

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



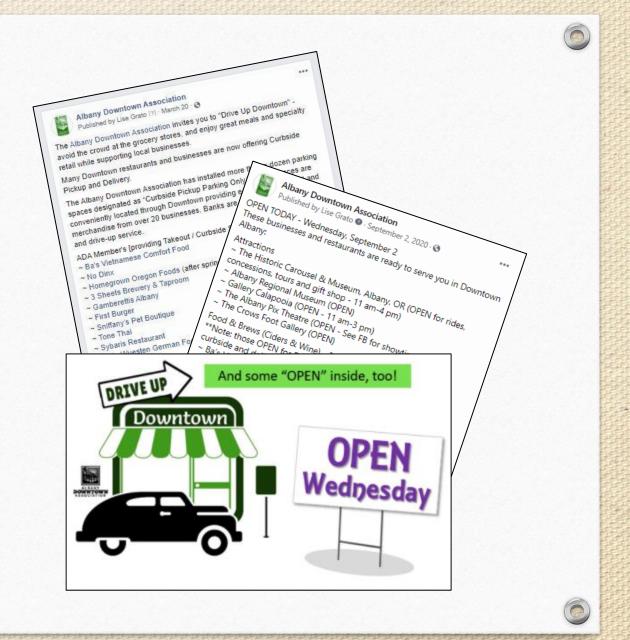




Marketing & Daily Posts

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.











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









Contest Success

Smiling faces

Trying new restaurants

Food photos and even video





Wendy Morris

with a couple of friends.

I had Novak's Hungarian Restaurant for the very first time on my 50th birthday, March 19th. After having to cancel

my party we ate at Monteith Park keeping socially distant









Peer Recognition

2020

Excellence in

Downtown Revitalization

Award Winner

Best Retail Activity











Expanding Partnerships

May 2020

SEAT Program

Pending

In-Street Dining Program











Thank You

Lise Grato

Albany Downtown Association

director@albanydowntown.com

(541) 928-2469



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



