

**Promoting Downtown Success Stories**  
**August 30, 2012**

# Keys to downtown success

1. **Educate**
2. **Inspire**
3. **Engage**

# Educate

- **Be vocal and visible**
  - Shaking hands, knocking on doors
  - Web and social media presence
  - Community meetings
  - Case studies and testimonials

# Educate

- **Engage local media**
  - Editorial meetings
  - Regular radio feature
  - Monthly column, blog
  - Social channels

# Media Coverage

*Sedalia*  
**News-Journal**

*THE EXCELSIOR SPRINGS* God Bless America  
**STANDARD** 

**News-Leader.com**  
A GANNETT COMPANY

**NewsTribune.com**  
Missouri's Capital City News

The  
**Fulton Sun**



# Inspire

- **Benefits of your work**
- **How you work**
- **Plans for the future**



Silver Moon Plaza  
Chillicothe

# Inspire

- **Enlist ambassadors**
- **Provide tools to let others advocate on your behalf**
  - Messages
  - Brochures
  - Case studies
- **Give opinion leaders a role in decision making (i.e. advisory board)**



Farmer's Market  
Washington

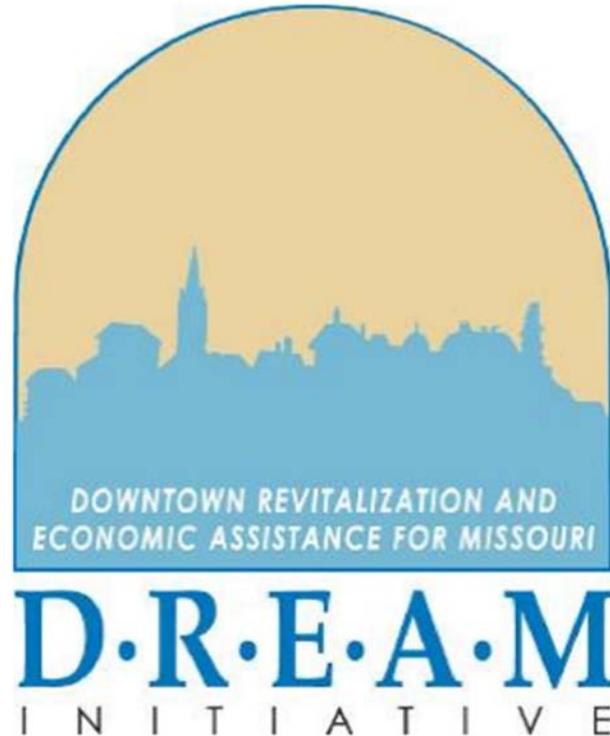
# Engage

- **Provide volunteer opportunities**
- **Consider internships, school programs**
- **Expand existing events and activities**
- **Offer tours and/or seminars about downtown developments**
- **Profile retail/restaurants**
- **Create ways to invest in downtown**



Fire Festival  
New Haven

# Questions and Comments?



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