

Four Points: Promotion

- Retail Events
- Special Events
- Image Promotion
- Event Insurance





What is Promotion Point?

- **Promotion Point:** Focuses on three areas: Image Promotion, Special Events, and Retail Events.
- **The goal of the Promotion Committee** is to market the downtown in a positive, unified image that builds excitement, tells the district's story to attract people, and gives them a reason to come back.



If “image is Everything” how is it determined?

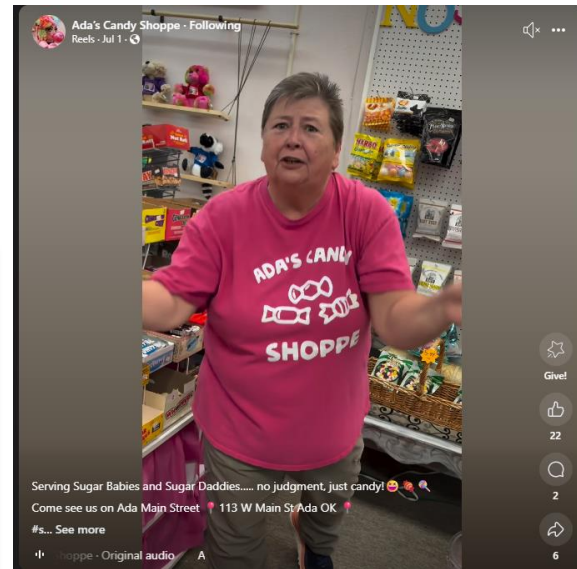
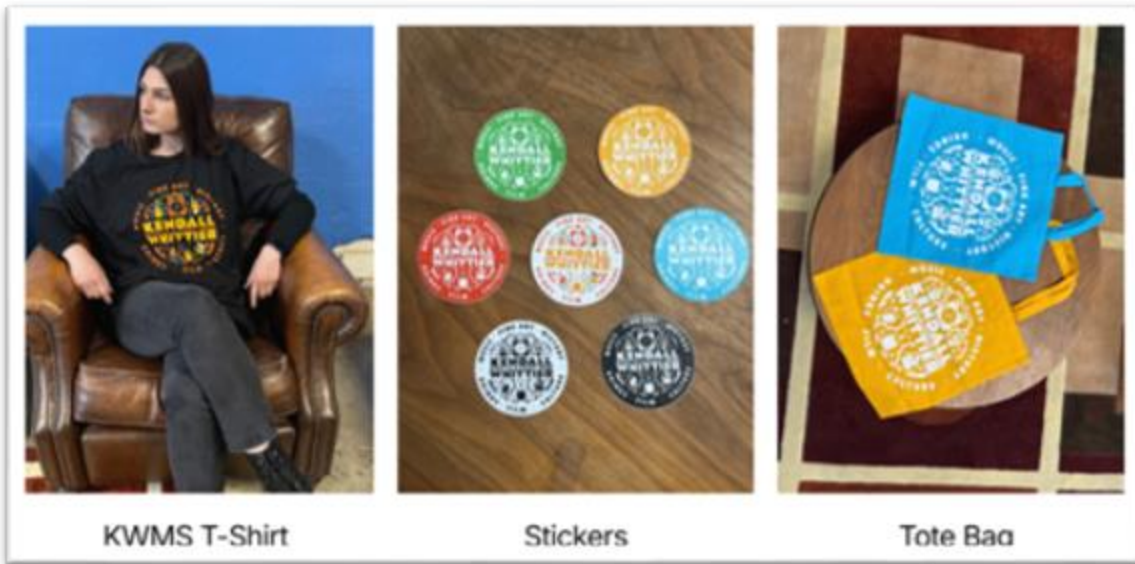
District Assets

- Physical characteristics
- Attitudes
- Goods and Services
- Uses



Image Promotion

- Promotion calendar
- Branding Guide
- Branding – Logo, tagline, campaign slogans
- Business directory
- Ad Templates
- Social media plans and execution



All Booked Up
Upcoming Events
Aug, Sep, Oct 2025

AUG 30	Book-signing - Dahlia Dempsey <small>Sweet Home Bakery and Nana Ash's Goodies will have a booth. 11am-1pm</small>
SEP 1	Labor Day - Closed <small>We will be closed Monday September 1st for Labor Day.</small>
SEP 4-7	First Weekend Sale <small>Red Stickers will be 20% off all weekend. Thursday & Friday 4:30pm-8pm, Saturday 9:30am-4:30pm and Sunday 12pm-4pm.</small>
SEP 19	Themed Trivia at Rebel Roast <small>All Booked Up is hosting trivia night at Rebel Roast! (Stay tuned for the time and theme of the trivia).</small>
OCT 2-5	First Weekend Sale <small>Yellow Stickers will be 20% off all weekend. Thursday & Friday 4:30pm-8pm, Saturday 9:30am-4:30pm and Sunday 12pm-4pm.</small>
OCT 17	Trivia Night at All Booked Up <small>Trivia will start at 6pm, doors open at 4:30pm</small>
OCT 21	Book-signing - Ken Steele <small>Tuesday Night book-signing! 5pm-7pm</small>
OCT 25	Book-signing - MJ Hughes <small>MJ Hughes is coming to All Booked Up! Stay tuned for some other fun things we will have planned while she is here!</small>



**OKLAHOMA
MAIN STREET**



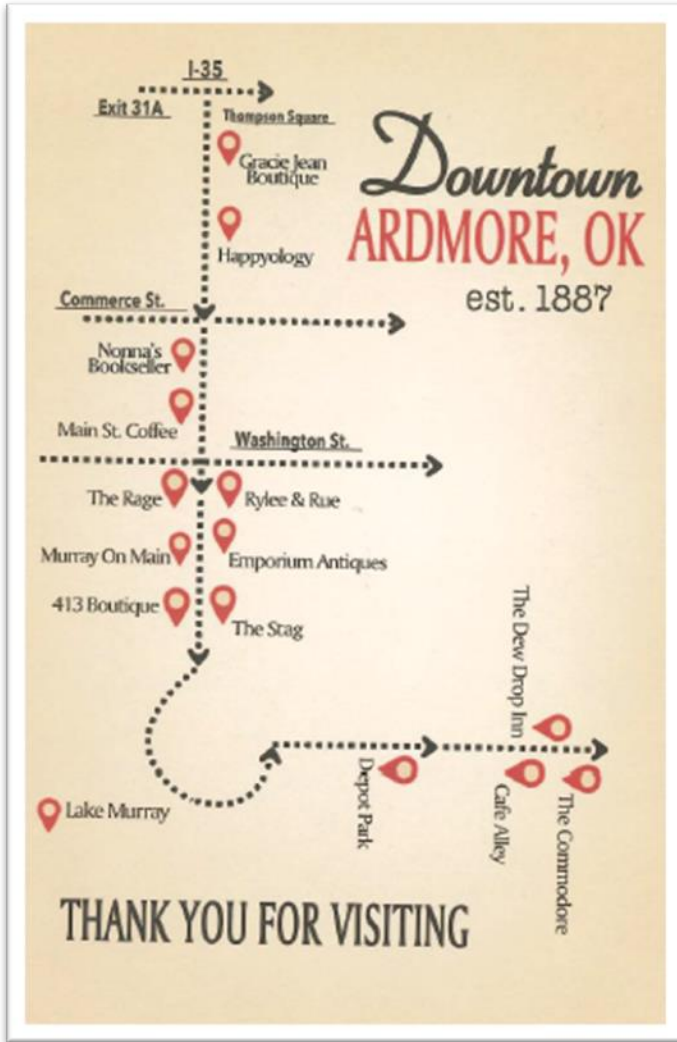
**OKLAHOMA
MAIN STREET**



Special Events



Retail Events



WEEKEND OF LOCAL Bingo

Play for A Chance to Win Prizes.

STOP IN AND FOLLOW SHAN-E-SOBI MUSKOGEE ON FACEBOOK	POST A PIC WITH A MUSKOGEE BURGER (HASK OFF YOURSELF)	VISIT PISANO'S PIZZA	CHECK IN WITH A BELFE AT OMB (HAPPYEST THE FESTIVE NEST)	TAKE A SELFIE AT A DOWNTOWN MURAL (HASK OFF YOURSELF)
TAKE A PIC OF YOUR FAX ITEMS AND TAG PINON CREEK TRADING CO.	VISIT MATTIE JANE'S ON MAIN	ENTER FOR A LOCAL LOVE GIVEAWAY AT HATTIE'S HOUSE	TAG 3 LOCAL BUSINESSES (HASK OFF YOURSELF)	CHECK IN ON FACEBOOK WITH A PIC AT MEY GRLY
VISIT THE FARMERS MARKET [SATURDAY 8 - 12 A.M.]	VISIT OR PURCHASE	STOP BY KRISTIE'S SCRUB SHOP AND GET DUNDURIGES	VISIT THE FLAVORS OF OKLAHOMA (SATURDAY 7-10 P.M.)	
SNAP AND POST YOUR DRINK AT QUEEN CITY + CO.	POST A POSITIVE REVIEW ABOUT A BUSINESS (HASK OFF YOURSELF)	HUNGRY? VISIT HARMONY HOUSE OF MUSKOGEE	TAG WILLOW AVENUE BOUTIQUE ON SOCIAL MEDIA	VISIT MAXINE'S GASTROPUB
VISIT THE SPIRIT GREEN (HAPPY LOCATED AT HAWKINS)	VISIT THE THREE RIVERS MUSEUM	VISIT THE OKLAHOMA MUSIC HALL OF FAME	FOLLOW MAIN STREET MUSKOGEE ON FACEBOOK OR INSTAGRAM	VISIT MUSKOGEE BREWING COMPANY

Rules and Participating Businesses on the Back
For More Information visit www.mainstreetmuskogee.com

Name _____
Phone _____

How to Play Bingo

Must make a Horizontal, Diagonal OR Vertical line to get a BINGO

Examples

Finished Bingo Cards must be dropped off at Participating Locations or the Main Street Muskogee office.

- ### Participating Businesses/Organizations
- Maxine's Gastropub
 - Queen City + Co.
 - Hattie's House & Vintage Market
 - Okie Outfitters Company
 - The Festive Nest
 - Kristie's Scrub Shop
 - Pinon Creek Trading Co.
 - Mattie Jane's on Main
 - Hey Girly
 - Pisano's Pizza
 - Shan-E-Sobi Muskogee
 - Muskogee Brewing Company
 - Willow Avenue Boutique



Ladies Night Out!

Nov. 21st
4:30pm-8:30pm

TICKETS GO ON SALE IN 15 MINUTES!

First 100 tickets purchased receive a swag bag!

Tickets are \$6 and can be purchased at whitequahmainstreet.com or at the TMSA office located at 718 E. Shawnee St.

Whitequah's most anticipated shopping event of the year includes extended store hours, light refreshments, store promotions and plenty of fun!

Tablequahmainstreet.com



Event Insurance

If you put on events, you need specific insurance to protect your organization.

Best practices for Main Street nonprofits

To reduce risk *and* keep insurance affordable:

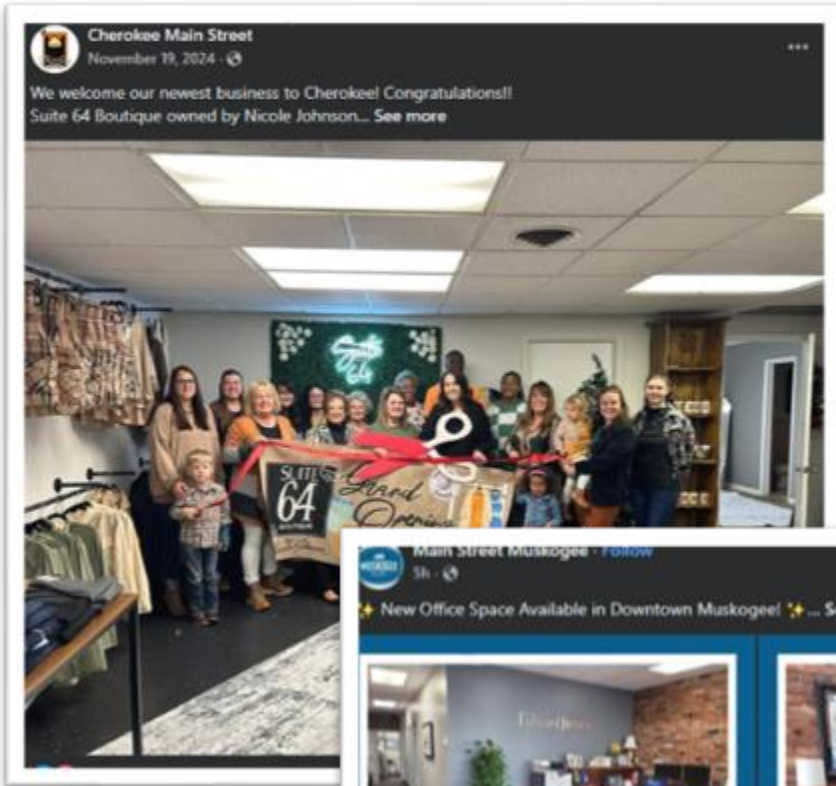
- Use licensed, insured bartenders
- Require bartenders to carry their own liquor liability
- Use wristbands or drink tickets
- Stop serving alcohol well before the event ends
- Train volunteers to watch for over-service



Don't assume that your Main Street Organization events are included in your city's insurance policies.



Promotion Vs Organization



Main Street Muskogee · Follow · 3h ·

New Office Space Available in Downtown Muskogee! 🌟 ... See more

CREATE. GROW. BELONG. DOWNTOWN.

THE NORTH 3RD STREET PROPERTY FEATURES

- LEASE FLEET
- Full commercial kitchen
- 2,000 sq. ft. office space
- Office space, 1 bathroom, 2nd floor, 1st floor, 2nd floor

CONTACT: 904-940-1007
FOR MORE INFORMATION

CREATE. GROW. BELONG. DOWNTOWN.

THE NORTH 3RD STREET

CONTACT: 904-940-1007
FOR MORE INFORMATION

WELCOME HOME....
THE ECONOMIC VITALITY POINT

BY DIVERSIFYING DOWNTOWN TAHLEQUAH'S ECONOMIC BASE AND CONVERTING UNUSED OR UNDERUSED COMMERCIAL SPACE INTO PRODUCTIVE SPACE, OUR HISTORIC CORE STRENGTHENS ASSETS AND BOOSTS THE PROFITABILITY OF DOWNTOWN TAHLEQUAH.

MONTHLY MEETING
3RD WEDNESDAY
8:30AM
TMSA OFFICE
118 E. SHAWNEE ST.
DOWNTOWN TAHLEQUAH

ECONOMIC VITALITY

WELCOME HOME....
THE DESIGN POINT

WE WANT TO MAKE A GOOD FIRST IMPRESSION. BY CAPITALIZING ON OUR BEST ASSETS AND CREATING AN INVITING ATMOSPHERE THROUGH WINDOW DISPLAYS, BUILDING IMPROVEMENTS, SIGNS, LANDSCAPING AND MORE, WE SHOWCASE WHAT DOWNTOWN TAHLEQUAH HAS TO OFFER.

MONTHLY MEETING
4TH TUESDAY
5:30 PM
TMSA OFFICE
118 E. SHAWNEE ST.
DOWNTOWN TAHLEQUAH

DESIGN

WELCOME HOME....
THE PROMOTION POINT

MARKETING IS A VITAL COMPONENT OF A SUCCESSFUL COMMERCIAL DISTRICT. ADVERTISING, RETAIL PROMOTIONAL ACTIVITY, SPECIAL EVENTS AND MARKETING CAMPAIGNS CAN IMPROVE CONSUMER AND INVESTOR CONFIDENCE AND ENCOURAGE COMMERCIAL ACTIVITY AND INVESTMENT IN THE DOWNTOWN TAHLEQUAH DISTRICT.

MONTHLY MEETING
FIRST MONDAY
4:30 PM
TMSA OFFICE
118 E. SHAWNEE ST.
DOWNTOWN TAHLEQUAH
VIRTUAL OPTIONS AVAILABLE

PROMOTION

WELCOME HOME....
THE ORGANIZATION POINT

THE RIGHT ORGANIZATIONAL STRUCTURE IS CRITICAL TO CREATING A VIBRANT DOWNTOWN TAHLEQUAH. BY BRINGING TOGETHER HUMAN AND FINANCIAL RESOURCES TAHLEQUAH MAIN STREET ASSOCIATION SETS ITSELF UP FOR SUCCESS.

MONTHLY MEETING
3RD WEDNESDAY
2:30 PM
TMSA OFFICE
118 E. SHAWNEE ST.
DOWNTOWN TAHLEQUAH
VIRTUAL OPTIONS AVAILABLE

ORGANIZATION



Thank you for attending

Any Questions?