



**Getting More Bang for the Buck:**  
**Raising Money for Main Street and Determining the impact of Main Street events**  
*Kathy La Plante,*  
*National Main Street Center*  
**June 8, 2016**



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## The (new) Main Street Approach



Lexington, VA

The Main Street Approach consists of three important elements:

- **Inputs:** community engagement and market understanding
- **Community Transformation Strategies**, implemented through the Four-Point Framework
- **Outputs:** Qualitative and quantitative outcomes

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**YOUR NEW MAIN STREET**

## Key Benefits of Refreshed Approach

- Puts **focus on economic impact**, creating potential for more significant change on Main Street.
- Stresses **broad community engagement** to secure support for Main Street's vision and make sure transformation reflects diverse perspectives.
- Encourages focus on **tangible outcomes** that help communicate impact of the local Main Street program and today's webinar will address outcomes for generating more **funding to sustain programs** and other **measurable outcomes from events**.



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### Why Are You Doing Each Special Event?

- How will it improve downtown's economy?
- Is it targeting specific consumer groups to use downtown more?
- Is there support community-wide for the event?
- Do you have the resources to make the project impactful?
- Do you evaluate its' impact?





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### What are the issues with special events?

- Some businesses dislike street closures/detours - claiming customers can't get to their shops.
- Activities are mainly held outdoors distracting people from shopping (little or no connection to businesses).
- Families typically attend special events, and shopping with the whole family can be difficult.
- Businesses close to avoid special event crowds and people asking to use the restroom.
- Special events can make the registers ring but only if special efforts are made to connect businesses to event attendees.
- **Some perceive that time and money are being wasted by throwing a party downtown.**

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### Typical Main Street Program's Budget

FUNDing Sources	Program Expenditures
<ul style="list-style-type: none"> <li>- Public sector support</li> <li>- Private sector memberships</li> <li>- Sponsorships</li> <li>- Product sales</li> <li>- Event revenue</li> <li>- Contracts, fees for services</li> <li>- Taxing districts (BID, TIF, DDA, PSD)</li> <li>- Grants</li> </ul>	<ul style="list-style-type: none"> <li>- Manager salary</li> <li>- Additional staff</li> <li>- Rent</li> <li>- Office operations</li> <li>- Equipment</li> <li>- Printing</li> <li>- Committee budgets</li> <li>- Insurance</li> </ul>

**1/4** Public Sector  
(government – city, County, state)

**1/2** Stakeholder Support  
(business & property owners, residents, partners (corporations, utilities, etc.))

**1/4** Earned Income  
(Events & Activities (festivals, etc.), merchandise)



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### Promotion Committee Fundraising Responsibilities

- Create revenue generating events
  - Planned in advance – and each aspect of the event with income generating possibilities
- Find sponsors for events and portions of events
- Include (at least partial) administrative costs in budgets for all projects, including advertising




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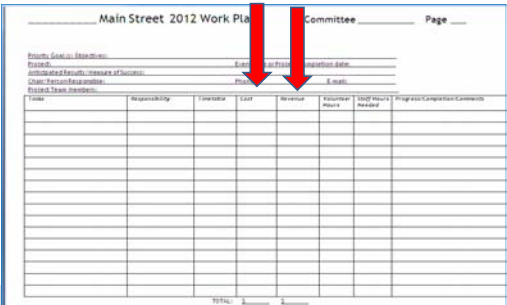
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### Squeezing Organizational Dollars out of Events, starts with initial planning Expected Outcomes, defining them?




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### As Part of Your Fundraising Plan – Plan for Events Income?

Develop a Fundraising Plan

- Municipal Contribution
- Special Assessment Districts
- Annual Pledge Drive
- Friends of Main Street/Residents
- Grants
- Merchandise Sales
- Sponsorships
- Special Event income
- Special Project income




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### Event Funding – What is Your Policy on Special Events?

- Must your festivals be “FREE”?
- Are you happy if you break even?
- Do events generate some income?
- Is your organization dependant on the financial success?

Wet Whistle Wine Fest



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### How Much Do Your Events Cost?



- In staff time?
- In volunteer time?
- In city time?
- In in-kind support?
- In real dollars?
- In reputation?

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### Smithville Fiddlers’ Jamboree & Crafts Festival

Would you host a festival this large and be happy if you didn’t generate a dime for your program?



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### Special Events and New Funding

- Break even or not?
- Sources of Event Funding:
  - admissions
  - activity fees
  - booth fees
  - retail “package”
  - merchandise sales
  - raffles
  - sponsorships
  - donations



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### Charging Admission

- \$5 donation to Hampton Beach Seafood Fest
- 100,000 attend
- Easy entry for those who opt out of donating



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### Charging Admission to Outdoor Events

Lessons Learned:

- People are needed to ask attendees to donate
- Locations at entry points
- Volunteers (civic organization) to roam the crowd
- Sales at local businesses too
- Stickers or ID bracelets



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### Community Soup

Laona, WI

- Small kettle collects donations
- Sold commemorative soup bowls, burgers, etc. (ordered too many of one color)
- Logging contests, water ski shows, kids games, raffles



Community Soup - Laona, WI 1930



World's Largest Soup Kettle  
2014

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### Sponsorships

#### Impacts for Sponsor & Downtown



Sponsorship monies come from marketing budgets

Donations to support your Main Street Program typically come from Charitable Contribution Funds

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### Sponsorships

Find a way to meet the potential sponsor's needs

- Exposure to targeted audiences
- General visibility
- Affiliation with your group
- What are you doing to promote your sponsors and not appear to only be taking their money.
  - VIP Parking
  - MC to announce entertainment
  - Judge or Award Presenter
  - Private restrooms



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### Major Sponsors

Lauren BBQ Competition Sponsor ~ Price \$6,000



- (1) sponsor sign posted at business
- (2000) Flyers w/ business logo
- Business logo on billboards
- 15 complimentary t-shirts( THEY ACTUALLY GET MORE THAN THIS)
- Business logo on t-shirts
- Complimentary 20 x 20 tent at event
- Ad in event day handout
- Participates in bbq award ceremony
- Business name aired on radio ads

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### Sponsorship Pitch

A case study from Biddeford, ME

#### Become a Sponsor for the Annual Chalk on the Walk!

The Chalk on the Walk will be held in September throughout downtown Biddeford. The fastest growing event in our downtown welcomes families, artists of all skill levels and the entire community for a day of fun filled entertainment, food, art, music and a chance to stroll around the streets our historic downtown.



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### Sidewalk Chalk-on-the Walk Sponsors

**You can be a sponsor!** Each year we rely on local businesses to help sponsor this event. For \$100 you can buy a square to advertise your business and commitment to our community. As a sponsor you can be the artist, arrange for an artist you know to design your square, or we can match you with one of our volunteer artists. You and/or your artist supply the idea and talent for your chalk art and Heart of Biddeford supplies the chalk!

**Want to be a Lead Sponsor?** We are looking for businesses to host kids activities and other exciting programming all over the city on the day of the festival. \$1000, \$2,500 or \$5,000 sponsorships are available and provide a great way to connect with the community while marketing your business.



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### Why Become a Sponsor?

#### Biddeford Chalk-on-the-Walk Art



- Excellent publicity at a very well attended event
- Send a team of employees into the community for a fun filled day
- Give a square to a good customer
- Donate to a class for kids to use
- Support Local Artists
- Stimulate the creative culture downtown
- Good –hearted competition among downtown enthusiasts
- Use your chalk image in promotional materials for your business
- Give the hundreds of festival attendees a chance to stop in front of your business and take note
- To support downtown and the downtown businesses

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Greetings Kathy!

We thought you might enjoy a reminder of the fun community events Heart of Biddeford hosted downtown this year! [Watch this video montage featuring the song "Love is Contagious" by local songwriter, Rob Duquette!](#)

Heart of Biddeford's budget to run these events, and all of the other projects related to downtown revitalization, comes from event sponsorships, major donations, grants and an annual contribution from the City of Biddeford.

We also accomplish our goals through donations from community members.

**Donate Now**

Did you know your donation today could cover these event costs?

- \$15 .....buys one box of artisan sidewalk chalk
- \$25 .....buys one string of specialty lights on the City's Christmas tree
- \$50 .....buys hot cocoa for 100 kids
- \$75 .....pays for poster printing for one event
- \$100 .....pays for pizza for 30 volunteers on United Way's Day of Caring
- \$250 .....pays for the puppeteer for the Downtown Easter event
- \$300 .....pays for special event insurance (sometimes required)
- \$500 .....pays for the "headline" music acts for Music in the Park

Downtown events build community and reinforce family-friendly connections in the downtown. They also remind people of the locally owned businesses here, and sometimes even spark the interest of new entrepreneurs. The good feelings that are generated during events are contagious. Pass it on!

**VOLUNTEER**

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### Friends of the Festival

- This festival also allows people to attend for free if they volunteer for at least 4 hours.
- \$15 admission or \$20 day of the event.



The screenshot shows the 'BECOME A FRIEND OF THE FESTIVAL' page. It includes a photo of a festival scene, text explaining the benefit of becoming a friend, and a list of included items: two tickets to the event, two souvenir t-shirts, two commemorative pint glasses, and line listing on the festival program. It also provides contact information for the Chamber of Commerce.

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## Giving but Not Attending

### RSVP CARD

Space at this event is limited - please RSVP by August 21. All proceeds benefit the Siloam Springs Farmers Market through Main Street Siloam Springs, a 501(c)(3) Non-Profit. All donations are tax-deductible. Prefer to purchase over the phone? 479.524.4556. Map will be provided after ticket purchase.

Yes! I would like to purchase \_\_\_\_\_ ticket(s) at \$50.00 each.

I would like an additional \_\_\_\_\_ ADVENTURE ticket(s) at \$15.00 each.  
*\*Adventure ticket supplies an additional plate of pork preparations for the true foodie.*

I'd like to Sponsor a Dinner for \_\_\_\_\_ Market Farmer(s) (\$35.00 donation).  
*\*All Siloam Springs Market farmers are being honored at the dinner with no ticket fee - help us honor them!*

I can't be there, but enclosed is my donation in the amount of \_\_\_\_\_

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### 2012 Advertising and Sponsorship Opportunities

Pavilion in Downtown Washington, Inc.  
1325 Lafayette Street, Suite 300-010, Box 184, Washington, MD 20786

**WASHINGTON**  
DOWNTOWN

**2012**  
ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Help us build thousands of the world's first smart homes! Smart Homes are built using the most advanced technology available. The smart home is a place where you can control everything from your phone, tablet or computer. The smart home is a place where you can control everything from your phone, tablet or computer. The smart home is a place where you can control everything from your phone, tablet or computer.

**What's New in 2012 & Beyond?**  
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DOWNTOWN

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### Special Event That Raise Money



Heritage Celebrations

- Mill tours
- Cemetery Tours
- House Tours
- Studio Tours
- Historic Walking Tours

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### Milford, NH Pumpkin Fest

\$25,000 - \$35,000 annually **GAMSA**



- 2.5 day Festival
- Main Street selling food and beverages (cider, apple pie, apple crisp)
- Vendors pay \$350-\$500
- Scarecrow making
- Pumpkin Weigh-in
- Pumpkin sales
- Pumpkin carving and painting
- Raffles
- Pumpkin Boutique
- Talent show (Town Hall)
- Haunted forest
- Quilt show

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### Fees for Nonprofits



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### Giant Pumpkin Regattas

Goffstown, NH and Damariscotta, ME



Saco, ME took Pumpkin Fest that lost \$3,000 a year and now raises \$4,000. No more costly events and volunteer musicians from Craig's List.



- Pumpkin Regatta participants pay \$1,000 each to ride in a giant pumpkin
- Pumpkin bowling
- Gourde float (like a rubber ducky race)
- Food vendors
- T-shirt sales
- Etc.

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### Communicate Goals for Promotions

- Share the strategy on why events are being done and the expected outcomes (market based? impact?)
- Is the goal just to attract people or is it more focused on supporting the economic growth of the downtown/district?
- Is it a fundraiser? Will funds be used to market the downtown?
- Challenge the organization in measuring the use of resources and goals of events.
- Evaluation of businesses for impact after events



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### Impact Measurement

Measurable metrics:

- ✓New partnerships
- ✓Volunteers engaged
- ✓Increased sales
- ✓Foot traffic
- ✓Media attention
- ✓Business exposure
- ✓Cost + money generated into community



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### Customer-Based Strategies

Are Events Targeted to your Consumer Groups?

- Downtown workers and/or residents
- College students
- Tourists
- Military installations
- Family-friendly, family-serving
- Millennials
- Elderly



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### Help your Businesses Track Special Events Impact

- Total sales
  - Total dollar value
  - Total transactions
  - Average sale amount
  - Foot traffic
- Sales compared to sales on the same day the year before
- Conversion rate (the % of shoppers who become buyers)
- Time spent shopping per store visit
- Did they have any testimonials from customers?
- Bounce-back customers



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### How Will Events Impact Peoples' Experience and Exposure to Downtown?

Vendor placement is key



Concord, NH

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### Are You Connecting People to Businesses?

Tempe Festival of the Arts

Main Street Festival, Austin TX

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### Questions to Ask Businesses?

- What is the best thing about the event that you would not want to change?
- Did you see an increase in foot traffic and/or sales – how much? (encourages record keeping)
- Did you collect new customer/browsers information?
- What would you like added or changed about the event next time?

Share businesses testimonials

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### Surveying Businesses

Intown News from INTOWN MANCHESTER

**What's Happening Downtown?**  
Help us make downtown Storefront Decorating Contest Return! What's Up in Downtown?

**How Are We Doing?**  
Intown Manchester provides supplementary maintenance and beautification services, as well as marketing and events, to promote Manchester's downtown. We'd like to know what you think about our services and how we might improve downtown. Please take this 5 MINUTE SURVEY at: <http://www.surveymonkey.com/s/66DBDW>. Thank you for giving us your feedback.

**Whose Holiday Window Display Will Reign Supreme?**  
Storefront Decorating Contest Voting Begins Nov. 22nd

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How do YOU measure success?  
What does it mean when this many  
people are in your downtown?



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### Make the Most of Your Events

- Determine whether your events are providing the community with the outcome that is needed – economic gains
- Are they helping to create the downtown vision?
- A good evaluation will provide information about customer demographics, spending profiles and satisfaction.



May/June 2012  
Go to [www.mainstreet.org](http://www.mainstreet.org) to read  
This back issue

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### What should be measured?

- Attendance
- Business participation
- Civic participation
- Income/Cost
- Expenses
- “Buzz”
- Economic Impact
  - To downtown
  - To city



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### Survey Attendees

With this information, you will be able to determine what the event's economic impact is, whether customers are satisfied, where improvements can be made, how effective the event's marketing strategies are, and exactly what market the event is reaching. These findings can help you determine if you need to make changes to the event or help you recruit more support if the information gathered is positive.



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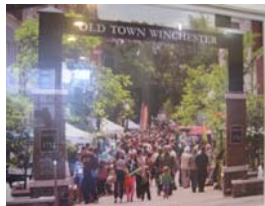
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### Performance Based Budgets

determine if the benefits of an expenditure meet expectations or produce the desired outcome -

- Does this particular event generate more money than it cost the local community to host it?
- If so, what types of return on our investment are we getting?
- This information is crucial if tax dollars are being used to support the event – or the infrastructure used during the event, such as public facilities.



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### Peter Anderson Festival

Ocean Springs, MS

- 30+ year old festival in a city of 18,000 that draws 100,000
- Intercept Surveys showed they drew attendees from several states (regional benefit) and the economic impact was \$13 (2009)
- The city is now known as a year-round Peter Anderson Festival supporting many local artists
- Restaurants opened – gains evident
- Blue Moon signed a 5 year sponsorship agreement and marketing assistance – drawing even more sponsors



The Peter Anderson Arts Festival attracts more than 100 vendors. ©Joseph Miller  
A second study showed The impact increased to \$22M (2019) and attendance grew from 114,000 to 119,000. 60% said the New marketing drew them to the festival.

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### On Broadway, Green Bay, WI



#### Green Bay's Mall-ternative

- Unchained Stores
- 120 Farmer's Market Vendors
- 17 week Market bring 17 times the traffic and 17 times more exposure to businesses
- Average retail sales increased 28% during special events
- Visitors survey show 100% will return

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### Art All Night Held in 5 DC Neighborhoods

	2014	2015	Notes
<u>Budget</u>	\$208,000	\$343,000	
<u>Attendance</u>	32,407	27,700	Rain caused a big drop for first 2 hours
<u>Online traffic (Facebook, Twitter only)</u>	928 followers, 24,600 impressions	1375 followers, 56,300 impressions	Trending topic on Twitter for several hours
<u>Art All Night Website</u>	NA	197,649 total views, with 31,989 views on September 26 alone; 13,188 visitors	
<u>Media traffic</u>		<ul style="list-style-type: none"> <li>• MSNBC – segment</li> <li>• Washington Post</li> <li>• Washingtonian</li> <li>• Brightest Young Things</li> <li>• Mid-City</li> <li>• A Creative DC</li> </ul>	

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### Art All Night




<u>Economic Impact</u>	
	<ul style="list-style-type: none"> <li>• Patrice Arquez, Dolci Gelati -- 300% increase in sales</li> <li>• Ari Wilder, Chaplin's Restaurant -- 20% increase in sales</li> <li>• Rappaport Gallery -- sold 4 paintings in week following event</li> <li>• Shannon Boyle Uncle Chips Cookies -- Largest retail night of the year</li> <li>• Washington Studio School -- sold out all classes in the week following the event</li> <li>• Melvin Hines, DCity Smoke House &amp; Wicked Bloom Social Club -- planned opening to coincide with the event to boost sales</li> </ul>

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**Q & A**



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