

# How to Benefit from Event Crowds

Downtown Works 2015

# Being Downtown



# Large crowd events



# Events in our Core

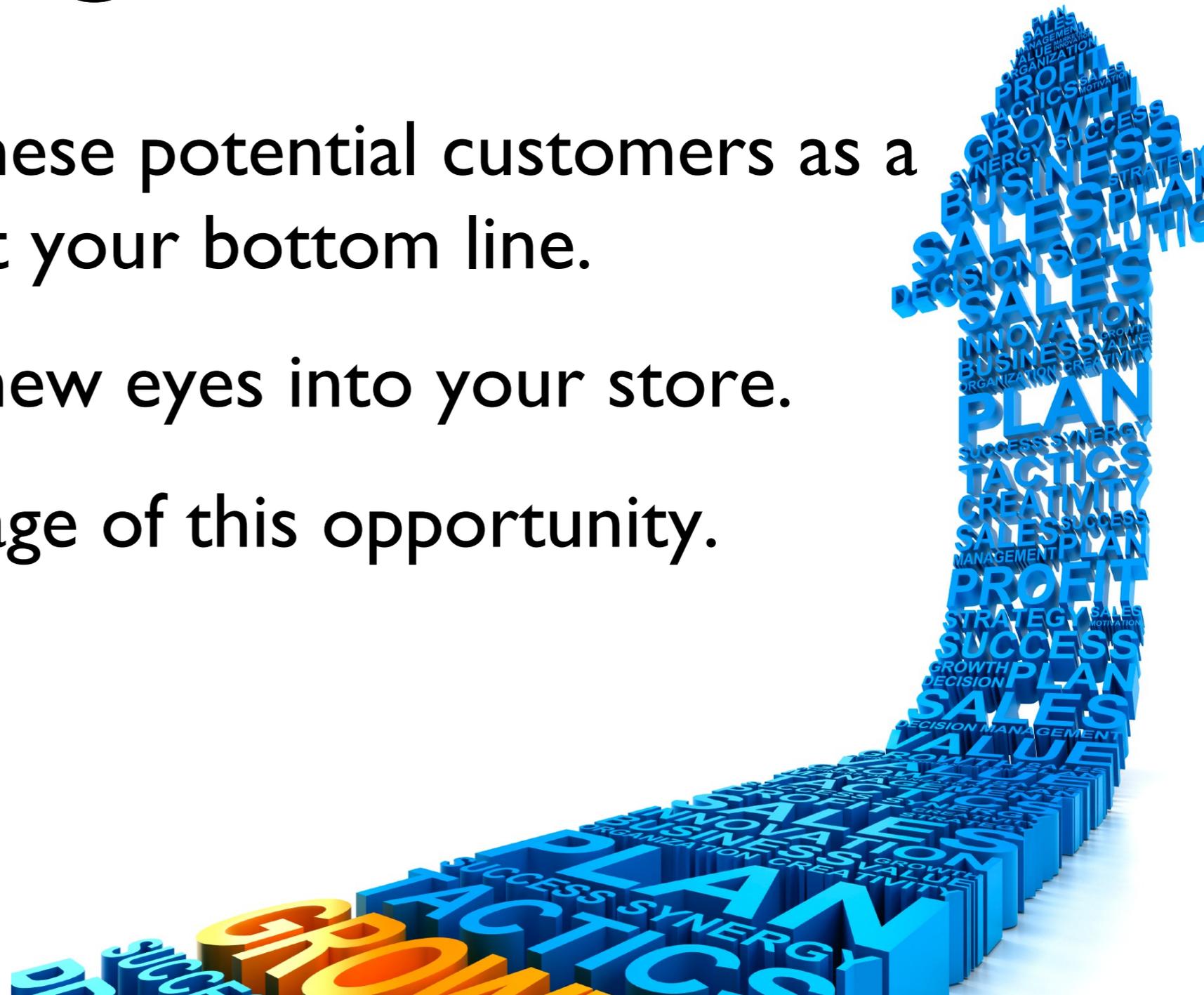
- All of the previous events combined bring in more than 260,000 people to Downtown.
- New customers who haven't seen your business.
- Make it count!

# What we hear

- The event was great, it helped me reach sales goals.
- The people at that event aren't my type of clientele, it did nothing for us.
- It was the best, it was the worst.

# Make every experience great.

- Look at all these potential customers as a way to boost your bottom line.
- Bring these new eyes into your store.
- Take advantage of this opportunity.



# 5 Steps to capitalize on event crowds

- Engage
- Serve their needs
- Tie in with theme
- Have promotions
- Customer service



# Engage

- Create a special experience or vibe.
- # deals that tie in with the event.
- Have extra staff at door and walking the event.



# Serve customers needs

- Easy access to store.
- Display merchandise on your property - plan well.
- Restrooms - especially in Downtown!
- Right amount of openness.

# Tie in with the Event

- Put a welcome sign in your window.
- Have merchandise that connects to event.
- Join the atmosphere.



# Promotions

- Speak with promoters before the events and create a special deal.
- Coupons for return customers.
- Be creative!

# Customer Service

- Greet everyone.
- Start conversations.
- Show interest.
- Have fun in your store, they will too!



# Manage Expectations

- Easy steps that don't require much effort.
- Keep it interesting. Terry Hansen of the Hansen Group's favorite advice “ Don't be boring.”
- Maximize your benefits, minimize the risk.
- Every event is different.
- We are here for you!



# Connect

- Join Promotions Committee
- Talk to us! (805) 641-1090
- [meredith@downtownventura.org](mailto:meredith@downtownventura.org)
- [kevin@downtownventura.org](mailto:kevin@downtownventura.org)

# California Beer Festival LLC.

- CA Beer Fest
- Winter Wine Walk & Street Fair
- Champagne on Main & Street Fair



# Join the Event

- Be directly involved.
- Learn how to best accompany the event.
- Our success is your success.



**TASTING LOCATION APPLICATION**

CHAMPAGNE ON MAIN

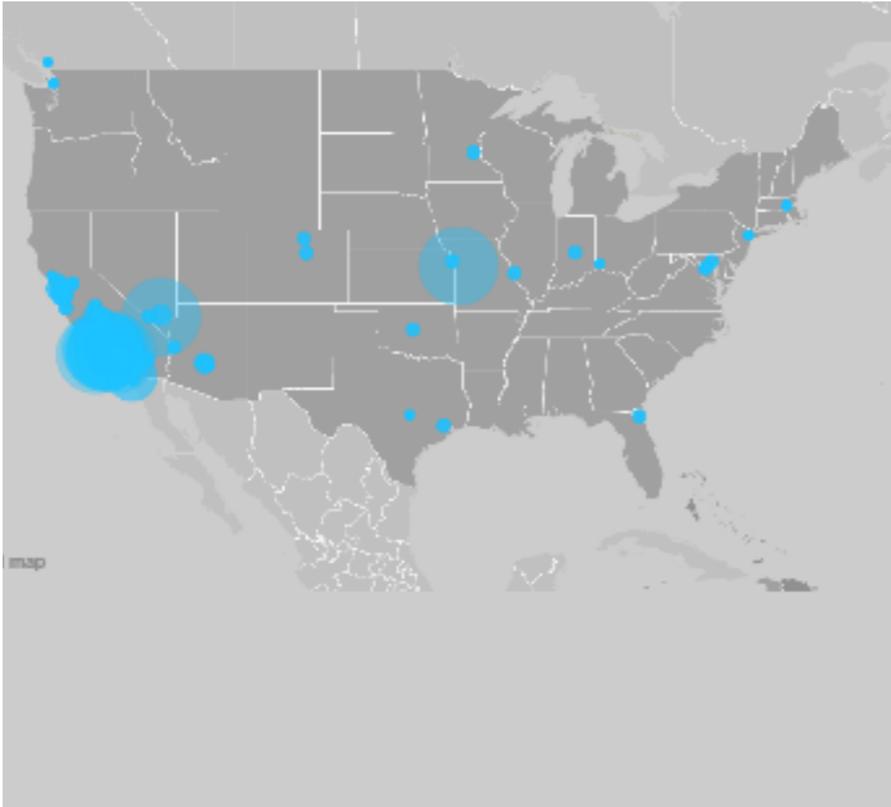
(Spring Wine Walk) in Downtown Ventura

Saturday, April 18, 2015, 1:30 pm – 4:30 pm

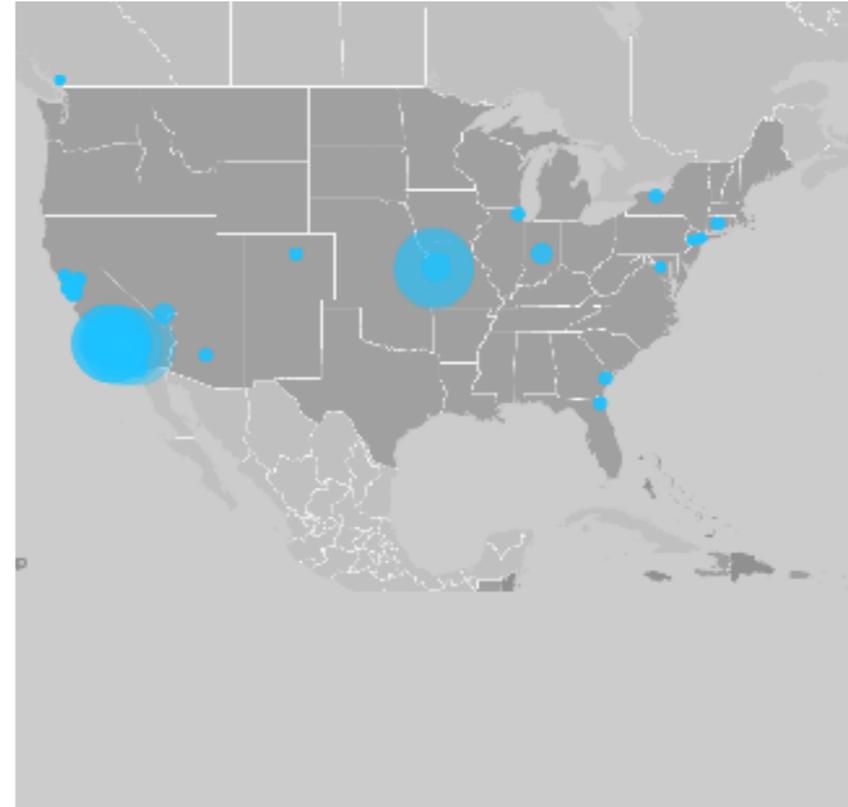
APPLICATION DEADLINE: February 1, 2015

# Demographics

- Economic impact of events are huge.
- Hotels sell out.
- Max capacity of tickets sold.
- Population diverse.



**California Beer Festival**



**Winter Wine Walk**

# Demographics

# Feedback

- Every event is different.
- Learn from each one.
- Feedback is important.
- Ways events have changed due to comments.



# Business involvement

- What we have learned from doing events all throughout California.
- Why Ventura's events are growing.
- Why buy in from businesses is important.