

THE STREET BEAT

Quarterly Newsletter of the Ukiah Main Street Program
Summer 2010



“Capitalizing on a Promotional Event is Well Worth the Effort”

While serving as Executive Director for the Lakeport Main Street Association I encountered many different mindsets and prospective from business owners in regards to promotional events; specifically regarding street closures. Many merchants realize the great potential a street fair, car show or wine tasting affords them, while others perceived such events as a negative. Here are a few examples...

“People never buy anything because they’re there just to have fun”

It is not just about hearing the cash register bell ringing on the day of a promotional event; it’s often more about exposure. I often tell the success story of an art gallery in Lakeport that realized the benefit of such an event days later. The day of the event they had numerous “looky-loos”, but few if any buyers. However, the following weekend a couple from the Bay Area came into her gallery and informed her that they had been in her shop the prior week, having attended “Taste of Lakeport”, at which time they fell in love with two pieces of artwork. This couple drove all the way back to Lakeport specifically for the paintings that they then purchased to the tune of \$1,000.

“Everyone wants to use my restroom”

If I told you that I could arrange for thirty, forty, maybe even fifty people to walk through your store and be exposed to your merchandise, wouldn’t you be receptive to that? Well, for the cost of a dozen or so rolls of toilet paper you’ve managed you show you wares to people who may have otherwise never been inclined to come into your store... Statistics show that 60% of all retail sales are made on impulse.

Continued inside back cover

YOU ARE INVITED TO:

*A Historic Plaque Unveiling
at Henny’s Ice Cream Parlor
570 North State Street
4:30pm Friday, August 6, 2010
Ice Cream Social to follow*

**Downtown Clean
Up Day “Times 2”**

With the help of many we were able to take away nearly 40 bags of trash and weeds to the dump! See before and after pictures inside.

Downtown News

New Kids on the Block:

Visit [Tangle Salon](#) for all your hair care needs at 411 South State Street.

[Tribe 13](#) is a new art gallery in the downtown. Coordinators Jennifer Ingram and Kiran Hunter have a strong desire to strengthen the art community of the area, which will add to the local flavor. Their mission is exposing art that represents the modern world of multiplicity symbolized by the word 'interdimensional' and the intimate connection of the individual. Visit their gallery at 221 North State Street or their website at www.tribe13.com.

Head downtown to see the new clothing store in town, [Labels – a high end resale boutique](#) located at 200 South State Street.

[TJ Nail & Spa](#) has opened their door in what used to be Today's Nail Salon at 200 North State Street. Visit them seven days a week for professional nail care, artificial nails, manicures and spa pedicures.

[Taco Loco](#) is now twice as good, in addition to their Orchard Street location visit their new restaurant at 499 North State Street offering authentic Mexican food seven days a week and they also offer catering for those special events.

[David Scott Salon](#) is a new salon and spa in the downtown, head to 102 North School Street. Visit their website at www.dssalonspa.com

[Maria's Boutique](#) for all your women's clothing and accessories visit them at 533A South State Street.

[Town and Country Dog Grooming](#) 210 South Main – All breed professional dog groomers.

Is your business new, and not included?

Please give us a call and we will include you in our next newsletter ☺

COMEDY ALLEY 2009/2010 Season

Comedy Alley brought many laughs to Historic Downtown Ukiah this past season. With the help of many sponsors and volunteers the Ukiah Main Street Program held its' monthly Comedy Show featuring great headliners from across the state. Each show featured three comedians with their very diverse and unique personalities.

Sponsors who made this all possible included; KWINE & MAX Radio, John John's Signs, Hampton Inn Ukiah, Mendocino Brewing Co, Anderson Valley Brewing Co, Eagle Distributing, Fetzer Vineyards, Ukiah Daily Journal, Mendo Lake Exchange, Powerhouse Multimedia & Marketing Solutions, Home Audio Video by dfm, Creative Workshop, Perkowski Screenprint & Embroidery, Safeway, Ukiah Valley Conference Center, Ukiah Waste Solutions, GFI Entertainment, Hometown Shopper, and Karen Record from Mendocino Bounty.

Volunteer Spotlight:

The Ukiah Main Street Program would like to thank all of our volunteers from Comedy Alley! We made it through another successful year thanks to these people; Deni Lee, Bryan Bowers, Stacy LaBarber, Dawn, Dan Quarles, Betsy Foreman, Carolyn Hansen, Mary Pettit, Ashley Hileman, Justin Briggs, Mike Spencer, Anthony Guzzi, Jason Howard, and Bob Mandell.



Coming this October...



Fifteen great downtown marketing ideas to run with:

Information provided by Downtown Promotion Reporter

1. **Tap the female economic influence factor.** 80% of the buying and dining decisions are made by women between the ages of 30 and 60. Join in on UMSP's new event Girls' Night Out, the third Thursday of the month.
2. **Tap Baby Boomer and "Tween" spending power and potential.** Baby Boomers are spending money on themselves and their kids. These markets are interested in their downtowns and are now investors of or opening their own business. How can you draw these crowds to your store?
3. **Develop a gift card or certificate program.** These items help the buyer purchase at full price and or impulse buying.
4. **Understand your downtown market.** This is brought out by a good market analysis of the town and region.
5. **Build regional market potential.** Broaden our focus from just a few minutes from town to attract people who would consider moving or expanding a business downtown.
6. **Create downtown destination buzz.** Create a catchy fraise or slogan to showcase your business or town as a whole to get people talking.
7. **Help downtown businesses develop online marketing, ecommerce.**
8. **Surf the websites of other downtown organizations!**
9. **Develop target marketing campaigns.** Girls' Night Out, holiday campaigns, Taste of Downtown.
10. **Take ordinary to extraordinary with events and window displays!**
11. **Work with destination businesses and corporate partners.**
12. **Find mutually beneficial corporate partnership opportunities.** Think about more than just putting up a flyer for someone.
13. **Develop media and advertiser market opportunities as a whole (sharing the expenses) i.e. the holidays, anniversaries, events.**
14. **Respond to consumer trends.**
15. **Build local market potential.** Shop where you live campaigns.

The Mission of the Ukiah Main Street Program is to Preserve and Enhance what makes Ukiah a Great Place. We envision the heart of Ukiah being the economic and cultural center of a thriving small town community.

Promotions

Economic Restructuring

Design

Organization

Programs and Events include: Historic Plaque Program, Taste of Downtown, Downtown Halloween, Façade Improvement, new business recruitment, Triangle

Planters in the downtown, Holiday Promotions, Holiday Trolley, Girls' Night Out, Movie Moonlight Madness, Pumpkinfest, Downtown Lighting, The All New Downtown Comedy Series, Historic Walking Tours, Downtown Clean Up Days and so much more. If you have any interest in helping out with these activities please come to one of our meetings.

Meeting Schedule

Each committee meets once each month

Upcoming UMSP Board & Committee Meetings

Board of Directors, First Thursday 8am, Ukiah Valley Conference Center (UVCC)

Organization/Executive, Second Wednesday 12 noon, Maple Café

Economic Restructuring, Third Tuesday 8am At the Maple Café

Design, Fourth Wednesday 9:30am, UVCC

Promotions, Second Wednesday 8:30am, UVCC



We were sure busssssy this spring...



Each year we hold a downtown clean up day; this year we have held TWO. On May 8th volunteers from the LDS Church, under the guidance of Board President Judy Pruden, were all a'bunch of busy bees, stuffing 20 bags full of weeds.

On June 6th volunteers from the Saturday Afternoon Club, Together We Can Mendocino, Oco Time, and Coldwell Banker swarmed the streets of Historic Downtown Ukiah, pulling weeds, washing windows and clearing gutters. This group filled a total of 18 bags with debris.

If you weren't counting that is a total of **38** bags! Here are some pictures of what the worker bees accomplished:



Taste of Downtown

The Ukiah Main Street Program held its 21st Annual "Taste of Downtown" on June 11, 2010, setting a record of 1405 attendees strolling the streets, tasting different foods, brews and wines. They moved to the sounds of many local and live artists. The weather was perfect! This event was made possible by these wonderful sponsors: **KWINE & MAX Radio, Park Falls Dental, North Valley Bank, Perkowski's Screenprint & Embroidery, MendoLake Exchange, Home Audio Video by dfm, The Coast Radio, The City of Ukiah, Ukiahvalley.tv, Ukiah Waste Solutions, John John's Signs, Pleasant View Dairy, Moonlight Cleaning Service, McDonalds, Mendo Lake Credit Union, Duane Mahan Insurance, Super 8 Hotel, and Wipf Construction.**

Also a big thanks to our volunteers! We had over 50 people help us in our effort to keep the line low, and the event to run smoothly.

See you next year! ☺

Make a clever window display!

1. Don't overdo it and de-clutter.
2. Make merchandise the focal point.
3. Accentuate products with good lighting.
4. Stack products or use a pyramid.
5. Have fun with mannequins.
6. Be creative.
7. Remember your theme.
8. Draw in drivers.
9. Use backdrops.
10. Stock up on featured products.

Dear Downtowner's

I am sometimes guilty of this... I have a permit parking space and have on occasion ran an errand, then instead of parking in my reserved space, parked in front of the restaurant I wanted to eat at. I thought, well I'm tired and would rather not do the walking today, but in doing so I was taking up **two spaces!**

How was I taking up two spaces??? with the reserved space, and the one in front of the restaurant. This topic is two fold, we get complaints of not enough parking in the downtown, however in the parking survey from the City of Ukiah, only 60% of parking is used during peak times of the day. This means there is plenty of parking for your customers.

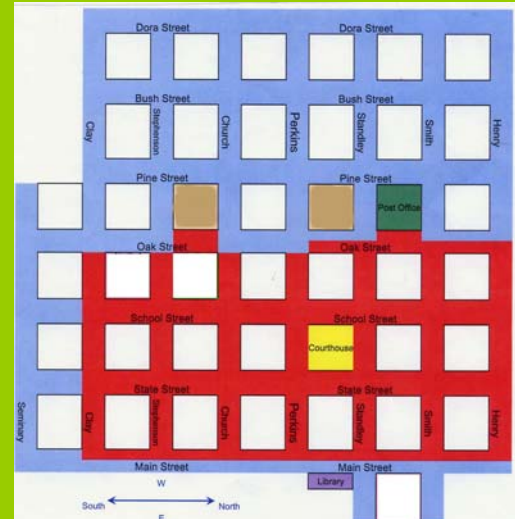
Some times the parking is a block away, but this is where we may be able to educate our customers with having maps available to them including where parking is.

I would like to beg that we as business owners or people who work in the downtown, to not park in front of our stores or businesses. We want our customer to have those front row spaces.

Even though I have been guilty of this in the past, I will be more aware for the future, and courteous to our downtown merchants and customers.

Sincerely,

Andrea Ivey
Events Coordinator



Blue = two to five hour parking
Red = 1 ½ hour parking
Tan = permit parking only

Detecting Counterfeit Money: Training at the last Main Street Morning

At the Main Street Morning we had a key note speaker from Savings Bank of Mendocino County present the ways to detect Counterfeit Money. He explained the three main details to look for, and showed us in full color the NEW 100 dollar bills that will be out in January.

For a complete full color copy of all the bills in circulation today, and the new 100 dollar bill please visit us at our office in the Ukiah Valley Conference Center.

Attend our next Main Street Morning to learn something new, and to learn what is going on in and around our community. The hot items include the Courthouse moving, the new design of State Street, upcoming events like Pumpkinfest, and past events like Taste of Downtown. This is a place for your ideas and creativeness to come forth and help create a direction for our organization to go in. www.downtownukiah.com

What works for you, and what needs to change? Voice your opinions here!

The Main Street Morning is held quarterly please call the Ukiah Main Street Program at 462.6789 for dates, times, and places.

Hope to see you there!

Annual Membership Meeting Achievements of 2009-2010

New Board Members: Dina Polkinghorne, Tony Armanino, Richard Moser, and Mary Ann Villwock

Existing Board Members: Judy Pruden (President), Mike Spencer (Vice President), Terry Sholin (Treasurer), Shannon Riley (Secretary), Geoff Graham, Cynthia Coale, Tom Liden, and Justin Briggs.

Ex-Officios: Assistant City Manager Sage Sangiacomo, Conference Center Manager Kerry Randall, Mayor Benj Thomas, and City Council Member Mary Anne Landis.

Exiting Board Member: Erin Powis (Treasurer) served 6 years on the board, and we thank him for volunteering in this position. We appreciate all of his time and hard work on the board.



Katie Merz & Kerry Randall
City of Ukiah



Bella Capelli Salon & Spa
New Business of the Year

Mike Spencer KWINE & MAX Radio In
Kind Sponsor of the Year



Deni Lee Volunteer of the
Year

Cynthia Coale
Board Member of the Year



Katie Kight & Brenda Hagen, Savings
Bank of Mendocino County
Service Business of the Year



Bret Cooperrider
Ukiah Brewing Company
as Business of the Year



Eagle Distributing Financial
Sponsor of the Year

Put Some Elbow Grease Into That!!!!

Join us for **Downtown Clean Up Day** on September 12, 2010 at 8:30am – 12noon. Meet us at the Alex Thomas Plaza in Historic Downtown Ukiah. Lets' help each other maintain our town and continue our community pride. Please bring along brooms, dust pans, needle nose pliers, screw drivers, gloves, rags and window cleaning solution.

Our Plan is to weed, wash windows, plant flowers, clean sidewalks, clean streets, and buildings. We were able to tackle the Antique Mall and the Palace Hotel last time, let's see what more we can do!

Targeted area: Main Street to School Street from Gobbi Street to Nordon Street. We would like to work with community individuals and group organizations.

Keep in mind it doesn't take a special day to clean the sidewalks. The following merchants have been spotted sweeping their storefront on a regular basis: *Poma TV, Expressions Candy, Cinnabar Ceramics, Mi Cocina, Liv Fashion Boutique* just to name a few.

That's the Spirit!

Continued from page 1

"My regular customers Can't park in front of or near my store"

This is a common lament from service type businesses, such as hair salons, that do much of their business by appointment. There are many ways to mitigate any inconvenience a street closure may cause. A simple courtesy call in advance of the event informing the customer of the situation; providing them with information of nearby parking facilities would avoid frustration on the part of the customer. Once your customer has arrived treat them to some complimentary champagne and chocolate covered strawberries for example; thereby turning their focus from the negative to the positive.

"I didn't know this business was here".

How many times have you had a customer say this about your store or a given store in the Downtown? Do you realize how much advertising you'd have to do to get the exposure an event can potentially provide? Such events bring thousands of potential customers to your doorstep, and once they're there, it is now up to you to entice them in.

"Street Vendors often compete with my business, selling the same or similar products"

People who attend street fairs and the like are more inclined to be in a buying mood; that mindset works to your advantage. Keep in mind that you too can be a street vendor... Take PumpkinFest for example; as a Downtown Merchant you're eligible for a free vendor space.

"I close at 5 o'clock and I'm not open on Sundays"

You've already worked six days this week and the prospect of working a seventh day isn't all that appealing, nor is working an eleven hour day... We understand, but unlike a 9:00 to 5:00 job that gets you a paycheck, owning your own business means going the extra mile from time to time. In today's economy you certainly can't afford to let a good opportunity pass you by.

One type of event may work great for a given type of business but not for another and vice versa, yet we must present a united effort by supporting all the various events and activates... The public's perception of Downtown as a viable shopping destination is at stake. So put aside the "Doubting Thomas" fears and objections and be more like "Pollyanna".

- Rick Hansen Interim Executive Director



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Calendar of Events

Farmers Market

Saturdays – 8:30AM
Tuesdays – 3:30PM
Alex Thomas Plaza & School St.



FABULOUS FLASHBACK CAR SHOW

September 18
Along School Street in
Historic Downtown Ukiah



Girls Night Out

Third Thursday 5-8PM
July - December
Downtown Ukiah



PumpkinFest

King Arthur's Pumpkin Patch
October 16 & 17
Along School Street in
Historic Downtown Ukiah



Downtown Comedy Series

Oct. 23, Nov. 12 7:30-
10:30PM
Ukiah Valley Conference Center



Movie Moonlight Madness

June 25, July 9 & 23, Aug 6 &
20, Sep 3 – Starts at dark
Alex Thomas Plaza



Concerts in the Park

June 6 – Ever other Sunday
through August – 6pm
Todd Grove Park