



Main Street Moberly!

“Downtown: Where tradition meets today”

IS THERE A DOCTOR IN THE HOUSE?

Our column on retail solutions offers Main Street directors insight and information so they can provide necessary tools to help retailers become more profitable and actively participate in the improvement of their district. This column is written by Tom Shay, principal of Profits Plus and a fourth generation retailer. His company specializes in working with retailers to help them increase their profits as well as build their businesses for the future.

As I walk through a Main Street community, I decide I need to find a card shop. Someone we all know appears to be very sick. This is someone we have known and loved for a long time, and I need to send a get well card.

From a medical standpoint, the case is confusing; perhaps we need a doctor like House from the television show. House takes only the most unusual and challenging cases. This would definitely be a case for him as the patient seems to be healthy in many communities, struggling in some, and near death in others.

The patient's name is Downtown Business Promotion. Known to friends as DP, the patient was once healthy in almost all communities. At one point, DP was seen frequently at downtown sidewalk sales, Presidents' Day sales, fall festivals and many other traditional community events.

People knew that DP would be in town simply because an annual event was taking place. Residents of the community often heard about DP through local media and through signs in the windows of local businesses.

DP was such an attraction that people living in nearby communities and rural areas would often come to town just to see him. And that is exactly why the downtown community liked DP so well; he brought people downtown to visit businesses. When people visited, they spent money with local merchants. Downtown storeowners were usually pleased with the amount of sales they had when DP was in town so they would invite DP to come back again and again.

Everyone was happy: DP liked being the center of attention, people enjoyed the events, and business owners were happy with the sales. DP visited more and more communities, producing similar results everywhere he went.

Then in some communities, DP began to show signs of ailing. In these towns, fewer people came to DP's events. As attendance at events declined, so did the sale of merchandise. No one knew why sales and attendance were declining; the weather and competing events in the community were often blamed.

Nursing Downtown Promotion Back to Health

By reading their newsletters and following their Facebook and Twitter postings, I continue to observe as many communities as possible. In some towns, DP remains in robust health; in others, DP is already on life support.

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IS THERE A DOCTOR IN THE HOUSE? (continued)

In some towns, DP remains in robust health; in others, DP is already on life support. The issue we are addressing today is how to make DP healthy in any community. In finding the cure for what ails DP, we need look at what has happened in communities where DP is sick.

One of the first problems occurred with the sale of merchandise. In many towns, all of DP's activities included some variation of a sale, whether it took place inside the business or outside on the sidewalk. Merchants helped create DP's illness by using the idea of a sale as an excuse to get rid of merchandise that had been lying around their store for months, sometime years. To make matters worse, merchandise at these clearance sales was often priced with a very slight markdown from the original price.

Fewer customers came to town to attend DP events because the values in the sale merchandise were no longer there. Looking for reasons for DP's illness, we can first state that merchants failed to support DP.

When DP events include merchandise sales, participating businesses need to offer exceptional prices. A sizable portion of the merchandise should be purchased just for that event so that customers see that they are getting something new.

A second impact on the health of DP is that local newspapers and television and radio stations were called in to create the event. Too often the downtown businesses community simply called the media, told them the name or the theme of the event, and then left the media to contact the businesses to announce and sell the event. Media sales representatives were good at selling time or space for their stations or papers, but they weren't able to create an exciting event that customers wanted to attend.

Moreover, the methodology for promoting events became repetitive. Radio ads, for example, simply announced that a sale was happening and listed items from specific businesses. Meanwhile, many other opportunities to let people know about DP were missed. Facebook and Twitter are two that come to mind. The community website is often another missed opportunity. Instead of looking fresh and different to capture the attention of people looking for information about DP, the website frequently has the same stories and photos of the historic downtown.

Other challenges to DP's health occurred when someone suggested that events be changed to include other groups. One person said that the event could include some component of the arts, such as a band, a series of individual musicians, or displays by painters. Someone else suggested that the event help the community nonprofits by raising funds for them or just creating awareness of these groups. Unfortunately, many business owners object to these ideas. Why spend money without the opportunity of getting sales? Many merchants complained that events involving the arts or nonprofits attracted people who didn't spend money at local businesses. Merchants said they wanted DP to consist only of sales events.

Arts and nonprofit groups can be great additions to downtown events; the three responsibility –and challenge– of business owners to find ways to entice customers back.

The final reason for DP's illness is that many community business owners were selfish; they only wanted to see customers to sell them something; they weren't interested in cultivating friendships.

RX for a Cure

To cure DP, communities must address these challenges and perhaps utilize the medicines I have suggested. It will require the community to turn a deaf ear toward people who insist that nothing is going to work.

DP was once a valuable guest in the community; he should become that again. The next time we invite him, we must be more careful how we issue the invitation and how we treat those who come to see him. The success of our business community depends on it!



Community Calendar of Events – Aug 2010

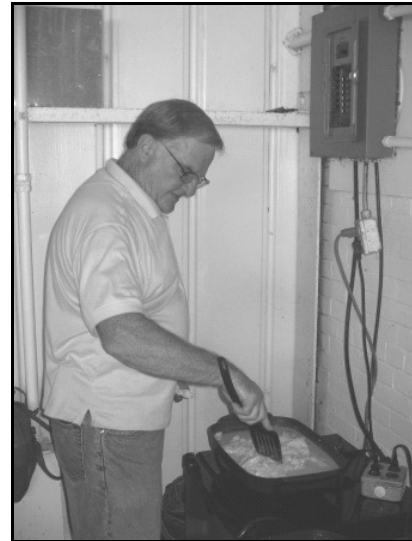
- August 3, 2010
 - The Randolph County Council of Social Agencies (RCCSA) will meet for a brown-bag luncheon on from 11:30 a.m. – 1:30 p.m. at the Allendale Community Center, 23 Kehoe, Moberly. The guest speaker will be Tom Fuhrman, who will speak about the many resources and services available locally through University Extension programs, part of the outreach of the University of Missouri System and Lincoln University.
 - All area ladies are invited to attend the Moberly Women’s Connection “Taste of Moberly” at the Heartland Banquet Center for an evening dinner and program from 6:30pm-8:30pm. There are 13 restaurant vendors participating who are excited to provide food samples, menus and coupons. Our special speaker will share an inspirational story to encourage and enrich our lives. Cost is \$7.75 inclusive. For reservations call 660-651-9106.
- August 7, 2010
 - Randolph County Historical Society Annual White Elephant Sale from 8am-1pm at 223 N Clark, Moberly. If you would like to donate items call 263-9396 (no clothes).
 - Sidewalk Bazaar in Downtown Moberly
- August 17, 2010
 - Healthy Woman presents 'A Meet and Greet' with Dr. Heather Hughes at the Little Dixie Regional Library from 4:30pm-6:30pm. Sign up for healthy woman online, check out the health resources at the library, and visit with Dr. Hughes and Dr. Jana Brock. Refreshments provided. No RSVP necessary.
- August 20, 2010
 - OATS Music Fundraiser at the Moberly Area Community College Activity Center starting at 7pm. Tickets are \$7.00/adults, children 6-12/\$4 and 5 and under free. Some of the entertainment includes Dirt Road Rascals, gospel singing and a fiddling group. There will also be door prizes! For more information or to purchase advance tickets call 263-0432.
- August 28, 2010
 - MRMC's 4th ER Kids Health and Safety Fair for kids 14 and younger from 10:00 a.m. - 2:00 p.m., on the campus of Moberly Regional Medical Center. Pre-register your children by calling 269-3296. A fun and highly educational event.
 - MACC Activity Center Giant Garage Sales from 7am-noon. Vendor space available, contact Duane or Pat at 660-263-1045.
- August 29, 2010
 - NOMO Bow Hunters 3-D Shoot and Flea Market. Registration from 7-11am. For more information call 998-0264 or 263-5238.

August 2010

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5 Promotions Meeting 8:00	6	7 Annual Sidewalk Bazaar 7:00am
8	9	10 Design Meeting 8:00am	11	12	13	14
15	16	17	18 Org/Eco Meeting 8:00 am	19 Board Meeting 8:00	20	21
22	23	24	25	26	27	28
29	30	31				

July 24th—Fly in Breakfast at Moberly Airport

Thanks to Carrie Mulch and her son , JoAnn Dwyer, Jared Hunt, Gary Bowman, Susan Hall, Elvina and Craig Cunningham, Emma Williams and Jim Whelan .



Annual Sidewalk Bazaar—Aug 7th 2010 Downtown Moberly - starting at 7:00 a.m.

The Main Street Moberly Annual sidewalk bazaar will be held Saturday, Aug. 7th 2010. Local merchants will roll out into Reed St with back to school bargains and tons of discounts items. This is also the one day of the year where we ask other community organization to come and bring their food or wares to join in the festivities.

Participating downtown businesses participating include :

Kids Caboose, Nola Leach, Becrafts, Little Dixie Library, 4th Street Theater, Championship Sports, Coach Light American Country, Coach Light Hallmark, Cinderella's Closet, Kribb's Pharmacy, The Odd Pear, Crafters Choice, Merrell University, Funny Pages Café, The Brick, Burrell University and Chuckie's Hair of Style.

Participating outside vendors include:

Silver Bells (bake sale), Lions Club (hamburgers and kettle corn), Stylish bracelets, Heritage Baptist Church, Yard Ornaments, Christian College Book Store, St. Pius Youth Group, Huntsville Second Baptist Church, Penny's Purses, Route JJ Animal Rescue and Ms. Mamies BBQ.

PEOPLE YOU SHOULD KNOW

Name: James Whelan

Business Affiliation: Randolph County Health Department and JT's Variety Store.

Job Description: Carpenter at the Health Department and Owner of JT's.

Years lived in Moberly: Thirty eight years

Original Hometown: St. Louis, MO

Education: O' Fallon High School graduate

Community Involvement: I serve on the board of Main Street Moberly and have been an active member of the organization for the past 5 years. I am a member of the St. Pius Catholic Church, Moberly, MO.

Professional Background: I worked at St. Johns Mercy hospital for eight years, Moberly Community Hospital for twelve years, Moberly Regional Hospital for three years and local contractor in the area for ten years. I opened JT's Variety store in 2005.

A local businessperson I admire and why: Howard Hils and Jack Kraber. Because they are both very hard workers and built great businesses. They continue to stay involved in the community and are passionate about what they do.

If I weren't doing this for a living, I would be... Traveling

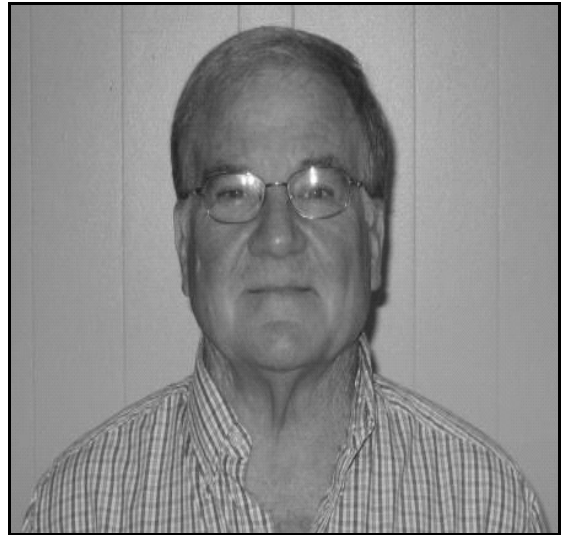
What people should know about this profession: Long hours and no guarantees.

What I do for fun: Travel and camp with family and friends.

Family: My wife Doris, three daughters, Michelle, Brittney and Sara, five grandchildren.

Accomplishment I'm most proud of: My family

Most people don't know that I am a veteran, serving in the Army and was in Italy from 1962 to 1965.



Zechariah 10:1— Ask rain from the LORD in the season of the spring rain, from the LORD who makes the storm clouds, and he will give them showers of rain, to everyone the vegetation in the field.

The bible tells us that we need to pray (ask) for rain during the season of rain. With this in mind, why would we not ask for business during the season of business? With the announcement of our new business Mamtek U.S. could this be our season?

I am asking everyone to take one week and schedule prayer at a specific time and location in the downtown area. If you are interested in being a part of this, please contact Dale Roberts at 660-263-5006.



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