



Lise Grato

Albany Downtown Association

Drive Up Downtown

Drive Up Downtown was developed to create awareness that restaurants and businesses in Downtown Albany were open and providing curbside delivery when the Corona Virus shut down Oregon.

Dealing with rules, staff and other challenges left little time or energy for business owners to market during the COVID-19 crisis.



Drive Up Downtown

Drive Up Downtown promoted open businesses, their new models of operation, and our partnership designating Curbside Pickup parking spaces.

Cheery pavement markings defined spaces and welcomed customers



Albany Downtown Assoc. ParkWise & City Of Albany

Unique established
partnership



Visibility

To create that "open" look, pop-up tents were encouraged and in most cases provided by partners & neighbors.

Partnership with Albany Visitors Association and The Natty Dresser made this possible



Participation

Restaurants

There were 10-30 places to "Dine & Unwind" on any given day as listed on the Drive Up Downtown daily post.

Retail

About a dozen retail businesses created a model to offer phone and online orders and provide safe curbside delivery.



Media Coverage

Drive Up Downtown partnerships received exposure in the news including quotes and photos of restaurant owners, Albany Downtown Association, Albany Visitors Association and our City Partners

Coverage included the Albany Democrat-Herald, Corvallis Gazette-Times and local blogger Hasso Hering.



Albany Mayor Sharon Konopa talks with Lise Grato, Albany Downtown Association director, and Sybaris owner Janel Bennett about the curbside pickup.

Mark Ylen Mid-Valley Media

Marketing & Daily Posts

The promotion was marketed with daily posts on Facebook listing the open businesses, their method of service and that day's hours of operation.

- Mid-March– Early September
- Over 170 days of posts



Online Results

Feedback was positive from the start.

Both businesses and customers posted comments on Facebook thanking ADA for providing this connection.

With over 5000 followers, ADA provided great visibility for many businesses who didn't have staff or energy during COVID to maintain their usual marketing efforts.

- ~ Deluxe Brewing
- ~ Calapooia Brewing Company

Additional member businesses open to serve you include::

- ~ Willamette Community Bank
- ~ Washington Federal Bank
- ~ Sid Stevens Jewelers
- ~ Jordan Jewelers
- ~ Oak Creek Collection MarketPlace
- ~ The Quilt Loft
- ~ Spearit Beads & Co.
- ~ The Natty Dresser
- ~ Accuity, LLC Certified Public Accountants
- ~ Home Instead Senior Care
- ~ Pacific Jack Boots & Gear (a No-D-Lay Company)
- ~ Visiting Angels - Albany



6,312
People Reached

773
Engagements

[Boost Again](#)

Visual Results

Businesses felt encouraged during a very rough time with so many unknowns, appreciated the support and marketing visibility as well as the results of customers placing orders and lined up to pick-up food and products in the designated parking spaces.



Albany Downtown Association is at Downtown Albany.

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Sybaris Restaurant's curbside pickup was busy this evening. Drive Up Downtown is working!



More Partnering

- Albany Visitors Association
 - Pop-Up Tents
 - Marketing
- City of Albany
 - Instant Approval
 - Fast Business Permits
- Xtreme Grafx
 - First Responder Appreciation Signs
 - “Open For Business” Signs



What was the budget?

- Logo development - \$25
- Photocopies - negligible
- Staff time & partner help - priceless



Take-Out Dining Contests

Goal to patronize multiple
Downtown restaurants & tap houses

- Takeout Dining Contest
- Virtual Happy Hour
- Downtown Dollars as prizes drive additional Downtown sales

Drive Up Downtown Takeout Contest



BONUS ENTRIES – POP UP EVENTS:

Waffle - Sweet Red Bistro Pop-Up



Contest Success

Smiling faces

Trying new restaurants

Food photos and even video



Peer Recognition

2020

Excellence in
Downtown Revitalization
Award Winner

Best Retail Activity



2020
EXCELLENCE IN
DOWNTOWN
REVITALIZATION
AWARD
WINNER
Congratulations!

OREGON
MAIN STREETS

OREGON
HERITAGE

BEST RETAIL ACTIVITY

**DRIVE UP DOWNTOWN
ALBANY**

YOUTUBE.COM
2020 OMS Awards: Drive Up Downtown, Albany
Each year Oregon Main Street's Excellence in Downtown Revitalizat...

Expanding Partnerships

May 2020

SEAT Program

Pending

In-Street Dining Program



Thank You

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Lise Grato, executive director for the Albany Downtown Association, has instituted no parking zones for curbside pickup locations in front of local restaurants.