

50 ways to use the web for downtown work

①

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Agenda for this session

②

- Quick review for use of social media and web applications for Main Street committee work
- Examples for each committee
- Handouts have all URLs
- Email me with other stuff you use

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Assumptions....you have

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- A web site you can manipulate in house
- A high speed internet connection
- Interest in expanding your horizons
- Are collecting email addresses all the time
- Have some volunteers interested in social media
- Have some budget for updates/new things

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Organization Committee

④



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Organization Committee—Volunteer recruitment

- Your web site
- Facebook
- Craig's list
- VolunteerMatch.com
- 1-800-volunteer
- Sparked .com micro volunteering
- Paypal
- Change.org



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MS Main Street Pay Pal donations

6



Heritage Co

Ellensburg Downtown Assoc. WA-- Change.org

7

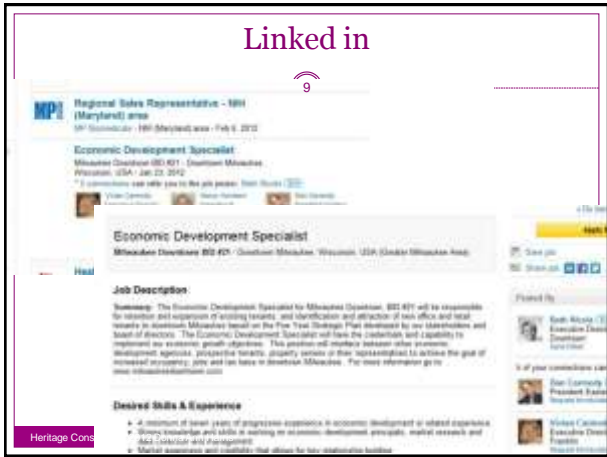


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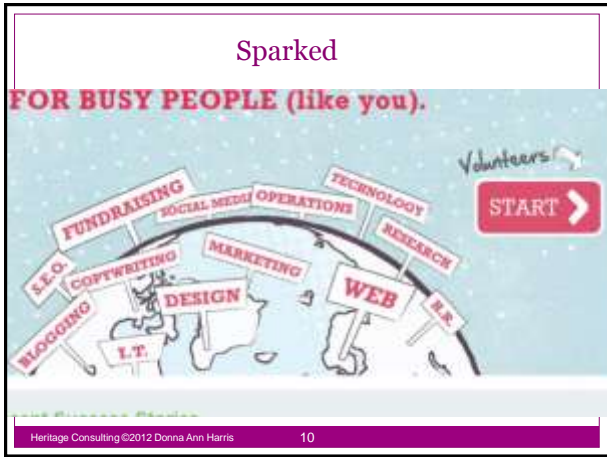
Historic Bethlehem Partnership PA Volunteermatch.com



Linked in



Sparked



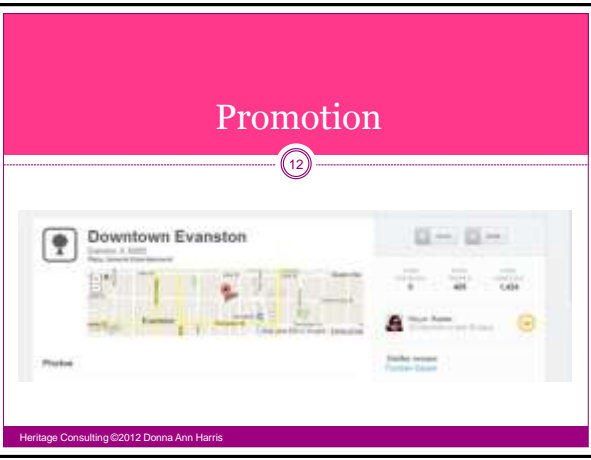
Other tools for Org Committee

11

Photo management—free	Other tools
<ul style="list-style-type: none"> • Flickr • Picasa/Google product • Photo Bucket • Shutterfly 	<ul style="list-style-type: none"> • Drop box—for storing/retrieving documents on any device • Tech Soup—software for nonprofits—free/cheap • Idealware—reviews software and on line tools

Promotion

12



Promotion Committee

13

- Image ads
 - Web site
 - Facebook
 - Biz listings
 - Advertising
- Media relations
 - Media lists
 - Help a reporter out *HARO
- Communications
 - Newsletter
 - Twitter
 - Facebook
 - Website

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14

Media Relations

- Media partnership opportunities, given significant industry changes
- Electronic press releases (by reporter groups) focusing on the truly unique, given content needs
- Trade publications/media seeking unpaid content

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Communications

15

- Unique social networks to supplement to Facebook and Twitter
- Targeted email opportunities
- Event networks or special interest networks

The caveat: It's all changing very, very quickly...

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Listings with Broader Reach: National Main Street Center

16



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17

Paid Advertising


Local/
Regional
Electronic
Media:
Skyscrapers and
Leaderboards



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Targeted Email: Constant Contact

18



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Social Networks: Main Street Portsmouth, OH (Twitter)

19



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Other web tools for Promotion committee

20

Social media integration	Event management
<ul style="list-style-type: none"> • Hootsuite • Tweetdeck • Netvibes • Yoono • Flock <p>Monitoring of all social media—hits, click through, integration between platforms</p>	<ul style="list-style-type: none"> • Eventbrite.com for Event management for conferences, tickets, payments, sales labels, name tags, Eventbrite.com

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Design Committee

21



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Design Committee—design education


22

- Your web site
- Pod casts
- Color visualizers and paint pallets
- Sketch up
- Cost estimator web sites
- Keep America Beautiful community appearance index
- Google Earth

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Web site--property listings

23



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Benjamin Moore—Personal color viewer 2.0

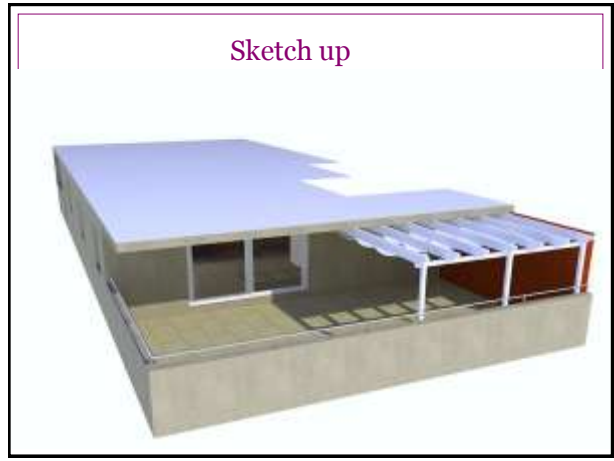


Photo by Gerson St. Onge Photo by Maria Apponte

Source: HACE Main Street, Philadelphia PA

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Sketch up



Get-A-Quote. Net



Design—tours and visual references

27

- Photo sharing web sites
- Geocache
- Podcasts
- YouTube



Crystal Lake Main Street IL Web Site-- Geocache



Carbondale Main Street IL--Pod casts

Developed by the City of Carbondale and the Carbondale Preservation Commission, this unique audio tour through Carbondale's rich history includes re-enacted excerpts like Early Settlement of Southern Illinois, The Founding of Carbondale, Arrival of the First Steam Locomotive, The Square Before the Civil War, Carbondale and the Civil War, The Square After the Civil War, The Turning of the Century, The Illinois Central Railroad, Politics and Turnout, Celebrations and Social Life, Famous Visitors, and Efforts to Preserve the Square.

VIDEO TOUR of Today's Downtown Carbondale was created by The Arthur Agency, Thanks to Jon Greenstreet!

Many Thanks to Logan Johnson, 710 Bookstore, for the technical support to make these audio and videos available.

Categories

- All Audio (12)
- Video (1)
- List All (14)

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Photo sharing--Flickr

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Keep America Beautiful Community Improvement Check list

COMMUNITY IMPROVEMENT CHECK LIST

Community _____
 Contact _____ Date _____

Mark the appropriate answer to each question with "Yes" answer including a need for improvement. Blank lines in each section allow you to add specific questions of concern for your affiliate.

IN GENERAL		Yes	No
Do the entrances to the community create a favorable impression to visitors?			
Are the areas along the entrances free from objectionable views such as dilapidated structures, junked cars, dead trees, broken down, etc.?			
Is the general appearance of the city neat and clean?			
Would a visitor be attracted to become a resident or business owner in the community?			
STREETS/SIDEWALKS		Yes	No
Overall, are the streets free of litter and debris?			
Residential streets			
Commercial streets			
Business streets			
Overall, are the sidewalks free of litter and debris?			
Residential sidewalks			

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Economic Restructuring

32

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Resource Package: Wisconsin Main Street

37



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American Community Survey – American Fact Finder, census.gov

38

2008 Description by Sex and Median Earnings for the Top 10 States by 2008 Median Adjusted Salary by the Other Employment Population 16 Years and Over

2008 American Community Survey, Table S1601

State	Male		Female		Total		Median earnings (per hour)	Median earnings (per week)
	Count	Percentage	Count	Percentage	Count	Percentage		
Alabama	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Alaska	100,000	10.0%	100,000	10.0%	200,000	10.0%	\$10.00	\$500.00
Arizona	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Arkansas	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
California	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Colorado	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Connecticut	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Delaware	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
District of Columbia	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Florida	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Georgia	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Hawaii	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Idaho	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Illinois	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Indiana	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Iowa	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Kansas	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Kentucky	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Louisiana	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Maine	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Maryland	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Massachusetts	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Michigan	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Minnesota	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Mississippi	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Missouri	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Montana	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Nebraska	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Nevada	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
New Hampshire	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
New Jersey	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
New Mexico	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
New York	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
North Carolina	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
North Dakota	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Ohio	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Oklahoma	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Oregon	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Pennsylvania	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Rhode Island	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
South Carolina	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
South Dakota	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Tennessee	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Texas	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Utah	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Vermont	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Virginia	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Washington	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
West Virginia	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Wisconsin	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00
Wyoming	1,000,000	10.0%	1,000,000	10.0%	2,000,000	10.0%	\$10.00	\$500.00

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Data management

39

- DowntownDiva.com
- SalesForce.com
- Villagemanager.com



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Villagemanager.com

40



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Business Recruitment

41

- Develop database of recruitment prospects
- 'Viral' marketing—ask community members to recommend what biz they want downtown
- Community research--comparables and competitors
- Recruitment tools
 - Electronic packaging and updates
 - Retailer research, including data mining
 - 'Shoe leather' with preparation

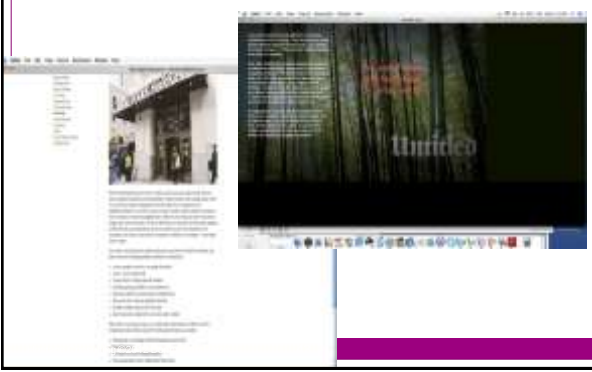
'Viral Marketing' Lake Forest, IL

42



- Use community 'virus' via Survey Monkey to identify recruitment prospects
- Identify businesses based upon patronage
- Had nearly 900 responses

Recruitment Research: Format and Unique Retailers



Business Retention

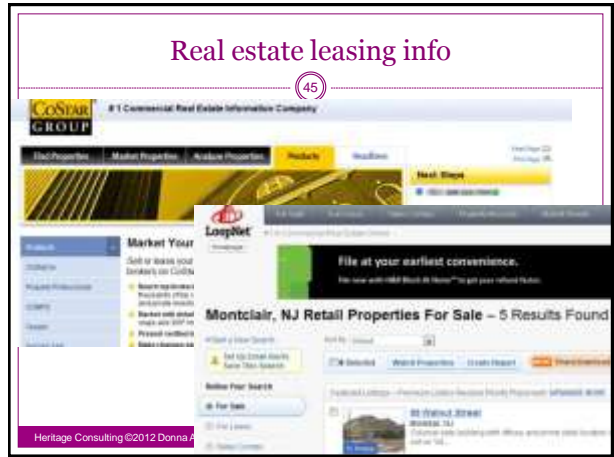
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- Property inventory and GIS mapping links
- Leasing data (e.g. LoopNet, CoStar)



Real estate leasing info

45



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Zoom Prospector.com

46



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Mapping by Retail/Real Estate Location

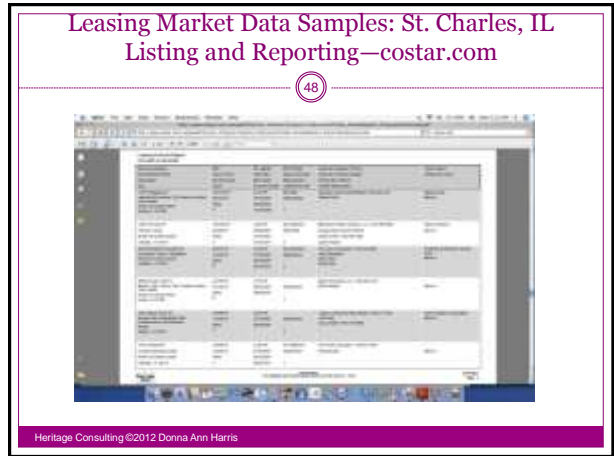
47



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Leasing Market Data Samples: St. Charles, IL Listing and Reporting—costar.com

48



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Merchant Support Information/Trend Data

49



National Retail Federation Trend data

50



Questions?

51