Making Your Downtown the 3rd Place

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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
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 ?