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Main Street Morgantown news

Rev Up Specials for the Holiday Season

Holidays are a big gift to small businesses who know how to tap into seasonal spending spikes. Despite rising gas, oil and energy prices, consumers still feel generous when it comes to gift-giving and merry-making.

Driving holiday sales is about solving customers' challenges first, reaping revenue rewards second. Make sure you're first with the answer when your customers' holiday buying dilemmas arise. It's only a matter of time.

A holiday marketing campaign can help you stand out in the crowd. It's all about being on top of your customers' minds and making their lives easier over the holidays.

Your holiday marketing strategy should do three things:

- 1.** Solve a customer's problem
- 2.** Connect to the timing of your customers' decision making
- 3.** Target customers' interests and buying patterns

Solve Their Problem

Anyone who's wandered the aisles of a large department store, aimlessly searching for last-minute gifts knows: holiday shopping can be stressful, frustrating and unsatisfying. What do you do when the clock's ticking down and you haven't made a dent in your gift list? How do you get cool gifts on a budget? What do you get for the person who has everything?

Look at your customers' past purchasing behaviors. Then market an offer that targets those needs and anticipates the challenges. What kinds of categories have they bought from before? Offer three great gift ideas in that category at three different price points.

Restaurants can also feast on the holiday spending spree. Use marketing to alert past patrons to a special menu, catering service, party planning, etc. Relieve frazzled shoppers by suggesting you prepare a holiday meal or dessert for them. Invite them out to relax and toast the season. They may be hungry for your cuisine, but they might not think of you unless you remind them you're out there.

Time Your Offer Right

There are planners and procrastinators. Which do you sell to? Both? You need to understand the timing horizon of your customer base so your promotion arrives when they're ready to buy.

Target Their Needs

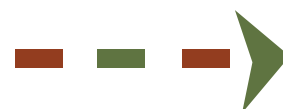
Marketing should be relevant, timely and valuable to the recipient, not just to you. This holiday season, make sure you're solving problems and not just pushing products.

When you offer customers nick-of-time solutions to their holiday shopping and entertaining problems, they'll thank you with their sales and patronage. Use e-mail or print marketing strategies for other holidays and seasonal events throughout the year as well (Valentine's Day, Mother's Day, Graduation Season, Back-to-School, etc.). Leverage the already built-in sales opportunities that already exist for consumers in your area. When you're solving problems and making your customers' lives easier, your communication is valued all year-round.

That's the gift that keeps on giving.

Source: *Entrepreneur.com*

Shop It! Dine It! Love It!



2008 - 09

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Americorps *VISTA Program

Kyle Vass joined Main Street Morgantown in July of 2009 through the Americorps *VISTA program. A graduate of West Virginia University, Kyle earned a Bachelor of Arts degree in Spanish and a Master of Arts degree in Linguistics. He has lived in Morgantown for 7 years; the past 6 of which he has resided in the downtown. Kyle believes firmly that the downtown of any city is that city's heartbeat and cultural epicenter. He is an avid musician whose bands continuously play sold-out shows at 123 Pleasant Street and who collaborate with several local artists.

For Main Street Morgantown, Kyle assists in grant-writing, volunteer recruitment and promotional event coordinating.

Increasing Downtown's Density

The Economic Restructuring Committee has established increasing downtown and the Wharf District's residential and commercial density as the primary objective of its work plan. Agreeing wholeheartedly with different consulting reports, the ERC's goal is to make downtown and the Wharf District's residential and commercial development more appealing. To do this, different policies will have to be considered and reevaluated at various levels of government. Namely, zoning rules and regulations, as they stand, provide an obstacle to the development of high-density housing in the downtown area. If the downtown's residential density increases, the commercial sector will flourish to accommodate the growing residential sector.

The ERC hopes to make an impact that would improve on current policies regarding density.

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downtownmorgantown.com

2010

upcoming

PROMOTIONS

Chocolate Lovers' Day Saturday, April 17, 2010

The 10th annual "Chocolate Lovers' Day," a one-day extravaganza in Downtown Morgantown and the Historic Wharf District, will take place on April 17th. More than 40 businesses and close to 1,000 participants enjoyed the beautiful weather last year. Carvel co-sponsored the event and gave away four tickets to Hershey Park. Sign up today to be an active part of this popular promotion.

New! Youth Arts Festival Saturday, May 8, 2010

This new event initiated by teachers in the local school systems will showcase students' art work in grades K-12. Much like our October Arts Walk area businesses will be partnered with student artists. This is a great opportunity to showcase all the downtown has to offer to a variety of new potential customers. Call the Main Street office today or e-mail barb@downtownmorgantown.com for more information or to be a part of the planning committee.

Kids' Day and Creative Kids Saturday, July 17, 2010

Kids will once again take over the downtown and the Historic Wharf District as we celebrate with a large variety of events. Kids of all ages will learn about safety, play games, receive free goodies from area businesses, make crafts and play in the Land of Sand. Enjoy live entertainment, trolley trips and horse & buggy rides. Thousands of families attend this annual event, make sure your business reaps the benefits.

Brew HA HA Saturday, August 7, 2010

In 2009 "Brew HA HA," a new Main Street Morgantown event featured beer tasting, food and a contest among local and regional comics in the style of "Last Comic Standing." The event was held in the parking lot on the corner of Chestnut and Fayette Streets. Brew HA HA will return as a fundraiser for Main Street Morgantown. The profits will continue to go toward further efforts to beautify the downtown. The Brew HA HA committee has already begun meeting to plan the 2010 event. Call the Main Street Office at 304-292-0168 to be a part of this event.

Arts Walk October 2010 TBA

Holiday Cookie Quest November 2010 TBA

These types of promotions allow us to grow our downtown community! To get involved in any of these exciting, high-visibility promotions, contact the Main Street office at 304-292-0168 or via barb@downtownmorgantown.com

Best places ranking:
#7 Among Small Metro Areas



Shop It! Dine It! Love It!



New Businesses

Welcome NEW Businesses

1. A Little Behind
2. Mickalina's a Mermaid's Curiosity Shoppe
3. Beyond Relief Total Body Care Massage
4. Brickyard Pub
5. Jay's Getaway
6. Morgantown Brewing Company
7. Andrew White Guitars
8. Scigliano Designs

9. The Shop
10. Nathan's Hot Dogs
11. UniversiTEES
12. Mardis Financial Company
13. Tailpipes *Coming Soon*



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MORGANTOWN EVENT CENTER

The Morgantown Event Center at the Waterfront Place is opening in Spring of 2010! The 70,000 square foot center will offer more than 30,000 square feet of convention, banquet, trade show and entertainment space, making it the second largest in West Virginia!

It features state of the art design and engineering with multi-purpose accommodations for regional, national and international meetings, tradeshow, theatrical and other special events.

The mission of the Morgantown Event Center is to enhance the economic fabric and quality of life of the City of Morgantown by:

- Marketing the City as a national destination for national, regional and statewide conventions and meetings.
- Working harmoniously with other organizations involved in marketing and promoting the City of Morgantown.
- Assisting in our goal of enabling Morgantown and its immediate environment to become a regional family oriented arts, cultural, education, sports and entertainment center that will create new jobs and broaden the tourism effort.
- Servicing the needs of all visiting groups and individuals and providing visitors with a Morgantown experience that exceeds expectations.

BOOK YOUR EVENT FOR 2010 BY December 31, 2009 and receive 25% off your event meeting space. Call the Sales Office today at 304-581-2800 for details.



MUB Announces Dates For Closure of Rail-trail

The Morgantown Utility Board plans to upgrade the water and sewer system that runs parallel to and under The Caperton Trail from Hazel Ruby McQuain Riverfront Park to the Sewage Treatment Plant near Star City.

Due to the construction, there will be an interruption of access to the trail, beginning at the Riverfront Park at the intersection of the Caperton and Deckers Creek trails, and going north to Star City. The interruption will begin February 2010 and continue until at least the end of July 2010.

Those planning an event in 2010 that involves this portion of the trail, contact the BOPARC office at 304-296-8356 so that the staff may facilitate the event if possible.