

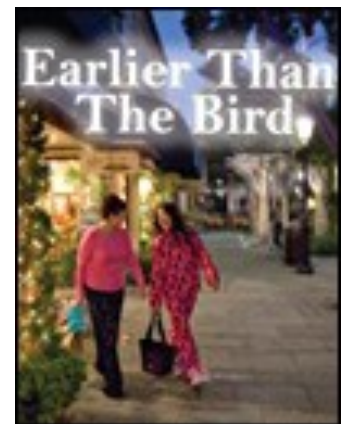


## OREGON MAIN STREET NETWORK SUMMER WORKSHOP

### How to Develop a Promotional Strategy to Engage the Public, Boost Sales, and Leverage Your District's Assets

Special events and promotional activities are a great way to bring pedestrian traffic to your community, but before you launch another festival, fundraiser, or retail promotion, find out what questions to ask to make the best use of time, money, resources, and your sanity. In this workshop, learn how Livermore Downtown, Inc., a veteran California Main Street Community, uses events and promotional activities to capitalize on the town's assets and offer ways for locals and visitors to connect. In this workshop, participants will:

- ◆ Hear about Downtown Livermore's successful events and marketing strategies, including the first on-line Downtown Collective Gift Card Program in the country.
- ◆ How to leverage events and promotion activities to generate increased foot-traffic and sales.
- ◆ Learn how to build successful partnerships & how to keep sponsors engaged.
- ◆ How to fund events and activities.
- ◆ Learn when to retire or re-invent existing events or develop new ones.



**When:** Tuesday, June 11, 2012, 8 am to noon

**Where:** Greater United Way Conference Room, 702 SE Douglas, Roseburg, OR

**Registration:** This workshop is *free* to participants in the Oregon Main Street Network however registration is required at: [mainstreetpromotions.eventbrite.com](http://mainstreetpromotions.eventbrite.com)



**Speaker Bio:** Rachael Snedecor has served as the Executive Director of Livermore Downtown Inc. for the past thirteen years. Under her management, Livermore Downtown Inc. has successfully produced and facilitated downtown events that attract over a million consumers to the district each year, completed a Downtown Specific Plan, and implemented a \$13 million streetscape project. In 2009, Livermore Downtown Inc., received designation as a Great American Main Street from the National Trust Main Street Center. Rachael is a current Board Member and past President of the California Main Street Alliance. Prior to downtown, Rachael was the event manager and marketing coordinator for Ivan Tamas and Steven Kent Wineries, a sales and marketing rep for Farmer Bros. Coffee, and a corporate trainer for World Savings and Loan.

**Lodging Option:** Holiday Inn Express, 375 W Harvard Blvd. ,reservations: 541.673.7517—discounted rate of \$105/night say you are with “Main Street”

For additional information, contact Sheri Stuart, Oregon Main Street Coordinator, at: [sheri.stuart@state.or.us](mailto:sheri.stuart@state.or.us)