



DHP

Downtown Henderson Project

DowntowNews: The Downtown Henderson Project eNewsletter

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MERRY CHRISTMAS FROM DHP & DOWNTOWN RETAILERS!

We hear it over and over again from people visiting Henderson, 'What a wonderful and unique downtown you have!' Our downtown retailers are doing their part in making this a wonderful Christmas season for shopping. With one of a kind items, store specials, friendly & personal service, free gift wrapping and so much more for your shopping convenience... why shop anywhere else!

Here is a sampling of what you can find downtown...custom fleece pet beds, Brighton charms, Sorrelli jewelry, cardmaking supplies, Vera Bradley, Elf on the Shelf story, Melissa & Doug toys, the Magic Scarf, Camille Beckman products, school letter jackets, retired Department 56 Village pieces, bicycles & accessories and so much more!

Shop downtown first! You will be surprised what you will find and save yourself a trip in the process!

DHP Annual Awards Breakfast

The Downtown Henderson Project's 16th Annual Awards Breakfast will be held on Thursday, February 11, 2010 at First United Methodist Church Fellowship Hall, corner of Green St. and 3rd St. from 7:30am to 9:00am. Judy Clabes, the Chairwoman of the Commission on Philanthropy appointed by Governor Steve Beshear, will be our guest speaker.

The DHP will be giving the Heart of Henderson Award as well as Design and Preservation Awards. We invite you to nominate a business or individual who you feel deserves special recognition. The forms for the nominations for the Heart of Henderson and the Design & Preservations Awards can be downloaded from our website www.downtownhenderson.org. Please submit separate forms and supporting documentation for each nomination.

DATES TO REMEMBER

January 14th - Retailers Meeting, 8:00am at the DHP

office

January 21 - DHP Board Meeting, Conference Room, City Building 8:00am

New Downtown Businesses Open

Family Ties Flowers & More

132 Second Street

Owner: Janna Hancock

Phone: 270.860.0335

Hours: Mon-Fri 9:00-5:00

Sat. 10:00-6:00

The Drop Shop

136 N. Main Street

Owner: Chip Crafton

Phone: 270.827.8225

Hours: Mon-Thurs. 8:30-5:30

Friday 8:30-6:30

Sat. 9:30-4:00

"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.

Rick Segel "What is Customer Service?"

Let's focus on the words *community service* and what it means to a business. Above all other industries, retail and community service go hand-in-hand. We **want** to support businesses that support our communities. Very few retailers are NOT involved in some type of community service or community charitable events.

Every year for the past 12 years, the Retailers' Association of Massachusetts Awards of Excellence program has recognized a retailer who has made a difference within their community. The reasons retailers win are different every year. Some times the winner spearhead a fund-raising effort for deserving charity. Other times the store uses their facility for a community focused initiative.

It's not about just giving money to a charity-- **it's about getting involved**. But from a marketing perspective, it's good business! (Not to mention it's the right thing to do!) Considering the season, this is a good time to highlight those businesses that are making a difference in their communities and their businesses. They are succeeding by thinking out of the box, away from the norm. These individuals have built

wonderful businesses because they care about their communities and in turn their communities support them.

The one event that I am so passionate about is the sponsorship all of "The Best Store Windows in Town". Many times Main Street organizations or Chambers of Commerce sponsor this event. However, it is such a natural for a business to sponsor the event so that they can receive the positive public relations that events like this provide. When I share this with stores they always ask me about the rules of the contest. My response is always, "It's your contest; you make the rules!" Think about this. You can have your name on a beautiful trophy named after you or your business displayed in the best store in town.

Many people refer to this as Cause Marketing. Let's not kid ourselves--this is Marketing at its best! But don't do it because it's just good business; **do it because it's the right thing to do**. You live and work in the community and it's your responsibility to service that community. I look at these initiatives as truly win-win win endeavors. The community wins because you create a point of pride for the community, the beneficiaries of your efforts win for obvious reasons, and you win because you are now an integral part of the community you serve. You showed you care.

One word of caution: Stay away from politics and any controversy. Why? Because you probably have customers from both sides. Here are a few more ideas of proven winners. All of these are battle-tested ideas that work:

- Sponsor or Coordinate an Experienced Retailer
Mentoring a Rookie Retailer
- The Best Hair Dresser in Town (This is a powerhouse if you are marketing to women!)
- Baby contest of Community Leaders- Get baby pictures of other merchants and leaders and have customers match the names to the pictures
- Why My Mom Is Best
- Why my Dad is Best
- Art Contests for kids and adults
- Community Pages on Your Web Site -List all of the other businesses in town. This is so easy and is appreciated so much.
- Use your facility to meet. If you have the space in your store, it is a powerhouse and it costs you nothing!
- Set up a Bulletin Board in your store near the front door. You can post any positive news about people or events taking place in your community.
- Do a \$5 Coupon with portion of proceeds going to a community charity

These are just a sampling of the hundreds of great ideas that bring retailers and communities together. By the way, you might notice I NEVER MENTIONED the word SALE! You can bring customers into your store without ever having to cut your price!

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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