CITY OF YPSILANTI
YPSILANTI DDA GRANTS COMMITTEE
Friday, October 9, 2026 @ 9:15 AM
City Hall Council Chambers
1 S. Huron St., Ypsilanti, MI 48197
Launch Meeting - Zoom

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1. CALL TO ORDER

A. DDA Mission and Vision

2. ROLL CALL

A. Dieter Otto (C) Richard Murphy
Julius Buzzard Liz Warren

3. AGENDA APPROVAL

4. APPROVAL OF MINUTES

A. June 12, 2026

5. PUBLIC COMMENT (3 MINUTES)

6. NEW BUSINESS

A. Storefront-Ready Grant Program Development Discussion

B. "Change of Use" Eligibility discussion for Facade and Rehab Grants

C. FY 26/27 Downtown Facade and Rehab Grant Funding

D. Annual Event Evaluation

7. PROPOSED BUSINESS

8. PUBLIC COMMENT (3 MINUTES)

9. ADJOURNMENT

YPSILANTI DDA
Downtown Development Authority

Vision:

Everyone's Downtown -An enjoyable, dynamic, historic and desirable destination filled with a diverse mix of vibrant and locally-minded businesses, residents and consumers that value heritage, community gathering activities and sustainably maintained, clean, safe and accessible public spaces where everyone is welcome to live, work, and play.

Mission:

Ypsilanti Downtown Development Authority fuels development and growth for a vibrant DDA that benefits businesses and residents.

CORE VALUES

- **Safe / clean / cared for**
- **Community engagement / participation / ownership**
- **Historic Preservation**
- **Heritage (priority and access)**
- **Diverse (inclusive of all businesses, stakeholders and population)**
- **Accessible (multi-modal, business entries, and DDA resources)**
- **Unique / eclectic / locally owned (operated and locally-minded)**
- **Positive (messaging, communication, approach)**
- **Sustainability & Vitality**
- **Integrated / partnership / collaborative**
-

**Use these core values to evaluate future needs, goals, deliverables and decision-making.*

DDA Role:

- Improve the quality of life
- Create a sense of place
- Attract and retain residents, businesses and talent
- Spur private reinvestment
- Increase property value in and around the area

MINUTES
GRANTS COMMITTEE MEETING - Special Meeting
09:00 am - June 12, 2026
Council Chambers - 1 S. Huron St.

1. CALL TO ORDER (9:04 am)
2. ROLL CALL

DIETER OTTO (C)	**P**
RICHARD MURPHY	**P**
JULIUS BUZZARD	**P**
LIZ WARREN	**P**
YLONDIA PORTIS	**A**

3. AGENDA APPROVAL

Liz Warren motioned to approve the agenda. Richard Murphy supported the motion. Motion Carried - unanimous.

4. APPROVAL OF MINUTES
5-8-2026 MINUTES

Julius Buzzard motioned to approve the minutes from 5-08-2026 and Liz Warren supported the motion. Motion Carried - unanimous.

5. PUBLIC COMMENT (3 MINUTES) - none.

6. NEW BUSINESS

A. FY 26/27 Facade and Rehab Grant Applications
    1. 229 W. Michigan Ave - YDL

Elize went over the project at YDL. The total cost for the project is projected to be $50,000. The proposed scope of work is to remove and dispose of the existing masonry veneer on the Ypsilanti District Library Michigan Avenue building's southwest addition corner, repair the wall system to make it water-tight, and reconstruct the wall replicating historic masonry. Additionally, steel door replacement, concrete repairs, and joint sealing are proposed. Dieter Otto asked if water was getting through and the YDL representative confirmed that there is water that is causing mold. The YDL has also worked closely with the cities preservation planner to make sure the work is within scope of the guidelines. The Library are asking for $25,000 of their eligible cost.

2. 210 W. Michigan Ave. - Bowerbird Social

Elize went over 210 W. Michigan. The total cost of the project is $50,000. The proposed improvements for the facade are to repaint the facade (front and rear), restore, and enhance architectural details where appropriate. The proposed rehabilitation improvements include: Demolition and removal of the existing restroom, and building out an ADA-Compliant restroom. The scope of the project applicable to grant for Facade: up to $13,112.50 if the painting is not considered regular maintenance by the committee. For ADA Restroom: $20,613.79 -Total: $33,726.2 . Brent spoke about the vision for the business which is going to be a wine bar. He has a liquor license in order and is working with Washtenaw County on his business plan. Liz Warren asked about the awning and Brent mentioned he wants to keep the original awning mechanics but replace the fabric.

Both plans scored over the needed score and the projects are within scope of what the DDA would be covered. The Library scored an average of 30.25 points and Bowerbird Social scored an average of 35 points. Ryan Murphy suggested $15,000 for the library and $25,000 for Bowerbird Social to follow scoring weights.

Ryan Murphy motioned to recommend $15,000 for the library, and $25,000 to Bowerbird Social. Julius Buzzard supported the motion. The motion passed unanimously.

7. PROPOSED BUSINESS

Elize mentioned we will have a meeting next month

8. PUBLIC COMMENT (3 MINUTES) -none.

9. ADJOURNMENT (9:31 am)

EVENT EVALUATION

SELF ASSESSMENT





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INTRODUCTION

Strong and vibrant downtown events can provide unlimited benefits to a Main Street organization. Memorable events can evoke positive feelings from visitors and they can provide a significant revenue source for a Main Street organization. Downtown businesses often benefit from additional foot traffic downtown events bring. Contrary to this, downtown events can drain staff, volunteers, and other stakeholders of both time and resources. If not carefully managed, they may carry an unexpected deficit and become a burden to the Main Street organization. Events can't be all things to all people which may cause negative feelings from some stakeholders. How can communities evaluate the difference?

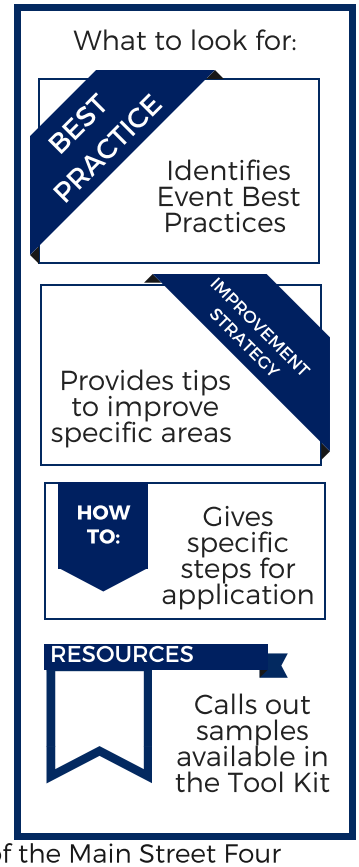
The best place to start is with this Event Evaluation Tool. The goal of this tool is to let Main Street organizations gather all event information in one place, identify accomplishments and strengths, analyze areas that need improvement, or determine if an event should be retired. This tool will let staff, board members, and other stakeholders make informed decisions on the future of the event.

HOW TO USE THIS TOOL

The Event Evaluation Tool is meant to gather all event information in one place. Much of the information may be gathered by Main Street staff, Promotions Committee members and/or volunteers but shared in an open forum with board members and other stakeholders. Together, additional input may be received and will generate discussion.

This Tool includes 12 areas of event evaluation. Each division includes an evaluation worksheet. This is where information specific to your event is gathered. A great time to utilize this Tool is within two weeks of the event completion. This typically allows for enough time to wrap up post event surveys, final invoices, etc. and is still close enough to the event that details are top of mind. In some instances in the evaluation, you will use a rating or scoring system that will measure success.

The Event Evaluation Tool also contains a number of best practices, improvement strategies, and how-to's that can be implemented into your next event's work plan, if it is something your community is not currently doing and would benefit from. Finally, a Tool Kit is available as a separate document and provides numerous samples and templates available for use. These are identified as 'resources' throughout the evaluation.



Each of the twelve divisions of the event evaluation tool correspond to one of the Main Street Four Points. The sections that are in yellow correspond to Organization. The sections in orange correspond to Promotions. The sections in teal correspond to Economic Vitality. The sections in green correspond to Design.

WHY EVALUATION MATTERS

Evaluation is a crucial step in the process of implementing events. It provides a well-documented snapshot of what went right and where improvements need to be made. Proper evaluation and documentation can help keep your MS Organization focused on meeting the needs of the community, implementing your Transformation Strategy, and achieving the overall goals of the event. Along with work planning, events should also be evaluated annually.



EVENT FOUNDATION

EVENT SNAPSHOT

EVENT NAME:

EVENT DATES:
[I.E. 2ND WEEKEND IN MAY; FIRST FRIDAYS SEPT. - NOV.]

YEAR ESTABLISHED:

ATTENDANCE:
[PAST 2 YEARS AVERAGE]

EVENT LOCATION:
[LIST SPECIFIC STREETS, BUILDINGS, PARKS, PARKING LOTS, ETC.]

TYPE OF EVENT:

- ◯ Community (General)
- ◯ Retail Event (Drive traffic to businesses)
- ◯ Revenue Generator (Income source for MS organization)
- ◯ Other _____

FINANCIAL SUMMARY:

Previous Year's Event TOTAL REVENUE:	Previous Year's Event TOTAL EXPENSES:	Previous Year's Event NET PROFIT/LOSS:
_____	_____	_____

VISION

What does it mean to have a vision for an event? A vision helps you stay laser focused with planning and implementation. Ultimately, your vision helps define your success and keeps organization staff, board members, and volunteers dedicated to proving the best possible experience.

A vision is a snapshot; a point in time during an event that you look around and describe what you see. Many communities have taken time to develop a vision for their downtown. Also consider how your event vision aligns with your Transformation Strategy. Write a vision (or transfer it here) for your event.

Describe what success looks like at a particular point in time with specifics so you'll know when you arrived.

EVENT VISION

IS YOUR VISION...

- Inspiring?
- Strategically Sound?
- Documented?
- Communicated?

RESOURCES

- Read a sample Event Vision in the Tool Kit
- Read "The Power of Visioning" by Ari Weinzweig Zingerman's Co-Founding Partner: https://bit.ly/2CqdWiA

BEST PRACTICE

Is your event meeting it's intended vision?

Take a minute to stand in the middle of your event while it's happening. Is your vision what you see happening around you? If not, it might be time to rethink your event. What improvements can be implemented into your Work Plan that will capture the essences of your event vision?

EVENT GOALS

List the top 3 goals that you hope to accomplish by implementing this event:

1. _____
2. _____
3. _____

BEST PRACTICE

EVENT GOALS

Event goals should be measurable. Consider how your Transformation Strategy Measures of Success can be used to align with your event goals. Here are some ideas to help you establish goals for your event:

- Increase attendance by 10% from previous year
- Increase event profitability by 5% from previous year
- Receive 80% positive feedback from business community (measured via post event survey to businesses)
- Increase volunteer participation by 5% from previous year
- Gather 250 new attendee names & addresses (obtained through enter to win / sign up)
- Reduce staff hours spent on event by 5% from previous year
- Reach1,000+ people interested in the event on Facebook
- Reach 1,000,000 impressions of event marketing material through comprehensive advertising plan (number of eyes on event logo, ads, social media, etc.)
- Bring in one new sponsor at $500
- See a 100% renewal of current sponsors
- See a 25% uptick in downtown business revenue during the event

BEST PRACTICE

What do we do if we're not meeting our goals?

If your event is not reaching it's goals, take time to discuss why. Does the reason fall within something you can control? Were the goals realistic and attainable to begin with? Keep in mind what you can control and what you can't.

- CAN CHANGE - your volunteer recruitment efforts, soliciting additional vendors, researching quality of entertainment, marketing and advertising spending, etc.
- CAN'T CHANGE - the weather,

BEST PRACTICE

When do we discontinue an event?

- If you're event does not align with your Transformation Strategy, it's time to rethink your event.
- If you are consistently not meeting your event goals, its time to rethink your event. New events will take up to three years to get off the ground. Give your event time to grow and gain momentum. If it is still not meeting goals after 3 years, its time to drop it and put your efforts into something that better aligns with the needs to your community.

COMMUNITY PERCEPTION

Rank each stakeholder group based on where you perceive their attitude towards the event lies. You may select more than one option for each stakeholder group.

	Loves it	Sees it as a community tradition	Likes It	Neutral	Does not like it	Sees it as annoyance	Doesn't know about it
Main Street Board	○	○	○	○	○	○	○
Downtown Retailers & Restaurants	○	○	○	○	○	○	○
Downtown Service Businesses	○	○	○	○	○	○	○
Visitors / Event Attendees	○	○	○	○	○	○	○
Community Members at Large	○	○	○	○	○	○	○
Downtown Residents	○	○	○	○	○	○	○
City / Police / Fire / Public Works	○	○	○	○	○	○	○
Event Volunteers	○	○	○	○	○	○	○
Other:	○	○	○	○	○	○	○
Other:	○	○	○	○	○	○	○

BEST PRACTICE

Community Perceptions

HOW TO:

Why they matter?

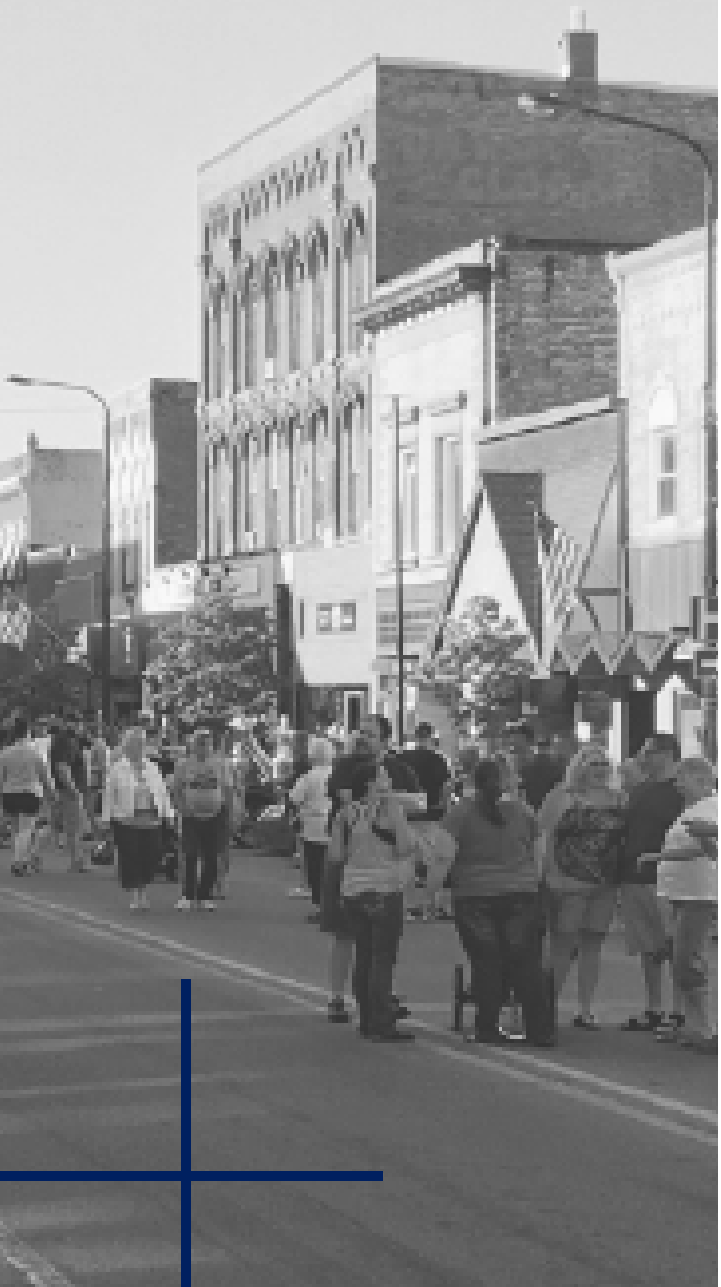
You want to spend time organizing and implementing your event, not putting out fires set by people working against your efforts. Gaining community support as a whole from all stakeholders is a key to running a successful event.

What to do with positive perceptions

- Use the community support to share the story of the event including why people come and what they love about it
- Engage those that love the event to help with planning and as task volunteers
- Ask your supporter to speak publicly about the event and the impact it has had on them - this can be especially helpful when asking for event approval in front of a City Council

How to change negative perceptions

- Ask and be open to hearing what it is they don't like about the event. It may be something easy to change. Often times stakeholders can feel "out of the loop" and that casts a negative feeling about the event. Overcome that by communicating with all stakeholder groups.
- Engage those stakeholders with negative perceptions to help make improvements and implement changes to the event.



WORK PLANNING

WORK PLANNING

Work plans serve as a well documented task list of all tasks that guides the implementation of an event. It is a tool that is used by the MS Organization's Board & volunteers to carry out the event's activities.

Does your event have an event champion / project lead?

[Should not be MS Executive Director]

- ◯ Yes
- ◯ No

Who? _____

Do you operate your event using a work plan?

- ◯ Yes
- ◯ No

List the following items identified in your work plan:

- ◯ Project title
- ◯ Brief Description
- ◯ Objective
- ◯ Measures of success (Event Goals)
- ◯ Main Street Point
- ◯ Main Street Point Overlap
- ◯ Transformation Strategy Goal
- ◯ Transformation Strategy Goal Overlap
- ◯ Committee/ Team Chair
- ◯ Projected Revenue & Expenses
- ◯ Actual Expenses / Revenue
- ◯ A robust list of event tasks
- ◯ A lead volunteer for each task
- ◯ Due date / Completion dates for each task
- ◯ Projected cost / income for each task
- ◯ Actual cost / income for each task
- ◯ Potential partners for each task
- ◯ Current status of each task

Does your event align with your Transformation Strategy?

- ◯ Yes
- ◯ No

WORK PLANNING

HOW TO:

Develop a robust list of event tasks. Using the ideas below, consider potential items that may fall within these categories.

- Event Foundation - select date, time, location, pricing, set goals, create vendor application, etc.
- Vendor Recruitment - scouting, communication, etc.
- Application Process - create ideal vendor mix, set up jury, track applications & payments, etc.
- Vendor Communication - send confirmation, waitlist, denied emails, etc.
- Stakeholder Communication & Participation- event information sent to downtown businesses, coordination of their participation, etc.
- Adverting & Marketing - graphic design, website, printing, press releases, book advertising, social media, patron emails, banners/ signage, event listings, etc.
- Permitting & Coordinating with City Departments - road closure permits, communication with police, fire, DPW, etc.
- Contractors - entertainment, etc.
- Props / Decor - tables, chairs, etc.
- Layout - determine layout, booth assignments,
- Day Of - Set up / tear down, enter -to-win, information area, surveys, etc.
- Post Event - Follow up surveys, thank you notes, process enter-to-win slips

BEST PRACTICE

WORK PLAN DEVELOPMENT PROCESS

- MS Board identifies and sets Transformation Strategy Goals and Measures of Success
- The event aligns with the Board's goals and measures of success
- The Committee (Promotions Committee or a separate Event Committee) develop a work plan and budget for the event.
- MS Board reviews the work plan and budget including a detailed task list and specific project costs
- MS Board approves the event work plan and budget
- MS Board approves annual budget inclusive of event's anticipated revenue & expense

BEST PRACTICE

NEW EVENT CREATION

As Main Street programs look to develop new events to address gaps in the community's Transformation Strategy Goals and Measures of Success, take time to gather and assess community input and have an understanding of the target audience. Align the event with themes/ activities that are supported by both.



LOGISTICS

LOGISTICS

This section measures the effectiveness of the coordination and implementation of tasks that occur from set up to tear down of the event.

EVENT SET-UP:

How long does it take to set up the event? _____

Number of volunteers needed: _____

List 3rd party vendors that you need to coordinate set up with:
(AV, Food & Bev., Tents, Tables, Chairs, Linens, Portable Restrooms, Waste management, Etc.)

_____

_____

_____

_____

_____

List City departments that you need to coordinate event set up with:
(Street Closures, Snow Removal, Electrical, Water Hook-up, Etc.):

_____

_____

_____

For vendor based events, do booth spaces need to be marked?

◯ Yes ◯ No

Is a final event walk-through necessary?

◯ Yes With Who? _____

◯ No

INFORMATION AREA:

This is typically manned by staff and volunteers and serves as the central hub for all things related to the event.

Mark if the following items are true about your event information area:

◯ Is manned with a staff or volunteer at all times when the event is open

◯ Has informed staff or volunteers to answer all questions

◯ Has a process in place to document all comments and concerns

◯ Is utilizing area to capture patron information (i.e. Enter to win)

◯ Has a first-aid kit

◯ Has a fire extinguisher

◯ Is centrally located and visible

◯ Has information about MS Organization and ways to get involved

STAFF SCHEDULE & DUTIES

Is the MS Executive Director present during all hours of the event? Set up? Tear down?

◯ Yes ◯ No

Does the MS Executive Director have specific duties to perform during the event? (i.e. sell tickets)

◯ Yes ◯ No

LOGISTICS

BEST PRACTICE

As the main point of contact for the event, the event director (MS Executive Director) should not be tied down to a specific task that could be managed by a volunteer. Often times issues arise that need to be solved immediately and if the Main Street Executive Director is committed to a specific task it is difficult to leave that and solve the issue.

PERSONAL CONNECTION:

Are there edible amenities offered to volunteers, exhibitors, or other behind the scenes people during the event?
[This may include coffee and donuts before the event begins or pizza offered during set up, etc.]

Yes No

Does the MS Executive Director personally thank everyone involved in the event before it ends?

Yes No

Does a MS Board Member personally thank everyone involved in the event before it ends?

Yes No

Are all event participants (such as exhibitors) welcomed each day by event staff?

Yes No

BEST PRACTICE

PERSONAL CONNECTION

One thing that often sets an event above the rest is the friendliness and personal connection from the event team. There are many ways to connect with event participants - including vendors, exhibitors, volunteers, musicians, and others. Consider the following ideas:

- Offer coffee and donuts to exhibitors or volunteers before the event opens.
- Offer pizza and pop during set up.
- Leave a thank you note in exhibitors booths with candy or a small snack
- Walk around in the last hour of the event and personally thank every vendor for being there
- Have an area where exhibitors can grab a bottled water or snack
- As the event wraps up, pop into businesses and thank them for staying open during the event.
- Invite any municipal departments who provided event support (like police, public works, etc.) to receive the same thank yous as volunteers / exhibitors.

BEST PRACTICE

TAKE A PAGE OUT OF OLD TOWN LANSING'S BOOK

Old Town Lansing coordinates a specific volunteer team, made up of Board Members and other Organization leaders whose only job is to thank event volunteers. This concept could also be extended to thanking sponsors, businesses who supported the event (even if it was just by being open), and municipal departments. This provides an excellent opportunity to gather verbal feedback as well!

LOGISTICS

TEAR DOWN

How long does it take to tear down the event? _____

How many volunteers are needed to tear down the event? _____

Do you have policies / rules in place for exhibitors who tear down early?

◯ Yes ◯ No

RESOURCES

Find in the Tool Kit

- Vendor Manual

[Shows an example of policies / rules on exhibitor set up & tear down]

BEST PRACTICE

HOW LONG SHOULD EVENT SET UP & TEAR DOWN TAKE?

That depends. Every event will likely vary in set up and tear down times. A major factor being not only the type of event you are producing but the number of volunteers you have to help. Establish a benchmark on how long it takes to complete set up and tear down tasks and then set a measurable goal for the following year such as reduce tear down time by one hour. As you put together next year's work plan, be sure to identify what you will need to do to meet that goal such as solicit 3 more volunteers to help with tear down.

VENDOR-BASED EVENTS

- Allow for a 6-8 hour window for exhibitors to set up. Some will need longer than others and not everyone can come at the same time. This helps eliminate congestion during set up as well.
- Exhibitor tear down usually lasts about 2-3 hours depending on how much inventory needs to be repacked and the elaborateness of their displays. At the end of an event, people want to go home and are fairly efficient at tear down.

BEST PRACTICE

EVENT LOGISTICS TIES INTO WORK PLANNING

Include a detailed section within your work plan that identifies all set up and tear down tasks. Assign a volunteer or Board member to those duties ahead of time, through the work planning process.



VOLUNTEER MANAGEMENT

VOLUNTEERS

Community engagement is a vital component in the Main Street Approach. One way to engage community members is by inviting them to participate as a volunteer. The MS Organization's event work plan will identify what tasks need to be completed by volunteers and the Organization can then recruit volunteers based on those needs.

TOTAL NUMBER OF VOLUNTEERS:

TOTAL NUMBER OF VOLUNTEER HOURS:

AVERAGE NUMBER OF HOURS EACH VOLUNTEER WORKS:

VOLUNTEER NEED

TASK	**# OF VOL. NEEDED**	**ACTUAL # OF VOL.**	COMPARED TO STAFF TIME **# OF STAFF HOURS NEEDED**
Planning Committee Members	_____	_____	_____
Pre-Event Tasks	_____	_____	_____
Event Set Up	_____	_____	_____
Day-Of Activities	_____	_____	_____
Tear Down	_____	_____	_____
Post Event Tasks	_____	_____	_____

VOLUNTEERS

TRACKING STAFF TIME

MS Board members should be aware of the total time spent by MS staff to produce an event. Often times events can be draining on the MS Executive Director which can lead to turn over. Below MS Executive Directors should estimate their total hours spent on planning & implementing the event.

MS Executive Director's Time	Total # of Hours:
Attending planning meetings:	_____
Completing pre-event tasks:	_____
Event set-up tasks:	_____
Hours work during the event:	_____
Event tear-down tasks:	_____
Completing post-event tasks:	_____
TOTAL HOURS:	_____
HOURLY RATE: [Inclusive of wage + benefits]	x _____
TOTAL COST:	_____

DO YOU HAVE ENOUGH VOLUNTEERS TO SUCCESSFULLY PLAN EVENT?

TASK	Did not have enough	Had enough to be effective	Had sufficient volunteers
Planning Committee Members	○	○	○
Pre-Event Tasks	○	○	○
Event Set Up	○	○	○
Day-Of Activities	○	○	○
Tear Down	○	○	○
Post Event Tasks	○	○	○

WHO MAKES UP YOUR VOLUNTEERS? [Indicate # of volunteers. for each sector.]

_____ Board Members
_____ City Staff
_____ Business Owners and/or Staff
_____ Local Residents
_____ Students
_____ Other Stakeholders
_____ Other _____

HOW LONG HAVE YOUR VOLUNTEERS BEEN VOLUNTEERING FOR YOUR EVENT? [Indicate # of volunteers. for each # of years.]

_____ First Time Volunteer
_____ 2 - 3 Years
_____ 4 - 5 Years
_____ 5+ Years

VOLUNTEERS

Volunteer turnover can occur when volunteers don't return to help the following year. Where does volunteer turn-over fall for your event? [Circle Range}

LOW ○ MEDIUM ○ HIGH ○

HOW TO

STRATEGIES TO ADDRESS VOLUNTEER TURNOVER

- Set up a structure. Ensure that volunteers know what to expect and what is expected.
- Do your best to incorporate volunteer ideas into your work plan and as part of the implementation. There is nothing worse then providing input only to have it be ignored.
- Make sure you take time to recognize volunteers. Thank them regularly for their time and contribution.

VOLUNTEER COMMUNICATION

How do you promote event volunteer opportunities?

○ Website ○ Social Media Post ○ Word of Mouth

○ Email ○ Personal Invitation ○ Other _____

Do you have clear expectations for volunteers such as a written job description?

○ Yes ○ No

Are volunteers reminded of volunteer shifts and duties prior to the event?

○ Yes, via email ○ Yes, Verbally ○ Yes, via phone call

○ No

Do you ask for volunteer feedback? (Such as Post-Event Survey)

○ Yes ○ No

VOLUNTEERS

HOW ARE VOLUNTEERS APPRECIATED: [Check all that apply.]

- ◯ Verbal Thank You
- ◯ Handwritten Thank You
- ◯ Certificate
- ◯ Special Recognition such as at Board Meeting, Vol. Appreciation Party, Social Media
- ◯ Hospitality Perks (such as snacks, meals, free tickets, etc,)
- ◯ Other _____

DO VOLUNTEERS FEEL WELL UTILIZED?

[Ask them. Use a post event survey to engage volunteers.]

◯ Yes ◯ No

VOLUNTEER MANAGEMENT

BEST PRACTICE

Manage your volunteer base with these best practices:

- Utilize a volunteer application to capture volunteers information and match their skills to the needs of the MS Organization
- Have volunteer job descriptions available that establish clear expectations
- Utilize a CRM tool or Excel file as your volunteer data base and to track your volunteers

RESOURCES

Check the Tool Kit for the following:

- Volunteer Job Description
- Volunteer Tracking Sheet

STRATEGIES TO SOLICIT NEW VOLUNTEERS:

BEST PRACTICE

- Have something specific (and fun) that you want a volunteer to do
- Have a set start time and end time
- Offer hospitality benefits such as free tickets if they work so many hours
- Ask your current volunteers for the name of one person they think might be interested and personally follow up with that person
- Post about opportunities on social media
- Create a lead form* (and distribute via email or have on website) and personally follow up with interested volunteers
- Create a brief volunteer application to gather basic information as well as other experience, skill set, and interests
- Create volunteer job descriptions outlining commitment requirements
- Have documents available on MS website

*A lead form let's people show their interest by filling out a form with their information (name and phone &/or email) and allowing the MS Organization to follow up with them.



MARKETING & ADVERTISING

BRANDING

Branding is the visual images that represent the event in marketing, advertising, and throughout the event. It is a crucial part of the event foundation.

When was the event branding established?

- ◯ When the event was created
- ◯ It changes year to year
- ◯ It was recently updated / refreshed
- ◯ Other _____

Is your event brand consistent with your Main Street organization's branding?

- ◯ Yes
- ◯ No
- ◯ Unsure

GRADE YOUR BRANDING

On a scale of 1 - 5, please rank the following in regards to your event branding:

Not Satisfactory	Average	Good	Very Good	Excellent
1	2	3	4	5

ATTRACTIVENESS & PROFESSIONALISM OF BRAND

[Is the brand attractive & professional?]

◯ ◯ ◯ ◯ ◯

COHESIVENESS BETWEEN MARKETING PLATFORMS

[Is the brand consistently used across all marketing platforms from logo to print material, digital to event signage? Are style guide elements such as color and fonts consistent?]

◯ ◯ ◯ ◯ ◯

RECOGNIZABLE BRAND BY BUSINESSES, STAKEHOLDERS & COMMUNITY MEMBERS

[How familiar is your event brand in the community? Is it identifiable by the business community? Downtown stakeholders? General Public?]

◯ ◯ ◯ ◯ ◯

RIGHT FIT FOR AUDIENCE YOU ARE TRYING TO ATTRACT

[Is the brand appealing to the audience you want to attract to your event?]

◯ ◯ ◯ ◯ ◯

BRANDING

BRANDING SCORE

Tally score from quiz on page 7.

_____ / 20

>> Recommendation: Scores of 15 & below need additional discussion on how to improve branding as part of overall event.

WHERE IS YOUR EVENT BRAND REPRESENTED?

[Circle all that apply]

- Banners
- Billboards
- Communication Pieces
- Digital Graphics
- Direct Mail
- Email Marketing
- Event Signage
- Logo
- Print Material
- Public Access Channel
- Social Media
- Staff / Volunteer Shirts
- Tickets
- Website
- Other _____
- Other _____
- Other _____

IMPROVE YOUR BRANDING GRADE

IMPROVEMENT STRATEGY

Want to go from good to great when it comes to your event brand? Consider implementing these strategies to improve your score.

ATTRACTIVENESS & PROFESSIONALISM

- Work with a professional graphic design firm; don't be afraid to pay for a professional design
- Use tools like canva.com to create your own brand using provided templates
- Keep the design simple and don't try to include more information than what's absolutely necessary

COHESIVENESS

- Considering all the places your brand is represented (see list on the left), ensure you are using the same logo, fonts, and colors throughout
- Create a style guide for staff, volunteers, & other stakeholders to reference

RECOGNIZABLE

- Keep the brand consistent year to year (this can also save design dollars by not having to recreate postcards, posters, etc. from scratch but only updating dates and photos)
- If possible, allow the event brand to be consistent with the MS organization's brand (fonts, colors, style)

RIGHT FIT

- Update / refresh your brand (recommended that you consider a refresh every 3-5 years depending on how your audience has changed and to keep your visuals interesting)
- Consider what's visually appealing the demographic you want to attract to the event

AUDIENCE

Knowing who your audience is will help you make the most cost effective and appropriate marketing and adverting decisions. By evaluating the effectiveness of your marketing efforts, your event will become stronger.

DESCRIBE THE AUDIENCE THAT CURRENTLY ATTENDS YOUR EVENT

Gender:

- ○ Male
- ○ Female
- ○ Both

Age Range:

- ○ 0-12
- ○ 12-18
- ○ 18 - 24
- ○ 25 - 34
- ○ 35 - 44
- ○ 45 - 54
- ○ 55 - 64
- ○ 65+

Zip Code(s):

_____

Income Level:

- ○ Under $50,000
- ○ $50,000 - $75,000
- ○ $75,000 - $100,000
- ○ $100,000 - $125,000
- ○ $125,000 - $150,000
- ○ $150,000+

Interests:

_____

_____

_____

_____

_____

Other:

- ○ Couples
- ○ Families
- ○ Millennials
- ○ Grandparents
- ○ Kids
- ○ Tourists

HOW TO:

Determine Your ACTUAL Audience

- Build an asset list with attendee names, addresses, & email. From this information draw conclusions regarding gender & zip codes.
- Take a visual inventory - who's there? Determine gender and age ranges.
- Take a visual inventory of parking lots during the vent. Draw conclusions on income level based on vehicle make, model, and year.
- Consider a patron survey offed to attendees asking for this information.

TARGET AUDIENCE

There is a difference between who your ACTUAL audience is and who your TARGET audience is. Your ACTUAL audience shares common demographics like age, income level, and location of the patrons who actually show up to your event. Your TARGET audience shares common demographics of the patrons you WANT to attend your event. Your TARGET audience can be identified and should align with your Transformation Strategy. This is important for the growth of the event. As the event grows, you want to reach new audiences (perhaps from a different zip code) by recognizing the need to establish a marketing strategy that reaches both your ACTUAL & TARGET audiences.

DESCRIBE THE TARGET AUDIENCE THAT YOU WANT TO ATTEND YOUR EVENT:

Gender

_____

Age Range

_____

Zip Code(s)

_____

Income Level

_____

Interests

_____

_____

_____

Other:

- ◯ Couples
- ◯ Families
- ◯ Millennials
- ◯ Grandparents
- ◯ Kids
- ◯ Tourists

HOW TO: Attract Your Target Audience

Create a marketing strategy that will advertise directly to your target audience. Potential options to accomplish this include

- Consider an Every Door Direct Mail postcard. This can expose your event to a cold audience. The United States Postal Service allows you to target certain mail carrier routes within specific zip codes and even provides the average household income of those routes . Non-profits receive an excellent postage rate for this type of delivery. Remember your budget will have to include the cost to print the postcards, the postage, and if using a mailing house, a small mailing fee. [https://eddm.usps.com]
- Social media advertising can also be extremely targeted. It allows for ads to be shown to specific genders, age ranges, locations, interests, and more. If this is not something you're an expert at, work with a digital ad agency if your budget allows for that or request additional training on this subject through the Michigan Main Street Program.

TARGET AUDIENCE

WHERE DOES YOUR ACTUAL AUDIENCE GET THEIR LOCAL INFORMATION FROM?

- ○ Local Newspaper
- ○ Facebook
- ○ Instagram
- ○ Other Social Media
- ○ Radio
- ○ Emails
- ○ Word of Mouth
- ○ Other _____

WHERE DOES YOUR TARGET AUDIENCE GET THEIR LOCAL INFORMATION FROM?

- ○ Local Newspaper
- ○ Facebook
- ○ Instagram
- ○ Other Social Media
- ○ Radio
- ○ Emails
- ○ Word of Mouth
- ○ Other _____

BEST PRACTICE

What should you do with this information?

Understanding where your audience gets its information from will help you identify the best use of your advertising dollars. Use this information to ensure your advertising dollars are being spent using the right resources. Next determine if there is any overlap in sources. You can create efficiencies in your spending if one or more of the avenues is a sources of information for both audiences. Finally, look for discrepancies. As an example, if you determine your audience gets most local information through social media, don't continue to spend money in advertising in the local paper.

EVENT ATTENDANCE

of Attendees: _____

Previous Year -
# of Attendees: _____

% of increase / decrease: _____

BEST PRACTICE

Event growth should be between 10-20% each year.

TRACK EVENT ATTENDANCE

HOW TO:

There are several strategies that can be used to determine event attendance. Consider the following methods

- Track registrations and/or ticket sales
- Count enter-to-wins and/or intercept surveys which often make up about 25% of total attendance (depending on how active you are getting people to sign up)
- Count crowds of people throughout the event and estimate how often the crowd turns over.
- Count cars or traffic entering / exiting area parking lots
- Enlist the help of others - public safety officials are sometimes trained in estimating crowd attendance

MARKETING

Complete the following inventory identifying various marketing efforts:

BEST PRACTICES

Developing your own asset list is a crucial tool! Use it to develop patron loyalty by regularly communicating about the event through email and direct mail. Asset lists can be utilized as a Facebook, Instagram or other digital advertising tool and can help identify your target demographic.

Tangible marketing pieces such as a postcard or rack card are an invaluable foundation to your marketing efforts. The design sets the tone for the brand of the event. This is a cost effective way to get event info into the hands of potential attendees. Materials can be distributed to businesses, city hall, schools, churches, daycare centers, condo associations, library, etc.

EVENT MARKETING MUSTS:	Not Doing It	Somewhat Doing It	Executing With Excellence
DEVELOPING YOUR OWN ASSET LIST	○	○	○
POST ORGANICALLY ON SOCIAL MEDIA ABOUT EVENT	○	○	○
HAVE AN UP-TO-DATE EVENT WEBSITE	○	○	○
CREATED A FACEBOOK EVENT	○	○	○
PRODUCE A TANGIBLE MARKETING PIECE FOR DISTRIBUTION	○	○	○
HAVE AN EVENT HASTAG & USE IT	○	○	○
SEND PRESS RELEASES & FOLLOWS UP WITH MEDIA	○	○	○

Marketing inventory continues on next page.

What is an Asset List?

An Asset List is essentially your customer list - the names, addresses, emails, and any other relevant information you can collect about the people who attend your event.

MARKETING

BEST PRACTICES

Most local media websites (TV, newspaper and Radio) have an Event Listings page. Take time to load your event on as many websites as possible. News sources often scan the calendars for stories which could yield additional coverage.

All events should be listed on your Main Street Organization's website!

EVENT MARKETING MUSTS:	Not Doing It	Somewhat Doing It	Executing With Excellence
HAVE AN OFFICIAL EVENT PHOTOGRAPHER	○	○	○
PARTNERED WITH LOCAL BLOGGERS / INFLUENCERS	○	○	○
UTILIZING EVENT LISTINGS	○	○	○
UTILIZE MS ORGANIZATION'S WEBSITE	○	○	○
HAVE AN EVENTS CALENDAR ON WEBSITE	○	○	○

IDENTIFY MARKETING PARTNERS

Other community stakeholders may be inclined to help you promote your event. Identify your additional marketing partners.

- ○ Local Government (City)
- ○ Surrounding Government (Twp. or County)
- ○ Chamber of Commerce
- ○ Convention & Visitors Bureau
- ○ Library
- ○ School District
- ○ Local Businesses
- ○ Other _____

CROSS PROMOTION WITH LOCAL BUSINESSES

BEST PRACTICE

Local businesses may be willing and able to help with event marketing. Below are ways they can help with publicity:

- Distribute event flyers / postcards in business or in shopping bags
- Hang event posters in windows
- Share the event on their social media pages
- Include event information in businesses' e-blasts
- Include event information in their advertising
- Share their customers lists (names & addresses with you to mail an event flyer to
- Talk up the event with their customers

MARKETING & ADVERTISING

DETAILED EVENT MARKETING & ADVERTISING BUDGET

Paid Advertising Expenses:

Direct Mail: _____

Print Ads: _____

Every Door Direct Mail: _____

Social Media: _____

Newspaper Inserts: _____

3rd Party Websites: _____

Radio: _____

Other: _____

Marketing Expenses:

Graphic Design: _____

Printing: _____

Signage / Banners: _____

Postage: _____

Tickets: _____

Giveaways: _____

Website: _____

Other: _____

TOTAL MARKETING & ADVERTISING EXPENSES: _____

TOTAL EVENT EXPENSES: _____

WHAT PERCENTAGE OF TOTAL EVENT EXPENSES IS MARKETING & ADVERTISING? _____

BEST PRACTICE

Your marketing and advertising budget should be between 40% - 60% of your total event expenses.

COMMUNICATION

EMAIL MARKETING COMMUNICATION CHECKLIST

- ◯ Have a patron email list and continue to grow it
- ◯ Sent a Save-the-Date email 6 months prior to event
- ◯ Sent a Save-the-Date email / Join the FB event 3 months prior
- ◯ Sent a "What's New" / Gave compelling reasons to attend Email 1 Month Prior
- ◯ Sent a "Here's what you need to know" Email 1 week prior
- ◯ Utilized high quality photos
- ◯ Shared event info as concisely as possible
- ◯ Had an average open rate of 15%

[Average open rate means the average number of unique opens in relationship to the total number of emails sent.]

SOCIAL MEDIA COMMUNICATION CHECKLIST

- ◯ Created a Facebook event
- ◯ Did a Facebook Live
- ◯ Incorporated event posts into organic content calendar
- ◯ Asked for feedback regarding event planning details
- ◯ Ran a contest following FB guidelines
- ◯ Took time to react to comments (good and bad) in a timely manner - both organically and within the event
- ◯ Asked for patrons to post pictures or tag event / organization / downtown
- ◯ Used an event hashtag
- ◯ Had a dedicated person reacting to social media during the event

RESOURCES

- View a sample of the four event e-blasts listed above in the Tool Kit.

BEST PRACTICE

Asset Lists:
Developing a patron data base

The easiest way to collect patron information is through a simple Enter To Win.

- Locate this area in a high traffic section of the event
- Utilize engaging volunteers to encourage patrons to sign up
- Ask for name, address, and email
- Raffle something off hourly
- Let the winner pick the prize

If you are selling tickets to the event, capture information when tickets are purchased.



BUDGET

BUDGET

Creating an event budget is crucial to the event planning process. It provides a road map to help meet the overall goals of the event. Include all potential revenue and expenses in your event budget to show a true picture. If necessary, research actual costs for each expense as you're developing your budget.

REVENUE:
Admission / Ticket Sales:
Vendor Fees / Booth Sales:
Food Sales:
Sponsorship:
Other:
TOTAL:

EXPENSES:
Advertising & Marketing:
Amenities:
City Services / Cross Charges:
Decor / Props:
Entertainment:
Fees:
Incidentals:
Rentals:
Rent / Venue Costs:
Misc. / Other:
TOTAL:

BUDGET

EVENT EXPENSES:
It is not crucial what category you identify an expense in as long as you make sure you account for the expense somewhere. Below are some ideas on where to account for specific items.

Advertising & Marketing:
- Banners
- Billboards
- Direct Mail
- Every Door Direct Mail
- Graphic Design
- Newspaper Inserts
- Postage
- Print Ads
- Printing (posters, rack cards, etc.)
- Radio
- Social Media (paid)
- Other

Amenities:
- Coffee & donuts for volunteers
- Volunteer T-shirts
- Other

City Services / Cross charges:
- Cross charges for police, public works, inspections

Decor / Props:
- Event decorations
- Photo booth
- Table cloths
- Other

Entertainment:
- Band or DJ
- AV System
- Other

Fees:
- Permit Fees
- Credit Card Fees
- Other

Incidentals
- Photographer
- Cups, plates, napkins
- Other

Rentals:
- Tent, tables, chairs
- Heaters
- Lighting
- Other

Rent / Venue Costs:
- Venue rental
- Cleaning costs
- Other

Misc. / Other:
- Other

BEST PRACTICE

WHO SHOULD DEVELOP THE EVENT BUDGET?

The event should be created within the Promotions / Event Committee with coordination from the Main Street Executive Director. The overall outcome of the event whether it is revenue neutral, turns a profit or is a 'community event' should align with the MS Organization's annual budget.

RESOURCES

View a sample Event Budget in the Tool Kit.

BEST PRACTICE

EVENT BUDGET APPROVALS:

MS Executive Directors should take specific event budgets to their Board of Directors for approval. This should be done prior to making any event expenditures or accepting any event revenue. Typically 6-9 months in advance. Initial event budgets should be submitted during the Organization's budget approval process before the start of the new fiscal year.

Doing so in advance brings many benefits:
- Creates buy-in and consensus. Staff and board members are on the same page when it comes to revenue goals and it provides an opportunity to build consensus on event expenses.
- Engages board members to actively participate in event by knowing revenue goals, board members can help sell tickets, solicit sponsors, etc.
- As a team, the board and staff can recognize how the event budget fits into the overall organization's budget.
- Streamlines additional expense approvals, depending on an organization's purchasing policy, special approval over authorized amounts may be requested and approved at this time.

BUDGET

Event Profitability

What type of an event are you producing?

- ◯ General Community Event [examples - concert series, halloween parade, or tree lighting ceremony where the overall goal is to bring people downtown].
- ◯ Retail or Business Promotions Event [examples - ladies night out, restaurant week, or sidewalk sales where the overall goal is to drive traffic to businesses and make their cash registers ring].
- ◯ Fundraising Event [examples - art fair, wine tasting, or 5K race where the overall goal is raise additional funds for your MS organization].

BEST PRACTICE

General Community Events

- Will likely be a straight expense in the MS Organization's budget showing little to know revenue generated from this event. Some expenses may be off set by sponsorship.

Retail or Business Promotion Events

- Should be revenue neutral meaning an equal amount of revenue is taken in to offset all expenses. Businesses that benefit from this event should provide some skin in the game -they should share in the cost of the event expenses as they are the ones benefiting from the event.

Fundraising Event

- Needs to make a profit. Establish a benchmark of your event's profitability (for example you profited $5,000) and then try to increase that amount each year.

BUDGET

BEST PRACTICE

HOW TO PREVENT OVERSPENDING

Once your budget is created you have established anticipated revenue and projected expenses. It is important to balance your expenses in relation to how much and when your revenue is coming in. This can insulate you from running your event into the red. Your budget is a guideline but do not to over commit before you know the revenue is coming in.

Let's say you have a Fundraising Event planned where you anticipate selling 50 vendor spaces at $125 each (total revenue: $6,250). You anticipate you will take in about one third of that revenue ($2,083) three months before the event date, one third of the revenue ($2,083) two months before the event date and one third ($2,083) one month before the event date. You also know that you have $2,000 of hard costs that you absolutely must commit to spending (such as event flyers, permit fees, rentals). Your budget also allows for $2,000 in additional marketing expenses such as facebook ads and print newspaper ads). You anticipate the event will make a $2,250 profit.

With one month until the event, only half of the vendors you were anticipating have applied and paid, bringing in $3,125. You've paid out your hard costs of $2,000 and you have $1,125 to work with (which leaves you revenue neutral). Don't continue to spend an additional $2,000 in marketing when you don't have it. Don't get yourself or your organization into contractual expenses for advertising (or other purchases) if you don't have the money available. You would rather be in a position to order a print ad 2 weeks before the event when you know you have money in hand then commit to that expense months before and then run in the red.

Event planners will over estimate revenue especially when it comes to sponsorship. Main Street Programs have the best of intentions to bring in event sponsors and often time it is very easy to bring new sponsors on board or to get them to renew. But it is never guaranteed. If a sponsor does not commit and you need to cut your expenses so that the budget is balanced or the event still make a little profit - be ready to do so. Don't over commit your expenses.

If revenue is not coming as you anticipated, take your foot of the spending gas pedal.



FUNDRAISING

FUNDRAISING

MS Organizations can raise funds either through cash contributions or in-kind donations for their event through sponsorship efforts. A cash contribution is money received to help support the overall expense of an event. In-kind donations are contributions of needed event supplies, materials, or other items where the MS Organization would otherwise have to pay for those specific items.

ASSESSING THE FINANCIAL NEEDS OF YOUR EVENT

Event revenue may come from a variety of sources including admissions / ticket sales, vendor fees / booth sales, food sales, sponsorship, and other sources.

CALCULATING YOUR FINANCIAL NEED

How do you know what your financial needs are? First, consider your event goals. Is the goal of the event to generate profit? If so, how much? Second, review your budget projections of all other revenue sources? Are they realistic? Are they conservative? Does your projected revenue cover all expenses? Does your projected revenue include the profit you want to generate?

CALCULATING NEED FOR SPONSORSHIP

Any potential gaps between revenue and expenses need to be covered by sponsorship dollars. Both cash contributions and/or in-kind donations will work - whatever will help increase your projected revenue or decrease your expenses.

Determine the gap by subtracting total expenses from projected revenues. If your event is mant to generate a profit, also subtract your ideal profit from projected revenues. If the number is negative, it represents the gap in your event budget and sets your goal for what you need to raise through sponsorship.

BEST PRACTICE

WHAT ARE YOU FUNDRAISING FOR?

Gain additional support of your event by sharing what you will do with the money raised. You can share "this event supports your local MS Organization operations" however it is often more effective to be specific. Consider things like "the proceeds from this event supports the downtown flower pots all summer long" or "will go towards the installation of new LED Christmas lights on Main Street" or "will produce a promotional video that will be used to market our downtown". You should provide an example of something already incorporated into your MS Organizations budget and annual work plan.

CALCULATING NEED FOR SPONSORSHIP

Projected Revenue: _____

Total Expenses: - _____

= _____

Ideal Profit: - _____

= _____

If negative, this number represents the gap in your event budget and sets your goal for what you need to raise through sponsorship.

SPONSORSHIP

DO YOU OFFER EVENT SPONSORSHIP OPPORTUNITIES?

- ◯ Yes
- ◯ No

DO YOU UPDATE YOUR SPONSORSHIP PACKAGES YEARLY?

- ◯ Yes
- ◯ No

TOTAL EVENT SPONSORSHIP ($):

SPONSOR NAME	AMOUNT | CASH OR INKIND	SPONSOR LEVEL / BENEFITS	# OF YEARS AS A SPONSOR	LIKELIHOOD OF RENEWAL

SPONSOR FOLLOW UP

Once the event wraps up, what next steps do you take to follow up with your event sponsors?

- ◯ Verbal thank you
- ◯ Hand written thank you note
- ◯ Social media thank you mention
- ◯ Post-event sponsorship report
- ◯ Other _____

When do you ask a sponsors to renew for the following year's event?

- ◯ Within 1 month after event's conclusion
- ◯ Between 2 - 5 months after the event's conclusion
- ◯ About 6 month before the next event

BEST PRACTICE

THANK YOUR SPONSORS

Thank your sponsors early and often. Give them as much public recognition as possible! Following the event, thank them verbally with a phone call. Send a hand written thank you signed by your entire Board and/or committee and post a public thanks on social media.

SPONSORSHIP REPORT

Provide sponsors with a post-event report summarizing the successes. Provide details of all areas in which the sponsor gained exposure through marketing collateral and show examples whenever possible. For example, take screen shots of social media posts and include in your report.

SPONSORSHIP RENEWAL

Begin speaking with your sponsors about renewal within one month after the event concludes.

COMBINING ALL SPONSOR OPPORTUNITIES

Consider creating a sponsorship proposal for all events. This will make it easier to collect funds one time per year rather than making multiple asks. You will need to know each individual event's fundraising need but potential sponsors will appreciate the opportunity to participate in all events as well as only being asked one time.

SPONSORSHIP

WHY DO BUSINESSES WANT TO SPONSOR YOUR EVENTS?

- Marketing Collateral (Impressions)
- Brand Visibility
- Corporate Responsibility
- Recognition
- Exclusivity
- Hospitality Benefits
- _____
- _____

RESOURCES

Find in the Tool Kit:

- Sponsorship Package
- Post Event Sponsorship Report
- Sample Sponsorship Contract

WHAT SPONSOR BENEFITS DO YOU HAVE TO OFFER?

- ◯ Naming rights ("Presented by")
- ◯ Web link & logo inclusion on marketing materials
- ◯ Co-branded organic or paid social media posts tagging sponsor
- ◯ Advertisement or bounce-back on back of event ticket
- ◯ Web link & logo on MS org's website / event website
- ◯ Signage / banners
- ◯ Brand exclusivity
- ◯ Space within event / demo area
- ◯ Verbal recognition at the event
- ◯ Free tickets
- ◯ Logo / name inclusion on event merchandise
- ◯ Other

BEST PRACTICE

SPONSOR BENEFITS

Create realistic sponsorship packages. Sponsorship levels should align with the benefits you are able to provide. Your top package will include all sponsor benefits that you can offer. Eliminate some of those benefits to create lower level sponsorship packages. As you assign dollar values to your packages, keep in mind any potential gaps in your budget and what your sponsorship goals are.

BEST PRACTICE

SPONSORSHIP IS RELATIONSHIP BUILDING

Personal relationships are often just as important to securing a commitment as the benefits you can provide. MS Board members, committee members, and staff should consider their professional networks when soliciting contributions.



LAYOUT & EVENT FLOW

LAYOUT & EVENT FLOW

Patrons want to feel connectedness and safe as they traverse your event. The layout and flow create an organized experience giving meaning to what is happening and where. Logistical elements such as proximity to electricity, parking, and open space can impact layout.

DESCRIBE THE TYPICAL PATRON FLOW TO AND FROM THE EVENT:

[Consider the path the patron takes from parking to event activities to interacting with businesses, etc.]

_____

_____

_____

_____

_____

_____

EVENT SIGNAGE:

Is there sufficient signage to direct patrons to the following areas?

- ◯ Parking
- ◯ Bathrooms
- ◯ Specific Event Activities
- ◯ Information Area
- ◯ Other _____

Is your signage well-branded, easy to read, and concise?

- ◯ Yes
- ◯ No

SAFETY CONCERNS:

Are there any areas of the event that pose a potential safety concern for patrons? (people crossing the street mid-block, uneven pavement, etc.)

_____

_____

_____

_____

Does the event layout include an open perimeter or a closed perimeter?

_____

Open Perimeter = no delineation between event activities and normal vehicle traffic.
Closed perimeter = designated event footprint closed to vehicle traffic.

LAYOUT & EVENT FLOW

EVENT GROWTH:

Does the event footprint have room to grow?

- ◯ Yes
- ◯ No

Have you identified new areas that the event can grow into?

- ◯ Yes (List Options Below)

_____

_____

_____

- ◯ No

PLACEMENT OF ACTIVITIES:

Are event activities placed so there is a continuous flow in traffic?

- ◯ Yes
- ◯ No

PARKING:

Is there adequate parking for event patrons?

- ◯ Yes
- ◯ No

Do you utilize shuttles for downtown employees or for patrons?

- ◯ Yes
- ◯ No

CONNECTION TO BUSINESSES:

Does your event layout maximize exposure to business store fronts?

- ◯ Yes
- ◯ No

This may be an important factor depending on the goal of your event. Some community events take place within parks located in the district, but not very close to the business core and that is okay if the event's goal is not to drive traffic to retail locations.

LAYOUT & EVENT FLOW

BEST PRACTICE

Don't let the event layout become an after thought. Consider these best practices to improve your layout & event flow:

LAYOUT & EVENT FLOW

- Connection is key. Try to eliminate big gaps between event activities. Gaps in event activities can lead to certain areas becoming an 'island' which can often be ignored or skipped by patrons. This is especially true for exhibitors / vendors. If possible, do not allow gaps between exhibitors and other event activities.

SIGNAGE

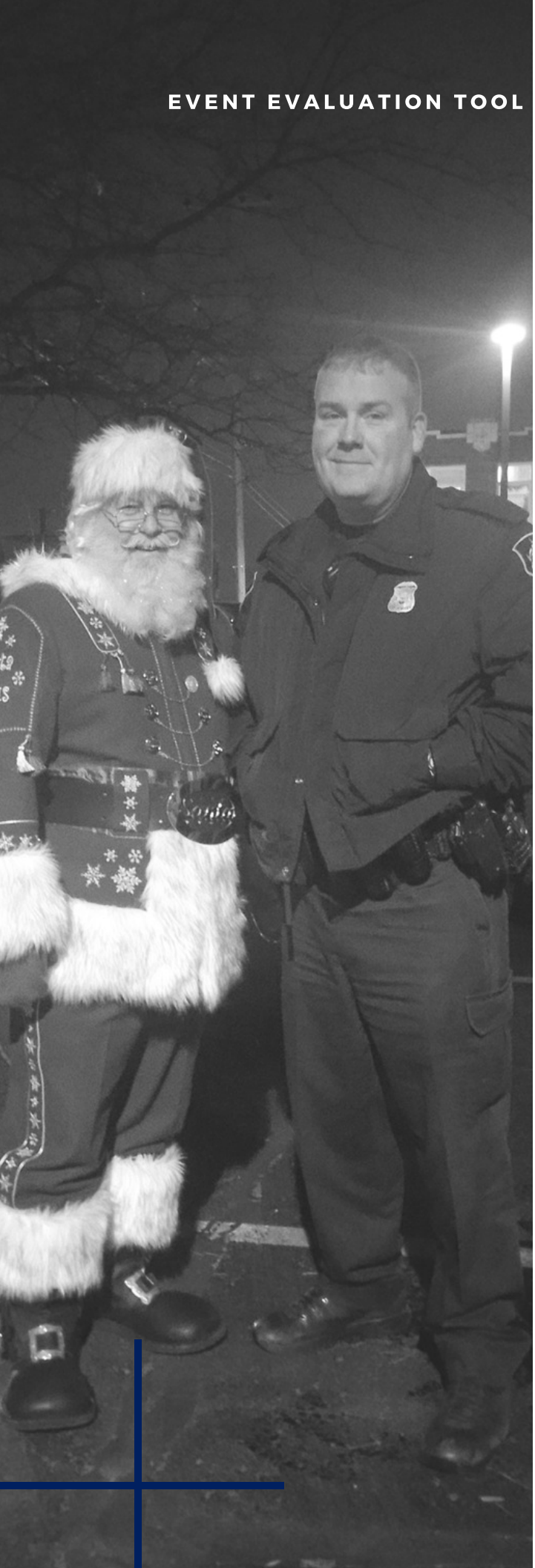
- Keep directional signage simple. A black background with white writing works well but signage can also be branded to the event as long as it remains readable.
- Produce large scale (24"x36") maps if your event footprint is large. Be sure to include a "You Are Here" identification on the map.

SAFETY

- When addressing safety in regards to walkability, take time to walk the entire event foot print and surrounding areas (like to and from parking lots). Look for uneven surfaces, pot holes, and tripping hazards. Report these to the Public Works Department or take action to make the improvements on your own.
- Solicit a representative from the police and/or fire departments to join your planning committee or volunteer team and have them help you develop safety procedure.
- Have volunteers and staff carry 2-way radios to stay in constant communication if an emergency arises.

EVENT GROWTH

- The more successful your event becomes the more people will attend and you want to avoid over-crowding or reaching capacity.
- If you establish an event in a small footprint, you'll max out your capacity and the event will not be able to grow. An example of this is locating a vendor-based event in a space that can only accommodate 25 exhibitors. What happens when you want to grow the event to 50 exhibitors or 100? You need to consider where you can grow the footprint of the event
- Establish a growth plan within your work plan and as part of your event vision and/goals. Identify what the event will look like in 3-5 years? Where does it take place? What additional activities are offered? How many people attend?
- Having a vision of how the event will grow will ease the growing pains as they arise.



LEGAL & RISK MANAGEMENT

LEGAL & RISK MANAGEMENT

This section will help you evaluate your MS Organization's compliance with local permits, insurance coverage, and emergency preparedness.

PERMITS

Does the event require street closures?	Yes	No
Are special event permits required?	Yes	No
Is Council approval necessary?	Yes	No
Is a Use of Public Property permit necessary ? [Some communities may have this covered within their special event permit].	Yes	No

INSURANCE COVERAGE

When was the last conversation you had with your insurance representative about the event? _____

Do you have special event coverage through the municipality?	Yes	No
Do you have special event coverage obtained on your own?	Yes	No
Is Liquor Liability Insurance needed?	Yes	No
Do you require volunteers / exhibitors / vendors to sign a waiver / hold harmless agreement?	Yes	No
Do you require food vendors to provide you a copy of their health department permit and/or a certificate of insurance?	Yes	No

BEST PRACTICE

WHO TO TALK TO & WHEN

You will likely want to begin speaking with your City Manager about event permitting and what is required. In some communities, Council approval or even a public hearing is necessary to close streets or use public property. Permits are usually completed 4-6 months in advance depending on your communities preferences - ask your Manager when the best time to complete the paperwork is.

BEST PRACTICE

HOW DO YOU KNOW WHAT YOU NEED?

Take time to speak with your insurance representative and attorney each year regarding your special events. Get guidance on what type of coverage you need and who needs to complete a hold harmless agreement in order to protect your organization.

Don't make additional requirements for participants cumbersome. Streamline the process for them by including requirements upfront or in the application process.

LEGAL & RISK MANAGEMENT

EMERGENCY PREPARATION

Are Two Way Radios carried by staff and key volunteers during the event?	Yes	No
Is additional security personal needed? (Local PD or private)	Yes	No
Is trained medial staff (fire/EMT) onsite during the event?	Yes	No
Is there a team in place that will determine if the event is cancelled due to severe weather?	Yes	No
Is there a method for communicating to vendors, volunteers, staff, attendees, and other stakeholder in the event of a cancellation due to weather or other emergency?	Yes	No

BEST PRACTICE

EMERGENCY PREPARATION

Prior to your event taking place, take time to sit down with your Police Chief or a police liaison to discuss potential emergency situations, how to handle them and how to disseminate information. These may include severe weather, threats of terrorism, medical emergency, fire, or other harmful situation.

CANCELLING AN EVENT

Cancelling an event is the last thing you want to do. However, if the public's safety is at risk, it may be unavoidable. Lean on emergency experts such as police and fire professionals to help make the call. The decision should be a collaborative one, with MS Board members, staff, and police working together to determine the best outcome.

If the possible cancellation is due to a weather emergency, try to postpone the event hours or cancel for a portion of the day but reopen the event after the emergency has cleared.



VENDOR BASED EVENTS

VENDOR BASED EVENTS

IF APPLICABLE

Vendor based events such as art fairs, markets, and craft shows provide a big opportunity for a MS program to fund raise. They also take a lot of work on the part of event staff and volunteers. By finding efficiencies in the vendor application and jury process, staff can easily reduce the time invested in each exhibitor.

VENDOR RECRUITMENT

Do you have a data base of potential exhibitors that would be a good fit for your event?

- ◯ Yes
- ◯ No

Indicate your current methods used for exhibitor recruitment.

- ◯ Visit similar events and grab business cards
- ◯ Search for potential businesses on social media
- ◯ Post on social media about exhibitor opportunities
- ◯ Send email to previous exhibitors
- ◯ Phone calls / personal contact to potential exhibitors
- ◯ Post on website about exhibitor opportunities
- ◯ Other _____

VENDOR RETAINMENT

Total number of exhibitors: _____

Number of exhibitors who returned from previous year: _____

If you have high turn over, your exhibitors are not doing well. They may not be the right product fit for the event or your booth fees may not be in line with how much money they are making. When recruiting them for next year's show, if they have not applied, call them and ask why they are not returning.

VENDOR SCOUTING

BEST PRACTICE

The best way to recruit exhibitors to your event is to find them by scouting other shows. This gives you an opportunity to see their product and merchandising. Proper scouting etiquette would include grabbing a potential exhibitors business card and contacting them after the event. Do not try to talk to them about your event while they are trying to sell to other customers.

Send a personal email to the exhibitors following the show and invite them to apply to your event. If necessary, follow up with a phone call.

Be prepared to have a brief description of your event ready with estimated attendance, summary of marketing spend, vendor fees, where to find the application and when the deadline to apply is.

Compile exhibitor information into your own database to notify them of future events. Exhibitors plan their show schedules anywhere from 3-12 months in advance so it may take time to get on an exhibitors radar and get them interested in your event.

HOW TO:

Determine Booth Fees

The industry standard is that vendors expect to make 10 times their booth fee. Make sure your fees are in line with the amount of foot traffic you have at your event.

VENDOR BASED EVENTS

IF APPLICABLE

APPLICATION PROCESS

Do you offer a(n)...

◯ Online Application ◯ Paper Application

◯ Both

Do you require payment at the time of application?

◯ Yes ◯ No

Do you accept...

◯ Cash ◯ Check / MO

◯ Credit Card ◯ Other

Do you require photos submitted with application?

◯ Yes ◯ No

Are you charging an application fee?

◯ Yes ◯ No

Do you require exhibitors to apply within a certain category (such as food, handmade, art, etc.)?

◯ Yes ◯ No

Are all of your hold harmless & other event rules & policies included in your application?

◯ Yes ◯ No

BEST PRACTICE

- An online application can be set up using programs like Zapplication or Wufoo with payment integration. It is recommended that you allow for one type of application and payment system (such as online app with credit payment). More options for exhibitors isn't necessary and gives MS Executive Director more things to manage.
- Take payment at the time of application. If you have to waitlist or deny an exhibitor, refund their money at that time. It is far easier to refund a handful of people then chase the majority of your exhibitors for payment.
- Be sure to require photos of what is being sold. This ensures quality.
- Charge an application fee of $5-$10. It is standard in the industry and generates some additional revenue for your organization.
- Require exhibitors to select one category in which the majority of what they sell falls into.
- Include your hold harmless & other event rules in your application. Require the applicant to agree to them (via checking a box or initially) before the application is submitted.

VENDOR BASED EVENTS

IF APPLICABLE

JURY PROCESS

How many people are included in the jury? _____

How to you handle direct sales* companies?

- ◯ We allow them
- ◯ We DO NOT allow them
- ◯ We handle it on a case by case basis
- ◯ We consider them a sponsor and require them to pay more
- ◯ Other _____

Do you provide timely communication to applicants (within 1 week of application) letting them know if they have been accepted, denied, or wait listed?

- ◯ Yes
- ◯ No

*A Direct Sales Company can be described as a multi-level marketing company that sells services or consumer goods. Examples include Thirty One, MaryKay, Tupperware, Pampered Chef, etc.

VENDOR COMMUNICATION

Most vendor communication can be through email. Check the following vendor communications you are currently sending:

RECRUITMENT

- ◯ Application Open
- ◯ App. Deadline Approaches

JURY PROCESS

- ◯ Application Status

ONCE ACCEPTED

- ◯ Welcome
- ◯ Marketing Homework
- ◯ Booth Assignment and Vendor Manual

POST EVENT

- ◯ Thank You and Post Event Survey

BEST PRACTICE

JURY STATUS

Each applicant should receive notification of their Jury Status.

ACCEPTED:
They have been accepted into the show and can expect further communications as to their booth location and set up information.

WAITLISTED: Their category (i.e.: jewelry) is full and they are not in the show at this time. They may be moved off of the wait list if a cancellation occurs.

DENIED:
They are not accepted into the show.

OF JURORS

Four to five people is a sufficient amount of jurors to review vendor applications. Your jury could be your Event Planning/ Promotions Committee or could be a separate group.

DIRECT SALE COMPANIES

Many event industry professionals do not allow Direct Sales Companies into their events.

VENDOR BASED EVENTS

IF APPLICABLE

VENDOR MIX

Depending on the "theme" of your event, you're vendor categories may look very different than what's listed below. Use a separate sheet to assess your vendor mix if the categories vary greatly. Compare the vendor mix of who you had at the event to what you hope to have in the future.

Vendor categories:	Identify the mix of vendors that you had at your event:	What does you ideal vendor mix look like?
Artists		
Bath / Body Care / Soap		
Clothing (New, Handmade, Vintage)		
Home Decor (shabby chic, repurposed, furniture)		
Food (Immediate Consumption)		
Jewelry		
Mixed Media		
Service Businesses		
Shopkeepers (Retailers)		
Specialty / Gourmet Food		
Vintage / Industrial (picker, junker, antiques)		
Other _____		
Other _____		

IMPROVEMENT STRATEGY

- As you compare the vendor mix that participated in your event verse the ideal mix you want to have, look for what categories have a gap. Once you identify where you are falling short (for example in the categories of food), focus your recruitment efforts the following year on those categories.
- If you have more vendors in certain categories than you wanted (for example in jewelry), waitlist or deny exhibitors that apply within that category once that category fills.
- To change your vendor mix, simple focus on recruiting vendors you need in certain categories and waitlist or deny vendors in the categories that are full.

VENDOR BASED EVENTS

IF APPLICABLE

Does your vendor mix align with your MS Organization's Transformation Strategies, goals, and measures of success?

Yes No

Does your vendor mix align with your target audience's interests?

Yes No

Have you ever approached any vendors about opening a pop up shop in your downtown?

Yes No

Have you ever approached any vendors about opening a permanent retail location in your downtown?

Yes No

Do any of your vendors sell wholesale?

Yes No

BEST PRACTICE

BUSINESS RECRUITMENT

Vendor based event are a great opportunity for retail (and service) businesses to test your local market.

Based on how well their product sells during the event, they may be a good fit to pursue a pop-up operation or permanent retail space within your downtown. Begin building relationships with potential vendors that would be a good fit to see if they have future plans for a bricks & mortar location.

PLAY MATCHMAKER

Ask vendors if they sell wholesale. If they do, take time to introduce them to downtown retailers and specialty shops that may be interested in carrying their product. As consumer demand trends towards local and handmade products, your event provides a great opportunity to make connections between the product maker and your local business owners.

RESOURCES

Check out the Tool Kit for the following:

- Vendor Application
- Vendor Application Status Emails (Accepted, Waitlisted, Denied)
- Vendor Welcome Email
- Vendor Manual
- Vendor Marketing Email
- Vendor Post-Event Survey



STAKEHOLDER EXPERIENCE

EXPERIENCE

You want to create a memorable event. Evaluate the experience of your event stakeholders, specifically the patrons who attended or participated in your event.

STAKEHOLDER GROUP: ATTENDEES / PATRONS

Rate your perception of the attendees' experience in the following areas:	Unpleasant Experience 1	2	Neutral 3	4	Top-Notch Experience 5
Pre-Event Communication	○	○	○	○	○
Ease of getting to event	○	○	○	○	○
Cleanliness of street and surrounding areas	○	○	○	○	○
Cleanliness within event footprint	○	○	○	○	○
Ease of locating specific activities	○	○	○	○	○
Businesses open and welcoming	○	○	○	○	○
Received great customer service from event staff and volunteers	○	○	○	○	○
Quality of activities met their expectations	○	○	○	○	○
Ease of buying tickets / registering (if applicable)	○	○	○	○	○
Offered goods that people wanted to buy [TIP: If lots of people are carrying shopping bags, they're likely having a good shopping experience.]	○	○	○	○	○

EXPERIENCE

IMPROVEMENT STRATEGY

IMPROVE YOUR PATRON EXPERIENCE

Increase your scores on the survey above by implementing some of the strategies listed below:

PRE-EVENT COMMUNICATION

- Be clear in all pre-event communication so patrons know what to expect when they arrive. Provide lavish information on what activities are happening when and where. If hosting a vendor based event like an art show, provide accurate information on how many and what type of exhibitors they will see.

EASE OF GETTING TO THE EVENT

- Provide additional signage coming into downtown and especially directing people to parking if needed.

CLEANLINESS

- Walk the path that your patrons walk from parking lots to the event and make sure trash is collected.
- Work with your DPW or volunteers to fix any sidewalk safety issues prior to the event.
- Add mulch, plantings, or other needed landscape features prior to the event to beautify the event space and surrounding areas.
- Establish a "Clean Team" to walk the event footprint and ensure it is free from trash and debris. These volunteers can also remove over flowing trash receptacles.

EASE OF LOCATING SPECIFIC EVENT ACTIVITIES

- Place signage throughout the event footprint and the perimeter to help patrons find various activities.

BUSINESSES OPEN & WELCOMING

- Make sure businesses know event hours. Ask them to remain open during the event.
- Provide them "training" through a Merchant Forum on ways they can draw traffic into their businesses, customer service tips, and/or other event promotions to offer.

CUSTOMER SERVICE

- Provide all volunteers with answers to commonly asked questions so that when patrons ask, they'll get the right answer.

QUALITY OF ACTIVITIES & RIGHT FIT OF GOODS

- Research any potential entertainers to ensure quality will meet the expectations of your patrons
- Tailor activities & goods to meet your Transformation Strategy and target audience
- Know your audience and offer goods appropriate for that audience. As an example, if hosting an Art Fair or vendor based event, don't bring in high-end art if you're audience is looking for items at a lower price point.

EASE OF BUYING TICKETS

- Keep the process simple. If possible offer an online ticket purchase where patrons can print the ticket at home or show their phone to gain entry.

EXPERIENCE

WHAT EVENT AMENITIES DO YOU OFFER?

- ○ Event Map / Program
- ○ Accessible Staff & Volunteers
- ○ Directional Signage
- ○ Clean Bathrooms
- ○ Announcements / Event Reminders
- ○ Information Area
- ○ Other _____
- ○ Background Music
- ○ Photo Area / Props / Booth
- ○ Sufficient Garbage Cans
- ○ Prize Giveway / Enter to Win
- ○ Promotion to draw traffic into businesses
- ○ Other _____

EXPERIENCE

STAKEHOLDER GROUP: ATTENDEES / PATRONS

Patron Engagement

SOCIAL MEDIA ENGAGEMENT

Patrons will engage with an event or organization on social media. They may "like" a post, "comment" on a post, share event information or post pictures from the event.

TOTAL POSITIVE ENGAGEMENT ON SOCIAL MEDIA POSTS RELATING TO THE EVENT: [Total all likes, comments, shares, posts, & direct messages] _____

TOTAL NEGATIVE ENGAGEMENT ON SOCIAL MEDIA POSTS RELATING TO THE EVENT: [Total all likes, comments, shares, posts, & direct messages] _____

TOTAL TIMES EVENT HASHTAG WAS USED: _____

VERBAL FEEDBACK

Often times patrons will take the time to share a positive or negative experience with staff or volunteers at the event.

TOTAL POSITIVE COMMENTS MADE TO EVENT STAFF OR VOLUNTEERS: _____

TOTAL NEGATIVE COMMENTS MADE TO EVENT STAFF OR VOLUNTEERS: _____

POST EVENT SURVEYS

As you develop your customer mailing and email list, take time to send out a post event survey to patrons. This allows you to gather honest feedback on patron's experiences. By asking both quantitative questions and open ended questions you can measure the patron's experience year to year as well as gather anecdotal evidence for areas of success and improvement.

NUMBER OF SURVEYS COMPLETED: _____

NET PROMOTER SCORE: _____

% OF PATRONS WHO INDICATED THEY WOULD RETURN: _____

WOULD NOT RETURN: _____

UNSURE IF THEY WOULD RETURN: _____

EXPERIENCE

BEST PRACTICE

NET PROMOTER SCORE

By determining your event's Net Promoter Score, you are calculating a quantitative measurement for success. An event's Net Promoter Score ranges from -100 to 100 and measures the willingness of a patron to recommend your event to others. Use it to help determine the patron's overall satisfaction with the event.

Determine the NPS by using the following question on your Post-Event Patrons Surveys:

How likely is it that you will recommend attending this event to a friend?

Provide a 1 - 10 scale for the answer. 1 being very unlikely, 10 being likely.

Patrons that give you a 6 or below are Detractors, a score of 7 or 8 are called Neutrals, and a 9 or 10 are Promoters.

To calculate your Net Promoter Score, subtract the percentage of Detractors from the percentage of Promoters.

$$\frac{\text{\# of Promoters}}{\text{\# of people surveyed}} - \frac{\text{\# of Detractors}}{\text{\# of people surveyed}} = \text{NPS}$$

This score can be measured year to year to show a measurable area of improved patron experience. A good NPS is between 50 - 80.

PATRON POST - EVENT SURVEY

HOW TO:

Keep your Post-Event Survey as short as possible. Surveys can be developed in applications such as Survey Monkey, Wufoo, Google, or in some cases through your email marketing platform. Surveys should be sent as soon as possible after the event, when the event experience is still fresh in the mind of patrons.

Here's a sample survey:

1. On a scale of 1 - 10, how likely is it that you will recommend attending this event to a friend? {1= least likely, 10= very likely]?

2. What did you like best about the event?

3. What could we do to better improve your experience?

4. Will you return? [Yes, No, Unsure]

TIP: These questions could be asked verbally as attendees leave your event. Station volunteers just outside of the event area to gather and document information. Consider a 5th question asking for the attendees zip code as well. Finally, have your volunteers note how many shopping bags are being carried out of the event.

TIP: A detailed post event survey can still be sent electronically asking some of the same questions as well as additional information about economic impact and experience.



ECONOMIC IMPACT

ECONOMIC IMPACT

Anytime an event brings people downtown who wouldn't normally be there, businesses have an opportunity to make the cash registers ring. The total amount of additional expenditures within a downtown district that can be attributed to the event is the event's economic impact.

WHY WE MEASURE ECONOMIC IMPACT

- Provides quantitative data to help determine if specific event and organizational goals are being met
- Encourages support & engagement from downtown business community

HOW WE MEASURE ECONOMIC IMPACT

- Gather data from all business owners (retail, restaurant, and service)
- Visual observations and assessments
- Patron survey

BEST PRACTICE

WORKING WITH BUSINESS OWNERS PRE & POST EVENT TO GATHER DATA

Communication is key to gathering sales specific data from businesses. Begin speaking with owners 2-3 months before the event and review with them the information you will want to measure post event. Things like increase / decrease in total sales, number of purchases, average total of purchases. Make sure to communicate that the data is kept confidential, can be provided in ranges, and is needed to measure the success of the event. After the event is completed follow up with business owners within one week by providing either a Post-event survey or by obtaining the information through face to face communication. Once all data is collected, it is a great idea to share generalizations about the data with all businesses and other stakeholders. Keep the information general about the overall impact such as 80% of businesses that reported sales data impacted by the event, saw a 45% increase in sales during event hours.

BEST PRACTICE

2 EASY WAYS TO DRAW EVENT TRAFFIC INTO BUSINESSES

- Encourage your businesses to coordinate something exclusive for customers inside of their store - it could be a giveaway, raffle, bounce-back coupon, product samples, live music, freebies, or refreshments. Whatever they do, make sure there is ample signage outside their business letting pedestrians know what's happening inside.
- Coordinate a scavenger hunt for event attendees and ask them to "find" something in each participating business. The same concept works with a downtown passport where businesses will stamp patron's passports. Have a great giveaway for attendees who complete the game.

ECONOMIC IMPACT

ECONOMIC IMPACT OF EVENT ON DOWNTOWN BUSINESSES:

	Retail	Restaurant	Service
Total Number of Businesses in your District [This information is available from your Building & Business Inventory.]	_____	_____	_____
Number of Businesses Impacted by Event [This can be all of the businesses within your MS District or those within a certain footprint of the event.]	_____	_____	_____
Number of Businesses who were open during the majority of the event hours [Being aware of this can help you assess the weight of the business surveys.}	_____	_____	_____
Number of businesses who completed survey [You need responses from a majority of businesses who were impacted by the event.]	_____	_____	_____

Information should be gathered via business survey:

[Include % of responses that answered the following statements.]

Indicated they saw an immediate increase in sales (include average % of increase)	_____	_____	_____
Indicated they had additional foot traffic	_____	_____	_____
Indicated they saw new customers	_____	_____	_____
Indicated they wanted to see the event continued	_____	_____	_____

BEST PRACTICE

BENCH MARKING THE ECONOMIC IMPACT OF EVENTS

There are numerous factors, such as the type of event you're producing, the businesses' fit related to what patrons are looking for, or even the businesses' participation that contribute to an event's overall economic impact in downtown. In order to measure the economic impact and growth in future years, establish a benchmark. Use the metrics on the following page to establish a baseline for your current event and note the net change when gathering the same data next year.

ECONOMIC IMPACT

ADDITIONAL WAYS TO ASSESS ECONOMIC IMPACT:

Visual Observations & Assessment

Foot Traffic

- During an event, observe foot traffic walking in and out of businesses.
- Are patrons carrying shopping bags on their way out?
- How many customers go in and out in one hour?
- How many customers are carrying shopping bags from that store?
- What would you estimate as the average sale of that store?
- Use a formula such as (# of shoppers carrying bags) x (estimated average sales price) to determine an estimate of what was spent in a particular store during a peak hour of the event
- Use this information to make estimates about how much additional money was spent in the MS district during the event.

Don't forget to establish a baseline for average foot traffic on a non-event day. The same method could be utilized but takes place on non-event days. This will allow you to measure the increase.

Vehicle Traffic

- On a non event day, count cars in parking lots at a specific time and then do the same on an event day. Note the increase as another method to visually observe and assess how many more people were in the district.

Patron Survey

As you develop your customer mailing and email list, get in the habit of sending post-event surveys. Although we recommend sending short email survey (3 questions), you could ask for additional information on spending habits such as:

- While visiting Our Town's Event, how much money did you spend on:
  - Food and drink?
  - Event Vendors / Exhibitors?
  - Other Downtown Businesses?
  - Hotel / Lodging?
  - Fuel?
- Offer price ranges such as $0 - $100 | $100 - $250 | $250 - $500
- Take an average of the responses you get and make an estimate as to what an average attendee spent during the event.

Location Tracking

It's important to know where your attendees are coming from. Below are numerous methods that could be used to determine the locations of your patrons:

- Display a large map in the center of your event and allow patrons to identify their general location or city by pinning a push pin into the map.
- Utilize volunteers to ask the zip codes of attendees as they walk by.
- Ask businesses to record zip codes at check out or pull the data from their point -of-sale system (if available).

ECONOMIC IMPACT

DON'T LOSE SIGHT OF WHY YOU'RE PUTTING ON THE EVENT.

What type of event is it?

- ◯ Fundraising Event [designed to generate revenue for the MS Org]
- ◯ Retail or Business Promotions [designed to make the businesses' cash registers ring]
- ◯ Community (general) [generates additional foot traffic downtown, positive experiences for patrons, and promotes a positive image of the MS program]

What specific event goals did you start with?

[related to economic impact]

_____

_____

_____

_____

Were these met?

◯ Yes ◯ No ◯ Unsure ◯ Kind of

Is the event in line with your organization's mission and vision?

◯ Yes ◯ No

Did the event meet the specific transformation strategy measures of success related to economic development?

◯ Yes ◯ No

What Measures of Success were met?

_____

_____

_____

What Measures of Success were NOT met?

_____

_____

_____



MEDC
MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

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