



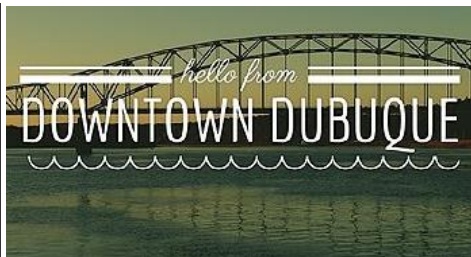
After 33 years, Dubuque Main Street continues to thrive as a result of community investment (financial, in-kind and volunteerism). We appreciate the continued support and investment.

Here are just a few of Main Street's accomplishments that have helped influence the growth and prosperity of downtown Dubuque during the past year:

Our Farmers' Market grew to record levels, including the expansion of our double-up food bucks program, leading the state in fresh, local food assistance to the needy.

We completed our retail and service market analysis, leading to a reinvigorated micro-recruiting effort, already landing four new enterprises and four fresh storefront buildouts in our City Center.

DMS introduced the inaugural, arts-based "Music Crawl" in the Downtown Cultural Corridor.



DMS advocates for programs encouraging development and restoration for market-rate housing units in the downtown districts and for infrastructure improvement in our business district. **Building on the \$40 million in new public and private investment projects downtown, in 2018 DMS will:**

- lead a community initiation project known as Build-A-Better-Block, filling two blocks of Potential on Central Avenue with pop-up businesses and streetscape possibilities
- establish an exclusive new financial incentive program to jumpstart building rehabilitation
- Introduce new initiatives at Farmers Market to enhance customer convenience, access and safety at the best venue for taking advantage of locally-sourced food and crafts.



[Donation Link!](#)



[Volunteer Here!](#)

"We are Main Street"

Live. Sam Conner

Sam Conner moved to Dubuque from Ohio almost two years ago to volunteer with AmeriCorps. During her first AmeriCorps term, she was the Education Coordinator for Green Iowa AmeriCorps and now in her second term, she is the Education and Outreach Coordinator for Sustainable Schools AmeriCorps in the Dubuque Community School District.

She enjoys volunteering with various nonprofits in the area, hiking at Swiss Valley and the Mines of Spain, and exploring the Tri-State area.



Work. Amy Green

"I get the pleasure to work for Northeast Iowa Community College (NICC) as the Director of Contract Training, Program Sales and Community Outreach in our Business and Community Solutions division of the college at the Town Clock Business Center. In this role, I get to work closely with local businesses to develop customized solutions to engage their workforce. I enjoy being involved with business organizations in our community and am currently a board member for the Dubuque Main Street. While I live in Cascade, I call Dubuque my second home, as I have worked in the community for the past 20 years.

Being involved with Dubuque Main Street, I am on the Puttzin' Around Downtown planning committee, a great event for downtown businesses to network. NICC is happy

to be a business partner to our downtown businesses by offering classrooms for business meetings, training and seminars.

I am proud to work for a organization that genuinely cares about the people and businesses of Dubuque. NICC is committed to helping businesses large and small succeed, whatever the challenge may be, we can find a solution! We are committed to being a training partner in our community and offer a wide array of customized solutions based on the needs of our businesses. We offer many classes in areas of career development, information technology, quality and productivity, industrial technology and safety, just to name a few. Last year, we helped more than 20,000 employees develop skills to move their organization forward and advance in their careers.”

FUN FACT ABOUT AMY: I like to eat and have many favorites, but my go-to usually is a Mexican dish. I love good authentic Mexican food, especially with a bit of kick added.

Play. Puttzin' Around Downtown

Date: May 4th, Shotgun Start at Noon

Where: Downtown Dubuque

Theme: Comic-Con

On May (the) 4th (be with you), 2018, downtown hole sponsors will host a miniature golf holes at their businesses based on the theme COMIC-CON. There will be a shotgun start at noon and our golfers have until 5 to complete the 18 holes. All are invited to join us for the 19th Hole Party at the Smokestack, starting at 430pm, for Food, Networking, a Raffle and Silent Auction benefiting Dubuque Main Street and prizes for golf participants!

Golfers are encouraged to complete all the holes and dress up (as awards will be given in these categories)! Find a foursome and click to register [HERE](#) as space is limited to the first 54 teams. Be sure to bring your putter and complete this Mini Golf Adventure in Downtown Dubuque! Rumor has it, we may be visited by Han Solo, Bill Nye and even Capitan America... well. the downtown Dubuque versions of course!

So... What are you waiting for?



Facebook

MARKETING DO'S & DON'TS



INSPIRE

Foster meaningful conversations that link to personal journeys.



MIXED MEDIA

Keep audience informed by posting photos and linking to your newsletter.
Build that fan base!



GO LIVE

Rated #1 in type of content, get 6x more reach by sharing what you do best, provide advice or share a story.



ENGAGE

Use the analytics provided for you to create captivating content and design that makes people say "I'd share that!"



IN THE KNOW

Keep your content fresh. Check the national holiday's for ideas or promotion opportunities!



ALWAYS SELL

Use the 80/20 rule, 80% content, 20% product.



SPAM YOUR AUDIENCE

Don't overpost and annoy your audience. Also avoid oversharing or ranting about employees or customers



TALK POLITICS

You may lose potential customers whose opinions differ from yours.



GO DORMANT

Less posts, less value for future posts from fb's algorithm. Users will also forget about you.



IGNORE

Ignoring may only add fuel to the fire, respond with your email and settle the matter privately.

In case you did not notice, Facebook is making changes.

Are you stuck in a rut to get people to your page?

Do not freak out! Here are some *Social Brite recommendations* to strategically plan your next social media post:

Inspire meaningful conversations: Posts that ask followers to share their advice and recommendations will naturally spark more meaningful conversations than that link to your latest blog post. Keep in mind, your followers are waiting to share their own stories, their journey.

Mix email and Facebook: If you have an email newsletter, you're ahead of the game. On a regular basis, feature your most engaging post from the previous week. Invite subscribers to join the conversation by commenting on that specific post. Also a great way to grow your fan base.

Use Facebook Live to generate massive engagement: Facebook Live video is the #1 type of content on Facebook, getting 6X more reach and engagement than videos and pictures. During your live broadcast, get people commenting by asking for their tips, stories, advice.

Create content designed to make your fans look awesome: People share content on Facebook, whether it's a video from your Page or a blog post from your website, because they want to appear entertaining, informed, connected, etc. to their friends. Creating content that helps your supporters achieve this goal leads to more engagement and organic reach.

Share news your people are already talking about. Create meaningful conversations around trending news your community might already be talking about. It's much easier to join a conversation than it is to start one.

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