

# DUBUQUE MAIN STREET 2018



downtowndubuque.org

From 90's Grunge to the Blue's...



Dubuque, IA—Dubuque Main Street's inaugural Hats Off to Live Music Crawl through Downtown Dubuque's Cultural Corridor featuring 6 local bands and musicians at great venues on January 26, 2018, thanks to presenting sponsor Matthews Distributing. The music crawl will run 6pm to midnight on Friday, January 26. Exclusive Access tickets are limited and can be purchased [HERE!](#)

Six downtown establishments will be featuring live music following our theme of **Hats Off to Local Music** (since January is typically cooler): 7 Hills Brewery hosting Tete de Morte, Blu Room (@Breezers Pub) hosting TightRope, Inspire Café hosting Sam and the Others, Riverboat Lounge hosting the Wundo Band, The Smokestack hosting the Joie Wails Band, and The Lift hosting Earth to Clark.

Exclusive Access passes are \$15 and limited to the first 160 registrants. The \$15 provides trolley transportation between venues, no cover charges at participating locations, exclusive hors d'oeuvres, beverage samplings by Matthews Distributing at each stop, access to Uber credits, and the chance to win the Hats Off competition! Outside of our exclusive access package, other guests are able to attend these venues (cover charge may apply at some venues).

MATTHEWS DISTRIBUTING CO.

## SAMPLING GUIDE

COLLABORATION OF ALL THE BREWERIES WILL BE @

*The Lift*

**Potosi** IN COLLABORATION WITH **7 Hills** BREWING COMPANY  
DUBUQUE, IOWA

**FRONT STREET** WITH **the BLU Room**

**Pirene** WITH **INSPIRE CAFE**

**SAMUEL ADAMS** WITH **RIVERBOAT LOUNGE**

**D** WITH **THE SMOKESTACK**

Presented by DUBUQUE MAIN STREET





Special thanks to @MatthewsDistributing for sponsoring our #MusicCrawl18!  
#MusicMatters

**DUBUQUE**  
MAIN STREET

# 2018 DOWNTOWN TRENDS & NETWORKING OPPORTUNITIES

Encompassing 90+ Sq. Blocks & 2 Ports, the 10 Dubuque Main Street districts continue to reflect the energy to live, work and play downtown Dubuque. We continue to propel our organization into the New Year and look to engage all members of our community.

[www.DowntownDubuque.org](http://www.DowntownDubuque.org)

<b>540</b> BUSINESSES IN THE DOWNTOWN DUBUQUE MAIN STREET DISTRICTS REFLECT OUR ECONOMIC VIGORANCY	
	<b>37%</b> RETAIL <b>63%</b> SERVICE STOREFRONT VACANCIES ARE AT AN ALL TIME LOW OF 4%
<b>8000</b> EMPLOYEES WE ARE LOOKING TO ENGAGE AT OUR EVENTS AND SUPPORT LOCAL & SMALL BUSINESSES	
	<b>51%</b> INCREASE IN BUILDING & COMMUNITY IMPROVEMENT INVESTMENT DOLLARS SPENT DOWNTOWN LAST YEAR

Dubuque... And All That Jazz! started 26 years ago with the idea to keep young professionals downtown after a long work week. 26 years later, we look to provide a unique networking opportunity. Our Music Crawl (1.26) is the NEW networking opportunity and a great way to beat the winter cold!

## 4 Trends to Watch in 2018

1) Social media companies continue to analyze user traffic and feedback. Users watch for your newsfeeds to divide into personal and business tabs. For businesses- Organic content (not paid for) on Facebook should include more videos or more live stream videos ([135% more organic reach over photos & posts](#)). Stay tuned for #BehindDMS featuring just this!

2) Jumping into the modern buying world, #DBQJazz18 apparel and prints will be available for purchase ONLINE. With eCommerce [growing 23% annually](#), we look to share Mike Schmalz's designs more effectively and encourage pre-sales. [56% of businesses](#) selling online also have a store front, and specifically target on and off line sales.

3) With changing mindsets from sponsorship to marketing and networking opportunities, Dubuque Main Street looks to embrace our #SmallChanges in a unified effort to brand our identity within the community. Through diving into analytics and newsletter outreach, we look to establish a larger volunteer network and continue to build sustainable events.

4) Local Foods look again to be a popular trend in 2018 as more consumers become "[mindful](#)" to what is in their food and where their food comes from. #DFM18 will gladly support the trend of supporting local farmers through our continuation of our Money Market at Double Up Food Bucks program. To partner with our Kids@Market, we look to secure 10 Chefs for demonstrations of how to cook produce picked up at market! YUM! Again we will be posting fresh recipes and focusing content on "holidays" near our Saturday market date!



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