



MAIN STREET IOWA PROMOTIONAL ACTIVITIES CHECKLIST

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GOAL: To market the Main Street district by establishing a unified image and encouraging an exciting variety of activities for the community.

- Develop action plans with quantifiable goals and budgets for each activity.

Assessment & Planning

- Identify assets (people, buildings, heritage and institutions)
- Research and identify potential target markets
- Evaluate current promotional events and activities
- Create comprehensive annual calendar of events
- Plan and coordinate event sponsorship campaign (coordinate timing with investment drive)

Image Campaign

- Image advertising campaigns
 - Social media
 - Website
 - Tradeshows
 - Merchandise
 - Activity/event
- Media relations
 - Cultivate media contacts
 - Generate press releases for district
 - Create media packet for marketing organization
 - Press Releases
 - Radio and television interviews
- Develop district/organization brand based on authentic attributes
 - Ensure brand is embraced by all
 - Logos, slogans, graphics, jingles, signage, marketing, street banners, window displays, etc.

Special Events and Festivals

- Farmer's markets
- Holiday events
- Cultural events
- Heritage events
- Social events
- Bus and special tours
- County fair tie-ins

Retail Activities

- Discount sales events
- Non-discount activities
- Cross promotions of business with complementary goods/services
- Cooperative promotions for businesses with similar products/services
- Niche promotions target a specific consumer group

Measuring Promotion Success

- Committee debrief
- Evaluate
 - Popularity
 - Percentage of sales increases
 - Volunteer hours
 - Fit the target audience
- Vehicular & pedestrian traffic counts
- Ticket sales and drawings
- Concessions and give-a-ways
- Surveys
- Comment cards
- Roof top photos during events