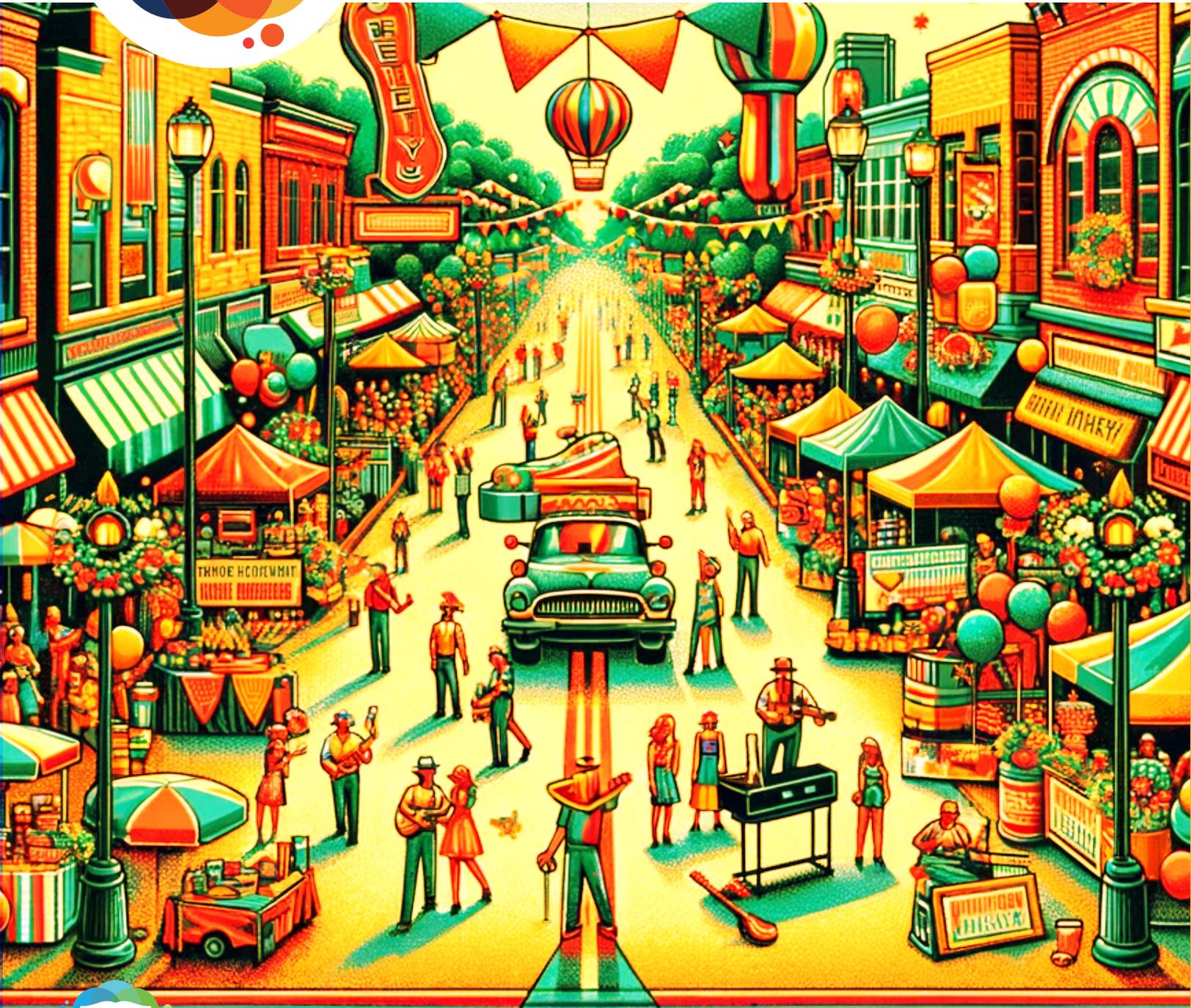




# STRATEGIC EVENTS



## ABOUT THE SOLUTION CENTER

The Main Street Solution Center is a free access portal to resources for communities and organizations working to revitalize and strengthen their local economies. The Solution Center's curated resources are designed to help guide and inspire local leaders and advocates as they navigate the complexities of downtown and neighborhood business district revitalization and economic growth.

## ABOUT THE PARTNERSHIP

This Main Street Solution Center publication was underwritten by Michigan Main Street and Main Street Iowa. Their generous support demonstrates a shared vision and ongoing commitment to freely share knowledge, experience, tools, and best practices to fuel revitalization and economic growth in their own communities, and in locales spanning the nation.



## ABOUT THE CREATORS

**Leigh Young, AICP** is Senior Main Street Specialist with Michigan Main Street and a driving force behind the creation of the Main Street Solution Center. Her deep passion for planning, placemaking, community engagement, and sustainable urban development is evident in her work to advance the cause for revitalization and economic development in downtown and neighborhood business districts across Michigan.

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**Ben Muldrow** is a partner at Arnett Muldrow & Associates, a consultancy renowned for its creative approach to economic development, branding, and marketing strategies for small towns and cities across the nation. He brings an innovative mindset and a deep understanding of the unique dynamics of community branding to each engagement, blending traditional community values with modern marketing techniques to help communities and districts unlock their potential.

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# STRATEGIC EVENTS FOR YOUR DISTRICT

Downtown and district organizations often engage in various types of events to enhance their visibility, connect with the community, and stimulate economic activity. These events can be categorized into three main types: image building events, special events, and retail promotions. Each type serves a distinct purpose and requires a different approach to planning and execution.

## Image Building Events

Image building events are designed to enhance the public perception and reputation of the district or the organization itself. The primary goal is to create a positive association in the minds of the public, making the district more attractive to visitors, residents, and businesses. These events might include:

**Cultural Festivals:** Celebrating the diverse cultural heritage of the community with music, dance, food, and art.

**Historical Celebrations:** Highlighting the rich history of the district with tours, exhibitions, and reenactments.

**Environmental Initiatives:** Organizing cleanup drives, tree planting events, or sustainability fairs to promote environmental responsibility.

## Special Events

Special events are one-time or infrequent occurrences that aim to draw large crowds and generate significant attention. These events are usually more substantial in scale and can be either thematic or general in nature. They serve to energize the district, creating memorable experiences for attendees. Examples include:

**Holiday Parades:** Large-scale parades for Christmas, Fourth of July, or Thanksgiving that attract visitors from beyond the local community.

**Major Sporting Events:** Hosting marathons, bike races, or other sporting events that can draw participants and spectators.

**Concerts and Live Performances:** Bringing in popular musicians, bands, or theater groups for performances in public spaces or parks.

## Retail Promotions

Retail promotions are events specifically designed to stimulate economic activity in the district by encouraging shopping and dining. These events aim to benefit the local businesses directly and are often collaborative efforts among multiple retailers. Examples include:

**Sidewalk Sales:** Where retailers display merchandise outside their stores at discounted prices to attract more customers.

**Taste of Downtown:** A culinary event where local restaurants and cafes offer samples of their dishes to the public, often accompanied by live music or entertainment.

**Holiday Shopping Nights:** Extended shopping hours with special discounts, festive decorations, and holiday-themed activities to create a unique shopping experience.

Each of these event types plays a crucial role in the vibrancy and economic health of downtowns, districts, and neighborhood commercial districts.

By carefully planning and executing a mix of image building events, special events, and retail promotions, organizations can foster a sense of community, attract visitors, and support local businesses.



# IMAGE BUILDING EVENTS

Image building events are pivotal in shaping the identity, appeal, and perception of districts. They not only serve to showcase the unique aspects of the urban center but also play a significant role in economic development by attracting residents, businesses, and tourists. Examples include:

## Upper Floor Housing Tours

Upper floor housing tours are designed to showcase the potential and existing residential spaces within district buildings, often in historic or underutilized structures. These tours can help to:

**Promote Urban Living:** They highlight the unique living options available in the district, attracting potential residents who are looking for a vibrant urban lifestyle.

**Stimulate Investment:** By demonstrating the feasibility and appeal of upper-floor residential developments, these tours can attract investors and developers interested in revitalization projects.

**Preserve Historic Buildings:** They often focus on the adaptive reuse of historic buildings, promoting their preservation and integration into the modern urban fabric.

## Cultural Festivals

Cultural festivals celebrate the diversity and heritage of the community, showcasing everything from food and music to art and traditional practices. These festivals can:

**Enhance Community Identity:** By celebrating the diverse cultures that make up the community, these festivals strengthen the local identity and pride.

**Attract Visitors:** Cultural festivals draw attendees not just from the local area but also from surrounding regions, bringing in tourism revenue.

**Foster Inclusivity:** They provide a platform for various cultural groups to share their heritage, fostering a sense of inclusivity and understanding within the community.

## Historical Celebrations

Historical celebrations focus on commemorating the history and heritage of the district, through events like anniversaries, reenactments, or heritage days. These celebrations can:

**Educate the Public:** They provide an engaging way to educate both residents and visitors about the history and development of the area.

**Promote Preservation:** By highlighting the significance of historical buildings and sites, these events encourage their preservation and appreciation.

**Boost Local Pride:** Celebrating the area's history boosts community pride and reinforces a sense of belonging and identity among residents.

## Environmental Initiatives

Environmental initiatives can range from cleanup campaigns and tree planting to sustainability fairs and eco-friendly transportation days. These events contribute by:

**Improving Quality of Life:** By promoting a cleaner, greener urban environment, these initiatives directly improve the quality of life for residents.

**Attracting Like-minded Individuals:** Events focusing on sustainability and environmental responsibility attract individuals and businesses that prioritize these values, contributing to a like-minded community.

**Setting an Example:** Districts that actively engage in environmental initiatives set an example for other communities, positioning themselves as forward-thinking and responsible.

Beyond upper floor housing tours, cultural festivals, historical celebrations, and environmental initiatives, there are several other innovative image building events that can further enrich the community and bolster the image of a district. Examples of additional ideas that organizations might explore are outlined on the following page.



# OTHER IMAGE BUILDING EVENTS

## Art and Light Installations

Temporary or permanent art installations, including murals, sculptures, and interactive art, along with innovative light installations (like light festivals or illuminated public spaces), can transform the visual landscape of a district. These installations:

**Boost Aesthetic Appeal:** They make districts more visually appealing and photographable, attracting visitors and residents alike.

**Encourage Foot Traffic:** Art and light installations can draw people to explore different parts of the district, benefiting local businesses.

**Foster Local Talent:** By showcasing local artists, these events can promote community pride and support the arts within the region.

## Tech and Innovation Fairs

Tech fairs or innovation expos that showcase local startups, technology companies, and innovative projects can position a district as a forward-thinking and tech-savvy destination. These events:

**Attract Young Professionals:** They appeal to young professionals and entrepreneurs, potentially leading to new business ventures and job creation in the area.

**Promote Collaboration:** Facilitating connections between businesses, investors, and innovators can lead to collaborations that drive economic growth.

**Highlight Innovation:** They emphasize the area's commitment to progress and modernization, enhancing its image as a hub for innovation.

## Urban Gardening and Green Spaces Initiatives

Initiatives aimed at increasing green spaces, such as community gardens, rooftop gardens, and park revitalization projects, contribute to the environmental and aesthetic value of districts. These initiatives:

**Improve Livability:** Creating more green spaces improves air quality, reduces urban heat, and enhances the overall livability of districts.

**Encourage Community Engagement:** Community gardening projects can foster a sense of community and encourage residents to take an active role in beautifying their environment.

**Attract Eco-conscious Residents:** They appeal to individuals who prioritize sustainability and environmental stewardship, enriching the community with like-minded residents.

## Educational Workshops and Seminars

Hosting workshops, seminars, and lectures on various topics, from urban history and architecture to sustainability practices and arts, can enrich the intellectual and cultural life of districts. These events:

**Promote Lifelong Learning:** They provide opportunities for residents and visitors to engage in continuous learning and personal development.

**Foster Community Connections:** Educational events can bring together people with shared interests, fostering connections and community spirit.

**Enhance Cultural Offerings:** By covering a wide range of topics, these workshops and seminars enrich the cultural offerings of the district.

## Wellness and Fitness Events

Organizing wellness and fitness-related events, such as outdoor yoga sessions, community runs, and health fairs, can promote a healthy lifestyle among residents. These events:

**Encourage Active Living:** They provide accessible opportunities for residents to engage in physical activities and learn about wellness.

**Attract Health-Conscious Individuals:** Such events can make the district more appealing to individuals who prioritize health and wellness.

**Create Vibrant Public Spaces:** Utilizing parks and public spaces for fitness events contributes to the vibrancy and energy of your district.

Incorporating a diverse range of image building events can significantly enhance the attractiveness and identity of districts. By carefully selecting events that align with the unique character and needs of the community, organizations can foster a vibrant, engaged, and dynamic urban center.



# IMAGE BUILDING IDEA GALLERY

COVENANT CARE SERVICES, LLC & MADISON COUNTY CHAMBER OF COMMERCE PRESENT

Est. 1818

**FREDERICKTOWN MISSOURI**

**DOWNTOWN REVITALIZATION FUNDRAISING EVENT**

## A HISTORIC DAY AT THE SQUARE

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COURT SQUARE, FREDERICKTOWN MO 63645

START 4 PM  
THE PUNCHES 8 PM  
FIREWORKS 9 PM

LIVE MUSIC • BBQ • CONTESTS • BEER • QUILT WALK  
SQUARE DANCING • DUNKING BOOTH • OLD TIME PHOTOS

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# WORLD CULTURE

*Festival x Pennsylvania*

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3:30 & 6:30 PM REFRESHMENTS & SNACKS  
4-6 PM SHOW & ENTERTAINMENT

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A Global Event Like No Other. World Music, Food, Dance, Celebration, and Fundraiser!

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- Wayne Ballet & Center for Dance
- Troupe Da Da-African Dance
- Mainline Chinese Culture Center Dance
- Celtic Flame Irish School of Dance
- Latin American Karmina Dancing
- Live Jazz by Richard Orr and Greg Wright

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**#WeStandForPeace**

CONTACT OUR TEAM!  
484-402-6550  
EXTON@US.ARTOFLIVING.ORG

IAHV INTERNATIONAL ASSOCIATION OF ARTISTS AND DESIGNERS

py9

2023 **COLLINGSWOOD GREEN DAY**

April 22, 2023 | 9 am to 2 pm | Downtown Collingswood | Haddon and Irvin Avenues (in rear parking lot)

### LET'S GO GREEN TOGETHER!

Join us for our annual green resources event. Whether you are an eco-friendly expert or just getting started on your own green initiatives, the Collingswood Green Day provides opportunities and resources to support you on your journey to sustainable living.

**HERBS, PLANTS, & FLOWERS**  
Get your garden started with plant sales including pollinator kits from Wild Roots, plants from the Community Garden, and Collingswood High School's Greenhouse plant sale.

**PLANT TREES**  
Trees clean the air, and prevent soil erosion, and stormwater run-off, attract birds, and increase your home's value. Stop by and get your discounted trees and shrubs.

**DISCOUNTED COMPOSTERS & RAIN BARREL SALES**  
Pre-order your rain barrel and/or composter for pick-up:  
Composters \$50: A great way to recycle scraps and enrich your garden is to start composting at home with one of our discounted composters.  
Rain Barrels \$60: When it rains, stormwater carries pollutants, fertilizers, and other harmful substances into our local waterways causing problems for people, fish, and wildlife. Rain barrels capture that water on your property which can then be used for other purposes like watering your garden. You can help the environment and save on your water bill-it's a win-win!

**REDUCE, REUSE, RECYCLE**  
Electronics Collection: 9 am to 2 pm  
Paper Shredding, sponsored by the Camden County Board of Commissioners: 9 am to 12 pm  
Latex-Based Paint Collection: The Borough puts your unused paint to work for projects in town. Drop off cans with usable paint in them at our recycle tent.  
PLEASE NOTE: There is no hazardous waste collection at the event this year. See countywide event schedule for locations and dates.

**BIKE SHARE**  
Biking is more popular than ever as people look for opportunities to get out and enjoy the outdoors. You can rent a bike for just \$25 per year-what a deal! Free bike tune-ups too!

**GREEN TEAM GRAB AND GO EDUCATIONAL MATERIALS**  
Visit the Green Team and pick up a free reusable bag and fill it with educational materials. Learn how to save water, protect wild-life, reduce pollution, and other sustainable lifestyle hacks!

**STICK AROUND AND ENJOY LIVE MUSIC, SNACKS, AND REFRESHMENTS!**

FOR UPDATES GO TO:  
[WWW.COLLINGSWOOD.COM](http://WWW.COLLINGSWOOD.COM)  
@COLLSGREENTeam

Sustainable Collingswood  
Sustainable Collingswood is a program of the Borough



SAVE THE DATE  
LABOR DAY WEEKEND  
SEPTEMBER 2-3, 2023

## 14TH ANNUAL AFRICAN AMERICAN CULTURAL FESTIVAL

OF RALEIGH AND WAKE COUNTY

**FOLLOW US ON FACEBOOK, INSTAGRAM & VISIT [www.aacfestival.org](http://www.aacfestival.org) FOR MORE DETAILS**

AFRICAN AMERICAN CULTURAL FESTIVAL OF RALEIGH AND WAKE COUNTY



# SPECIAL EVENTS

Special events are a cornerstone of community engagement and urban vibrancy, especially within downtown and neighborhood commercial districts. These events are not just happenings; they're a deliberate strategy to invigorate the area, boost the local economy, and foster a sense of community. By dissecting the types of special events mentioned—holiday parades, major sporting events, and concerts and live performances—we can better understand their impact and the considerations needed for their success.

## Holiday Parades

Holiday parades, such as those celebrating Christmas, the Fourth of July, or Thanksgiving, are much-anticipated events that have the power to unite the community in celebration. They are:

**Community Builders:** Parades bring together diverse groups, fostering a sense of community and shared joy. They offer opportunities for local organizations, schools, and businesses to participate, showcasing the community's spirit.

**Economic Stimulants:** By attracting visitors from outside the local area, holiday parades boost local commerce, benefiting restaurants, shops, and vendors. The increase in foot traffic can significantly impact sales and visibility for local businesses.

**Cultural Showcases:** Parades often incorporate cultural or historical elements, educating attendees about the community's heritage and traditions. This can include floats, musical performances, and displays that highlight local history or cultural diversity.

## Major Sporting Events

Sporting events like marathons, bike races, or city-wide sports tournaments draw participants and spectators, creating a buzz of activity. These events are:

**Health and Wellness Promoters:** By focusing on physical activity, these events encourage healthy lifestyles among community members. They can inspire locals to take up new sports or physical activities, promoting overall wellness.

**Tourism Drivers:** Major sporting events attract participants from other regions, often bringing

along supporters and family members. This influx of visitors supports hotels, dining establishments, and local attractions, providing a significant economic boost.

**Community Pride Amplifiers:** Hosting successful sporting events raises the profile of the district, fostering a sense of pride among residents. It positions the district as an active, vibrant community that values health, sportsmanship, and outdoor activities.

## Concerts and Live Performances

The organization of concerts and live performances in public spaces or parks brings culture and entertainment to the heart of the district. These events:

**Cultural Enrichment:** Live performances, whether music, theater, or dance, enrich the cultural life of the community. They provide accessible arts experiences to a broad audience, including families, young adults, and the elderly.

**Atmosphere Enhancers:** The presence of music and arts in public spaces creates a lively, engaging atmosphere that can transform the perception of the district. It makes the district a destination for entertainment and leisure, drawing visitors even outside of event times.

**Economic Catalysts:** Similar to other special events, concerts and performances encourage spending in the local economy. Attendees might dine at local restaurants, visit shops, or stay in hotels, particularly if the events are part of a larger festival or series.

For all these types of special events, successful execution relies on careful planning, community involvement, and effective marketing. Engaging local stakeholders, ensuring safety and accessibility, and creating a diverse program that appeals to a wide range of interests are crucial. By doing so, districts can maximize the benefits of special events, making them not only memorable experiences but also key drivers of economic vitality and community cohesion.



# OTHER SPECIAL EVENTS

Creating special events in a district involves crafting unique, memorable experiences that draw people from various demographics and interests. The aim is to energize the area, support local businesses, and build a sense of community. Below is a detailed set of ideas for special events that could be hosted in a district, each designed to appeal to different segments of the community and to maximize engagement and economic benefits.

## 1. Night Market

**Concept:** Transform the district into a vibrant night market on select evenings. Feature local artisans, crafters, food vendors, and entertainers, creating a bustling marketplace under the stars. Incorporate themed nights to celebrate different cultures or specific holidays.

**Activities:** Live music performances, food tasting booths, handmade crafts sales, street performances, and interactive art installations. Include a section for local microbreweries and wineries to offer tastings.

**Community Impact:** Supports local artisans and small businesses, promotes local cuisine and culture, and encourages nighttime foot traffic in a safe, family-friendly environment.

## 2. Urban Adventure Race

**Concept:** Organize an urban adventure race that combines elements of scavenger hunts, obstacle courses, and trivia related to the district's history, landmarks, and businesses.

**Activities:** Teams navigate through various checkpoints, completing challenges or answering questions to receive their next clue. Incorporate puzzles that require visiting local businesses or historical sites, fostering interaction with the district's offerings.

**Community Impact:** Encourages exploration of the district, promotes physical activity, and fosters team-building and community engagement.

## 3. Public Art and Mural Festival

**Concept:** Host a festival celebrating street art and murals, inviting local and visiting artists to create new works on site and in real time. Offer workshops, guided art walks, and talks on the impact of public art in revitalizing urban spaces.

**Activities:** Live mural painting, graffiti art battles, art workshops for all ages, and art installations. Include a market for artists to sell their work and spaces for interactive art participation by attendees.

**Community Impact:** Beautifies the district, supports local artists, and creates lasting attractions that enhance the district's cultural appeal.

Each of these events is designed not only to draw attention and visitors to the district but also to enrich the community's cultural, economic, and social fabric. By carefully planning and executing these events, downtown organizations can create vibrant, engaging, and thriving urban centers.

## 4. Eco-Friendly Fair

**Concept:** Create a fair that focuses on sustainability and eco-friendly living, showcasing green businesses, environmental organizations, and sustainable practices.

**Activities:** Workshops on sustainable living, eco-friendly product vendors, demonstrations of green technologies, and a swap meet for trading or donating gently used items. Include activities like a community clean-up or tree planting initiative.

**Community Impact:** Raises awareness about environmental issues, promotes sustainable practices among residents and businesses, and supports eco-friendly local businesses.

## 5. Historical Reenactment Day

**Concept:** Celebrate the district's history with a day of historical reenactments, storytelling, and tours. Focus on significant events or eras in the area's history, bringing the past to life for a day.

**Activities:** Live reenactments, historical tours, lectures and storytelling sessions, and traditional crafts demonstrations. Encourage participants and attendees to dress in period attire.

**Community Impact:** Educates the community about its history, fosters pride in the local heritage, and provides an immersive experience that differentiates the district.

## 6. Film and Music Festival

**Concept:** Combine a film festival with live music performances, featuring screenings of independent films and documentaries, along with performances by local and regional musicians.

**Activities:** Outdoor movie screenings, music stages with diverse genres, filmmaker Q&A sessions, and music workshops. Partner with local restaurants and bars to offer special deals or themed menus.

**Community Impact:** Showcases local and regional talent, promotes cultural enrichment, and provides entertainment options that appeal to a wide audience.



# SPECIAL EVENT IDEA GALLERY



**NEEWOLLAH**  
ON NOBLE



**FALL FOR GREENVILLE**  
a taste of our town  
presented by **pepsi**



# RETAIL PROMOTIONS

Retail promotions serve as a critical component in the strategy to revitalize districts, driving both foot traffic and sales while enhancing the overall shopping and dining experience. These events are not only beneficial for the businesses involved but also contribute to the economic and social fabric of the district. Expanding on the examples given, we can explore the nuances and potential impacts of such promotions.

## Sidewalk Sales

**Strategic Impact:** Sidewalk sales transform the pedestrian experience, making the act of shopping more engaging and exploratory. By extending their displays onto the sidewalks, retailers can attract attention from passersby who might not have otherwise entered their stores. This strategy not only increases foot traffic but also encourages impulse purchases and introduces new customers to the store's offerings.

**Community Engagement:** Organizing a sidewalk sale as a district-wide event can create a festive atmosphere that encourages community members to spend the day downtown, browsing through various sales and enjoying the outdoor environment. This communal shopping experience can strengthen the bonds between local businesses and the community.

## Taste of Events

**Strategic Impact:** A Taste of event showcases the culinary diversity and quality of the district, positioning it as a dining destination. By offering samples, restaurants and cafes can attract new patrons, encourage repeat visits, and increase their visibility. Pairing food with live music or entertainment can enhance the ambiance, making the event a memorable experience that people look forward to annually.

**Community Engagement:** Culinary events can foster a sense of pride and celebration around local cuisine, involving not just restaurants and cafes but also local food producers and artisans. This type of event encourages residents and visitors to explore different flavors and dishes, broadening their gastronomic horizons and supporting the local food ecosystem.

In conclusion, retail promotions are vital for energizing districts, drawing in crowds, and supporting local businesses. By creating engaging, enjoyable experiences for consumers, these events not only stimulate economic activity but also build a vibrant, connected community. With careful planning and innovative approaches, retail promotions can significantly contribute to the vitality and appeal of districts.

## Extended Shopping Hours

**Strategic Impact:** Extending shopping hours as part of an ongoing campaign, events series, or during the holiday season addresses the busy schedules of consumers, providing them with more flexible shopping opportunities. Special discounts and promotions can create a sense of urgency and exclusivity, motivating purchases. Meanwhile, entertainment, festive decor, and seasonal or holiday-themed activities add to the overall shopping experience, making it more enjoyable, encouraging longer stays, and building an after-hours market and sense of nightlife.

**Community Engagement:** Holiday shopping nights can become cherished community traditions, drawing families and groups of friends to participate in the festive activities together. Events such as tree lightings, caroling, or appearances by Santa Claus can add to the holiday spirit, making the district the heart of holiday celebrations in the community.

## Enhancing Retail Promotions with Technology

**Digital Integration:** Utilizing social media and online platforms to promote these events can extend their reach and impact. For instance, creating a hashtag for the Taste of Downtown event or offering online-only discounts for sidewalk sales can engage a wider audience.

**Customer Experience:** Incorporating technology such as mobile apps or augmented reality (AR) experiences during events can enhance the customer experience. For example, an app could provide information on participating stores, special offers, and event maps for sidewalk sales, while AR experiences could add an interactive element to holiday shopping nights, bringing festive scenes to life.



# OTHER RETAIL PROMOTIONS

Expanding the repertoire of retail promotions with creative and innovative ideas can significantly enhance a district's vibrancy and appeal of districts. Beyond traditional sales and food tastings, here are several creative retail promotion ideas designed to invigorate districts, engage the community, and stimulate economic activity:

## 1. Pop-Up Shop Festival

**Concept:** Invite local artisans, makers, and emerging brands to set up pop-up shops in vacant storefronts or outdoor spaces. This festival can include a mix of local crafts, fashion, art, and specialty products, creating a dynamic marketplace that draws attention to underutilized spaces and offers new shopping experiences.

**Benefits:** Supports local entrepreneurs and artists, revitalizes empty spaces, and attracts diverse crowds. It can also serve as a testing ground for businesses considering permanent locations downtown.

## 2. Interactive Retail Crawl

**Concept:** Combine an interactive walk - like an art walk where stores collaborate with local artists and artisans to showcase and demonstrate their work, or a wine & chocolate walk offering tastes along the way - with exclusive retail promotions that entice shoppers to explore the stores, enjoy special discounts or rewards, and participate in activities and interactive experiences.

**Benefits:** Encourages exploration of the entire district, enhances the shopping experience with cultural enrichment, and strengthens bonds between retailers, artists, and the community.

## 3. Digital Scavenger Hunt

**Concept:** Create a digital scavenger hunt that encourages participants to visit various retail locations to collect clues or find items. Using a smartphone app, participants can track their progress, learn about special promotions at each stop, and compete for prizes.

**Benefits:** Integrates technology to create an engaging, modern shopping experience. Encourages foot traffic to multiple retailers and exposes participants to stores they might not have

By implementing these creative retail promotion ideas, districts can offer unique and engaging shopping experiences that attract more visitors, support local businesses, and enhance the overall appeal of the area. These innovative events not only drive retail sales but also contribute to a lively, dynamic community atmosphere.

visited otherwise.

## 4. Seasonal Showcase Evenings

**Concept:** Host themed showcase evenings where retailers present their newest products or seasonal collections through fashion shows, tastings, or demonstrations. Each event could focus on a different theme, such as "Summer Essentials" or "Holiday Gifts".

**Benefits:** Creates excitement around new merchandise, encourages community participation, and offers an exclusive shopping experience that can boost sales.

## 5. Charity Shopping Days

**Concept:** Partner with local charities for special shopping days where a portion of the sales goes to a good cause. Retailers can also host in-store events or promotions to encourage donations and community involvement.

**Benefits:** Strengthens community ties, supports good causes, and enhances the reputation of participating retailers. Encourages shoppers to make purchases knowing they're contributing to a charitable cause.

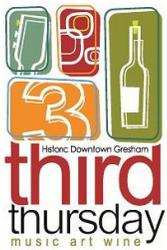
## 6. Loyalty and Rewards Festival

**Concept:** A weekend-long event celebrating loyal customers with special deals, rewards, and surprises. Retailers can offer exclusive discounts, gifts with purchase, or loyalty points bonuses.

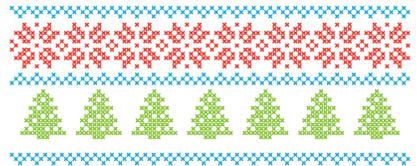
**Benefits:** Rewards repeat customers, encourages sign-ups for loyalty programs, and boosts sales through exclusive offers.



# RETAIL PROMOTION IDEA GALLERY



=DOWNTOWN MENOMONIE=



WINTER DAZE



THURSDAY DECEMBER 8, 2016  
PARADE • SANTA • BONFIRES • FIREWORKS



**DOWNTOWN HAYWARD**  
3<sup>RD</sup> THURSDAY STREET PARTIES  
JUNE 20 • JULY 18 • AUGUST 15

5:30-8:30 PM  
B STREET - Foothill Blvd - Watkins Street

- FREE FAMILY FUN
- GREAT FOOD
- ALAN THE AMAZING
- BEER & WINE GARDENS
- PR CARLOS CHEVROLET CLASSIC CAR SHOWS
- LIVE MUSIC ON 6 STAGES!



**THIRD THURSDAY ON 3<sup>RD</sup> DOWNTOWN LAS VEGAS**  
NIGHT TIME FOOD TRUCK EXPERIENCE  
FREE ADMISSION

5 GOURMET FOOD TRUCKS  
FEATURING STRIPCHEZZE, WAFFLE LOVE, SLIDIN' THRU, COUSINS MAINE LOBSTER & THE COOKIE BAR

LIVE DJ  
MUSIC BY DJ EDOC  
HOSTED BY MP ART

THROWDOWN ART BATTLE

3<sup>RD</sup> STREET BETWEEN STEWART & OGDEN

\$25 A.Y.C.D. BEER  
7PM - MIDNIGHT

PRESENTED BY MAIN STREET | Panera | SPONSORED BY PANERA BREAD

**Chocolate Lover's Day DOWNTOWN**

April 12, 2014 11:00 am- 3:00 pm

**DOWNTOWN events**  
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Wednesdays and Fridays Downtown

**Farmer's Market**  
DOWNTOWN MARTINSBURG



# DESIGNING YOUR EVENT CALENDAR

Designing a strategic event calendar for a district or organization requires a thoughtful approach that considers the unique characteristics of the community, the goals of the organization, and the timing of events for maximum impact. Here's a comprehensive strategy for planning an annual event calendar that balances image building events, special events, and retail promotions.

## 1. Understand Your Community and Objectives

**Community Profile:** Start by understanding the demographics, interests, and needs of your community. This includes recognizing seasonal population changes, such as an influx of tourists during certain times of the year.

**Organizational Goals:** Define clear objectives for your event calendar. Goals might include increasing foot traffic in the district, supporting local businesses, fostering community pride, or promoting the area as a cultural and shopping destination.

## 2. Develop a Balanced Mix of Events

**Event Types:** Determine the ideal mix of image building events, special events, and retail promotions based on your objectives. For instance, if the goal is to attract tourists, special events and festivals might be prioritized. If supporting local businesses is the aim, retail promotions could take precedence.

**Quantity and Frequency:** The number of each event type should be informed by your capacity to manage them effectively and the community's appetite for participation. Avoid event saturation but maintain enough frequency to keep the district lively and top of mind.

## 3. Timing for Maximum Impact

**Seasonal Considerations:** Align events with seasonal opportunities and weather considerations. For example, outdoor festivals and concerts are best scheduled during warmer months, while indoor retail promotions and cultural events can be attractive during the winter.

**Community Calendar:** Coordinate with other community events to avoid conflicts and to leverage potential synergies. Partnering with existing events can amplify impact without overburdening the calendar.

**Strategic Spacing:** Ensure events are spaced throughout the year to maintain consistent engagement and to allow for adequate preparation and marketing time between events.

## 4. Integration and Cross-Promotion

**Leverage Each Event Type:** Use the different event types to support each other. For example, include retail promotions as part of larger festivals to boost local business sales, or use special events to highlight cultural diversity, contributing to image building.

**Marketing Strategy:** Develop a cohesive marketing strategy that leverages social media, local media, and community networks. Highlight the variety and purposes of the events to build anticipation and community pride.

## 5. Evaluation and Adaptation

**Feedback Mechanisms:** Implement ways to gather feedback from participants, local businesses, and the community. This can include surveys, social media engagement, and community meetings.

**Performance Metrics:** Define clear metrics for success based on your objectives, such as increased foot traffic, sales data, or participant satisfaction. Use these metrics to evaluate each event and the overall calendar.

**Adaptation:** Be prepared to adapt your strategy based on feedback and performance. This might mean adjusting the number of events, changing their timing, or introducing new types of events to better meet your goals and community needs.

## 6. Long-Term Planning

**Multi-Year Perspective:** Consider the long-term impact of your events. Building traditions takes time, and consistency can enhance community engagement and brand building. Plan with a multi-year perspective, allowing successful events to grow and evolve.

By carefully planning and executing a strategic events calendar, organizations can maximize the benefits of image building events, special events, and retail promotions, creating a vibrant, engaged, and economically thriving district.



# SAMPLE EVENT CALENDAR WORKSHEET

STRATEGIC EVENT CALENDAR		IMAGE	SPECIAL	RETAIL
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
JANUARY				



# DESIGNING YOUR EVENT CALENDAR



## mark your calendar

upcoming events brought to you in part by  
Old Town Cape, Inc.

First Friday with the Arts Annual Dinner	Begins Feb. 3
2017 Outdoor Sculpture Exhibition Opening	Feb. 23
Missouri Main Street Conference	April 6
Cape Riverfront Market	May 1-3
Tunes at Twilight Spring Series	Begins May 6
Summer Arts Festival	Begins May 12
National Main Street Conference	June 17
Tunes at Twilight Fall Series	July 26-27
Charles L. Hutson Auction	Begins Aug. 11
River Tales Classic Car Show	Sept. 9
Farm to Table	Sept. 17
Cape Girardeau Heritage Days	TBD
Small Business Saturday	Oct. 6-8
Parade of Lights	Nov. 25
Downtown Christmas Open House	Nov. 26
	Dec. 8

**discover more downtown events**  
free subscription to weekly What's Up Downtown  
by clicking Email Update on [oldtowncape.org](http://oldtowncape.org)



## Think about the Year as a Strategic Event Cycle

Aim to create a calendar piece that is produced each year, promoting the major events and getting the word out. This calendar will help to push for solid and strategic thinking on your events, and will help to ensure that your businesses have plenty of time to prepare to make the most out of those events.

As you plan the events, make sure that you have several of each type, and that you aren't too heavy on any one type. An organization that is too festival heavy tends to burn through volunteers quickly.

Make sure you create facebook events and create professional looking marketing to help pull off the event.

## Post Event Evaluation

You spend so much time planning the event, that we often times overlook the important task of evaluation. There are five areas to focus in on:

**Attendance:** Who and how many attended? Estimate this using pedestrian counts, parking volume surveys, photo counts, exit surveys, ticket sales, etc.

**Attitudes:** What did volunteers, attendees and businesses think about the event? Collect this information using formal or informal surveys or evaluations distributed to event participants and organizers. Review the event logistics to determine what worked and what didn't work.

**Impact:** Ask Main Street businesses what economic impact the event had on them. Was there an increase in sales or foot traffic over the same period last year? What was that one thing that they really liked about the event and would like to see continued? What would they like changed or added to the event next time?

**Value:** What was the media value of the event to your sponsors? Evaluate the cost and benefit to your sponsors based on attendance and the buying power of the attending audience. Survey attendees to gauge sponsor awareness. Prepare final reports for sponsors including attendance numbers, attendee demographics, assessment of media value and photos showing sponsor visibility at the event.

**Goals:** Did the event meet its goals?  
Is it worth doing again?



### Event Intercept Survey

1. What is your zip code?
2. How many people are in your party?
3. How did you learn about this event?
4. Have you shopped with any of our businesses?
5. How would you rank this event?  
 1  2  3  4  5  6  7  8  9  10

**Thank You!**



# NEW EVENT CREATION DECISION TREE

## Step 1: Define the Event's Primary Objective

Objective A:  
Boost Local Economy  
Proceed to **Step 2.**

Objective B:  
Enhance Engagement  
Proceed to **Step 3.**

Objective C:  
Improve Downtown Image  
Proceed to **Step 4.**

## Step 2: Choose an Event Type for Economic Boost

Option 1: Retail Promotions  
Sidewalk Sales, Holiday  
Shopping Nights

Option 2: Special Events  
Major Sporting Events, Food  
Festivals

Decision: Based on the option, proceed to **Feasibility Analysis.**

## Step 3: Choose an Event Type for Community Engagement

Option 1: Cultural Festivals  
Art, Music, Heritage  
Celebrations

Option 2: Community Initiatives  
Clean-Up Drives,  
Community Gardens

Decision: Based on the option, proceed to **Feasibility Analysis.**

## Step 4: Choose an Event Type for Image Building

Option 1: Public Art and  
Mural Festival

Option 2: Environmental and  
Sustainability Fairs

Decision: Based on the option, proceed to **Feasibility Analysis.**

### Feasibility Analysis (Applicable to All Options)

Do we have the budget, staff, and community support?

If Yes, proceed to **Timing.**

If No, consider partnering  
or scaling down the event.

### Timing:

When is the best time to host this event considering weather,  
seasonal visitor patterns, and other community events?  
Choose an optimal date and proceed to **Legal.**

### Legal and Logistical Considerations

Are there permits required? Do we have the necessary venues and infrastructure?

If Yes, proceed to **Planning.**

If No, reassess feasibility or  
modify the event concept.

### Planning (Final Step for All Options)

#### Detailed Planning:

Develop a comprehensive  
plan covering marketing,  
operations, safety, and  
stakeholder engagement.

#### Implementation:

Execute the plan with regular  
checkpoints for monitoring  
progress.

#### Evaluation:

After the event, evaluate its  
success based on predefined  
metrics and gather feedback  
for future events.

