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Restructuring & Design

The National Main Streets Conference was held March 25-28th in Seattle, Washington. Board President, Carla Holsted, Board member Debbie Harrison, and Program Director, Codie Finnigan, attended the conference. Some of the conference sessions attended include: Sustainable Downtown Redevelopment, Making Your Downtown a Destination for Customers, Organizational Development Through Healthy Committees and Boards, Online Solutions for Main Street Retailers, Goal Setting that Leads to Sustainable Change, etc. There were 52 conference sessions, all of which have handouts that are available through our office. Also, El Reno Main Street purchased eight CD ROM copies of six important sessions that can be checked out through our resource library. Please contact El Reno Main Street for a complete list of conference sessions and for copies of available resource materials.

The following information is from a conference session presented by Marianna Hayes, President of HALO Business Advisors:

Find Your Niche in the Generation Y Marketplace

Who is Gen Y?

- Born 1979-1994
- \$2.5 Million strong and 45% of the current world population
- The most buying power and future spending potential of any existing economic group
- Most loyal generation since the 1920's (The Greatest Generation)
- Hate interruption marketing (traditional advertising avenues)
- Value community and relationships
- Were born in the Internet Age and consider cell phones most important technology
- Want to establish roots in community and have a tendency to Boomerang back to their hometown
- Desire to be rich and famous (or to feel that way)
- Will pay premium prices and demand a great experience

"When we're finished changing, we're finished." - Benjamin Franklin

Two foundational marketing principles:

1. Customers, especially Gen Y customers, buy experiences and feelings, not products and services.

Resources for El Reno Businesses, Organizations and Individuals Are Now Available from the 2007 National Main Streets Conference

2. Customer retention is most valuable marketing tool.

About sustainability:

We must reach new markets in order to sustain our businesses and Main Street districts for years to come. Complacency will diminish our districts and destroy our businesses. Gen Y is the most promising new market for ongoing sustainability because of their demographic characteristics.

The ideal customer lifecycle:

1. Turn customers into repeat customers.
2. Turn repeat customers into loyal customers by rewarding loyalty.
3. Turn loyal customers into evangelists.
4. Create and sustain customer communities.

Use technology tools to lure in and keep Gen Y customers. These are the key elements to any Gen Y marketing and retention campaign:

1. Cell phones
2. E-mail
3. Web sites & blog sites

Technology Resources that Marianna Recommends:

We receive no compensation or benefit from recommending these companies and their services. We have used them and believe they are affordable, smart and easy-to-use that really produce measurable marketing results.

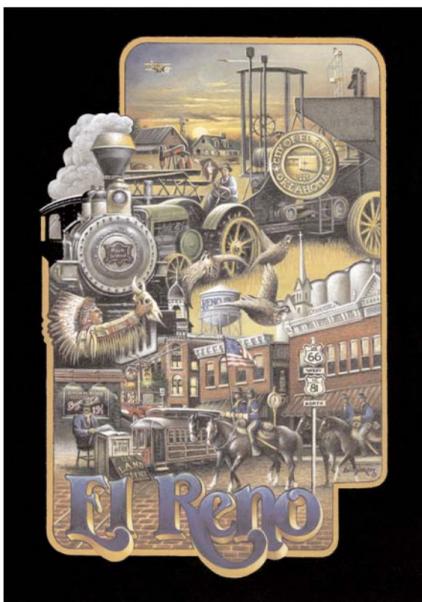
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PROMOTION BLVD.

El Reno Heritage and Arts Festival April 14th

This year's festival is an official state Centennial event with many new features; including the Children's Art Show and the Centennial Mural youth art project. World renown, local artist Bill Jaxon has created a beautiful art piece to be placed on this year's official centennial poster. Mr. Jaxon will be attending this year's event with a booth to display and sell his famous art, as well as a space to sign the centennial posters. Held downtown on April 14th at the Festivities building and courtyard, festival foods, cultural performances, an array of children's activities and first class art are all reasons you won't want to miss this event!



Centennial Art Piece Created by Bill Jaxon

For more information contact, El Reno Chamber of Commerce at 262-1188.
El Reno Main Street's Administrative Professionals Day - April 25th
 "Administrative Professionals Day" is held annually to honor hard-working

professionals. There are between 200-300 people who attend the come-and-go event every year. Every visitor is treated to catering, a gift and the 2007 Downtown Coupon Book. Invitations detailing the time and place will be sent out soon. Also, look for our ad in the next Sunday Tribune.

Burger Day Festival Raffle

This year's Burger Day Fundraiser is raffle, featuring a Big Screen Plasma TV and 5 iPods. Raffle drawings for these prize giveaways will be held on the Main Stage during Burger Day. One iPod will be given away each hour from 11 a.m. to 3 p.m. The Drawing for the TV will be at 4 p.m., and you do not have to present to win. Tickets are \$5 each or 6 for \$25. There are a limited number of tickets, which are available now at Medicine Chest Pharmacy, Advantage Insurance Group, and the Main Street office.

Upcoming Events!

- 4/4,11,18,28 - Carnegie Library Story Time
- 4/6 - Chamber Legislative Coffee
- 4/7 & 21 - El Reno Gras Car
- 4/14 - El Reno Heritage & Arts Festival
- 4/18 - Chamber Breakfast @ the Capitol
- 4/21 - Ghosts of Fort Reno Tour
- 4/21-28 - Keep El Reno Beautiful
- 4/24 - OK Main Street Awards Banquet
- 4/25 - Main Street's Administrative Professionals Day
- 4/27 - Chamber Legislative Luncheon
- 4/28 - USDA Friends & Neighbors Field Day
- 4/28 - Oklahoma Marriage Initiative

Promotion Committee Members: Carla Holsted, Billie Wilds, Mark Gilmore, Julie Ross-Martin, and Brooke Stroman.



ORGANIZATION AVE.

Six El Reno Businesses/Individuals Have Been Selected as Top 3 Finalists for the Oklahoma Main Street Awards

El Reno Main Street Board members Geoff Eaton and Debbie Harrison and Director, Codie Finnigan, submitted ten nominations for the Oklahoma Main Street Awards. Out of 21 award categories, six of El Reno Main Street's ten nominations were selected as top three finalists in their respective categories. The top three finalists are as follows: King Electric as Premier Partner, Adventures in History/Canadian County Historical Museum as Community Education/Public Awareness and as Outstanding Image Promotion, The Main Event Newsletter as Community Education/Public Awareness, Debbie Harrison as Main Street Hero, and Russell-Murray Hospice as Business of the Year. Congratulations to you all, and we wish you the best of luck in winning the top honor of these distinguished awards.

Three nominations were submitted that did not make the top three list and are as follows: Ross Seed Company for Best Business

Practices, Average Joe Clothes for Best Signage, and The Uptown Downtown as Best Façade Rehabilitation over \$10,000. Congratulations to you all for being worthy of a nomination through your successes in downtown revitalization. Your commitment to making El Reno a great place to live, work and play is greatly needed and appreciated.

Brooke Stroman is this year's Board Member of the Year. Congratulations to Brooke for her recognition as being an outstanding volunteer for the El Reno Main Street Program. All final award winners will be announced live at the 18th Annual Oklahoma Main Street Awards Banquet on April 24th at 6:30 p.m. at the National Cowboy and Western Heritage Museum. Please contact El Reno Main Street at 262-8888 by April 4th if you would like to attend this event.

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