

Historic Downtown Concord Wedding Show

Simple Beginnings

- Best idea to come out of a merchants association meeting!
- We had everything except the gown and invitations in Historic Downtown Concord.

Merchant – Driven Event

- CDDC provided meeting space and structure for the planning process.

Key Decisions

- Who would participate? Only businesses located in Downtown Concord, with the addition of a gown shop and an invitation business.
- When would it be held? Our show is the last of the season.
- Should we charge? Admission is free.

Logistics to a Progressive Show

- Check-in was at The Loft at 14th, first stop beyond the parking deck.
- White wreaths were made specifically for this show, to be placed on the door of each participating business.
- Each attendee received a map with a listing of participating businesses.

Logistics to a Progressive Show

- Each business donated a prize to a gift basket that was raffled off at the end of the show. You had to visit each participating business to be entered into the drawing.

Marketing

- A local graphic artist created a poster for the event, her services were donated in trade for her name and contact info being placed on the poster.
- The CDDC paid for a minimal amount of newspaper advertising for the event.
- Facebook and the CDDC weekly e-newsletter were heavily used.

HISTORIC
DOWNTOWN
CONCORD

Wedding Show

*Your FREE resource for
the Perfect Wedding*

Begin the Wedding Show
at the Hotel Concord,
then enjoy visiting vendors
in Historic Downtown Concord

Bridal Gowns
Florists • Jewelers
Bakeries • Invitations
Catering • Venues • and more!

~
**EACH BUSINESS
WILL BE OFFERING
A DOOR PRIZE!**

Check in at the Hotel Concord, 14 Union Street, North.
For more details visit www.concorddowntown.com/events or call 704.784.4208

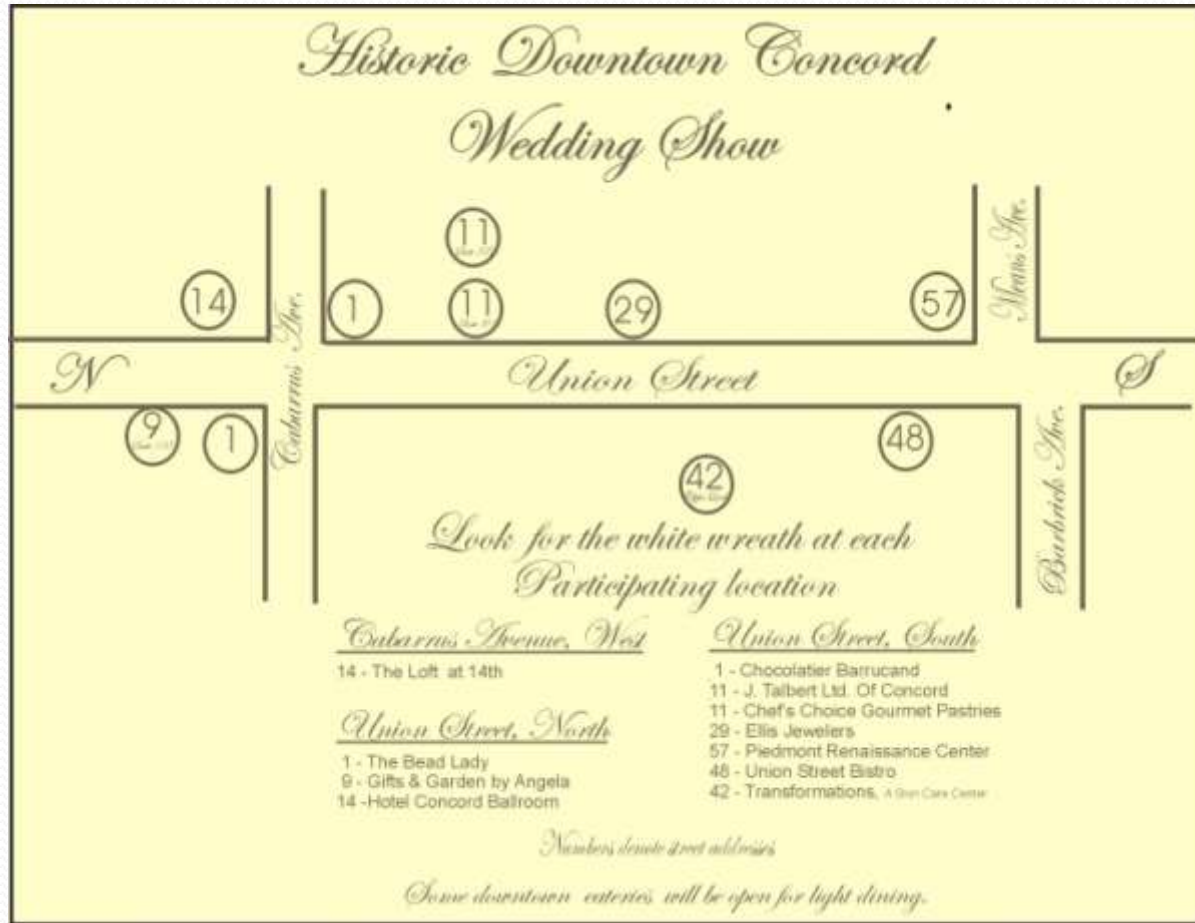
SUNDAY MARCH 4
14 UNION STREET, NORTH

2-5 PM

THIS EVENT IS FREE!

Designed by Dawn Lohavich 980.622.7224

Historic Downtown Concord Wedding Show



W

E

Union Street

Cabarrus Ave.

Main St.

Barbours Ave.

9

1

14

1

11

11

29

57

42

48

*Look for the white wreath at each
Participating location*

Cabarrus Avenue, West

- 14 - The Loft at 14th

Union Street, North

- 1 - The Bead Lady
- 9 - Gifts & Garden by Angela
- 14 - Hotel Concord Ballroom

Union Street, South

- 1 - Chocolatier Barrucand
- 11 - J. Talbert Ltd. Of Concord
- 11 - Chef's Choice Gourmet Pastries
- 29 - Ellis Jewelers
- 57 - Piedmont Renaissance Center
- 48 - Union Street Bistro
- 42 - Transformations, A Spa Care Center

Numbers denote street addresses

Some downtown eateries will be open for light dining.

Results

- It rained and sleeted all day!
- Twenty-four brides and their entourages attended.
- A majority of those who came had never been to Historic Downtown Concord.
- The merchants were thrilled with the event.

Terrific for Business Recruitment!

- Within months of the first show we had a wedding gown store and a specialty invitation store open in Historic Downtown Concord.

A Complete Wedding Center

- EvanScout

- Sweetest Beginnings



Second Show Held in September

- Check-in moved to the Hotel Concord lobby where there was more room.
- Fashion show added to the event.
- Each business drew for their prize, making more giveaways available.
- Added “business cards” for businesses to hand out to publicize the event.



HISTORIC DOWNTOWN CONCORD

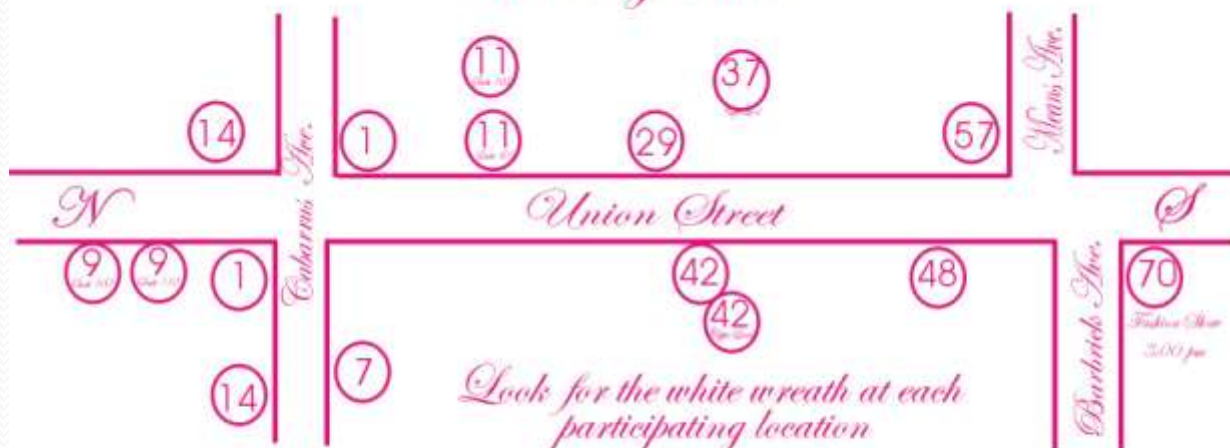
Wedding Show

SUNDAY, SEPTEMBER 25TH
1PM - 5 PM

CHECK-IN AT HOTEL CONCORD

14 UNION STREET, NORTH
WWW.CONCORDDOWNTOWN.COM

Historic Downtown Concord Wedding Show



Numbers denote street addresses

Cabarrus Avenue, West

- 7 - Light Images Photography
- 14 - The Loft at 14th

Union Street, North

- 1 - The Bead Lady
- 9 - Gifts & Garden by Angela
- 9 - Paramount Catering
- 14 - Hotel Concord Ballroom

Union Street, South

- 1 - Chocolatier Barrucand
- 11 - J. Talbert Ltd. Of Concord
- 11 - Chef's Choice Gourmet Pastries
- 29 - Ellis Jewelers
- 37 - Sweetest Beginnings
- 57 - Piedmont Renaissance Center
- 70 - EvanScout Boutique
- 48 - Union Street Bistro
- 42 - Transformations, A Skin Care Center
- 42 - Mary Kay at Carm's Cafe

Some downtown eateries will be open for light dining.

Results

- Guess what – it poured down rain!
- Twenty-six attended.
- Merchants pleased, but desire to draw more attendees to future shows.

Changes in 2012

- Increased advertising – partnering with two bridal publications in the Charlotte market for advertising.
- Have a rack card developed to give out in all participating businesses six weeks leading up to show.
- Businesses will give out rack card at other bridal shows.

Changes in 2012

- Posters are available at an earlier date.
- We paid our graphic artist for the changes to the poster, as well as the rack card .
- All design files are in our hands in a format that we can modify from this point forward.

Rack Card for Businesses

<p>HISTORIC DOWNTOWN CONCORD</p> <p><i>Wedding Show</i></p> <p>SUNDAY MARCH 4 from 2-5 PM 14 UNION STREET, NORTH</p>	<p>HISTORIC DOWNTOWN CONCORD</p> <p><i>Wedding Show</i></p> <p>SUNDAY MARCH 4 from 2-5 PM 14 UNION STREET, NORTH</p>	<p>HISTORIC DOWNTOWN CONCORD</p> <p><i>Wedding Show</i></p> <p>SUNDAY MARCH 4 from 2-5 PM 14 UNION STREET, NORTH</p>
<p><i>Your FREE resource for the Perfect Wedding</i></p>  <p>Begin the Wedding Show at the Hotel Concord, then enjoy visiting vendors in Historic Downtown Concord.</p> <p><i>∞</i></p> <p>Bridal Gowns • Tuxedos Floral • Jewelry Bakery • Invitations Catering • Venues and more!</p>	<p><i>Your FREE resource for the Perfect Wedding</i></p>  <p>Begin the Wedding Show at the Hotel Concord, then enjoy visiting vendors in Historic Downtown Concord.</p> <p><i>∞</i></p> <p>Bridal Gowns • Tuxedos Floral • Jewelry Bakery • Invitations Catering • Venues and more!</p>	<p><i>Your FREE resource for the Perfect Wedding</i></p>  <p>Begin the Wedding Show at the Hotel Concord, then enjoy visiting vendors in Historic Downtown Concord.</p> <p><i>∞</i></p> <p>Bridal Gowns • Tuxedos Floral • Jewelry Bakery • Invitations Catering • Venues and more!</p>
<p>Check in at the Hotel Concord, 14 Union Street N For more details visit www.concorddowntown.com/events or call 704.784.4208.</p> <p><i>this event is free!</i> EACH BUSINESS WILL BE OFFERING A DOOR PRIZE!</p> <p><small>Designed by Dawn Lockwood 980.622.7224</small></p>	<p>Check in at the Hotel Concord, 14 Union Street N For more details visit www.concorddowntown.com/events or call 704.784.4208.</p> <p><i>this event is free!</i> EACH BUSINESS WILL BE OFFERING A DOOR PRIZE!</p> <p><small>Designed by Dawn Lockwood 980.622.7224</small></p>	<p>Check in at the Hotel Concord, 14 Union Street N For more details visit www.concorddowntown.com/events or call 704.784.4208.</p> <p><i>this event is free!</i> EACH BUSINESS WILL BE OFFERING A DOOR PRIZE!</p> <p><small>Designed by Dawn Lockwood 980.622.7224</small></p>

Open to Outside Businesses?

- Explored this option, strong feelings both ways. In the end we have decided to keep it to solely Historic Downtown Concord businesses.
- May suggest to those who wanted it opened up to outside businesses that a second show be developed, could be coordinated by the merchants themselves.

Year-Round Brochure

- Year-round brochure being developed that lists all our wedding-industry businesses.
- The back panel will be a “save the date” opportunity, with the dates of the next two wedding shows.
- Great use for high school proms.

Year-round Brochure

CABARRUS AVE
MARIET ST
UNION ST
CHURCH ST
MCCABREHN BLVD
SPRING ST
BARBRICK AVE
MEANS AVE
CORBAN AVE

SAVE THE
Date

Join us in
Historic Downtown Concord
for our *Semi-Annual*
Wedding Shows!

SPRING WEDDING SHOW
March 4, 2012

FALL WEDDING SHOW
September 23, 2012

For more information, visit
www.concorddowntown.com/events
or call 704.784.4208

HISTORIC DOWNTOWN
CONCORD

your complete
Wedding
planning
center

A GUIDE
TO ALL THINGS
WEDDING!
happy planning!

Post-Evaluation Important

- After each show we do a post-evaluation meeting to explore how to improve on this event.
- A LOT of businesses email in their thoughts as opposed to attending the meeting, so moving to Survey Monkey.