

Creating Your Downtown Marketing Strategy

Kristi Trevarrow, Executive Director

Rochester Downtown Development Authority

So What Is Strategy Anyway?

A careful plan or method for achieving a particular goal, usually over a long period of time

So What's Your Goal?

- Drive traffic to your district
- Ring registers for your businesses
- Raise awareness of your downtown as a destination
- Engage the community in your efforts
- Provide memorable experiences for your visitors
- ALL OF THE ABOVE!?!

Marketing Strategy Elements

- Events
- Promotions
- Social Media
- Media Relations
- Public Relations
- Telling Your Downtown Story

Event vs. Promotion

- **Event**

A gathering of people to watch or participate in something

- **Promotion**

An activity that support or provides active encouragement for the furtherance of a cause, venture or aim

Events & Promotions

- Ringing Registers
- Fundraising
- Awareness Building
- Friendraising

Friendraising

- Designed to raise awareness of downtown & businesses
- Not meant to ring registers, but can
- Engage multiple partners and organizations
- Draw traffic downtown over an extended period of time
- Provide memory making moments

Case Study: Deck Art

Promotion Goals

- Introduce art into the community
- Engage people of all ages
- Drive traffic to the downtown district

Deck Art



Deck Art





Results

- Grown from 200 decks to 500+ in three years
- Participants start at 5 years old
- Engaged 50+ businesses to display the decks
- Drove traffic to the district for the duration of the promotion

Social Media

- Pick Your Platforms
- Share, Don't Sell
- Make Them Insiders
- Give Them What They Want



Downtown Rochester

Posted by Kristi Trevarrow [?] · May 30

What a beautiful day downtown...



26,320 people reached

Boost Post

Like · Comment · Share

1,227 82 51 Shares



Downtown Rochester

Posted by Kristi Trevarrow [?] · June 13

Looks like school is out for summer!



25,960 people reached

Boost Post

Like · Comment · Share

1,125 46 67 Shares



Downtown Rochester with Jennifer Watson

Posted by Kristi Trevarrow [?] · November 24, 2014 · 🌐

Hello Big, Bright Light Show!



156,160 people reached

Boost Post

Like · Comment · Share · 5,915 190 669





Downtown Rochester

Posted by Kristi Trevarrow [?] · June 11

New event announcement coming tomorrow...

7,236 people reached

Boost Post

Like · Comment · Share

97 likes 8 comments



Downtown Rochester

Posted by Kristi Trevarrow [?] · June 12

It's official! We are proud to announce our new holiday event, the Downtown Rochester Festival of Trees! Please click the link and like the [Downtown Rochester Festival of Trees](#) for more exciting information about this amazing holiday spectacular!

<https://www.facebook.com/RochesterFestivalofTrees>



Downtown Rochester Festival of Trees

Kick off the holiday season at the Downtown Rochester Festival of Trees - November 21-23 at the Rochester Community House

Community Organization: 1,705 like this

13,160 people reached

Boost Post

Like · Comment · Share

206 likes 4 comments 2 Shares

Media Relations

- Press Releases
- Media Advisory
- Form Relationships
- Frequency/Persistence
- Make Their Jobs Easier



Downtown Rochester

Posted by [Kristi Trevarrow](#) [?] · July 14 · Edited

Lots of new businesses opening downtown this month - Olive Vinegar, Beds By Design and Rochester Brunch House!



30,912 people reached

Boost Post

Like · Comment · Share

👍 342 🗨️ 16 ➦ 43 Shares



Downtown Rochester shared a link.

Posted by [Kristi Trevarrow](#) [?] · October 15

Lots of great businesses opening downtown!

<http://www.candgnews.com/news/rochester-bustles-new-business-77919>



Rochester bustles with new business

www.candgnews.com

ROCHESTER — Over the past few months, a number of new businesses have popped up in downtown Rochester. Olive Vinegar arrived on the scene at 205 S. Main in mid-July. The tasting room and retail store, owned by Michael

28,336 people reached

Boost Post

Like · Comment · Share

➦ 30 Shares

Public Relations

- Promote Your Organization
- Promote Your Projects
- Gather Intel
- Put A Face on Your Organization
- Engage, Engage, Engage

Case Study: Good Deeds Day

Promotion Goals

- To inspire the most amount of people to participate
- To make a substantial contribution to address a need in our community
- To engage many partners
- To promote the work of our organization

Good Deeds Day





Results

- Engaged the community, City, Fire Department, Police Department, local schools and clubs
- Raised awareness of who we are and what we do
- Generated lots of goodwill and happy faces
- Collected over 530 new toys and books for The Birthday Room

Telling Your Downtown Story

- Authentic
- Genuine
- Delivers on a promise
- Engages many partners
- Limited only by your time and creativity

Case Study: Explorers Club

Or...

How to put together a rockin' promotion when you
have an awesome idea and absolutely no money!

Explorers Club

Promotion Goals

- Excite the community
- Promote all that downtown has to offer
- Engage non-retail businesses
- Provide incentive for visitors to frequent downtown over a defined time period

Peepes In The Clouds
Main Street Deli, 709 N. Main

and go cloud watching. Bring a photo or drawing of what you discovered to receive your badge.

Bubbles
Moon River Soap Company,

Bring bubbles and your wand to Moon River Soap Company to show off your soapy

A Sunset
The Painted Pot, 421 Walnut

One day, go outside and say hello to the Sun. Bring a photo or drawing of the sunset to the Explorer Station to receive your badge.

Stargazing
Penny Black Grill & Tap,

One night, you can see all the stars and diamonds in the sky. Draw a picture of the stars you see and bring it to the Explorer Station to receive your badge.

14. Go Birdwatching
Explorer Station: RE/MAX Defined, 125 E. Third

Look up and all around to see what chirping friends can be found. Bring a photo or drawing of your favorite bird to the Explorer Station to receive your badge.



15. Go On A Picnic
Explorer Station: Red Knapp's Dairy Bar, 304 Main

Head to the park (or the backyard) and have a picnic with your parents and pals. List three things you had at your picnic.

1. _____
2. _____
3. _____

16. Attend Movies In The Moonlight
Explorer Station: Movies in the Moonlight DDA Volunteers

Enjoy a movie under the stars

- | | |
|----------|------------------|
| July 12 | Frozen |
| July 19 | Saving Mr. Banks |
| July 26 | Despicable Me |
| August 2 | E.T. |



24 Days, 24 Activities. One Great Adventure.

The Rochester Explorers Club is an opportunity for kids of all ages to get out and explore all that our community has to offer. Complete as many activities as you like from July 10 to August 2. Whether you choose one activity or try to complete them all, the goal is to just have fun!

Here's how it works. Select an activity. When you complete the activity, bring your Adventure Guide and proof that you completed the activity (photo, drawing, list etc.) to the sponsoring Explorer Station to receive your activity badge. There is a different badge for every activity — no two are alike! (You can only complete each activity once — no double badges).

For the final adventure, come downtown to the Explorer Station on Saturday, August 2. Bring your Adventure Guide to receive an Explorer badge.



Bring your Adventure Guide to the Explorer Station to receive your badge.

For more information, contact the Rochester DDA at 248/656-0060 or visit DowntownRochesterMI.com.

Where you live:

ROCHESTER



Explorers Club



Results

- 788 Explorers Signed Up
- Strong Local Media Coverage
- Business Engagement
- Parent Appreciation = Positive PR

Results

- “Thanks for starting this! The kids are absolutely loving it. We love our city and this is just one of the many reasons why.”
- “Such a fun day.. lovely event and great shopping. As always a fun day right in my own backyard of Rochester.”
- “Picked up our final badges today. We had a great time "exploring" our city this summer! Thanks DDA!!”

Contact Info

Kristi Trevarrow, Rochester DDA

Kristi@DowntownRochesterMI.com

248/656-0060

DowntownRochesterMI.com

[Facebook.com/DowntownRochester](https://www.facebook.com/DowntownRochester)

