

Downtown Development

February 15, 2021



Timeline & Milestones

Our projected path forward as we form and implement community work groups:

Summer 2020

Downtown Business Meeting was organized. EEDC forms the Downtown Development Committee.

Jan 2021

Work group proposals and projects are presented to the Town Council.

Q2 2021

Q1 action items going. Summer/fall items presented for rollout.

July Aug Sep Oct Nov Dec Jan Feb March April May June

Nov-Dec 2020

Introduce EEDC's Downtown Economic team. Committee formed and tasked with projects, leads, and proposals.

Feb/Mar 2021

Stakeholder meetings, volunteers organized, and schedule of activities and events are finalized. Ready to mobilize!

Events & Programs Since November 2020

EEDC'S DOWNTOWN DEVELOPMENT COMMITTEE PRESENTS



**SHOP SUNDAYS
HOLIDAY RAFFLE**
SHOP, DINE, & WIN!



Earn raffle tickets at this location every Sunday in December leading up to Christmas

EVERY \$10 YOU SPEND ENTERS YOU INTO A WEEKLY DRAWING TO WIN DOWNTOWN EASTON GIFT CARDS!

WWW.EASTONEDC.COM/SHOP-SUNDAYS



- Community Day
- Shop Sundays Holiday Raffle
- Downtown Easton Card Launch
- Shop Local Campaigns
- Home for the Holidays
- First Night Talbot
- Valentine's Day Carriage Rides

Downtown Development Goal & Supporting Programs

2021 Goal: To deliver and execute a transformative strategy that is generated through meaningful community engagement and informed by an analysis of the downtown district's market position.

- **Design & Community Connection Projects:**
 - Placemaking
 - Buy local campaigns and promotions
 - Vibrant community events
 - Extensive marketing, promotion, and branding of Easton Downtown
 - Downtown ambassadors/hospitality
- **Resource Development Projects:**
 - Fundraising and sponsorships for enhancing programs, events, and marketing
 - Volunteer recruiting, engagement, and training
 - Polling and data collection
 - Community engagement and collaboration
 - Downtown improvement and legacy programs



Proposed Spring - Summer Events & Programs



- St. Patrick's Day*
- Easter Egg Hunt*
- Community Day Spring
- First Friday Gallery Walks
- Downtown Cleanup Days
- May Day Decorating Competition
- Music in the Park - Spring & Summer Saturdays
- Culture Crossing
- Family Movie Nights
- Shop Summer Raffle - June
- 4th of July Sidewalk Sale & Festivities

**recommend canceling or modifying*

Communications & Marketing Strategies

- Easton Downtown – Event calendar, parking information, social media, general info for residents, visitors, and businesses
- Video interviews and drop-ins with businesses that are easy to share
- Publishing stories and sharing information from our downtown community and partners
- Monthly newsletter highlighting upcoming events and promotions
- Quarterly merchant meetings



Downtown Volunteerism & Ambassador Programs



Programs for spring/summer 2021

- Create volunteer opportunities at every event to bring students, families, young professionals, and retirees downtown.
- Develop a community backed ambassador/hospitality program that promotes the vitality of downtown Easton and informs our residents and guests about places to shop and dine.
- Survey downtown visitors and businesses to gain insights that can be used to plan for future work and programs.

Downtown Parklet Survey

Survey Results

- 64% support parklets, 36% not in favor of parklets
- 54% support full-time parklets, 46% not in favor

Comments

- More days gives more opportunities to take advantage of nice weather
- Cannot support full-time if they don't look nicer
- Last year the outdoor dining in general made Easton feel more alive
- Outdoor dining didn't drive more retail sales but it also didn't hurt
- Parklets provided an unfair advantage to select restaurants
- Parking is already a concern and full-time parklets will make things worse
- Parklets alone do not bring more people downtown



Downtown Easton Card Marketing Survey

100 gift cards were purchased during the holiday season totaling \$7,170 supporting downtown merchants

Purchasing Experience

- 69% responded that it was "extremely easy/convenient to purchase"
- 62% of our customers said they will "absolutely purchase a downtown card again"
- 0% of our customers had a negative experience with purchasing the card

How they learned about the program

- 15% of our customers learned about the card through "traditional media" (radio and newspaper advertising)
- 46% of our customers learned about the card through "digital advertising" (Facebook, web search, e-blast)
- 31% of our customers learned about the card through press releases (Star Dem, Talbot Spy, or other)
- 31% of our customers learned about the card through word-of-mouth

Downtown Development Committee Recommendations & Requests

- Continue the orders that allows for food & alcohol service beyond restaurant storefront. (Neighbor support)
- Allow other businesses to apply for a sidewalk cafe permit to increase outdoor seating.
- Develop a comprehensive and inclusive parklet policy.
- Move away from temporary parklet structures.
- Implement a parking lot branding and wayfinding strategy.
- Allow our committees to fixup existing assets (planters, benches, etc.)
- TOE sets up sanitation stations and have a dedicated team or a contracted janitorial service restock and refill the stations. (kiosks, maps, visitor center, etc.)
- Cross promote Easton Downtown messaging

