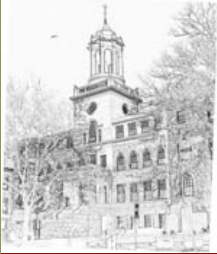


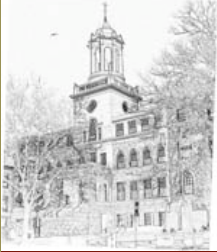
# Broadway

The Heart of Newport



# Mission

- We exist to promote and market Broadway to our customers and to interface with the City of Newport and other agencies on issues that impact our area. We are volunteer run and rely on the support of the merchants we represent.



# History

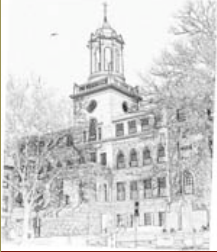
- Spring 2006 - All merchants were invited to informal meetings.
- Summer 2006 - Formed Historic Broadway Associates.
- Summer/Fall 2006 - collecting business information and growing membership.
- Jan 2007 - Interim Board



# Board Tasking

- Develop by-laws and election process.
- Continue business advocacy work with the city and CVB.
- Carry out marketing and promotional plans.

NO DATES OR DEADLINES

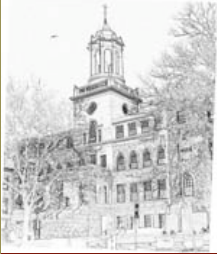


# Members, old and new

- Annual membership is currently set at \$100
- All members who paid in 2006 will have their dues applied to 2007.

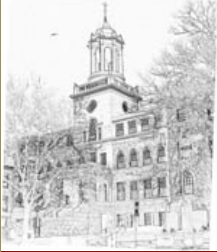
## Benefits of membership:

- Unified marketing
- Strong voice on issues
- Group bargaining



# By-laws and elections

- The interim board members are reviewing by-laws for similar existing organizations.
- Offices will be determined
- An Election process will be outlined
- Membership will choose leadership



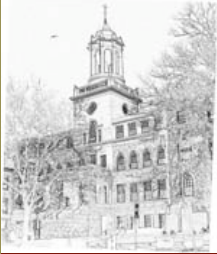
# Business Advocacy

## City Issues

- CJ Barone is a member of the DAS working on the design for the Mary Street Garage, and the Broadway-Marlborough traffic diversion.
- Continue to work with the planning dept on implementation of the Broadway Plan.

## CVB

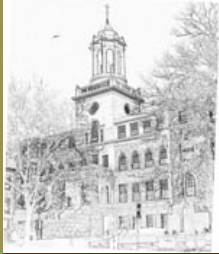
- Working with the CVB to have the Broadway area placed on tourist maps.
- Applying for marketing grants.



# Marketing Plan

We will create an IDENTITY for the Broadway area. We will increase awareness of our brand in the following manner:

1. Focus on customers already on our street.
2. Inform potential customers in our neighborhood.
3. Make visitors aware of us.



## On our street: St. Paddy's Day

We will be handing out discount vouchers to parade spectators, targeting families and non-drinkers.

Everyone is invited to participate:  
Cost \$5 members, \$10 non-members  
Deadline for submission: 2/18/07

Rules: You must offer a discount  
You must return the voucher to the customer.

## Broadway

The Heart of Newport

[www.heartofnewport.com](http://www.heartofnewport.com)

### **Empire Tea & Coffee**

22 Broadway (401)862-1207

Get 15% off any purchase. Valid through 3/24/07,  
limit 1 coupon per customer.

### **D. Kelley Fine Used Books**

330 Broadway (401)846-4140

Get 30% any 1 book. Valid 3/17/07 only

### **Firehouse Theatre**

4 Equality Park (401) 849-3473

2 Admissions for \$17. Valid 3/18/07 only

### **Your Business Here**

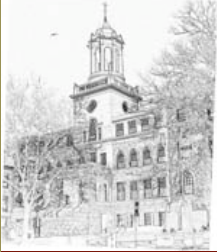
Your Address and phone

Your discount

### **Your Business Here**

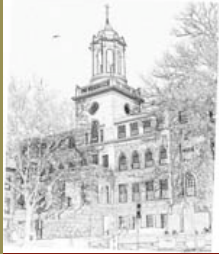
Your Address and phone

Your discount



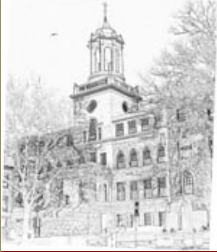
# Business Directory/Brochure

- This is currently under development.
- The Business Directory will be an 11"x17" window poster.
- Brochure will contain the Business Directory, information about Broadway and advertisements.



# Broadway on the WEB

- Today we will debut our place on the internet.
- We have spent many months gathering information, and working on the design.
- Welcome to [THE HEART OF NEWPORT](#)

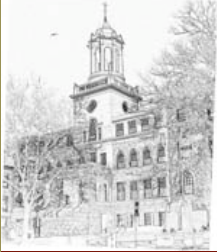


# Website Feedback

- Members, are we missing info? Is our info up to date.
- Do you notice any spelling or grammatical errors?
- Do you have suggestions for content?

e-mail: [Broadway@heartofnewport.com](mailto:Broadway@heartofnewport.com)

This is just the beginning, we are already working on enhancements.



## ... one more thing

As a volunteer organization of member merchants, we are doing what we think is best. If you want this organization to represent you and your needs, you should join, come to meetings, be on a committee, provide insight and be willing to put in the effort that is needed.

