



Promotion Point

The Promotion Committee markets the district as a unified shopping area to attract shoppers, visitors, retailers, and investors. The community identifies the district as the center of activity retail sales, and service through techniques such as: introducing cooperative and individual store advertising; developing a logo; and staging special and retail events. Promotions fall in three general categories: Special events (traffic building), retail promotions and image building promotions.

Mission Statement:

The purpose of the Main Street program is to improve the quality of life by strengthening the historic core as the center of the community through concentrated efforts in Organization, Promotion, Design and Economic Vitality.

Goal:

The goal of the Promotions Committee is to establish a unified image and encourage an exciting variety of activities for all members of the community.

Objectives:

1. Image enhancement of the historic commercial district
2. Retail events
3. Traffic building and special events

Activities:

1. Image enhancement of the historic commercial district:

- A. Promotion calendar
- B. Graphics package
- C. Business directory
- D. Logo
- E. Slogan
- F. Shell ad

2. Retail events:

- A. Christmas promotion
- B. Special events tie-in
- C. Market segment promotion
- D. Category merchandise promotion
- E. Sidewalk discount sale

3. Traffic building and special events:

- A. Christmas holiday lighting and decorations
- B. Lunch time activity
- C. Seasonal festival
- D. Market segment special event
- E. Family weekend activity