

## Promoting Emporia!!!

Promotion sells a positive image of our commercial districts and encourages consumers and investors to live, work, shop, play and invest in Emporia Main Street. By marketing our community's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

When you see an event in Emporia, there is a pretty good chance that either the Emporia Main Street Promotions Committee or one of our committee members has something to do with it! Live in the Lot, Welcome Back Block Party, Great American Market, ESU Homecoming, Harvest Festival, Holiday Carriage Rides, Kris Kringle's Kids Shop, Artist Walk and several other events throughout the year are coordinated through the Promotions Committee. Even non-Emporia Main Street events receive Promotions support. Upcoming events like the Twin Rivers Festival are not Main Street events, but the coordinators of these events utilize Emporia Main Street, and our promotions committee for planning, logistics and volunteer support.

The Promotions Committee includes some of our area advertisers, and we work closely with our local media to relay good news about the myriad of local events and happenings in the Emporia Area. Promotions also promotes Emporia as a whole, both through traditional media and through community advocates that can serve as a positive voice for the Emporia Area. Although some of our informational materials are produced through the Business Enhancement Committee, the Promotions Committee generally distributes information to local event venues and ensures that people know about some of our local options when visiting Emporia. By distributing local dining guides, coupon flyers and other information, the Promotions Committee seeks to improve customer traffic in all of our member businesses throughout Emporia.

The Promotions Committee meets once a month on the second Wednesday of every month. Meetings are at 8:00 a.m. and are typically held at the Emporia Main Street office. Although, we do have a quarterly edition of the Emporia Main Street Promotions Committee known as a "Merchant Marketing Cooperative" that lays out the long term event plans for Emporia. Any member wishing to participate in the Promotions Committee is welcome, and any business (member or not) that wishes to participate in the Merchant Cooperative Meetings are welcome (the next Merchant Marketing Cooperative Meeting is August 12th, contact Emporia Main Street for details).

If you are interested in making Emporia a fun place to live, work and play, and you are willing to dedicate some time and effort, please join our Promotions Committee. Contact the Emporia Main Street office for more information, and check out some of our upcoming events at [www.emporiainmainstreet.com](http://www.emporiainmainstreet.com) .

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