



MERCHANT GUIDE



VISION • TEAMWORK • SUCCESS



www.discoverdowntownwashington.com





Merchant Guide

Downtown Washington - facebook.com/DiscoverDowntownWashington

| 2023

Making the most of Downtown

As a merchant in our Historic Downtown Washington, you are in a unique position to inspire a sense of community in our residents and visitors.

Creating a community with a sense of pride, heart, and partnership is not an easy feat to achieve. It takes buy-in from influential sponsors, enthusiastic advocates, and dedication from volunteers and community organizers. By working together towards a common goal, we stand a greater chance of succeeding.

Discover Downtown Washington was started to establish and implement a vision through the four key strategies: design, promotion, economic vitality, and organization. To learn more about these strategies and the Indiana Main Street program, please visit our website.

"It was always a dream of mine to have a restaurant downtown and a place for parties. We are happy to be a part of downtown and all we have going on."

- Liz Chambers, *The Chamber*

"Moving to Washington was a true New Beginning. Being downtown has brought me even more clients and has helped my clients find me easier. Our downtown is growing and I'm so happy to be part of it!"

- Natasha Smith, *Natasha Smith Photography*



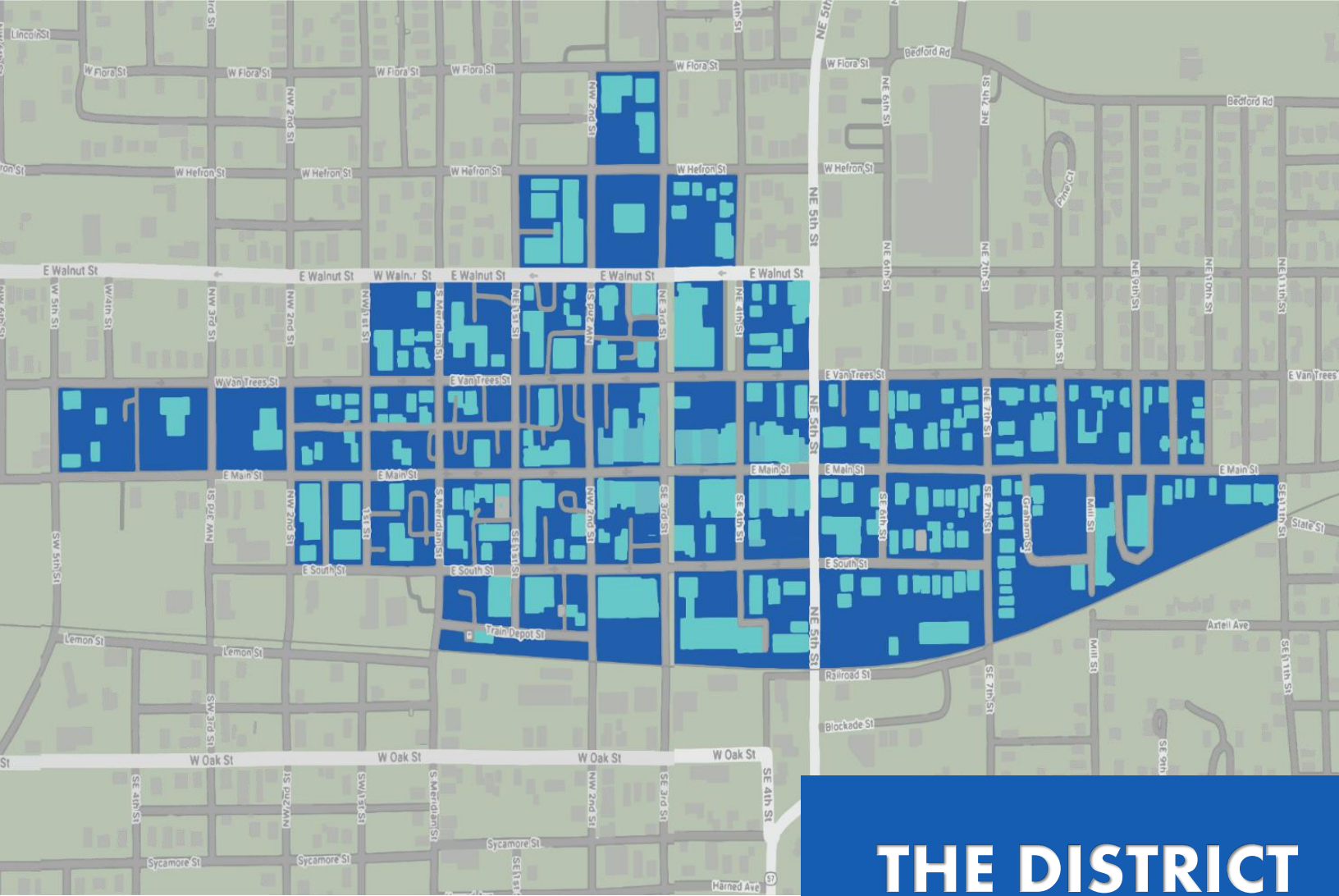
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THE DISTRICT

Downtown Washington is a hub and central business district that contains many small businesses with a range of industries, including professional services, food and drink, commerce, health services, and so much more. It is a place where residents and visitors come to **live, work, and play**. At *Discover Downtown Washington*, we want to focus on **revitalizing** our district by updating and maintaining our buildings, offering new and exciting events, and promoting our merchants. We hope to attract new residents, businesses, and **tourism** to the community, while improving the **participation** of our current residents in Washington.

Notes

The **Discover Downtown Washington Board of Directors** acts as a liaison and resource for the four committees of the organization. Full Board meetings are currently scheduled for the first Thursday of every month at 1:00 pm.

Our committees are based on the Indiana Main Street **Four-Point Approach**® created by the Office of Community and Rural Affairs. The people who make the Main Street network are **passionate** advocates, **dedicated** volunteers, **influential** stakeholders, and community **organizers** all working to transform the **heart** of our city into a place for residents to live, work, and play.

Promotion

Design

Organization

Economic Vitality



EVENTS

PRE-EVENT TIPS

Decorating

Prior to the event, put items up near your points of sale or in your window that fit the event theme. This will help spread awareness of the event.

Identifying Opportunities

Participation in an event is not mandatory, but all businesses can benefit from increased foot traffic. Look for new ways to draw in new visitors and customers. By hosting a local artist, providing indoor entertainment, or extending your merchandise to the sidewalk, you add intrigue to your storefront!

Specials

Some time before the event, advertise any upcoming specials, sales, or discounts. A few weeks or days leading up to the event, handout fliers or coupons highlighting your participation.

Promote

If you have an e-mail list of your customers or a regular following on social media, notify them and let them know about the event and what your offer or special is for the event, and include a coupon if applicable. Post about the event on social media and mention what is happening in your business that day. If the event is organized by Discover Downtown Washington, we will create a social media event page that can be shared and used to track interest in the event.

Street Closures

Depending on the specific event, street closures are necessary to maximize capacity for visitors, allow for vendor space, and for the overall safety of attendees. When you know of an event that will close the street to vehicular traffic, let your customers know and please ask them to relocate their vehicles at least 1 hour prior to the event.

LIABILITIES

Discover Downtown Washington and the City of Washington require event organizers to carry **Event Insurance** that covers each downtown event.

Any activities on the street during an event require the event coordinator's attention and control — especially if it concerns public safety. Unauthorized vehicles or vendors, tripping hazards, structures, awnings, etc. that are not inspected and approved prior to the event must be removed to ensure a clear understanding of the event's infrastructure.

Food Service: If serving/selling food or drinks at any time, it is up to the merchant selling or providing food that they follow food handling/ licensing laws. Food trucks must be permitted by Daviess County Health Department to do business downtown.

NOISE & MUSIC

At many downtown events musicians are hired to provide musical entertainment. When possible, sponsorships for the provided music/entertainment is attained in order to offset or cover the expense. Sponsors pay for music to be heard by attendees clearly and without conflicts with other sources of sound/music. If you would like to provide a musician or pre-recorded music to promote your business, bring them inside your building to ensure there is no musical overlap or sound conflicts during an event.

OUTSIDE VENDORS

Inviting outside vendors to downtown events increases visitor traffic to all shops downtown as a whole. The vendor fee required to set up a booth is the event's primary source of income. In order to be covered through the event's insurance and in order for Discover Downtown Washington to be able to continue to host events all outside vendors apply through the event organizer and they pay the low fee required for booth or tablespace.



AFTER EVENT TIPS

Follow Up

Reach out to the people that came into your business during the event. If you have their e-mail, perhaps offer a special return offer, your newsletter, or a survey.

Post on Social Media

Share the details about the event, your business, and your customers' experiences during the event. Tell your followers about your upcoming promotions and future events.

Identify Potential Improvements

The only way for events to get better is for everyone involved to work hard to improve. If you have any suggestions for improvement and/or if you experienced any problems or have concerns, please let us know!

Share Your Successes

Got a great story of success you had with a particular event? Words of encouragement? We would love to hear that too! Let us know and we will share your story with everyone! Be sure to complete Discover Downtown Washington post-event surveys to share your feedback!

Clean Up

After each event, it is important to clean the area it was hosted. The City of Washington works with Discover Downtown Washington to provide street clean up. If anything is missed, please let us know to improve future event clean up.

Restrooms

During events, it is essential to provide access to restrooms to our downtown visitors. Although they may not purchase an item from your store at that time, it is important to remember they are likely to look around and come back another time to shop! If you do not wish to have public restroom usage, please post signs on your door.

Marketing Your Business

Social Media

A free and cost-effective way to use social media to market your business is through "**organic posting**." Start by choosing the platform that best suits your customers. For example, if you are targeting young adults aged 18 to 21 then LinkedIn isn't going to be the network for you. Next, optimize your pages and begin consistently posting **quality** content.

Brand Awareness

Many people read online reviews to learn more about businesses and research their products or services before making a purchase. Reviews helps build reputation, customer engagement, and brand awareness.

Contact Information

When your business information is verified on Google, you can keep your business's online presence current with accurate and timely information. Keeping your business name, phone number, address, and working hours up to date is essential for visitors from out of town, and locals who are not yet regulars at your establishment. The best part is - updating your business information on Google is free and simple to use! Don't forget to keep contact information up to date on your social media sites as well.

Customer Reviews

Many people read online reviews to learn more about businesses and research their products or services before making a purchase. Reviews help build reputation, customer engagement, and brand awareness. When customers leave reviews with suggestions about ways to improve your business, use this feedback to make improvements. Be sure to reply to customer reviews regularly and address their concerns publicly for other shoppers to see. It also shows customers you value their opinions.

Content

Over the past few years, image and video content have become clear favorites for consumer communication. This is not surprising as research has shown that we are more likely to remember information when it's paired with images. If you are stuck, here are examples of content:

Social Media Posts

Emails

Webinars

Verbal Product Descriptions

Visual Tours

Blog Posts

Videos

Graphs

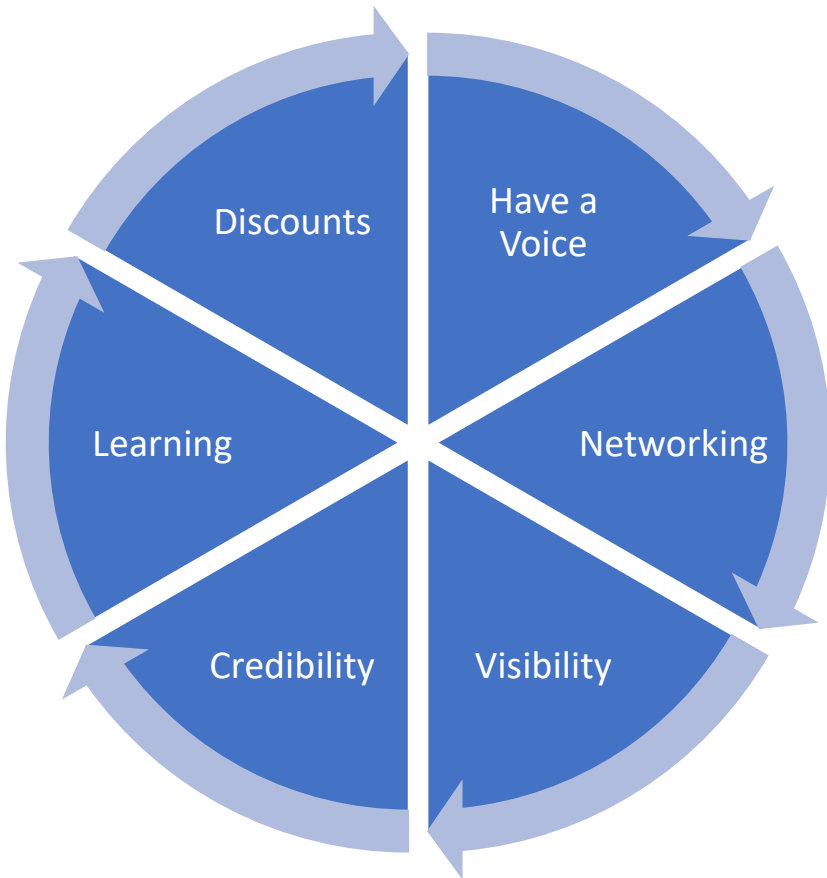
Pictures

Sponsorship Opportunities



Why Join?

By becoming a sponsor of Discover Downtown Washington and a member of the Daviess County Chamber of Commerce, you get exclusive perks, advertising and networking opportunities, and increased exposure of your organization. Join us and make a difference!



Newsletters

Ribbon Cuttings

Free Advertising

Sponsorship Recognition
at Events

Invitations to Exclusive
Events


For More Information:

Amber Warden, Community Coordinator
Discover Downtown Washington
AWarden@developdaviess.com

Joe Morris, Executive Director
Daviess County Chamber of Commerce
Joe@DCchamber.com

Business Sponsorship

Discover Downtown Washington offers a variety of options for local support. We have five tiers of Star Sponsorship – each fitting unique needs catered to your organization or business. Contributions made to Discover Downtown Washington are tax deductible as a charitable contribution to the extent allowed by law.

Sponsor Levels	 STAR	 ALL-STAR	 SUPER STAR	 SHOOTING STAR	 SUPERNOVA
Minimum donation amount	\$100 / In-Kind Donations / Volunteer	\$300	\$600	\$1,000	\$5,000
Included in Social Media Post					
Company Name on DDW Website					
Included in E-Newsletter					
Company Name on DDW Event Promotions					
Sponsor of all major Discover Downtown Washington events					

Please make checks to Discover Downtown Washington.

Local Contacts

GENERAL BUSINESS SUPPORT

DAVISS COUNTY ECONOMIC DEVELOPMENT CORPORATION	812-254-1500	Jill Campbell, Workforce Development	jcampbell@developdaviess.com www.developdaviess.com
INDIANA SMALL BUSINESS DEVELOPMENT CENTER	812-330-6261	Steve Bryant, Executive Director	sbryant@isbdc.org www.isbdc.org
SOUTHERN INDIANA DEVELOPMENT COMMISSION	812-295-3707	Greg Jones, Executive Director	gejones@sidc.cc www.sidc.cc
RADIUS INDIANA	812-277-9778	Jeff Quyle, President	j.quyle@radiusindiana.com www.radiusindiana.com
INDIANA SECRETARY OF STATE	317-234-9768	Customer Service	inbiz@sos.in.gov www.inbiz.in.gov
CHAMBER OF COMMERCE	812-254-5262	Joe Morris, Executive Director	joe@dcchamber.com www.discoverdaviess.com

BUILDING AND DEMOLITION

BUILDING COMMISSION	812-486-3535	Jon Casper, Building Commissioner	Jonathan.casper@washingtonin.us www.daviess.org
MAYOR'S OFFICE	812-254-5575	Mayor David Rhoads	David.rhoads@washingtonin.us www.washingtonin.us
FIRE DEPARTMENT	812-254-8223	Steve Walden, Fire Chief	Steven.walden@washingtonin.us www.washingtonin.us
TREASURER'S OFFICE	812-254-8677	Jamie Chapman, Treasurer	Jamie.chapman@daviess.org www.daviess.org
STREET DEPARTMENT	812-254-4564	Bryan Sergesketter, Street Commissioner	streetcomm@washingtonin.us www.washingtonin.us
DAVISS COUNTY HEALTH DEPARTMENT	812-254-8666	Customer Service	info@daviesshealth.com www.in.gov

LOCAL SERVICES

CPU FIXUP	812-200-0349	Zach Lacy	help@cpufixup.com www.cpufixup.com
SHAKE BROADCASTING	812-254-6761	DeWayne Shake	wamwfmam@gmail.com www.wamwamfm.com
FIRST FEDERAL SAVINGS BANK	812-254-2370	Customer Service	contactus@firstfederalwashington.com www.firstfederalwashington.com
FIRST FINANCIAL BANK	812-257-8860	Customer Service	www.first-online.bank
MY SHIRT WORKS	812-789-4030	Customer Service	customerservice@myshirtworks.com www.myshirtworks.com
PURDUE EXTENSION	812-254-8668	Cindy Barber, Director	cabarber@purdue.edu



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