

PROMOTION

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

This is one of the Main Street Four Point Approach for comprehensive, incremental downtown and commercial district revitalization. This point should be implemented in tandem with the other Main Street Four Points as each point works collectively to complement the others.

KEY OBJECTIVES

Position district as center of activity:

- Community and special events
- Retail events
- Annual calendar of events
- Event evaluation *(MMS Tool)*

Market district assets:

- Asset mapping *(MMS Service)*
- Downtown directory
- Website (or portion of website to promote downtown)

Enhance positive image:

- Community branding *(MMS Service)*
- Marketing plan (identify target audience)
 - » Image building campaign
 - » Advertising campaign
 - » Social media

HELPFUL TIPS	Understand your retail/downtown niche and the assets your community has to promote—don't imitate; focus on your uniqueness	Annually evaluate events and adjust accordingly	Encourage cross-promotion and partnerships	HELPFUL TIPS

Important questions to ask

Who is your target audience? Are you being inclusive?

What are the most effective/efficient ways to promote downtown?

Are your events effective?

Looking for additional resources?

Check out the following:

- [Michigan Main Street Resources](#)
- [Main Street America Revitalization Toolkits](#)

