminars?

Thank you for your input!

Business Development Annual Meeting

- ▶ Economic Development Focus
- ▶ Expand Beyond the Downtown
- ▶ Annual Major Announcement from the DDA

Secret Shopper Program

- ▶ To identify business strengths and opportunities for improvement
- ▶ Available to retail, restaurant and service businesses
- ▶ Cost to our organization - \$25 Downtown Gift Certificate
- ▶ Volunteer basis only

Secret Shopper Program

Merchandise

1. How would you rate your first impression of the store?
2. Was the store merchandise arranged in an orderly & neat manner?
3. Was the merchandise fresh & inviting?
4. Was product priced and easy to read?
5. What is your overall opinion of the merchandise selection?

1	2	3	4	5
Needs Imp.		Good		Excellent

1	2	3	4	5
Needs Imp.		Good		Excellent

1	2	3	4	5
Needs Imp.		Good		Excellent

1	2	3	4	5
Needs Imp.		Good		Excellent

1	2	3	4	5
Needs Imp.		Good		Excellent

Secret Shopper Program Stats

- ▶ Conducted 2x per year – Spring and Fall
- ▶ Approximately 25 businesses each round
- ▶ 90% of all participating businesses continue to request Secret Shoppers

Show Me The Money

- ▶ Cooperative Advertising
- ▶ Downtown Magazine
- ▶ Downtown Holiday Expo

Cooperative Advertising

- ▶ Leverage Advertising Budget
- ▶ Offer Accessibility to All Forms of Advertising
- ▶ Opportunity to Tap New Markets
- ▶ Increased Exposure for Downtown

Sweet



Just a flavor
of what
Downtown
Rochester
has to offer...

- FEATURED ITEMS**
- 25th Annual Pre-Season Patio Furniture Sale, Now in Progress
Casual Concepts, 828 N. Main, 248/652-1000
 - Pure Abundance by Aveda
Stephen James Salon & Spa, 528 N. Main, 248/652-4040
 - Yellow Sapphire and Diamond Ring
Hal's of Rochester, 311 Main, 248/652-3660
 - Lily Polka Dot Dress and Pure & Co. Hand Knit Sweater
Jo'Lyn Fashions, 120 E. Fourth, 248/652-0986
 - Koal Frames
Weisman Optometrists, 220 Main, 248/651-7986
 - Traditional Irish Bacon & Cabbage
Gus O'Connor's Public House, 324 Main, 248/608-2537

For more information or to request a Downtown Rochester In Town magazine,
call the Rochester DDA at 248/656-0060. Visit us online at DowntownRochesterMI.com.

Bold



Just a flavor
of what
Downtown
Rochester
has to offer...

- FEATURED ITEMS**
- Early 20th Century Tibetan Prayer Wheel,
Hal's of Rochester, 311 Main, 248/652-3660
 - "Linnich" by Tony Tollar,
Heritage Gallery, 228 Main, 248/656-8599
 - Rico Hand Knit Sweater and Johnny Was Skirt,
Jo'Lyn Fashions, 120 E. Fourth, 248/652-0986
 - Damage Control by Aveda,
Stephen James Salon & Spa, 528 N. Main, 248/652-4060
 - Prada and Fred Frames
Twinsite Optical—A Full Optical Facility, 318 Main, 248/608-0055.

For more information or to request a Downtown Rochester In Town magazine,
call the Rochester DDA at 248/656-0060. Visit us online at DowntownRochesterMI.com.

Brighten Up Your Holidays

IN DOWNTOWN ROCHESTER

Casual Concepts

Still time for holiday seating ideas! Bar stools, counter stools and elevated tables, made to order. Choose from wood, leather, stainless steel and wrought iron with a sensational selection of finish and fabric options. Open 7 days. 828 N. Main, 248-652-1830 www.casualconceptsincc.com



Sole Sisters

Shop Sole Sisters for the latest boutique styles in shoes, clothing and accessories. Two years in a row, voted #1 shoe store by "WDIV Vote 4 the Best". Thanks Detroit! 329 Main, 248-652-9305



Lucido Fine Jewelry of Rochester

New Rolex Sea-Dweller Deep Sea
 • 43mm Sea-Dweller Deep in Steel
 • Black Rotatable Cerachrom Bezel
 • Oyster Bracelet with Fliplock extension links
 • Glidelock clasp
 • Waterproof to 3900 meters (12,800 feet)
 312 Main, 248-402-0300



Downtown Booksellers

We have moved to 116 E. University. Hours are Tue.-Wed. 12-5, Thu.-Fri. 12-5 and 6-30-8, Sat. 10-6. And by appointment. Come in! Discover something novel! 116 E. University, 248-652-6657 www.downtownbooksellers.com downtownbooksellers@comcast.net



Studio One Salon

Dermologica's Age Smart technology offers the benefits of resurfacing, smoothing, hydrating, and firming. Let our professional skin therapists prescribe the proper treatment for more youthful looking skin at Studio One Salon. 420 Main, 248-651-9757



US Scuba Center

Gifts of Fun & Adventure! Scuba & Snorkel Equipment and Classes at US Scuba Center's in-store pool and retail center... it's fun, it's easy, it's affordable, it's time! 515 Rochester Road, 248-650-9500 www.uscuba.com



For more information, please contact the Rochester DDA at 248.656.0060, visit us at www.DowntownRochesterMI.com or http://myppace.com/DowntownRochester.

DOWNTOWN ROCHESTER

...Your local energy source!



Gus O'Connor's Public House

EASTER BRUNCH — Downtown Rochester Make your reservation today! Join us for our fabulous buffet. Featuring prime rib, organic Irish salmon, omelets made-to-order, gourmet waffle station and much more! Serving 10 am - 3 pm. \$17.95 Adults, \$9.95 Kids. Don't miss our fantasy chocolate fountain! 324 Main, 248-608-ALES (2537)



Morley Candy Makers

Your Easter Basket Headquarters. Stop in to see what is new this year or pick-up your favorites. Chocolate bunnies, Easter eggs, and many other novelties. Easter hours: Monday - Saturday 8 am - 8 pm Sunday 10 am - 5 pm 436 Main, 248-656-2590



Rochester DDA Traditions Series

Take a piece of Downtown Rochester home. The Downtown Rochester Traditions Series features a hand-painted, lit ceramic buildings of Downtown Rochester. The buildings are limited to 500 pieces and are available for \$45.00 each at the Rochester DDA office. Cash or check only. Available buildings: The Home Bakery (2006), Chapman House (2008), Masonic Temple (2008), and Lytle Pharmacy (2007). 308 1/2 Main, 248-656-0060



Inspired Treats

Enjoy our line of artisan organic cookies and cakes including a variety of Gluten-Free and Casein-Free options. Available at: Mind Body & Spirits, 301 Main, 248-651-6534 Rochester Mills Beer Co., 400 Water, 248-650-5080



Mind, Body & Spirits

An Eco-conscious restaurant serving local and organic meals in a casual inspired atmosphere. Rooftop garden dining coming soon. 301 Main, 248-651-6534

For more information, please contact the Rochester DDA at 248.656.0060, visit us at www.DowntownRochesterMI.com.



Downtown Magazine

- ▶ A cleverly disguised advertising piece
- ▶ Complete control of message
- ▶ Great vehicle to build your image
- ▶ Extended shelf life compared to other forms of advertising



Downtown Magazine

Black & White Sundress
Flirty Fashions, 314 Main
248/726-9788

Cosch & Yves Saint Laurent
Sunglasses
Women Optometrists
220 Main, 248/651-7986

Black, White & Yellow

Tulle Party Dress
Boutique Angelique, 333 Main
248/636-2696

Citron Centerpiece Bowl
DMJ Interiors, 312 East
248/650-4900

18 www.DowntownRochesterMI.com

All Natural Bamboo Flooring
Dillman & Upton
607 Woodward
248/651-9411

Organic Loose Tea & Blue Stump Teapot with Basket Tea Infuser
Bean & Leaf Café, 439 Main
248/601-1411

Organic, Gluten-Free "Inspired Treats"
Mind, Body & Spirits, 301 Main
248/651-3663

Organic Wool & Bamboo Knitting Needles
Skeins on Main Yarn Co., 428 Main
248/656-9300

Robin's Egg Blue Trek Bicycle
Rochester Bike Shop, 426 Main
248/652-6376

American Soybean Candles
Swan Creek Candle Co., 425 Main
248/608-8955

green LIVING

www.DowntownRochesterMI.com 21

Downtown Holiday Expo

- ▶ Began as a Business-to-Business Expo
- ▶ Great venue to introduce businesses to the community
- ▶ Opportunity for service businesses to participate in an event
- ▶ High exposure, low investment



Holiday Expo Results



- ▶ Every business makes new contacts, sold products or both
- ▶ Increased participation every year
- ▶ Increased attendance once we settled on Holiday Expo theme

Business Support System

- ▶ Business Retention
- ▶ Social Media
- ▶ Merchant Blog

Business Retention

- ▶ Actively seek out opportunities to talk to businesses you identify as “at risk”
- ▶ Look for business expansion opportunities
- ▶ Make visiting your businesses a priority

Social Media

- ▶ Merchant Education
- ▶ Make The Ordinary Extraordinary
- ▶ Share, Share, Share!

Merchant Blog

- ▶ New initiative starting in 3...2...1!
- ▶ Monthly opportunity for merchants to write about their businesses
- ▶ We provide parameters, general topic direction
- ▶ Achieves our ongoing goal of putting a “face” on our downtown

The Value Proposition

- ▶ Establish Value for Your Organization
- ▶ Make Your Businesses Feel Valued
- ▶ Develop the Mutual Value Proposition

Contact Info

Kristi Trevarrow, Rochester DDA

Kristi@DowntownRochesterMI.com

248/656-0060

DowntownRochesterMI.com

[Facebook.com/DowntownRochester](https://www.facebook.com/DowntownRochester)

