



Launching the Taos Accelerator Process

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NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department

Pathway to MainStreet America Accreditation

- 1 • Application
- 2 • Review/Readiness Assessment
- 3 • Selection/Designation



Taos Accelerator Process - Goals

- Provide critical education to local stakeholders on the **MainStreet Four Points** and their role in driving **Economic Transformation Strategies**.
- Initiate development of project implementation teams for Accelerator Benchmarks (**incl. Steering Committee and team leaders**).
- Develop basic organizing and communication structures to **engage initial projects** with NMMS Revitalization Specialists
- Build off of the work or the **Strong at Heart** activities

Managing Expectations

At this time:

- Engage, **learn** as much as you can
- **Limit concerns** about “who” is involved, who is driving the process
- Proceed at an appropriate **pace**
- Focus on positive dialogue and **action**
- **Let the process work for you!** Focus on local assets and strengths to meet the needs of the local community
- **Ask for help** from the NMMS team

Accelerator Benchmarks (cont.)

Promotion

- Promotion point orientation, training and goal setting
- Image and Branding SWOT Analysis
- NMMS Accelerator logo setup
- Collateral Materials Development:
 - Business card, letterhead, press release templates
 - General brochure/rack card
 - Website
 - Donation brochure/rack card
- Review/list existing events in the district
- Create an event sponsorship/donation form
- Select one existing event to add a MainStreet element; implement
- Develop idea, create Project Implementation Plan for a special and retail events
- Create an email list of contacts for local media
- Create a Facebook Page - add weekly updates

Design

- Confirmation of NMMS-recognized district boundaries
- Design point orientation, training and goal setting
- Property/business owners meeting/training
- Implementation of a downtown beautification or placemaking efforts
- Design Education Campaign

Accelerator Benchmarks Required to reach Affiliate/Accredited Status

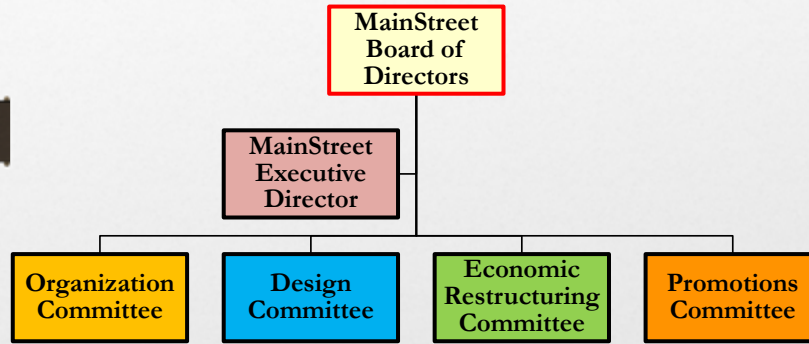
Organization

- Basic orientation for Steering Committee, including Organization point orientation, Incorporation of the revitalization org.:
 - Articles of Incorporation
 - Bylaws and policies
 - Form 1023 application
- Staff/Board job descriptions, responsibilities, recruitment and selection
- Engagement with local government on MOU/LOA (and funding)
- Organizational fundraising plan
- Volunteer recruitment
- Data collection and reporting
- Work plan development for Year 2

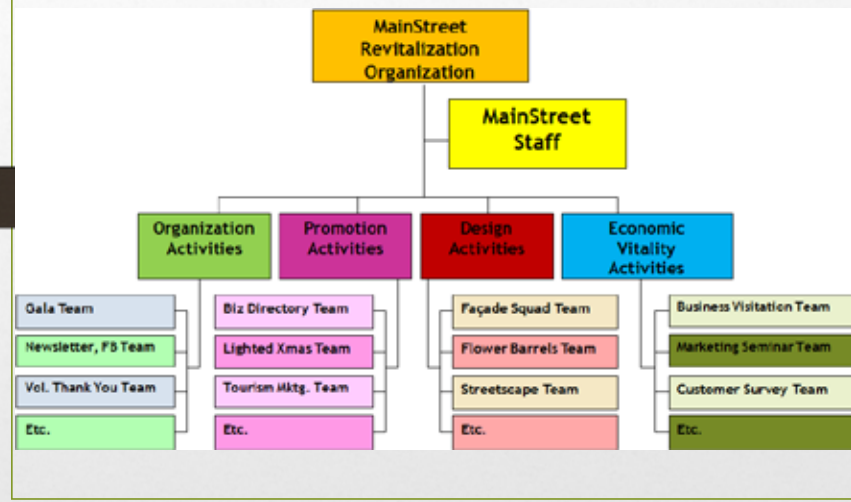
Economic Vitality

- Economic Vitality point orientation, training and goal setting
- Preliminary market analysis
- Business inventory
- Business mix analysis
- Develop Econ. Transformation Strategies
- Set up business visitation program
- List priority vacancies
- Conduct property owner visits
- Conduct partner visits
- Establish core business development team
- Identify:
 - One priority business assistance target
 - One business recruitment target
 - One building rehabilitation target

Traditional Organizational Structure



Alternative MainStreet Structure The "Task Force" Approach



Taos Accelerator Process – Next Steps

- **July 18:** The Promotions Point: Robyne Beaubien
- **July 19:** The Design Point: Amy Bell and Will Powell (including initial district boundaries review)
- **July 25:** The Economic Vitality Point: Keith Kjelstrom and Sean O’Shea
- **July 26:** The Organization Point in initial organizing tasks: Eduardo Martinez
- **August 8:** Induction, NMMS Network Leadership Meeting, Raton
- **August 8-10:** NMMS Network Leadership Meeting, Raton
- **October 17-19:** NMMS Network Leadership Meeting, Silver City
- **August – December:** Follow up tasks with NMMS Revitalization Specialists (progress w/Accelerator benchmarks)
- **January:** Benchmark review, adjustments, etc.



NMMS Accelerator Promotion Training One

With Robyne Beaubien

NMMS Revitalization Specialist in Promotion



- Overview of the Promotion Point
 - Promotion
 - Organizing the Work
 - Asset Based Economic Development
 - National Main Street Center ETS
- Branding a District
 - Identifying District Assets/Challenges
 - Image Development/Branding Strategies
- Event Development
 - Special Events
 - Retail Activities
- Media Activities
 - Traditional Media
 - Social Media
- Creating a Promotion Plan/Calendar
- Promotion and Economic Transformation Strategies
- Customizing Promotion Work in Your District

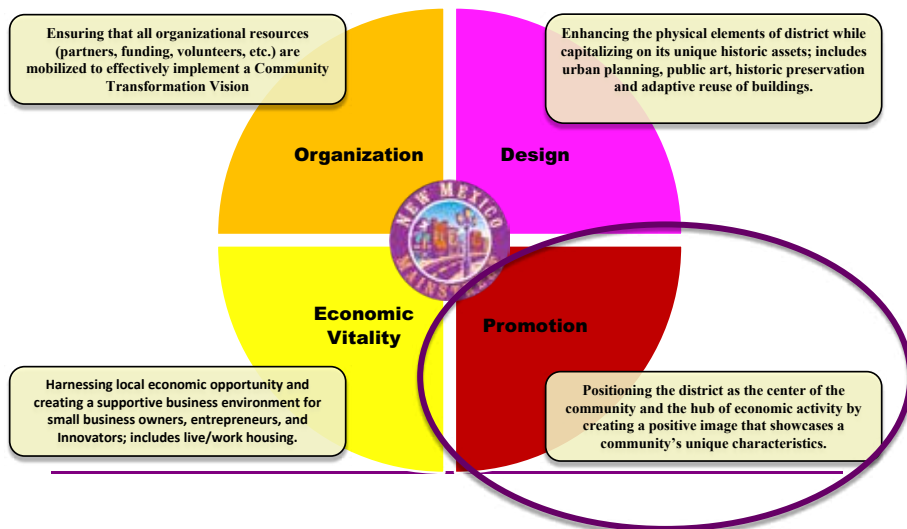
Agenda



NAVIGATION

PROMOTION OVERVIEW

The MainStreet Four Point Approach™





PROMOTION

Positioning the district as the center of the community and the hub of economic activity by creating a positive image that showcases a community's unique characteristics.

- IMAGE DEVELOPMENT**
- SPECIAL EVENTS**
- RETAIL ACTIVITIES**
- MEDIA RELATIONS**

Asset Based Economic Development



- Bottom-up approach to economic development
- Builds on existing local resources to strengthen local and regional economies
- Focuses on leveraging a community's assets into sustained economic growth and productivity
- Focuses on building capacity in communities and strengthening connections within regions

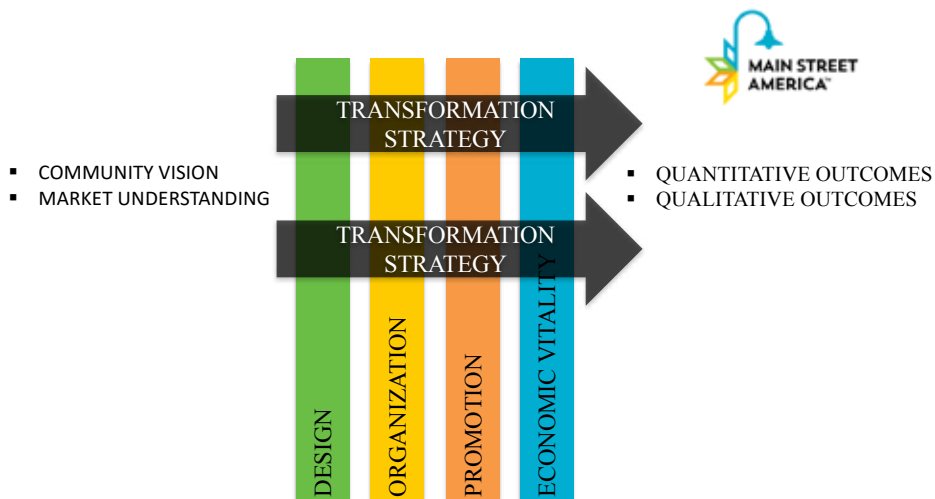


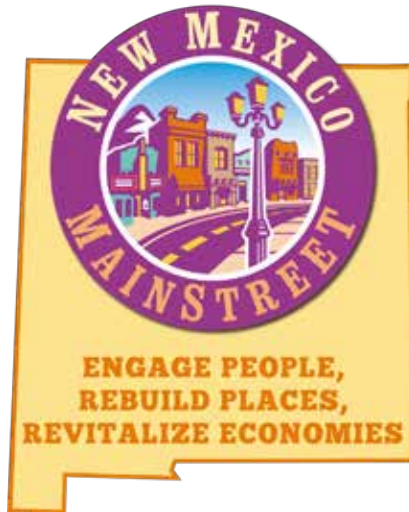
Economic Transformation Strategies

- Provide a clear sense of priorities and direction for the revitalization and economic growth efforts
- Are implemented through all Four Points
- Bring about substantive transformation
- Reflect the broader community's vision, needs and wants
- Are based on an understanding of the district's economic performance and opportunities



THE MAIN STREET APPROACH





PROMOTION PURPOSE

Why, What, and How

MainStreet Promotion



Purpose – to market and promote the MainStreet district.



Why

- Improve the image
Which...
- Brings more customers
Which...
- Brings higher profits to businesses
Which...
- Brings more investment to businesses
and properties
Which...
- Improves the image

The results are cyclical!

MainStreet Promotion



Purpose – to market and promote the MainStreet district.

What to promote...

- *Unique Assets*
 - *Businesses*
 - *People*
 - *Buildings*
 - *Community Characteristics*
- *Historic/Cultural Assets*
- *Tourism Assets*



MainStreet Promotion



Purpose – to market and promote the MainStreet district.

How

- Image Development – *Activities that work on how the district is perceived*
- Special Events – *Activities that bring people to the district*
- Retail/Business Activities – *Activities that build customer relationships in district businesses*
- Media Relationships – *Activities that create and foster good media partnerships*



MainStreet Promotion



Purpose – to market and promote the MainStreet district.

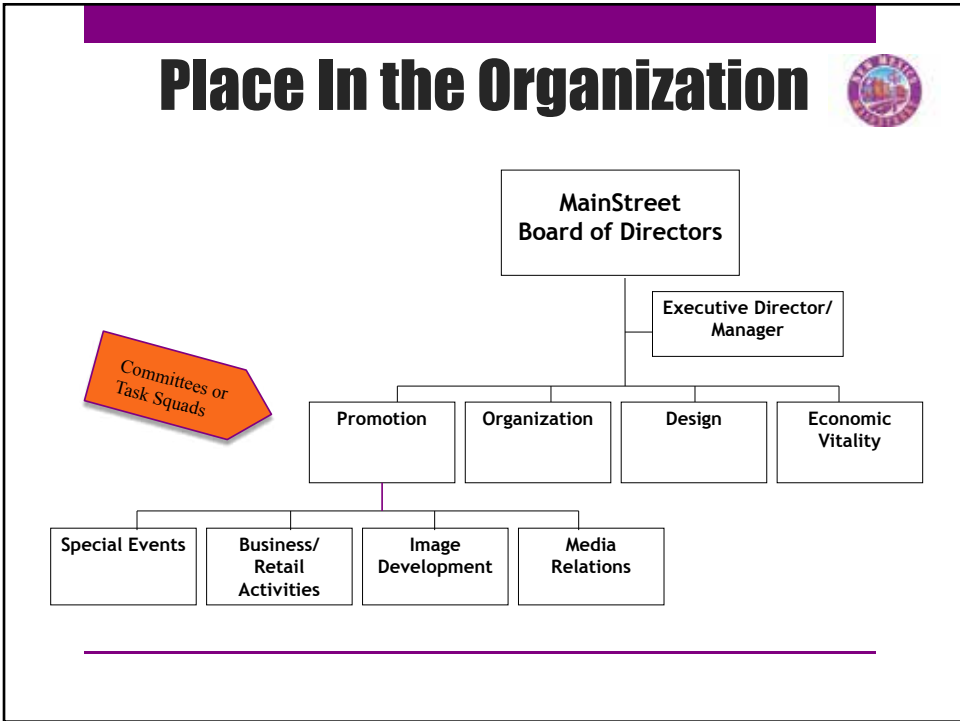
Never Forget...

Its not just about events!

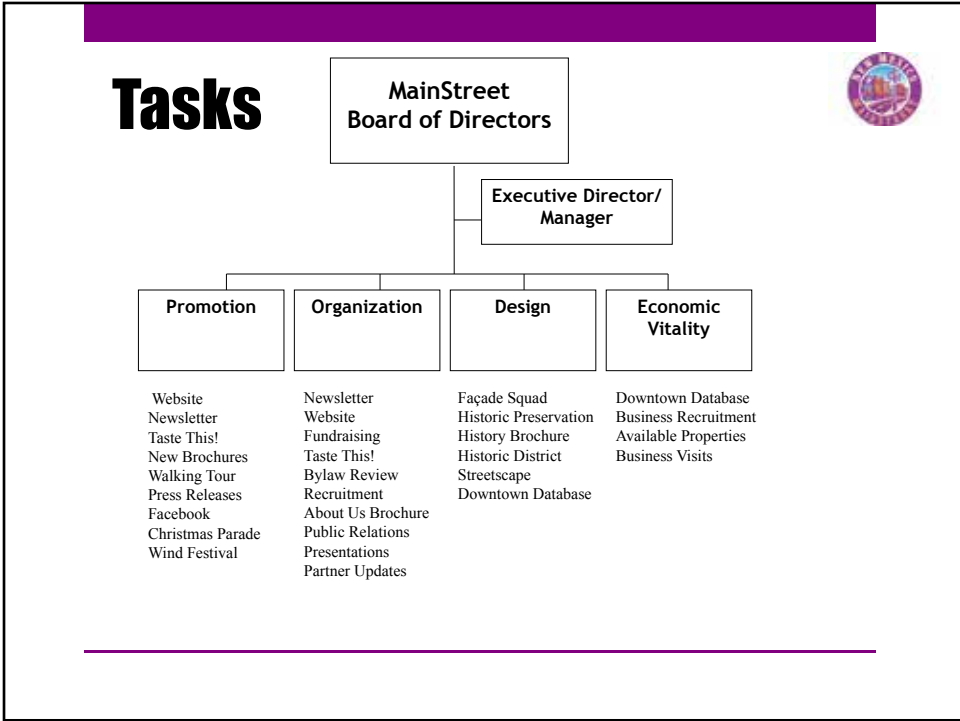
- **IMAGE DEVELOPMENT**
- **SPECIAL EVENTS**
- **RETAIL ACTIVITIES**
- **MEDIA RELATIONS**

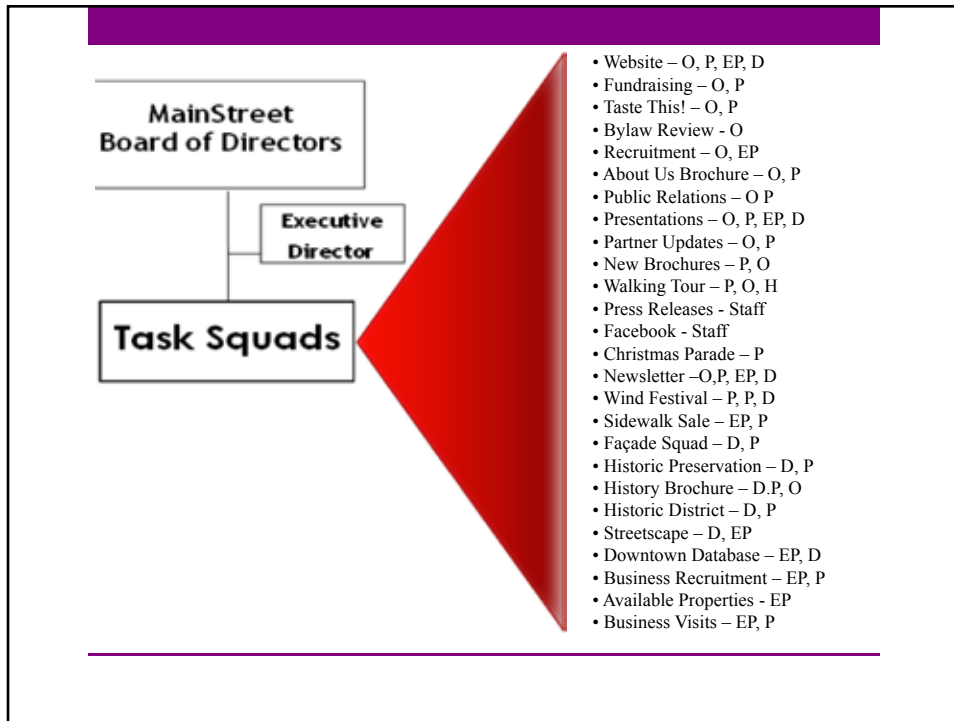


Place In the Organization



Tasks







Focus on:

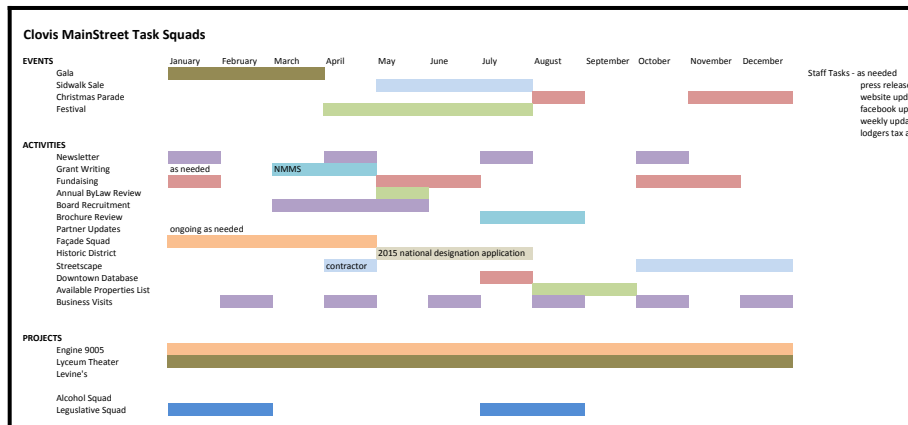
Episodic Volunteerism

Task Squads are groups of volunteers who are passionate about a specific project or activity and work together to complete the task for their MainStreet District/Program

Note - The task/project/event may be recurring

Annual Task Squads



Engage Volunteers

- Merchants
- Business association members
- Civic groups
- Marketing/advertising professionals
- Marketing/advertising instructors
- Tourism groups/staff
- Media reporters & editors
- Graphic designers & artists
- Residents

Promotion Work

The Buck Stops with the Board

- Goal to “self-fund” events
- 10% of sponsorships to general fund

Sources:

- General M.S. budget
- Businesses
- Sponsorships
- Admission
- Vendor Fees
- Lodgers’ Tax
- Economic Development Cooperative Advertising Grant
- Tourism Cooperative Marketing Grant

Promotion Work

Legal Issues

- Insurance
- Copyright (fees)
- Contracts
- Safety

Promotion Work

Staff-Squad Relations

- Staff attends meetings
- Staff is technical resource
- Staff is information source
- Staff answers to the board of directors
- Identify what volunteers can/should do
- Identify what staff should/must do

Promotion Work

Squad-Board Relations

- No action without board authorization
- Board is ultimately responsible for all projects
- Regular communication to & from board
- Approval of budget
- Help with questions, ideas
- Board should avoid micro-management of squad decisions

Promotion Work

BRANDING THE DISTRICT

Goal:
changing
perception
s



Image Development



- A brand is a promise.
 - It tells people what they can expect from a product or in our case, a place.
 - It encapsulates a story.
- A brand is a good way to “get the picture” of your district and help you articulate how you will present it’s story to residents, visitors and tourists.
- A brand is part of the overall mission for your district, defining the authenticity of the district today and your vision of where it will be in the future.

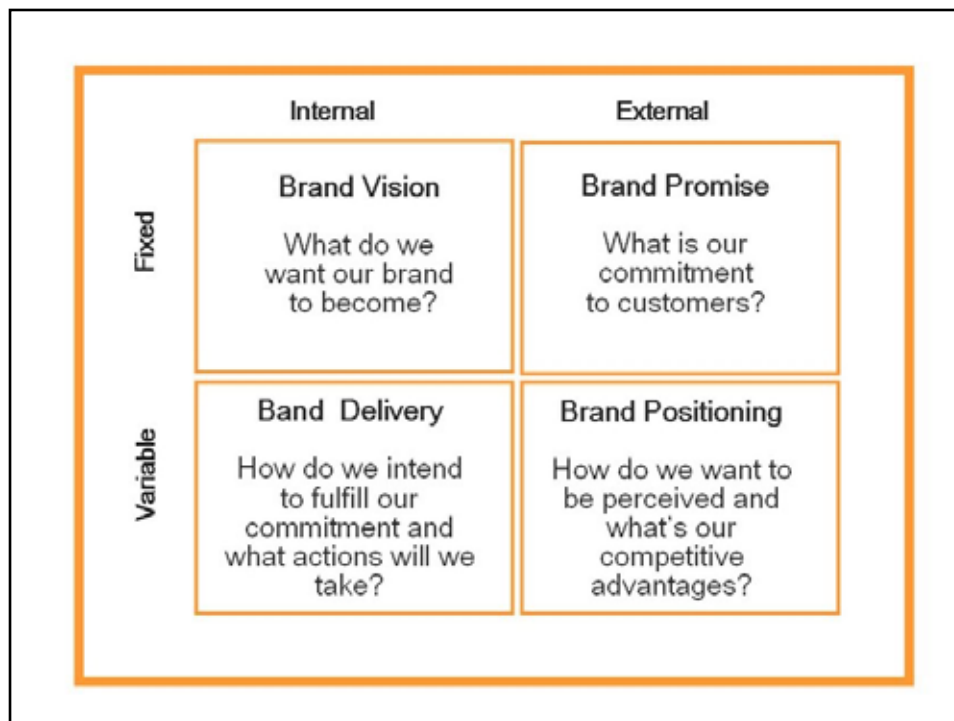


What is a Brand?



- **Identity/Brand** – essence or promise that a product, service, company or district/community will deliver or be experienced by a consumer.
- **Brand Statement** – two-three paragraphs describing the values and essence of your product (district).
- **Slogan/Tagline** – repeated phrase used in marketing.
- **Marketing** – the plan and process for selling your brand.
- **Target Markets** – the different types and groups of people that you target as you market your brand.

Terms





1. It takes a team.
2. Hold an informational public meeting or two to gather information and ideas, but don't use it to build your brand. Consensus will not happen. *(sorry)*
3. Focus: narrow and deep.
4. Build your brand slowly and gradually before going public.
5. A strong brand will evoke positive and negative feedback.
6. Stay focused on your target market and don't invest a lot of energy responding to negative feedback.
7. Authenticity is everything.

Seven Branding Tips

- Brand Essence Statement
- Logo/Slogan
- Style Guide
- Target Market Identification
- District Branding/Marketing Plan
- Collateral Materials
 - Website/Facebook
 - General Information Brochure/Rack Card
 - Sponsorship (Events, Program Support)
 - Business Enrichment/Recruitment
 - Business Cards/Letterhead
 - Etc...

Branding Tools

Goal:
changing
perception
s



Image Development



EVENT DEVELOPMENT

- Street Fair
- Festival
- Concert
- Cultural Event
- Parade
- Bike /Car Rally
- Gala
- Race/Run



Special Events

Goal:
attracting
crowds



Special Events

- Sidewalk Sale
- Art Walk
- Shopping Niche Promotion
- Co-op Advertising
- Business/Service Directory



Down-Town Summer Sidewalk Sale
Saturday, July 19th
8:30 am—3:30 pm

Great Merchandise... Great Prices... Great Food... Great People!

Participating Businesses:

All That and A Bag of Chips 202 N. Main Clovis, CA 93240	Haley's Salaries Elix 302 N. Main Clovis, CA 93240	Timberly's 302 N. Main Clovis, CA 93240
Quality Furniture 302 N. Main Clovis, CA 93240	Clavis Furniture 110 W. Grand Clovis, CA 93240	Ready's Sales 402 N. Main Clovis, CA 93240
Eddie's Tools and More 217 N. Main Clovis, CA 93240	Fun & Games 110 N. Main Clovis, CA 93240	McDonald's 110 N. Main Clovis, CA 93240
McDonald's 110 N. Main Clovis, CA 93240	McDonald's 110 N. Main Clovis, CA 93240	McDonald's 110 N. Main Clovis, CA 93240

Many stores will be holding other displays in addition to great sales on their own merchandise. Shopping...
McDonald's - Great Salaries, Set and a Package!!
Quality Furniture - Great Salaries for 2007!
Fun, Toys, and More!!

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Clovis, CA 93240
www.cityofclovis.org

Retail Activities

Goal:
improving sales



Retail Activities

What can happen...

EVENTS

Image Development, Media Relations, Retail Activities, Streetscape, Historic Preservation, Board Recruitment, Board Development, Fundraising, Public Relations, Business Visits, Economic Vitality, Education, etc....

Other Promotions
Design
Organization
Economic Vitality



MEDIA ACTIVITIES

TRADITIONAL

- Local, regional, state
 - Media list
- Print – newspapers, magazines, newsletters, etc.
- Radio
- Television
- Internet

SOCIAL

- Facebook
- Google+
- Instagram
- Twitter
- Others



Types



The World is a Changin'

Public Relations

- Strategic communications that builds mutually beneficial relationships between an organization and the public.
- Builds public trust.

Marketing

- Process and products used to “sell” a brand, product, or place to target markets.

WHY? You need to tell your story, frame it the way you want, so that someone else doesn't tell it for you!
Fill the void with your organization's truth.

Communication



CREATING YOUR PROMOTION PLAN-CALENDAR

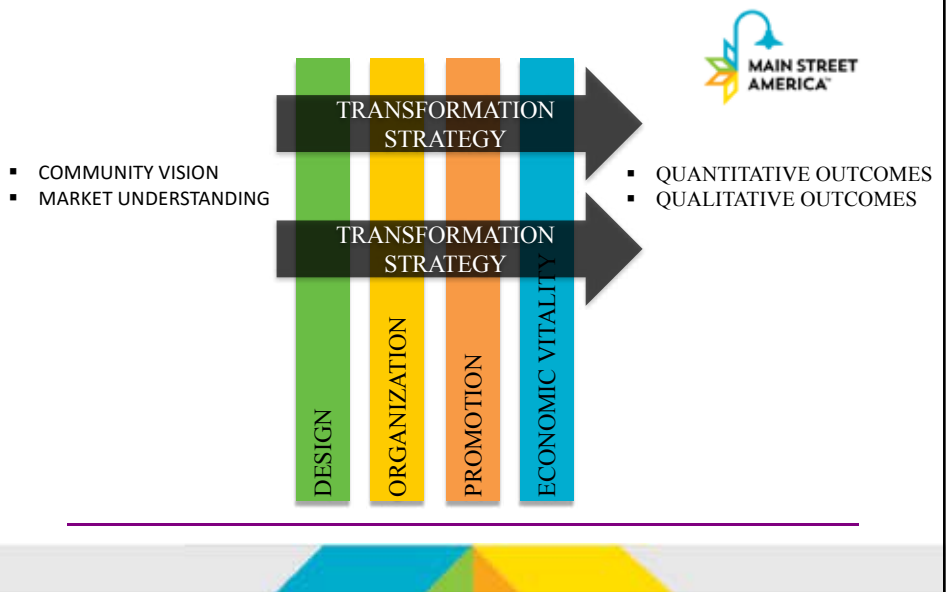


- All activities should connect back to the mission of the organization
- All activities should “benefit” the organization
 - Fundraising
 - Friend-raising
 - Image-raising
- Main work area is now in Economic Transformation Strategies
 - Primary focus of assessments and accreditation
- All activities should be evaluated for their benefit and output vs. outcome

Planning with Purpose

PROMO & ETS

THE MAIN STREET APPROACH



ECONOMIC TRANSFORMATION STRATEGY:

Retain and strengthen existing small businesses, incubate new entrepreneurial ventures and rehabilitate traditional commercial buildings to sustain and enhance downtown's unique character, diversify the business mix and expand dining, shopping and entertainment offerings.

DESIRED OUTCOMES:

- A. Create a visually attractive, vibrant place/district that changes peoples attitude of downtown and attracts new business.
- B. Stimulate, strengthen and improve our district into a vital economic center.
- C. Change local's shopping practices to keep their money circulating in Alamogordo.
- D. Improved economic conditions for the business district owners, City and County.
- E. Increased awareness of business opportunities available within the district.

Sample ETS

ECONOMIC VITALITY PROJECTS

Project #1: Promote the success of business owners to attract interested parties to move downtown.

Project #2: Create partnerships with businesses to improve and get to the next level of building rehabilitations.

Project #3: Establish a entrepreneurial resource hub/center of innovation to recruit and support small business in the district.

ORGANIZATION PROJECTS

Project #1: Create liaison with local businesses and groups.

Project #2: Create awareness and economic conditions.

Project #3: Raise funds to establish a Business Development Fund to support business development activities improve economic conditions. Project #4: Work with City and County in urban renewal, infrastructure projects to drive economic improvements.

Project #5: Petition for signage and wayfinding improvements in the district.

Project #6: Create intake application for people looking for business opportunities/concepts - have at Chamber, OCEDC, AMS, SBDC. Project #7: Work with local legislators to make liquor licenses easier to obtain.

Project #8: Provide support to business owners to make liquor licenses easier to obtain.

DESIGN PROJECTS

Project #1: Conduct a façade squad project on the Avis building to prepare it for tenants.

Project #2: Conduct a façade squad project on the Overstreets building.

Project #3: Conduct a façade squad project on the Sands Theater building on the north side of 10th St.

Project #4: Conduct a façade squad project on the billiards/pool hall on the NW corner of 10th and New York.

Project #5: Install wayfinding and/or north-south corner signs listing businesses on each of the district bisected by 10th St.



PROMOTION PROJECTS

Project #1: Establish a weekly drum circle or other entertainment options at Founders Park

Project #2: Create a pop up store in a vacant building or public space for artists to sell their products.

Project #3: Define a district brand or logo that incorporates train tracks on pavement and street sign add-ons.

Project #4: Use/leverage social media to implement a downtown scavenger hunt with prizes.



CUSTOMIZING PROMO WORK IN YOUR DISTRICT IN YEAR 1

Year 1 Checklist - Promotion



- AOC (formerly known as SWOT) Analysis
 - Logo Set-Up
 - Collateral Materials Development
 - Business Card, Letterhead, Press Release Template
 - General Brochure/Rack Card - District & Organizational
 - Website
 - Donation/Membership Brochure/Rack Card
 - Review and list existing events held in the district
 - Create an event sponsorship/donation form
 - Select one existing event to add a MainStreet element; implement
 - Develop idea, create PIP for a special event
 - Develop idea, create PIP for a retail activity
 - Create an email list of contacts for local media
 - Create a Facebook Page - add weekly updates
-

TOP THREE TASKS

Where most communities start!




IMAGE DEVELOPMENT ASSESSMENT

For NMMA Members, Arts & Cultural Districts and Various Communities

The process of identifying and marketing community assets to retain or attract a New Mexico MainStreet (NMMS) project is called Image Development. Instead of the traditional SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, we have implemented the following process to develop the image of NMMS communities and create branding and marketing strategies.

Use this worksheet to identify the assets, opportunities, and challenges that are part of your district/community.

1

NMMS ASSETS, OPPORTUNITIES, CHALLENGES

ASSETS <small>Engage and strengthen</small> <ul style="list-style-type: none"> • Historical • Cultural • Economic • Community • Physical • People • Building Inventory • Tourism 	YOUR DISTRICT ASSETS <div style="border: 1px solid gray; height: 40px; width: 100%;"></div>
OPPORTUNITIES <small>Plan to build or grow</small> <ul style="list-style-type: none"> • Historical • Cultural • Economic • Community • Physical • People • Building Inventory • Tourism 	YOUR DISTRICT OPPORTUNITIES <div style="border: 1px solid gray; height: 40px; width: 100%;"></div>
CHALLENGES <small>Overcome and find</small> <ul style="list-style-type: none"> • Environmental • Economic • Physical 	YOUR DISTRICT CHALLENGES <div style="border: 1px solid gray; height: 40px; width: 100%;"></div>

TRADITIONAL SWOT ANALYSIS

	<i>Helpful</i>	<i>Harmful</i>
<i>Internal</i>	STRENGTHS	WEAKNESSES
<i>External</i>	OPPORTUNITIES	THREATS



Brand New to MainStreet



Brand New to MainStreet



Brand New to MainStreet

2



Name
Address
Phone
Email

Brand New to MainStreet



Brand New to MainStreet

Address
Phone



Brand New to MainStreet

PRESS RELEASE

For Immediate Release

Date: _____

Contact: Name

Phone

Email

Great News from Brand New to MainStreet!

City, NM – (Copy should include clear information, one or two quotes, a call to action and contact information related to the release information.)

###

Tips

All collateral materials should have a cohesive look

- Same style
- Same color palette
- Same fonts

Different targets/relationships will have different brochures or rack cards but should fit into the “brand package”

- General
- Sponsorship (Events & Activities)
- Partners/Members
- Tours, Guides, etc.
- Business Listing or District Map



Brand New to MainStreet

**About
BNMIS**



MainStreet	Non-MainStreet
◆ _____	◆ _____
◆ _____	◆ _____
◆ _____	◆ _____
◆ _____	◆ _____
◆ _____	◆ _____
◆ _____	◆ _____
◆ _____	◆ _____
◆ _____	◆ _____
◆ _____	◆ _____
◆ _____	◆ _____

3

Existing Community Events

Customize Work

What promotion tasks do you want to do?

What existing events can you capitalize on?

What do “we” do next?

A free project/event tip



Key to success:

Use a **PIP**
Project
Implementation
Plan

- A “PIP” is:
 - “To do” list for specific project
 - Includes project tasks, responsibilities, deadlines, budget
- Why use it:
 - Project management
 - Volunteer management
 - Budgeting
 - Record-keeping
 - Project “survivability”

PLEASE NOTE – WE ARE HOLDING PROJECT AND EVENT MANAGEMENT TRAINING AT THE 2018 NMMS LEADERSHIP NETWORK MEETING IN RATON, NM

SAMPLE PROJECT IMPLEMENTATION PLAN

Project Name: MainStreet Business Directory
Project Chair/Leader: Amber (505-555-2900, amber@mainstreet.org)
Committee: Amber, Scott, Tina, Arturo, Rahim
Completion Date: 7/15/14

Task	Responsibility	Timetable	Cost	Revenue	Progress	Comments
1 Gather, review sample directories	Committee	By 1/15				Request from DC MS, NMSC
2 Decide content, format, distribution	Committee	30-Jan				Discuss at meeting
3 Gather business names/contacts	Scott	30-Jan				
4 Decide how to fund	Committee	30-Jan		\$5,525*		*Revenue based on 85 biz @\$65 ea
5 Obtain volunteer graphic designer	Sheila	30-Jan	\$0*			*May need to pay designer
6 Draft biz info letter, sign up	Amber	6-Feb				Scott to print; committee to sign & mail
7 Hold meeting to discuss w/businesses	Tina, Arturo	3-Mar	\$45			
8 Meet w/design firm to discuss concept	Committee	15-Mar				Scott will coordinate
9 Preliminary concepts from designer	Design Firm	30-Mar				Sheila to coordinate
10 Draft, review & finalize copy	Sheila, Scott	15-Apr				
11 Provide copy, photos to designer	Scott	1-May				
12 Get printing bids	Rahim	30-Apr				
13 Provide final corrections to designer	Sheila	20-May				
14 Print directory	Rahim	6/15-6/20	\$7,500			
15 Inform board, committees	Amber, Sheila	By 7/15				Present inventory @July board meeting
16 Write & distribute media release	Sheila, Scott	15-Jul				
17 Distribute copies to each business	Rahim, Tina	15-Jul				
18 Distribute remaining copies	Scott	15-Jul				
TOTAL:			\$7,500	\$5,525		

Event PIP – available on www.mmmmainstreet.org RESOURCE page

Job	Person	Budget	Amt	Deadline	Done	Sponsor	Cash	Brand	Volunteers	Notes
EXAMPLE - Banners	Jane	200.00	0.00	07/24/11	Done				City to provide when need is off day entire weekend	Rec Bkrs, Public Works - TEL: 426.1024 - pmv@parks.com.gov 05/17/11 Contacted Job via e-mail regarding banners. 05/17/11 Bob notified via email once the permit is filed out, it should route to Public Works 05/24/11 @mvalso Bob and informed him the permit application has been sent to OFFICE HOURS on 05/25/11.
Banners										
Garbage Cans										
Event Permit										
Event Report - 3Mtr Event										
First Aid Station										
Flyer memo to Council										
Street Closure Notices										
Clean Up										

Job	Person	Budget	Amt	Deadline	Done	Sponsor	Cash	Brand	Volunteers	Notes
Passerbyes										
Booth										
Cable Television										
Print Media										
E-marketing/social Media										

This screenshot shows an Excel spreadsheet with a purple header bar at the top. The spreadsheet is titled 'Entertainment - Frie' in the top-left corner. The columns are labeled as follows: 'JOB', 'PERSON', 'BUDGET', 'ART', 'BLAZINE', 'DONE', 'SPONSOR', 'CASH', 'IN HAND', 'VOLUNTEERS', and 'NOTES'. The rows contain the following text:

JOB	PERSON	BUDGET	ART	BLAZINE	DONE	SPONSOR	CASH	IN HAND	VOLUNTEERS	NOTES
27										
28										
29										
30										
31										
32										
33										
34										
35										

The spreadsheet is displayed in a window titled 'Work Plan - Sheet1'. A circular logo for 'NEW MEXICO WINSTREET' is visible in the bottom right corner of the spreadsheet area.

This screenshot shows an Excel spreadsheet with a purple header bar at the top. The spreadsheet is titled 'VENDOR' in the top-left corner. The columns are labeled as follows: 'JOB', 'PERSON', 'BUDGET', 'ART', 'BLAZINE', 'DONE', 'SPONSOR', 'CASH', 'IN HAND', 'VOLUNTEERS', and 'NOTES'. The rows contain the following text:

JOB	PERSON	BUDGET	ART	BLAZINE	DONE	SPONSOR	CASH	IN HAND	VOLUNTEERS	NOTES
36										
37										
38										
39										
40										
41										
42										
43										
44										
45										
46										
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99										
100										

The spreadsheet is displayed in a window titled 'Work Plan - Sheet1'. A circular logo for 'NEW MEXICO WINSTREET' is visible in the bottom right corner of the spreadsheet area.

The screenshot shows an Excel spreadsheet with a purple header bar at the top. The spreadsheet is titled 'LOGISTICS' and contains a table with the following columns: PERSON, BUDGET, ACT, STATUS, DONE, SPONSOR, CASH, IN KIND, VOLUNTEERS, and NOTES. The rows are numbered 40 through 47. The 'PERSON' column lists 'Residence', 'Insurance', 'Volunteer Training', 'VIP Area', and 'Evaluations/Thank You's'. The 'BUDGET' column has a value of 0 for 'Residence' and is blank for the other rows. The 'ACT' column is blank for all rows. The 'STATUS' column has 'OK' for 'Residence' and is blank for the others. The 'DONE' column is blank for all rows. The 'SPONSOR' column has 'WILL' for 'Residence' and is blank for the others. The 'CASH' column is blank for all rows. The 'IN KIND' column is blank for all rows. The 'VOLUNTEERS' column is blank for all rows. The 'NOTES' column is blank for all rows. The spreadsheet is titled 'Work Plan (Sheet1)' and has a 'New Mexico Main Street' logo in the bottom right corner.

	PERSON	BUDGET	ACT	STATUS	DONE	SPONSOR	CASH	IN KIND	VOLUNTEERS	NOTES
40	LOGISTICS									
41	Residence	0		OK		WILL				
42	Insurance									
43	Volunteer Training									
44	VIP Area									
45	Evaluations/Thank You's									
46										
47										

The screenshot shows an Excel spreadsheet with a purple header bar at the top. The spreadsheet is titled 'Revenue' and contains a table with the following columns: Budget and Actual. The rows are numbered 62 through 81. The 'Budget' column has a value of 3000 for 'Total' and is blank for the other rows. The 'Actual' column is blank for all rows. The 'Total' row has a formula =SUM(B62:B80) in the Budget column. The spreadsheet is titled 'Work Plan (Sheet1)' and has a 'New Mexico Main Street' logo in the bottom right corner.

	Budget	Actual
62	Revenue	
63	Admission	
64	Advertising	
65	Attractions	
66	City	
67	Entry Fee	
68	Commissions	
69	Donations	
70	Rent	
71	Sponsorship	
72	Vendor Fees	
73	Other Income	
74	Total	
75		
76		
77		
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79		
80		
81		



POP QUIZ

Four Elements of Promotion



PROMOTION

Positioning the district as the center of the community and the hub of economic activity by creating a positive image that showcases a community's unique characteristics.


**IMAGE DEVELOPMENT
SPECIAL EVENTS
RETAIL ACTIVITIES
MEDIA RELATIONS**

RESOURCES

The screenshot displays the website **NMMAINSTREET.ORG**. The header features the site name in large, bold, black letters. Below the header is a navigation menu with links for **ABOUT**, **COMMUNITIES**, **CALENDAR**, **RESOURCES**, **MEDIA**, and **BLOG**. The main content area is titled **Resources** and lists several categories:

- Emerging MainStreet and Frontier Community Applications
- BBER Reports
- Creative Economy
- Career Opportunities
- Education and Training
- Grants and Financing
- Historic Preservation

On the right side of the page, there are two additional sections: **Program Map**, which shows a map of New Mexico with various colored markers, and **Upcoming Events**, which lists events such as "8:00 am Non-Profit & Volunteer Management" on the 16th, "8:00 am Oral Writing Institute - Part 2 of 2" on the 17th, and "8:00 am Building Positive Relationships" on the 18th. A sidebar on the left contains social media icons for Facebook, Twitter, and YouTube.

 **Marketing and Promotions**

- Communicating With the Media
- Got Promo?
- Image Is Everything: Logo Design
- Making Your Photos Count

Events

- Basic Event Planning Outline
- Event Budget Planning Checklist
- Event Budget Template (Excel File)
- Event Evaluation Checklist
- Event Evaluation Form
- Event PIP (Excel File)

Websites

- Emerging Community Website Checklist & Recommendations
- NM MainStreet Communities Website Checklist

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Basic Event Planning Outline

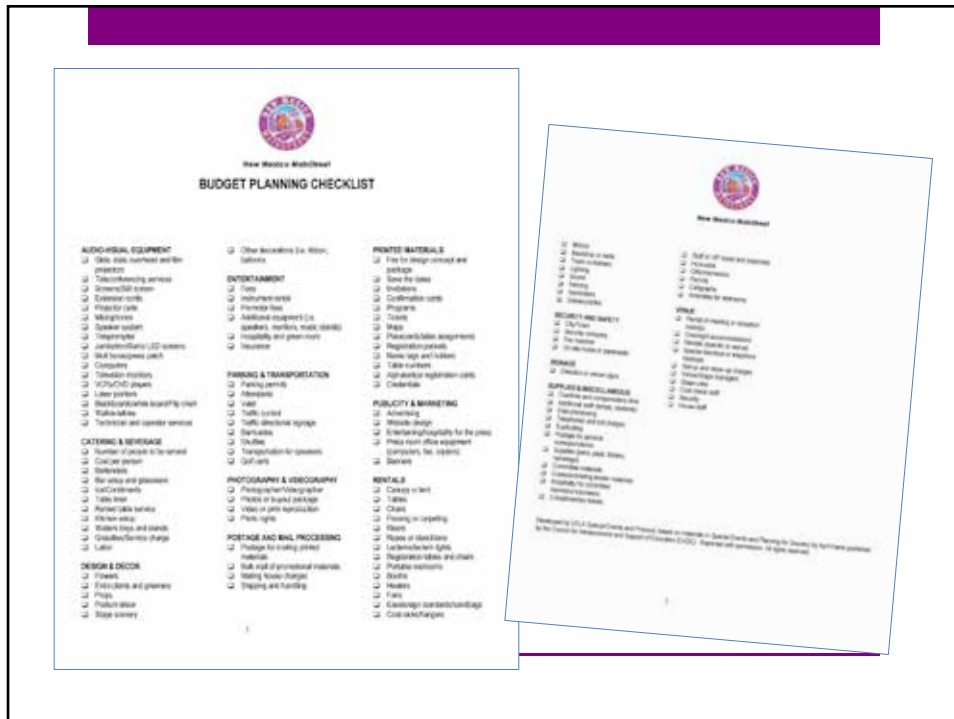
- I. Key to... good planning!
 - a. Lots of tools available to help create successful events
 - b. NMMS resources
 - i. Event Planning Outline
 - ii. Project Implementation Spreadsheet
 - iii. Budget List
 - iv. Event Budget Template
 - v. Event Evaluation Checklist
 - vi. Event Evaluation Form
2. Ideal Timeline
 - a. Small events - 3 months
 - b. Mid-size events - 6 months
 - c. Large events - 12 months
3. The Big Picture
 - a. Know how the event fits into your organization's mission
 - b. Know your target market - who is the event for?
 - c. Check a community calendar for a good date
 - d. How long will the event last? A few hours, a few days?
4. Team
 - a. Who do you need for a successful event?
 - b. Who can help you?
 - i. Time
 - ii. Connections
 - iii. \$
 - c. Make a list of team members with contact info - phone and email
 - d. Spread the word's around
 - i. Many hands make light work
 - ii. More volunteers/workers may mean more attendees as you reach out to their friends and families
 - iii. Take advantage of service organizations, youth groups, high school honor society and others who are looking to volunteer!



EVENT BUDGET TEMPLATE

INCOME			
Sponsorships	Name	Contact	Amount
	Business 1	1	\$ 1,000.00
		2	\$ 1,500.00
		3	\$ 1,000.00
		4	\$ 500.00
		5	\$ 250.00
		6	\$ 250.00
		7	\$ 100.00
TOTAL			\$ 8,600.00
Donations		1	\$ 500.00
		2	\$ 200.00
		3	\$ 200.00
		4	\$ 50.00
TOTAL			\$ 950.00
Vendor Fees	Business 1	1	\$ 50.00
		2	\$ 50.00
		3	\$ 50.00
		4	\$ 50.00
		5	\$ 50.00
		6	\$ 50.00
		7	\$ 50.00
TOTAL			\$ 350.00
VIP Ticket Sales			\$ 700.00
Run Registration	Run		\$ 50.00
		Walk	\$ 50.00
TOTAL			\$ 100.00
Misc.			\$ 100.00
INCOME TOTAL			\$ 10,800.00


EXPENSE			
Logistics	Venue Rental	\$0.00	
	Stage Rental	\$500.00	
	Tent Rental	\$800.00	
	Chair & Table Rental	\$200.00	
	Permit Fees	\$100.00	
	Security	\$200.00	
	Barricades	\$0.00	
	Fan Bus Supplies	\$250.00	
	Port-A-Potties	\$300.00	
	TOTAL		\$2,350.00
	Entertainment	Band 1	\$1,500.00
Band 2		\$1,000.00	
Band 3		\$800.00	
TOTAL		\$3,300.00	
Marketing	NM Magazine	\$100.00	
	Regional Newspapers	\$500.00	
	Radio Ads	\$500.00	
	TV Ads	\$0.00	
	Facebook Ads	\$400.00	
	T-shirts	\$0.00	
	Wine Glasses	\$500.00	
TOTAL		\$2,100.00	
Misc.		\$400.00	
EXPENSE TOTAL		\$10,750.00	
Profit/Loss		\$100.00	
IN-KIND DONATIONS			
BUSINESS	DONATION	VALUE	
1	Free advertising	\$500.00	
2	Police security (wine garden)	\$1,500.00	
3			
4			
5			
IN-KIND DONATION TOTAL		\$2,000.00	



Marketing and Promotions

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EMERGING MAINSTREET COMMUNITIES
Website Information List

As a new MainStreet community, you will need a website to share information about your program and your MainStreet District.

Below are our recommendations for information to include in your initial website pages to add as you grow and answers to common questions about websites.

BASIC PAGES AND CONTENT

HOME

- Welcome
- Short description of program
- Short description of district
- News and updates (possibly a blog)

ABOUT

- The MainStreet Four Point Approach List of board members
- List of staff Mission Statement
- Contact information for office
- Optional: 500 tax form (pdf)

CONTACT

- Form to submit questions and comments
- Contact information

OTHER INFORMATION – recommended for a sidebar area to show up on every page

- Address
- Phone number
- Email address
- Link to Facebook page, Twitter or other social media
- List of partner organizations
- Donate button (linking to Paypal, Square or bank account)

NEED TO ADD AS YOU GROW

501

Add annual reports (pdf), tax returns and other public documents

502

501 of examples – sample page with photos or time of year for events that link to a more descriptive page, Facebook page or other page

503

Format properly (downloadable) Sample report (header, pp. 1-2) page with links to program with additional information

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Website Cafe

Website is the MainStreet Community's online presence. It is the primary way that the community shares information about its programs and services. It is also a key tool for recruitment and fundraising. This document provides a checklist of best practices for creating and maintaining a website.

– Main message –

NAVIGATION FOR YOUR WEBSITE

1. Home page should be the most prominent and easiest to find. It should clearly state the community's mission and vision, and provide a clear path to other pages.

2. The website should be easy to navigate. Use clear, concise language and a logical flow of information. Avoid clutter and unnecessary links.

3. The website should be mobile-friendly. Most users will access the website from a smartphone or tablet, so it must be optimized for small screens.

4. The website should be secure. Use a secure hosting provider and implement SSL encryption to protect user data.

5. The website should be updated regularly. Keep the content fresh and relevant, and remove outdated information.

6. The website should be accessible. Use alt text for images and provide alternative text for links to ensure that all users can access the content.

7. The website should be optimized for search engines. Use relevant keywords and meta tags to help search engines find the website.

8. The website should be easy to use. Avoid complex navigation and long loading times. Make it easy for users to find what they need and complete their tasks.

9. The website should be visually appealing. Use a clean, professional design that reflects the community's identity and values.

10. The website should be easy to maintain. Use a user-friendly content management system that allows staff to update the website without needing technical expertise.

– In a nutshell –

1. Home page should be the most prominent and easiest to find. It should clearly state the community's mission and vision, and provide a clear path to other pages.

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PROMOTION ASSISTANCE

Service Request Forms

Service Request

New Mexico Metropolitan Service Request Form

Promotions, Marketing & Graphic Design

This is an application to receive services, including a graphic design solution, from the New Mexico Metropolitan Program. The program is designed to assist small businesses, non-profits, and other organizations in the metropolitan area that are unable to obtain such services through other means. The program is funded by the State of New Mexico and the Metropolitan Council of Governments. The program is subject to the availability of funds and the approval of the Metropolitan Council of Governments.

APPLICANT: _____

NEW MEXICO METROPOLITAN SERVICE REQUEST FORM

OTHER FUNDING SOURCES:

Governmental Other Non-Profit

Other Other Other

DESCRIPTION OF SERVICE:

Business Plan Marketing Plan Web Design

Business Plan Marketing Plan Web Design

APPLICANT:

New Mexico Metropolitan Program Other Other

Other Other Other

NAME OF ORGANIZATION: _____

APPLICANT'S ADDRESS: _____

PHONE: _____

DATE: _____

APPLICANT'S SIGNATURE: _____

DATE: _____

NEW MEXICO METROPOLITAN SERVICE REQUEST FORM

APPLICANT'S SIGNATURE: _____

DATE: _____

Promotion Training

- Committee/Task Squad/Board Training
- Work Plans
- Promotion Plan and/or Strategy
- Media Strategies

Graphic Design

- Image Development
- Logo
- Signage

We can help with

Marketing

- Assets Analysis (w/ Economic Positioning staff)
- Branding
- Direct Marketing Strategy
- Marketing Plan
- Tourism Development
- Social Media Plan

We can help with



Event Development

- Cultural or Historic Event
- Signature Event
- Special Event

Retail Activities

- Niche Marketing
- Cooperative Campaigns

We can help with




Design of Collateral Materials

- Brochures
- Flyers
- Posters
- Web Sites
- Social Media Set Up

We can help with



RECAP

- 
- AOC (formerly known as SWOT) Analysis
 - Logo Set-Up
 - Collateral Materials Development
 - Business Card, Letterhead, Press Release Template
 - General Brochure/Rack Card - District & Organizational
 - Website
 - Donation/Membership Brochure/Rack Card
 - Review and list existing events held in the district
 - Create an event sponsorship/donation form
 - Select one existing event to add a MainStreet element; implement
 - Develop idea, create PIP for a special event
 - Develop idea, create PIP for a retail activity
 - Create an email list of contacts for local media
 - Create a Facebook Page - add weekly updates
 - Your Goals...

Review Year One Goals



WRAP-UP

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