

MAIN STREET

PROMOTION 101

OREGON
MAIN STREET



MAIN STREET
MAD LIBS

We are _____
Organization Name

and we believe in _____
Value

Every day, we _____
Verb Noun

on behalf of _____
Constituency

in _____
Place

so that _____
Aspiration/ Change that you want to make

JOIN WITH US!

**OREGON
MAIN STREET**



STRATEGIC EVENT CALENDAR

JANUARY

IMAGE	SPECIAL	RETAIL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

FEBRUARY

MARCH

APRIL

MAY

JUNE

OREGON
MAIN STREET



STRATEGIC EVENT CALENDAR

JULY

IMAGE	SPECIAL	RETAIL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

OREGON
MAIN STREET



OPEN

Planning an Extended Hours Campaign

Goal: To extend the life of your downtown by increasing the vibrancy, reconnecting with customers, and creating buzz!



Stanton, VA- Extended Hours Campaign sponsored by the SDDA & the City to extend the weekend shopping hours.



Laurens, SC- Friday Nights



Fredericksburg, VA- Open Late



Siler City, NC- 3rd Friday



Paragould, AR- 1st Thursdays



Step 1: Set the Expectations

It will take three years to change customer behavior. Let me say that again, it will take three years to change customer behavior.

Step 2: Ramp up the Commitment

In year one, do one night a month. That means you are only asking for an extra 2 to 3 hours per month in the first year. Bring the customers with you.

Step 3: Smart Positioning

When you name the event, don't limit your ability to extend or expand the promotion. THE PURPOSE IS TO TEACH PEOPLE TO GO DOWNTOWN!

Step 4: Strength in Numbers

You need to get as many businesses to participate. If people say they don't have time, consider a corps of floaters who can work at multiple stores downtown.

Step 5: Tell the Story

Uniform Hash tags, Social Media promotions, decals, welcome mats, shopping bags and flags are all ways to promote the extended hours.

Step 6: Measure the Progress

Businesses do not need to offer discounts the night of the promotion, but a return coupon is a great way to measure if people come back. Customer counts, store sales, and web traffic should all be used to measure success.

