



Spring 2016

Hi all!

Lindsay, your Main Street Coordinator here!

I am starting these digital, quarterly updates as a way to share some regular communication about resources available to you as part of the designated Mainstreet program and to keep you in the loop about events and activities happening through our program. I hope that you will find them informative. If you know of someone who didn't receive this e-mail who is interested in hearing our updates, please have them call or e-mail me to get on the mail out list!



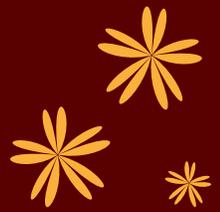
Quickly approaching events

See attachment #1 for the latest info!

One-on-one Facebook Assistance

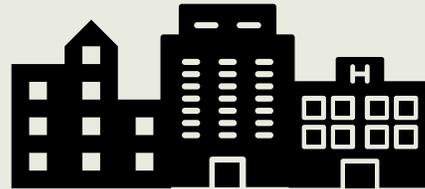
I helped host a Facebook Training class at the Small Business Development Center last year. It was a big hit, however, I discovered the need for more one-on-one assistance. Usually everyone is at a different place; they might be brand new to Facebook, have a Facebook but are unsure of the best ways to utilize it for business, or have been doing some business promotion but would like some additional tips and tricks to further increase their audience. This is an area I have a lot of specialty in, and having grown our Main Street Facebook from about 700 people two years ago to approximately 3,400 people now, with most posts getting viewed 1,500+ times, I would LOVE to help you do the same with your business page! This is completely free of cost, we can spend as much time or as little as you'd like, we can plan a time that best fits your schedule, and have the training at my office, or your business. My goal is to do at least 12 trainings this year, but I would love for everyone to take advantage of this. If you feel well versed in Facebook but might like some Instagram help, that is an option as well. Facebook is where I like to start, but we can go from there. Facebook is an awesome free resource, with some really cost-effective paid enhancement options as well. Facebook shouldn't be the only marketing and promotion you do but it is something you 100% should be doing! Let's work together to make your Facebook work for you! Contact me to set up a training time.





State Main Street Design Assistance

This is one of the coolest free resources (in my opinion) available to all Main Street cities! If you own your building, the Main Street design staff has architects, designers, and researchers available to give you some design vision! Whether it is bringing your building back to its original splendor, or if you have a newer building that could be better fit into the older atmosphere around it, they can give you suggestions on color, design features, landscaping, signage and overall enhancement. As an example of what this service entails, I have attached a recently completed report for Steven Gregory, one of our new downtown neighbors, at Rollo Insurance (he is in Tracy Sorensen's old office, on University Avenue between 10th and 11th Streets). The first half the Main Street State staff came up with on their own, the last two pages, are revisions (which they will also do) based on his comments on the first packet. He took things he liked from different renderings and asked to see them combined. If you are interested in this service, please shoot me an e-mail and I will get you the short form to get started.



Feel free to take advantage of the two way communication and reach out to me. All contact information is listed under my signature. The best way to get ahold of me is e-mail or calling my office phone, as sometimes I am out of my office due to the nature of my job. Leaving a voicemail goes straight to my e-mail and I can check that from anywhere. It also, allows me to forward the e-mail accordingly if the question is about another City Department, such as the Street Department, Solid Waste, ect. Additionally you are more than welcome to pop into the office at any time!

Thanks,

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