



DHP

Downtown Henderson Project

DowntowNews: The Downtown Henderson Project eNewsletter

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Backpack Club Shopping Days Huge Success!

Thanks to the community who shopped downtown and the merchants that contributed to the Henderson County School Backpack Clubs....our merchants contributed \$964.98 to the Backpack Clubs and the Breakfast Lions Club contributed \$535.02. A representative from the Downtown Henderson Project and Breakfast Lions Club presented a check for \$1,500.00 to the Family Resource Coordinators!!

This amount will enable the Family Resource centers to add more students to the Backpack Clubs therefore, providing nutritious food over the weekend for these students. This is a wonderful program to be involved with and there's talk of doing this again later this year!

Be sure to thank the businesses that participated by stopping by and checking out the wonderful merchandise in these stores.

J'Petals Floral & Gifts
Memories Past & Present
Victoria's Boutique
Balfour Rings & Things
Breck's Bicycle Shop
Abba's Music

Klassy Kids
Third Street House
Simon's Shoes
Paisley's Gifts
gabbi's Boutique
Fantastic Sam's

DHP Summer Concert Series

The Downtown Henderson Project would like to thank the businesses who have committed to be sponsors for our 10th Summer Concert Series.

Home Oil and Gas Company, Dunaway's Imperial Pharmacy, Faught and Jones Insurance, Inc., The Bank of Henderson, Sitex, On Deck, Benton-Glunt, Tapp & Roselawn, Ohio Valley Financial Group, Rio Tinto Alcan, Pittsburg Tank and Tower, Weaver Dalton & Associates, Branch of Ameriprise Financial, Latta Insurance

Services, Inc. and Herb McKee.

Without the commitment from these businesses and individuals, our concert series would not be possible. We have a supportive community which enables the DHP to provide quality entertainment on Friday nights from June 25-July 30. Plan to join us on the Henderson Riverfront in Audubon Mill Park from 7:00-9:00pm.

The concert line-up is coming! STAY TUNED!!

WHY ARE YOU MARKETING THAT WAY?

by Rick Segel

Rick states that he felt that this was and is the most important issue facing retailers today. Knowing which way to market and advertise has always been an issue. It is not only the thing that we worry about but it will be the ways businesses will differentiate themselves from their competitors. At one time it was the merchandise that was the major differentiator. Then it became locations, next, the trend was service, and then price.

And now it has become the way we communicate our message, so that the customer we want sees it. It is one thing recognizing the big issue or trend (which is perhaps the better word for the marketing shift) but now we have to address all of the problems, fears, and concerns that surround the trend.

Here are some of the areas of concern that Rick sees from the responses he has received:

There is a lot of stuff to learn.. Most people who go into the retail business don't go into it because they love technology or are the fastest learners. "This new generation of customer THRIVES on this technology. We'd all be best advised to reach these new customers the way they want it."

The time issue..

"I can't afford a separate person to do this - it's going to be me!! I just don't see how it's possible!!" Rick states, "*But can you afford not to?*"

"We'll find a way to do this because nothing else works, It's exciting, more than anything else. SOMETHING THAT WORKS."

An interesting Remedy..

"My number one, must take immediate action, piece of advice? Create a Facebook page for the business today. Immediately suggest the page to all of your current personal FB friends and have your employees do the same. If a business with three employees with an average 150 facebook friends each who can encourage just 15% of those FB friends to join the page, a business could develop a page and reach over 1,000 people within 24 hours. WOW!"

A positive attitude from a reader to adopt..

"I am doing quite a bit, but falling down on a few areas. So I rejoice in what I AM doing, and strive to improve where it is needed while not beating myself up."

DATES TO REMEMBER

April 6, 13, 20 & 27 - Think Henderson Meeting, 8am, Planters Coffeehouse.

April 9 - DHP Board Meeting, 8am, DHP office

April 10 - Cirque Mechanics Birdhouse Factory
Henderson Fine Arts Center, Henderson, KY.

April 14 - Henderson County Chamber's Annual Dinner and Think Henderson Expo, Expo -5:30-7:00pm, Dinner 7:00-9:00pm, Holy Name School, 628 Second Street

April 16-18- Breakfast Lions Club Tri-Fest, Food, carnival rides, hot air balloon rides, cornhole tournament, 5K run/walk and much more

April 17-18 - Spring Golf Classic, Municipal Golf Course

April 24 - OVAL Kitchen Tour, 10:30-3:00pm

April 24 - Cabela's King Kat Tournament, Ohio Riverbank

DESIGN COMMITTEE

The DHP Design Committee is working on design and placement location for bike racks for the downtown. The committee is working to have them made locally and they are looking for funding sources.

Wi-Fi - We are re-visiting this idea. Many downtowns across the nation have successfully put free wireless in their downtowns. It is another draw to bring people downtown.

DHP PREFERRED RATE LOAN PROGRAM

If you own a building in downtown you might be eligible to borrow money through the DHP Preferred Rate Loan Program at an interest rate as low as 3.75%.

Call the DHP office at 270.827.0016 to find out more information.

THINK HENDERSON EXPO

There will be a "Think Henderson" Expo held before the Henderson Henderson County Chamber of Commerce Annual Dinner on April 14, 2010, from 5:30pm-7:00pm in the gym at Holy Name School.

This is a wonderful way to 'expo'se your business to Henderson, KY. We ask those attending the Chamber Annual Dinner to make time to attend the Expo beginning at 5:30 pm. We have 20 booths that will have their businesses displayed so you can see what is easily available in Henderson!

"BUY LOCAL" - "THINK HENDERSON"



By living by the mantras "buy local" and "Think Henderson", it becomes a win-win for everyone! Downtown Henderson has so much to choose from-come Downtown and check us out.

JOIN THE DOWNTOWN HENDERSON PROJECT

MEMBERSHIP CATEGORIES (Annual dues)

Individual/Family \$50
Friend of Downtown \$100
Organization/Church \$150
Small Business/Professional \$250
Large Business/Industry \$500
Patron \$600 Leadership \$1200
Heart of Henderson \$2000 or above

Membership can be billed annually or semi-annually. To join contact the DHP by phone at 270-827-0016 or via email at julie@downtownhenderson.org.

Sincerely,

Downtown Henderson Project

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