

50 ways to use the web for downtown work

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Agenda for this session

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- 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

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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

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Ellensburg Downtown Assoc. WA-- Change.org

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Historic Bethlehem Partnership PA Volunteermatch.com



Linked in

Regional Sales Representative - 18H (Maryland) area
 MVA (Maryland) area · Feb 9, 2012

Economic Development Specialist
 MVA (Maryland) area · Jan 22, 2012

Economic Development Specialist
 MVA (Maryland) area · Jan 22, 2012

Job Description
 Summary: The Economic Development Specialist for MVA (Maryland) area - 822 431 will be responsible for reviewing and preparing of resumes, identifying and attraction of new office and local talents in MVA (Maryland) area on the Post-Trade Strategic Plan approved by our shareholders and board of directors. The Economic Development Specialist will have the customer and quality to implement an economic growth objective. This position will involve various other economic development projects, provide the best quality service in the organization to achieve the goal of increased revenue, jobs and tax base in MVA (Maryland) area. For more information go to: www.mva.com

Desired Skills & Experience

- A minimum of 5 years of progressive experience in economic development or related experience
- Strong knowledge and skills in marketing, economic development, projects, market research and local government and management
- Market experience and ability to deal with non traditional business

Sparked

FOR BUSY PEOPLE (like you).



Other tools for Org Committee

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Photo management—free

Other tools

- Flickr
- Picasa/Google product
- Photo Bucket
- Shutterfly

- Drop box—for storing/retrieving documents on any device
- Tech Soup—software for nonprofits—free/cheap
- Idealware—reviews software and on line tools

Promotion

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Promotion Committee

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- 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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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

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- 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

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Paid Advertising


Local/Regional Electronic Media: Skyscrapers and Leaderboards



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Targeted Email: Constant Contact

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Social Networks: Main Street Portsmouth, OH (Twitter)

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Other web tools for Promotion committee

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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

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Design Committee—design education

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- 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

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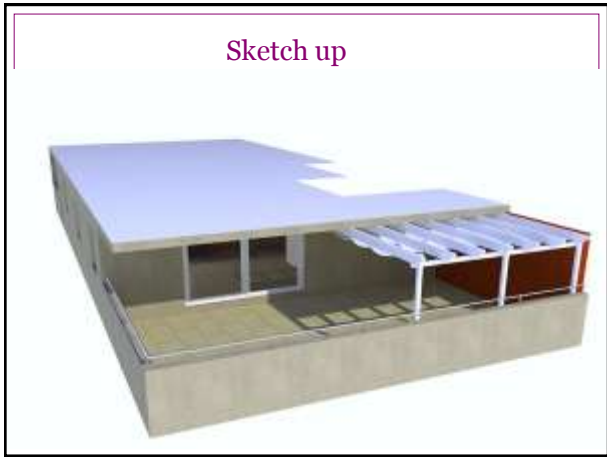
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Benjamin Moore—Personal color viewer 2.0

Source: HACE Main Street, Philadelphia PA

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Sketch up



Get-A-Quote. Net



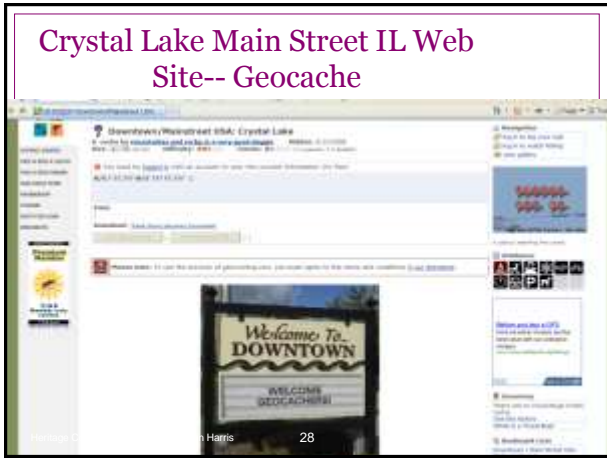
Design—tours and visual references

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- Photo sharing web sites
- Geocache
- Podcasts
- YouTube



Crystal Lake Main Street IL Web Site-- Geocache



Carbondale Main Street IL--Pod casts

Light Fantastic

Calendar

Audio & Video Tour

Volunteer Opportunities

Carbondale Main Street: The Out

A Walk Down Main Street

RENTS

Grower's Market on The Square

Grant Information

Business Development

Available Property

Board and Staff

Meet Me on Main Street

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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

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

Filter by Type: All Pages

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



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Market Analysis

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- Online survey instruments
- Demographic resources
- Comprehensive resource packages (e. g. UW “Toolbox”)
- Data management packages



On line survey tools –Survey monkey

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 A screenshot of a SurveyMonkey survey results page. It displays a table with multiple columns, including question numbers and response counts. The table has a yellow background and is partially obscured by a scroll bar on the right.

US Census.gov

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A screenshot of the U.S. Census Bureau Fact Finder website. The page features a search bar, navigation tabs, and a main content area with a table of data. The header includes the U.S. Census Bureau logo and the "Fact Finder" title.

demographicsnow.com

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A screenshot of the demographicsnow.com website. It features a blue logo, a search bar, and a main content area with a table of data. The page layout is clean and professional.

Resource Package: Wisconsin Main Street

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American Community Survey – American Fact Finder, census.gov

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33444 Description by Sex and Median Earnings for the Past 12 Months in 2000 (Median Adjusted Salary for the Civilian Employee Population 16 Years and Over) 2002-2004 American Community Survey 3-Year Estimates

Table view: [Table view icon] [Map view icon]

Columns: [Table icon] [Download icon] [Print icon] [Close icon]

NOTE: An exception to the generally published reporting period is shown in the table for the following table.

Subject	2000		2001		2002		2003		2004	
	Value	Margin of Error	Value	Margin of Error	Value	Margin of Error	Value	Margin of Error	Value	Margin of Error
Unemployed population 16 years and over	11,640	±1,021	12,776	±1,117	12,991	±1,211	12,414	±1,128	11,559	±1,075
Unemployed population 16 years and over, females	5,891	±544	6,376	±617	6,176	±577	5,718	±519	5,336	±505
Unemployed population 16 years and over, males	5,749	±477	6,399	±499	6,815	±634	6,696	±509	6,223	±570
Unemployed population 16 years and over, white	6,321	±588	6,876	±661	6,896	±663	6,676	±609	6,111	±568
Unemployed population 16 years and over, black	1,389	±149	1,508	±157	1,595	±167	1,536	±159	1,341	±141
Unemployed population 16 years and over, hispanic	1,389	±149	1,508	±157	1,595	±167	1,536	±159	1,341	±141
Unemployed population 16 years and over, other races	711	±73	778	±79	795	±81	785	±80	771	±79

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Data management

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



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Villagemanager.com

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Business Recruitment

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- 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

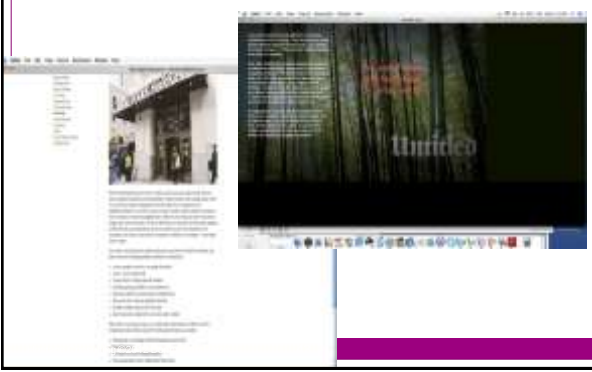
'Viral Marketing' Lake Forest, IL

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- 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

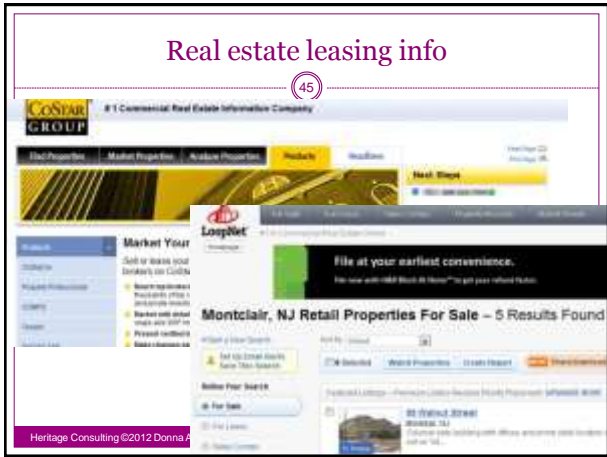
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- Property inventory and GIS mapping links
- Leasing data (e.g. LoopNet, CoStar)



Real estate leasing info

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Zoom Prospector.com

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Mapping by Retail/Real Estate Location

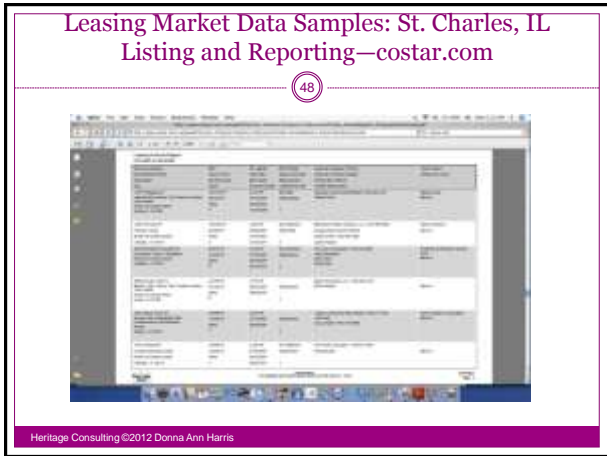
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Leasing Market Data Samples: St. Charles, IL Listing and Reporting—costar.com

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Merchant Support Information/Trend Data

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National Retail Federation Trend data

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Questions?

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