



ENGAGING YOUR MAIN STREET COMMUNITY

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DEFINING MAIN STREET

QUESTION?

How do you **define, label or categorize** the businesses on your Main Street?



STANDARD DEFINITIONS

☒ Owner

☒ Product business

☒ Maker

☒ 'main' street

☒ Tenant

☒ Service business

☒ Reseller

☒ 'side' street



WHAT'S IN A LABEL?

“Students usually don't refer to themselves as nerds until someone else accuses them of being one.”

— Alexandra Robbins

MEMBER

Someone who has ***formally joined*** an organization, group, or community.

Usually have ***certain rights, responsibilities,*** and ***benefits*** associated with their membership.





MEMBER

They are not
participants
they are
recipients

WHAT IS ENGAGEMENT?

The process through which an organization ***involves*** people who may be affected (positively or negatively) by the decisions it makes or can influence the implementation of its decisions.



WHY ENGAGE?



It puts more ideas on the table



It includes varied perspectives



It gains buy-in and support for the effort



It's fair to everyone



It saves you from being blind-sided



It creates social capital for the community



ENGAGING MAIN STREET

FOCUS

Recruiting people to be a part of your effort, not just reporting your effort to people.

STAKEHOLDER

Anyone who is ***directly or indirectly affected*** by an organization's actions and decisions and has a ***broader scope of interest or concern***.





PRIMARY STAKEHOLDERS

DIRECT

Stand to be ***directly affected*** either positively or negatively by an effort or action of the organization



SECONDARY STAKEHOLDERS

INDIRECT

Stand to be ***indirectly affected*** either positively or negatively by an effort or action of the organization



KEY STAKEHOLDERS

EFFECT

Those who can have a positive or negative ***effect on an effort.***

IT IS YOUR RESPONSIBILITY

The more you know about your stakeholders, the more you can provide them with information that is useful, relevant, and persuasive to them.

“Don’t tell me you’re passionate about your job – show me that you’re passionate about helping people like me.” – Chris Murray





COMMUNITY ENGAGEMENT STRATEGIES



**Show your
stakeholder
community what
issues facing
them have been
identified**



**Explain and
demonstrate how
your organization
and stakeholders
work with the
community**



**Demonstrate how
greater community
involvement by
your stakeholders
can help**





**Encourage
stakeholders to
participate through
gradual steps**





**Provide impact
numbers
consistently,
and tweak efforts**





Listen to feedback





COMMUNICATION leads to
COMMUNITY
that is, to **UNDERSTANDING**,
INTIMACY and
MUTUAL VALUING

Rollo May

Communities provide us with an **identity** and a sense of **belonging**. It's not just about geography but shared experiences and mutual support.

“Community is much more than belonging to something; it’s about doing something together that makes belonging matter.” — Brian Solis





**Are your
efforts
influencing
action?**





**Are your
efforts meeting
the needs of
your
stakeholders?**

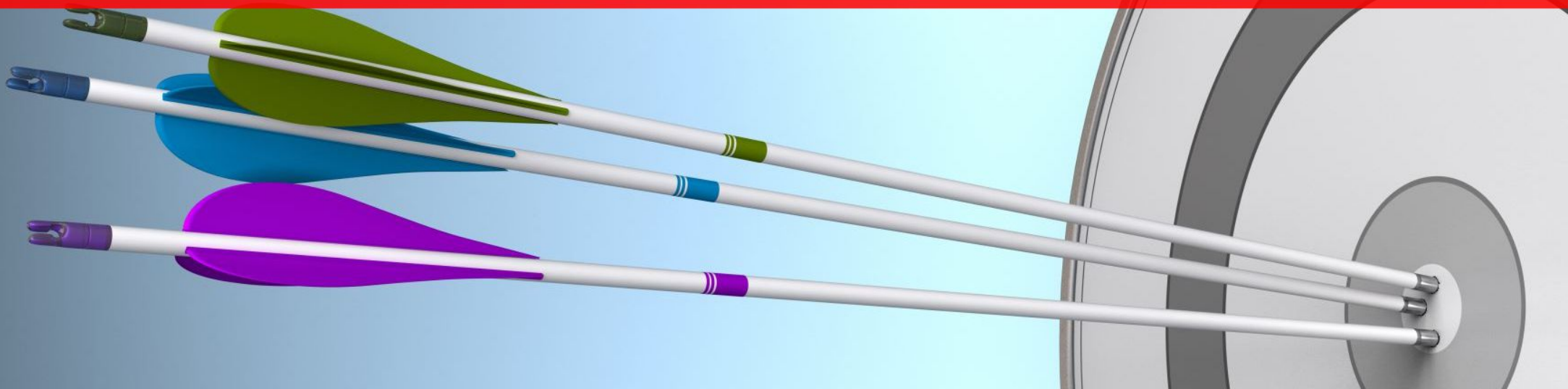
**Getting the
Right Message;
out to the
Right People;
at
the *Right* time**





**Challenge the
feedback –
complete the
feedback loop**

IMPLEMENTATION WINS



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

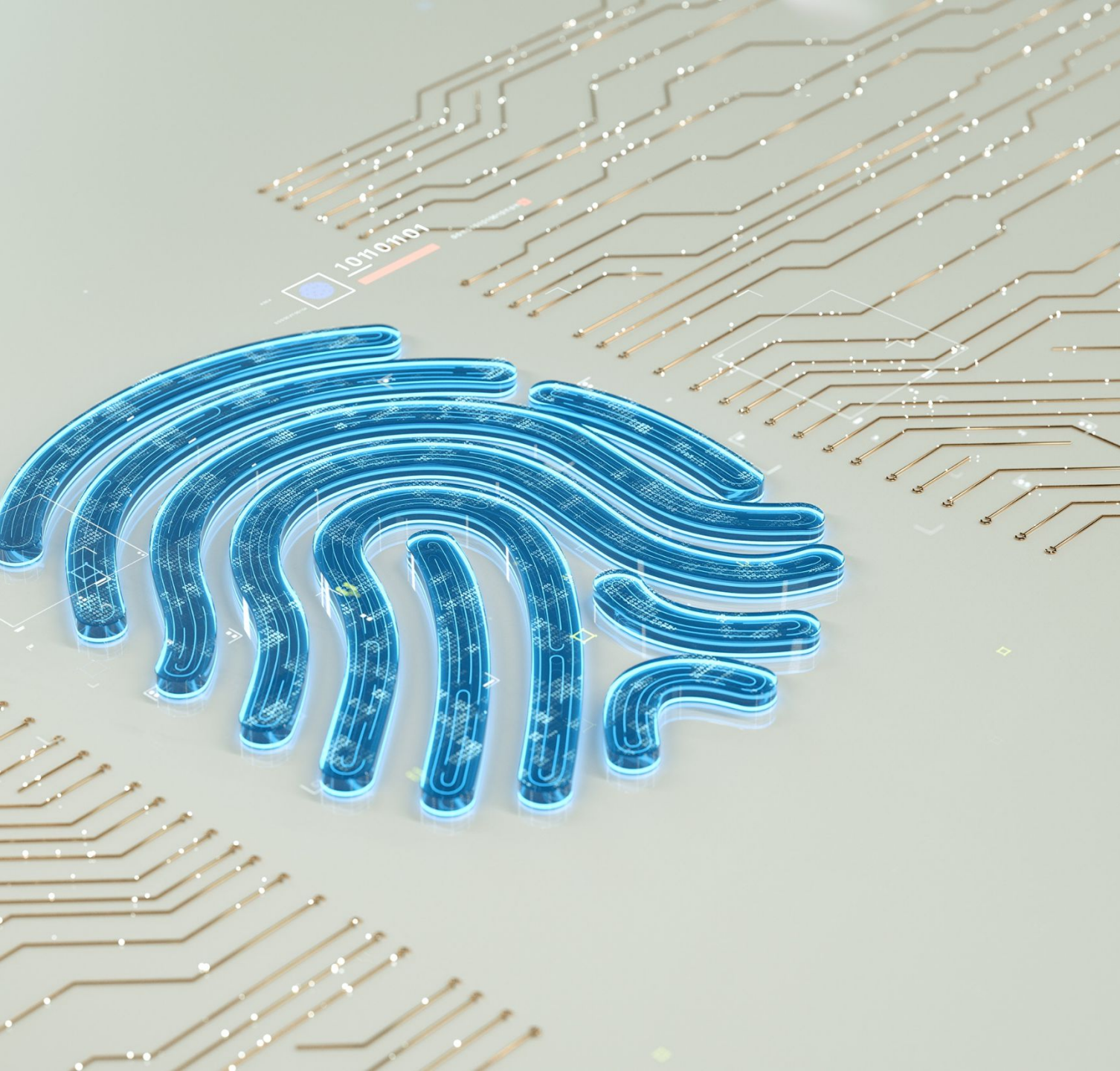




**Secure system of
information**



**Integrated with
all your office
functions**



**Customizable to
your community
need**



**Allows for
personalization
and
segmentation of
the audience**



**Survives the
individual BIA
member,
Director, or staff
member**

**Creates legacy
information**



**Allows for
measurement
and analytics**

Creating Customized packages and information





Create a **WELCOME** package for all **NEW** businesses by business and ownership type

(paper and electronic)



OPENING
SOON

**Include information
about your
organization,
information
requirements, and
benefits**

**Provide photos of your
team, bios, and contact
information**





**Capture
information
about business
stakeholders
(employees,
suppliers)**



**Include
information on
who to call and
for what purpose**





**Introduce them
to other similar
business or
ownership
members**





Share discounts offered by other local businesses

(where applicable)





**Update existing
packages with
UPDATED
information and
dates of changes**



CUSTOMIZED EMAIL MARKETING

- ☐ Establish your ***goals***
- ☐ Create compelling ***Subject Lines***
- ☐ ***Personalize*** your content
- ☐ ***Segment*** your audience



CUSTOMIZED EMAIL MARKETING

- ☐ Use *email automation*
- ☐ Include a *Call to Action*
- ☐ *Track* your results



INCREASE WEBSITE/DIGITAL ENGAGEMENT

A simple homepage design **welcomes** your audience to your site, **tells them what you want them to do next**, and allows them to **explore** your site in more depth (search)



INCREASE WEBSITE/DIGITAL ENGAGEMENT

- Help your **target audience** get to know your organization
- Improve the **user experience** (*intuitive navigation & flow*)
- Make it easy to **accrue more conversions** (*mailing list, views, clicks*)



INCREASE WEBSITE/DIGITAL ENGAGEMENT

- Incorporate **brand awareness** – colour, logo, information
- Create **links** that work with the technology of your audience
- Get your audience **involved**
- Be **accessible**



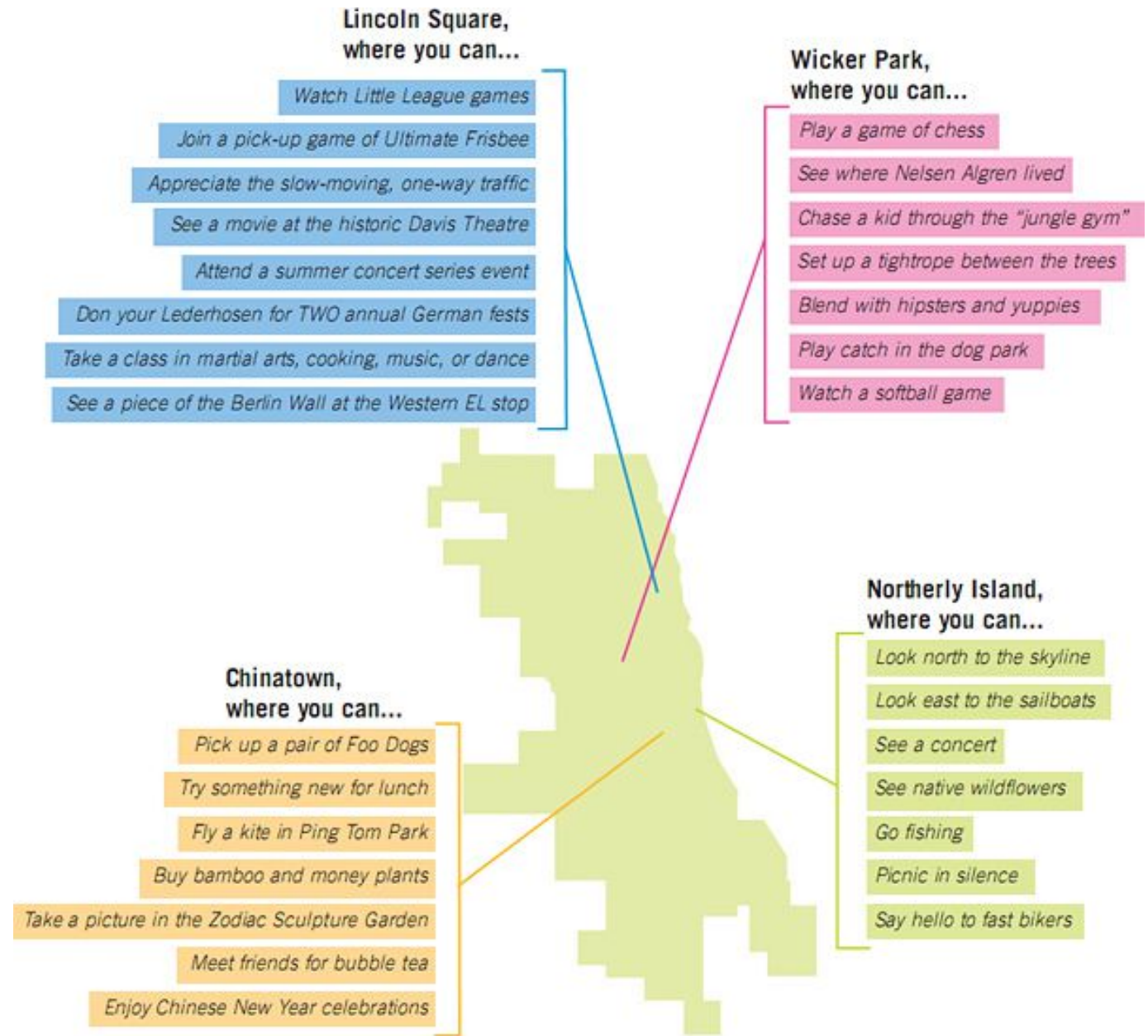


THE POWER OF 10

Project for Public Spaces

- ✓ A **great place** needs to have at least 10 things to do in it or 10 reasons to be there;
- ✓ A **great neighbourhood** needs at least 10 great places; and
- ✓ A **great city** needs at least 10 great neighbourhoods.

A diagram of 10 things to do in locations throughout Chicago, from the Placemaking Chicago campaign.



DEVELOP YOUR POWER OF 10

- ❑ Create a sense of **Community Purpose**
- ❑ Keep it within **Community Priorities**
- ❑ Ensure it is
 - **Diverse** and **Inclusive**
 - **Small** and **consistent**
 - **Easy** to implement
- ❑ Share the **analytics**





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