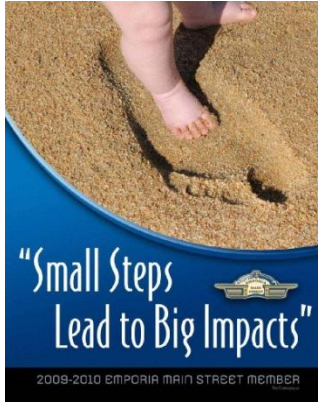


Promotion Committee Yearly Review

By Anne Orender- Committee Chair



This year the promotions committee was focused on trying to make each event that we do better. What we are trying to accomplish is to get our community in the habit of coming downtown for anything and everything.

Our first event in our Annual Summer Events starting out with our weekly brown bag concerts at the library, in partnership with the Emporia Public Library, Arts Council and the Historical Museum, weekly Live-in-the Lot music nights that includes a movie every other week. In July we hold the annual Summer Sidewalk sale. This is a sale that benefits the downtown merchants as well as others that want to be involved. In my opinion this is event that seems to work.

In August, we are part of ESU's Welcome back week. EMS closes the 1100 block of Commercial Street, next to the campus and EMS merchants can place tables to show their merchandise. The students are given a sheet which has all the merchants on it and they are to go and get each one marked off and then take it to the EMS booth when completed and they are entered into a drawing to win a prize. For 2010-2011 my suggestion is that EMS be at the entrance to hand out the sheets.

In September, EMS holds an All DAY Great American Market. Thousands come downtown to shop at the event featuring booth vendors that sell collectibles, antiques, vehicles, just about anything. We also have food vendors that set up booths. We also had a car and motorcycle show and the Emporia Arts Council were also involved.

My suggestion for this event is that the tax information be put in the information going back out to the vendor on where they are located. This is a well attended event and is held rain or shine.

October is our Annual Main Street Auction.

In November EMS had our Annual Freedom Fest, Walk, Run, Ride and Rally. There was a Media Competition, a Ride and Rally as well as a 5K run/walk that brings individuals, teams and veterans from across the region to celebrate the founding of Veteran's Day in Emporia, KS. EMS awarded participants with plaques and medals for various age groups for both male and female. We are also able to donate money back to the Veteran's group.

December is a full month for EMS. We have Breakfast with Santa the first weekend of December which is a full house and held at the Emporia Public Library. Parents and Kids come and eat donuts, fruit and juice and meet Mr. and Mrs. Claus and have an opportunity to make a craft plus there is face painting and this year the Emporia Zoo brought in a few of their species for the kids to look at.

Our next event for December is our Holiday Stroll and Carriage Rides which were every Thursday in December. If we had inclement weather they were canceled and we were not charged. We also had Kris Kringle's Kids Shoppe December 16th thru December 19th at the Granada Lofts. Cory Haag and his

father Harry Haag were nice enough to let us borrow their Christmas decorations that they put up for us. Main Street merchants who signed up were able to bring in their merchandise for purchase for \$10.00 or less. We also had Santa in to visit on Saturday. All thru the month of December participating Main Street members' doors were adorned with Red Ribbons.

In March, EMS Merchants were able to stuff plastic Easter eggs and the local Optimist club passes them out at the annual Easter egg hunt.

April will be busy with Artist Walk and The Taste.

Artist walk is scheduled for April 10th from 10-4. EMS invites local artist to participate for a fee for \$15.00 and then EMS pairs up the artists with EMS merchants.

The Taste is April 24th at 6:30 pm at W.L. White Auditorium. The Taste is an exclusive event that features the fine flavors of Kansas wineries, breweries and restaurants and live music. Tickets are sold to this event and they are \$30 in advance and \$35.00 at the door. This year it is a Sponsored event and there are ticket outlets available as well as picking them up at EMS.

This May we will be having a kick off party for the Water Main Project. KVOE and the Gazette will be the two media outlets that are used to provide information to the public. The Kick off party is set for May 22nd from 10-1 with more details to come. The Water Main project is projected to start June 1st.

Farmers Market also kicks off with its Saturday market and then in June Farmer's Market is available on Wednesdays and Saturday's.

Are you interested in becoming part of the Promotions Committee and setting the promotional direction of Emporia Main Street? The Promotions Committee meets the second Wednesday of every month at 8:00 a.m. Quarterly, our Promotions Committee meets with what is commonly referred to as our Merchant Cooperative, where we will discuss more distant events in order to give area businesses additional time to plan cooperative efforts. This Wednesday, at 8:00 a.m., we will have a Promotions/Merchant Cooperative Meeting in the basement of CoreFirst Bank and Trust. We hope to see you there!

Back to home page: www.emporiainstreet.com