



MAIN STREET JONESBOROUGH



A Tennessee Main Street Community



NEW BUSINESS
WELCOME KIT

WELCOME TO TENNESSEE'S OLDEST TOWN!



“

*A community effort to
preserve and
promote the heart of
the community,
which is our
downtown.*

”

MAIN STREET JONESBOROUGH'S MISSION STATEMENT:

The Main Street Jonesborough Program is a community effort to preserve and promote the heart of the community, which is our downtown. Together we unify the downtown district by creating an attractive destination in which businesses prosper, the community benefits and residents and visitors alike enjoy a quality experience.

OVERVIEW OF MAIN STREET JONESBOROUGH

The Main Street Jonesborough Program assists existing and new businesses in many ways including promotion, permit facilitation, management workshops, etc. As one of 35 Main Street communities in Tennessee, Jonesborough networks with the other communities that have earned the designation to learn how they address common issues like getting residents to shop local, attracting customers from the region, and creating the working relationship among businesses that is needed for success. A priority focus of Main Street Jonesborough is assisting in business recruitment and business retention. Main Street Jonesborough is also vital in providing and helping implement many of Jonesborough's events such as Jonesborough Days, Christmas in Olde Jonesborough, Easter Eggstravaganza, Halloween Haunts and Happenings and more.

Main Street Jonesborough has four (4) standing sub-committees representing the four-point Main Street approach and those include:

Design

The restoration and maintenance of downtown buildings and overall aesthetics of the historic district.

Economic Vitality

The focus on business retention and business recruitment in the downtown area.

Promotion

The marketing and promotional activities related to the downtown district.

Organization

An associated effort to help provide awareness about the Main Street Program and its businesses.

The organization is a state chartered non-profit corporation that partners with the Jonesborough Area Merchants and Service Association as well as the Town of Jonesborough. Those interested in serving on one of the four standing committees, or in assisting the Main Street Program in any way, may contact Cameo Waters at cameow@jonesboroughtn.org. Her office is located at the Visitors Center at 117 Boone Street.



Part of our mission is to create an environment where area businesses can engage with residents, businesses and leaders in Jonesborough and the surrounding areas. Here are some ways we can help you get noticed!

WEBSITE

You will have a designated landing page for your business profile on our tourism website, Jonesborough.com. This will include the following:

Business Name, Address & Contact Info, Brief Description, Website or Social Media Link, and 1-2 Photos of Your Business

Please email terrya@jonesboroughtn.org with your information for the website.

KIOSK

There are informational kiosks throughout downtown which include a map and business listing. Your business and location will be featured to help visitors find you more easily.

VISITORS GUIDE

Your business will be included in our printed Jonesborough Visitors Guide. This publication is printed annually and distributed in over 500 locations including welcome centers, hotels, restaurants throughout Tennessee, North Carolina, Virginia, West Virginia and Kentucky. This guide is also available for download on our website and is mailed out per request from the Jonesborough Visitors Center.

Please email cameow@jonesboroughtn.org to be added to the Visitors Guide.

NEWSLETTER

This electronic newsletter is sent out each week highlighting information about events, activities and all things happening downtown. Any promotions or significant news for your business may be included. Please send an email to terrya@jonesboroughtn.org at least 2 weeks prior to your event to be featured.

SOCIAL MEDIA

Regular posts on various Main Street Jonesborough social media sites, including Facebook, Instagram and Twitter feature businesses in Downtown Jonesborough. We encourage your business to use #OnlyInJonesborough in your social media posts. The use of this hashtag automatically enables the post to be seen on Historic Jonesborough's tagboard, which lives on jonesborough.com's homepage.



HOW TO MAKE THE MOST OF DOWNTOWN EVENTS

Special events bring thousands of residents and visitors to Downtown Jonesborough each year. Bringing them to our downtown increases the opportunity for them to visit your business, therefore, increasing your opportunity to generate additional sales for your business. Special events allow attendees to see all that Downtown Jonesborough has to offer. While not everyone who attends an event will be shopping/eating/drinking that day, they certainly will be looking at what stores, restaurants, and services actually exist in downtown. If they have an enjoyable time during the event, they are much more likely to return at a later date to make purchases, obtain service, or enjoy yet another experience in Jonesborough.

Successful events get people thinking about downtown as a place they want to be—to shop, to dine, and to be entertained. We hope that these tips will help you make the most of our downtown events for your business.

SPECIAL EVENT PERMIT Anyone who wants to host an event that will be held in a public venue or will affect public property right-of-way must file a Special Event Permit Application with the Town of Jonesborough. Please call 423.753.1031 for info.



Pre Event Tips

PLANT THE SEED

A few weeks before each event, put some items near your points of sale or in your window that fit the event theme. The point is to raise awareness of the event by telling your customers about specials you will be offering during that day.

IDENTIFY OPPORTUNITIES TO PARTICIPATE WITH EVENT

Several events produced by Main Street Jonesborough offer opportunities for downtown merchants to participate in the event itself. Let us know if you are interested and we will see how we can best work together.

DETERMINE AN EVENT SPECIAL

Prior to an event, advertise upcoming specials. Beginning a few weeks before the event, put the fliers in your shopping bags, table tents on your tables and post on your social media so your customers know about the event and what will be going on in your business. Offering a coupon? Hand them out prior to the event to your customers so they know to visit you during the event.

WORK YOUR CONTACT LIST & SOCIAL MEDIA

If you have an email list of your customers, send them an email and let them know about the event, what your offer is for the event & include your coupon. Post about the event on your social media and mention what is happening in your business that day. Staying in contact with your customers makes them feel valued and keeps your business in their mind.

Day of Event Tips

MAKE SURE YOU'RE OPEN You can't make a sale if you're not open. While special event attendees may not be your regular customers, they are your "potential" customers.

HAVE A SIDEWALK SALE TABLE Attract attendees to your business with items that compliment the event. Note: You must allow for 4 feet of pedestrian clearance on all sidewalks. During events and festivals with street closure, you must have permission with the event host to place a table outside.

HAVE A SPECIAL IN-STORE TABLE Create a special area in your business providing deals on selected food or merchandise; hold a contest and gather email addresses.

POST ON SOCIAL MEDIA Share information about the event and what is happening in your business during the event. Use #OnlyInJonesborough in your posts and any additional event hashtags

GIVE OUT BOUNCE BACK OFFERS Hand out coupons to browsers in your business and invite them to come back after the event to redeem them.

HOLD CUSTOMER'S PURCHASES Offer to hold packages or purchases while your customers enjoy the event.

HOLD AN OPEN HOUSE OR IN-STORE DEMO This is a great way to introduce your business to the public. Be sure to get their email addresses so you can follow up with them after the event.



Post Event Tips

FOLLOW UP Reach out to the people that came into your business during the event. If you have their email, this is easy: offer a special return offer, send them your newsletter, or shoot them a survey.

POST ON SOCIAL MEDIA Share the details and photos from the event, your business and your customer's experiences during the event. Tell your followers about your upcoming promotions and future events.

SHARE THE HASHTAGS When you post on your social media pages (Facebook, Instagram and Twitter) include the #OnlyInJonesborough hashtag in your post. Posts made with the hashtag will automatically appear on the tag board on the Jonesborough.com home page. Also, include any other hashtags that are being used for each event.