



North Carolina  
Main Street

## The Main Street Approach and Principles - Promotion

The Main Street Approach<sup>®</sup> was created by the National Trust for Historic Preservation. Through their National Main Street Center (NMSC) they have refined the techniques necessary for successful downtown revitalization, and they have willingly transferred many of the lessons learned to others. The North Carolina Main Street Center, having participated with the NMSC in their initial demonstration effort in 1980, directs the Main Street program in this state through the Urban Development Division in the Department of Commerce.

The Main Street<sup>®</sup> or Four Point Approach<sup>®</sup> features organization, promotion, design and economic restructuring. It is under these umbrella issues that all downtown concerns can be addressed. Organization is the vehicle by which people come together to identify areas of common interest and decide strategies for moving forward. Promotion involves defining an image for the downtown and marketing that to people within and beyond the community. Design represents the physical image as well as the manner in which downtown functions, both publicly and privately. Economic restructuring is the acknowledgment that the market for downtown has changed and we need to understand the forces of change and what that means for future development.

**Promotion** takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your commercial district. Advertising, retail promotions, special events and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotion communicates your commercial district's unique characteristics, business establishments and activities to shoppers, investors, potential business and property owners and visitors.<sup>1</sup>

There are three primary areas of work for Promotion:

- **Image Building Campaigns**
  - Create the Brand
    - Logos/Taglines/ Slogans
    - Wayfinding, Websites, etc.
  - Communicate the Brand
    - Develop Image Advertising (Newspaper, Radio, Television, Magazines, Social Media, etc.)
    - Create Collateral Materials (T-shirts, Shopping Bags, etc.)

---

<sup>1</sup> <http://www.preservationnation.org/main-street/about-main-street/the-approach/>

- Produce Media Kits (Press Releases, Before & After Photographs, Annual Reports, etc.)
  - Plan Image Building Events (Ribbon Cuttings, Annual Meetings, clean-Up Days)
- **Retail Promotion**
  - Cooperative Promotion - Cluster and promote stores in the same category to grow downtown as a destination.
    - Business Directory / Rack Cards / Downtown Passports
  - Cross Promotion - Groups businesses with complementary goods into one retail event or into coordinated displays.
    - Coupon /Discount Cards
  - Niche Promotion - Focuses attention not on the product mix, but on the specific consumer group targeted through specially distributed flyers, coupons, posters, and/or media ads.
    - Students
    - Seniors
    - Neighbors, etc.
- **Special Event Development**
  - Community Heritage Events
    - These events enhance the unique cultures of the community, such as music, foods, dance, art, indigenous animals, etc.
  - Special Holiday Events
    - Holiday celebrations could be a national, state, or local holiday or celebration - traditional (winter holidays, Easter, etc.) and non-traditional (National Preservation Month, Ice-Cream day, etc.) holidays
  - Social Events
    - Social events create reasons for the community or the region to come downtown and be together. (Concerts, Farmers Markets, Car Shows, etc)