

Presenters: Matt Russell Kirk Russell Chris Jackson

Making Your Downtown the '3rd Place'



Introduction to LocalHop

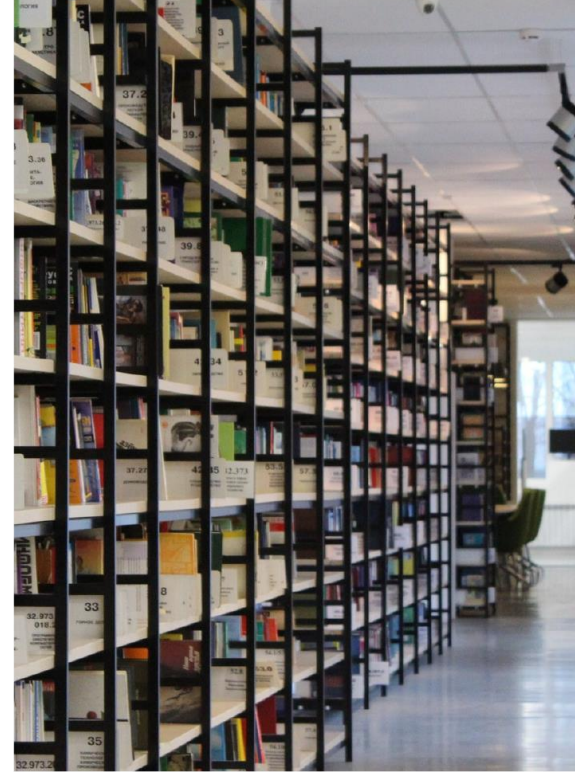
Business Owner(s)

Main Street Pontiac Board
Members



What is the 3rd Place ?

In community building, the *third place* is the social surroundings separate from the two usual social environments of home ("first place") and the workplace ("second place").



???

Today's Challenges

Consistent narrative around Downtown's identity

Cannibalizing marketing dollars

Entrepreneur in a new ecosystem

Generating ideas for things to do as a visitor





3rd Place 2.0



Best Practices

Authenticity | Transparency

- Coordinated Community Calendars
- Coordinated Community Website
- Shared marketing campaigns
- Coordinated Itinerary
- Online Forum





CALL TO ACTION

Promotion Committee – Digital 3rd Place Task Force

Who is on the Task Force?

What type of data to capture?

Who are key partners/departments?



Questions ?