

MAIN STREET LIBS					
We are Organization Name					
and we believe in					
Every day, we					
on behalf of Constituency					
inPlace					
so that					
JOIN WITH US!					
OREGON MAIN STREET					

BRANDSCORE MAIN STREET



	Point Value	Your Score	Opportunity	
1. Do You Have A Defined Typeface?	5 points			
2. Do You Have A Color Palette?	5 points			
3. Do You Have An Organization Logo?	5 points			
4. Do You Have An Destination Logo?	5 points			
5. Do Your Committes Have Logos?	2 points			
6. Do You Have A Styleguide?	5 points			
7. Do You Have An Org Branded Presentation Template?	2 points			
8. Do You Have An Org Branded Business Card, Letterhead & Envelope?	2 points/ 6 max			
9. Is Your Org Logo On Your Website?	5 points			
10. Do You Have An Org Brochure?	5 points			
11. Is Your Org Logo Your Facebook Profile?	3 points			
12. Is Your Logo Your Instagram Profile?	3 points			
13. Do You Know What Twitter Is For?	3 points			
14. Do You Have A Traditional Or Electronic Newsletter?	2 points			
15. Do You Have A Uniform Hashtag?	2 points			
16. Do Our Events Amplify Our Brand?	5 points/ 20 max			
17. Does Your Gateway Include Your Logo?	5 points			
18. Your Street Banners Feature Your Destination Brand.	3 points			
19. Do You Make Your Volunteers Feel Part Of The Brand?	5 points			
20. Do You Address Parking With Your Brand?	5 points			
21. Is There Logo Apparel?	2 points			
22. Member Or Investor Benefits	2 points			

BRANDACTION

STRATEGIC EVENT CALENDAR		S		_	•		VOLU	GOVERNMENT
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JUNE								
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Planning an Extended Hours Campaign

Goal: To extend the life of your downtown by increasing the vibrancy, reconnecting with customers, and creating buzz!



STAUNTON

Stanton,VA- Extended Hours Campaign sponsored by the SDDA & the City to extended the weekend shopping hours.



Laurens, SC- Friday Nights



Siler City,NC- 3rd Friday





Fredericksburg,VA- Open Late



Paragould, AR- 1st Thursdays



Step 1: Set the Expectations

It will take three years to change customer behavior. Let me say that again, it will take three years to change customer behavior.

Step 2: Ramp up the Commitment

In year one, do one night a month. That means you are only asking for an extra 2 to 3 hours per month in the first year. Bring the customers with you.

Step 3: Smart Positioning

When you name the event, don't limit your ability to extend or expand the promotion. THE PURPOSE IT TO TEACH PEOPLE TO GO DOWNTOWN!

Step 4: Strength in Numbers

You need to get as many businesses to participate. If people say they don't have time, consider a corps of floaters who can work at multiple stores downtown.

Step 5: Tell the Story

Uniform Hash tags, Social Media promotions, decals, welcome mats, shopping bags and flags are all ways to promote the extended hours.

Step 6: Measure the Progress

Businesses do not need to offer discounts the night of the promotion, but a return coupon is a great way to measure if people come back. Customer counts, store sales, and web traffic should all be used to measure success.

