

# MAIN STREET BUSINESS SUPPORT INTEREST AND CONTACT FORM

This sheet provides an overview of resources offered to businesses and the opportunity to sign up for promotions. Please fill out the sheet to indicate interest. Please print clearly and complete both sides.

Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**PLEASE NOTE: As part of the Main Street project, it is essential to have contact information for any people who should be notified regarding water, sewer, and electrical shutoffs. Please indicate any additional contacts for this information below. Contact information will be used by town employees and/or the project contractors for the purposes of communications regarding the project ONLY.**

Additional contact name: \_\_\_\_\_ Role: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Additional contact name: \_\_\_\_\_ Role: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Business Workshops

Revitalizing Waterbury will be hosting a variety of business development workshops in partnership with the Vermont Small Business Development Center and Center for Women and Enterprise. These courses will be offered for free to business in the downtown area. The first, *Listening to Your Business*, is a 4-hour course for operators of businesses to evaluate and measure their business strategies.

I would like to participate in the *Listening to Your Business* workshop.

I could attend: \_\_\_ April 8, 8:00 am – 12:00 pm

\_\_\_ April 8, 4:00 - 8:00 pm

\_\_\_ April 9, 8:00 am – 12:00 pm

\_\_\_ April 9, 4:00 - 8:00 pm

\_\_\_ April 11, 8:00 am – 12:00 pm

\_\_\_ Other:

I would be interested in future courses, including online marketing and cash flow management.

## Welcome Bags

Revitalizing Waterbury will be providing materials to welcome nearly 50 employees of J. A. McDonald to Waterbury. The bags will include a welcome letter and *Discover Waterbury* guide. Businesses have the option of providing coupons, flyers, or other materials. 50 copies of any materials must be provided and delivered to the RW Offices no later than March 31.

I would like to provide materials for the contractor Welcome Bags.

### Social Media Messaging

Revitalizing Waterbury will be highlighting the positive aspects of the Main Street project on social media. We welcome the assistance of other organizations and businesses to amplify these messages.

I would like to share positive social media messaging about Main Street Reconstruction project.

### WDEV Radio advertising

Revitalizing Waterbury will be providing positive promotional messaging during the length of the construction. Businesses have the option of purchasing name and claim advertising to coincide with this at highly discounted rates. Please see the attached sheet for full information and instructions.

I would like to participate in radio advertising.

### Newspaper advertising

Businesses impacted by the construction will have the opportunity to purchase advertising in the Waterbury Record and other Stowe Reporter Group newspapers at discounted rates. The Waterbury Record will also consider writing business profiles of downtown businesses. Please see the attached sheet for full information and instructions for signing up.

I would like to participate in Waterbury Record advertising.

I would like to be considered for a business profile piece.

### Shopping and Dining incentive

Revitalizing Waterbury will be running a shopping and dining promotion (similar to Wrap It Up & Win) during the beginning of the construction season (April 15 to May 31).

I would like to participate in the Shopping and Dining Incentive.

### Additional promotions and incentives

Several additional promotions are being developed pending approval and sufficient business interest. Please indicate interest in these potential initiatives below.

I am interested in a promotional banner to hang outside my business. This banner would be up to 16 square feet, follow a standardized template, and be exempted from Waterbury's signage regulations.

I would be interested in a low interest and/or delayed repayment loan during construction.

### Future initiatives!

The construction project is over two years long, and additional promotions and events will be planned and implemented throughout the construction seasons.

I would like to be part of a group that meets monthly to discuss the impacts of the Main Street project, network other business owners, and brainstorm additional promotions

I could attend: \_\_\_ Wednesday mornings, 8:30 – 9:30 am

\_\_\_ Thursday mornings, 8:30 – 9:30 am

\_\_\_ Other:



Think Local



Buy Local



Be Local

**WaterburyWorks.com**



# MAIN STREET RADIO AND PRINT DISCOUNTED ADVERTISING

Revitalizing Waterbury has negotiated special advertising pricing with WDEV and the Waterbury Record and their ancillary outlets. RW's goal is to provide positive promotional messaging during the length of the construction.

## WDEV

RW will have weekly promotional messages on WDEV. Businesses have the option of purchasing name and claim advertising to coincide with this at highly discounted rates. Businesses can purchase ads by the week, month or season. Multiple weeks are encouraged. RW will invoice businesses for ads.

PRICE: \$4 for a 15 second name and claim associated with RW promotional message.

### Packages Available:

- Run 2 x in a week = \$8
- Run 4 x in a week = \$16
- Run 8 x in a month (4 weeks) = \$32
- Run 16 x in a month (4 weeks) = \$64
- Run 2x a week for whole season (29 weeks) = \$232

Can purchase in weekly, monthly or full season increments. 20 Business Slots available each week.

### SLOTS AVAILABLE

WEEKS	MONTHS	SEASON
April 15		April 15 – October 28
April 22		
April 29		
May 6	May 6-27	
May 13		
May 20		
May 27		
June 3	June 3-24	
June 10		
June 17		

June 24		
July 1	July 1-22	
July 8	July 8-29	
July 15		
July 22		
July 29		
August 5	August 5-26	
August 12		
August 19		
August 26		
September 2	September 2-23	
September 9	September 9-30	
September 16		
September 23		
September 30		
October 7	October 7-28	
October 14		
October 21		
October 28		

Businesses may purchase additional advertising as follows:

- \$15 for a 60 second commercial on WCVT/ The One 101.7
- \$16 for a 60 second commercial on WLVB

To purchase WDEV Name & Claim advertising, contact Karen Nevin with your choice of package, dates and the number of times you'd like your Name & Claim to run.

## WATERBURY RECORD

The Waterbury Record/Stowe Reporter is offering a 10% discount on advertising in any of their family of newspapers:

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Waterbury Record</li> <li>• Stowe Reporter</li> <li>• News &amp; Citizen (Lamoille County)</li> <li>• Shelburne News</li> <li>• The Citizen (Charlotte and Hinesburg)</li> </ul> | <ul style="list-style-type: none"> <li>• The Other Paper (South Burlington)</li> </ul>   |
| OPEN RATE (Per Column Inch)   |  |
|   | <ul style="list-style-type: none"> <li>• Stowe Reporter Only: <del>\$9.66</del> \$8.70</li> <li>• Waterbury Record Only: <del>\$7.96</del> \$7.17</li> <li>• New &amp; Citizen Only: <del>\$9.66</del> \$8.70</li> </ul> |

To purchase newspaper advertising, contact Karen Nevin. She will inform the Waterbury Record and they will reach out to you directly.

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 These negotiated advertising opportunities are available only to businesses directly located along the Main Street construction zone and identified as being eligible. To inquire about eligibility, contact Karen Nevin at [karen@revitalizingwaterbury.org](mailto:karen@revitalizingwaterbury.org), 802-793-6029.