

Events Calendar

Downtown Sounds Concert

- **Kinky Wizards**

Friday, July 9, 2010 7:00 PM

- **Broadway Farmer's Market**

Saturday, July 24

Hobbs August Nites - Aug. 6-7

- **Local bands playing Shipp Plaza**

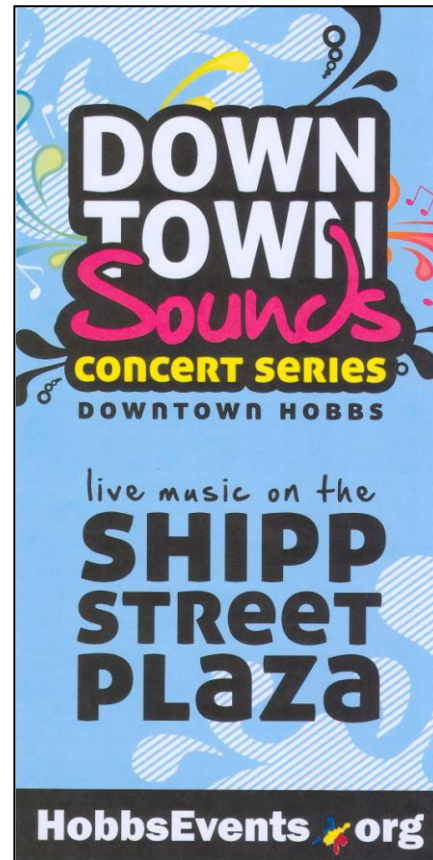
Friday, August 6

- **The Who Show – 7PM**

- **Temptations – 9PM**

Saturday, August 7

Visit us online
mainstreethobbs.com



2010

Board of Directors

Jason Wyatt
Western Commerce Bank

Brandon Hunt
Small Business Development Center at NMJC

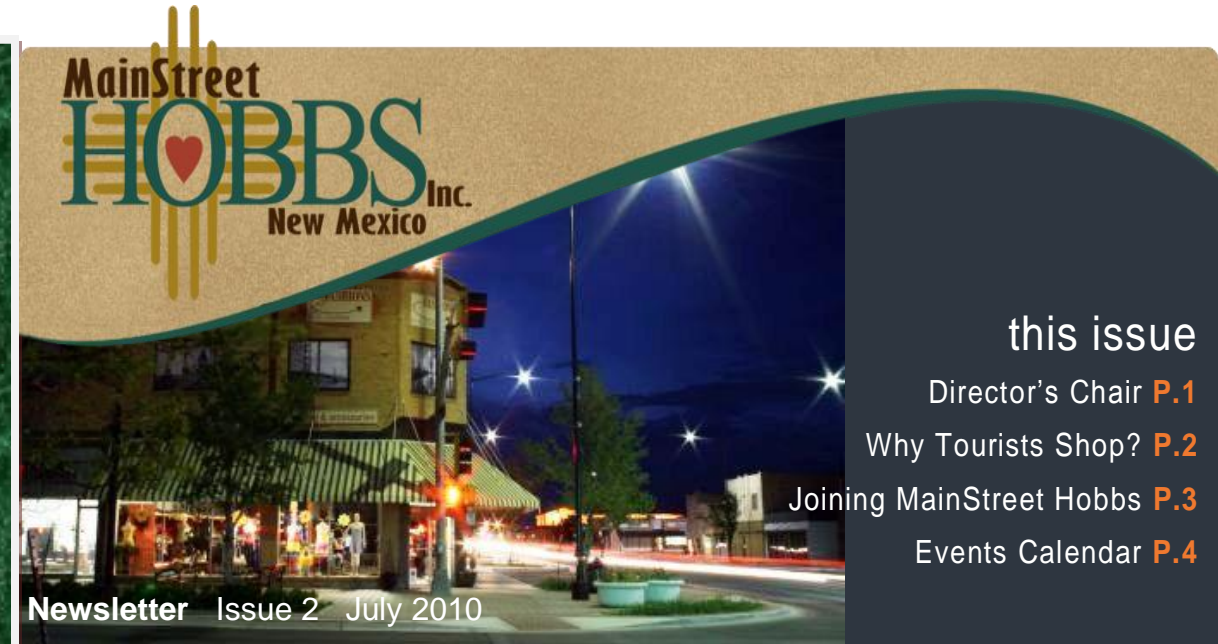
Lajuana Martinez
AdVenture Marketing

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Tax Centers of America

Charity Benton
Leaco

Melody Roye
Impressions

Grant Taylor
EDC of Lea County



From the Director's Chair...

Taking a look at Hobbs Event.org website I can see that there is a lot going on in this community! What a great time to be living here and enjoying all this town has to offer! MainStreet Hobbs has worked very hard to provide some of this entertainment in the downtown area, and I am very proud of what has been accomplished.

I hope that all of you have taken the time to enjoy the "Downtown Sounds" concert series at the Shipp Plaza. This series was a great partnership between MainStreet Hobbs, HobbsEvents.org, and Hobbs Hispano Chamber. The idea behind these concerts is to provide yet another reason for the community to gather downtown and enjoy the beautiful weather and environment. The Shipp Plaza has been a great addition to the downtown especially with the cover being up and the trees growing! It is absolutely beautiful! My hope is that the businesses in the downtown area take advantage of the many events going on in the historic district. These events are put on to help benefit your business and draw customers to the downtown area. I realize that the concert series has been in the evening after normal business hours, but I hope that you as merchants can see the benefits of such events.

Two times a month there are around 100-200 people at the concert series, walking and enjoying the weather, the streetscape and the businesses. I have seen 2 businesses in particular that have chosen to stay open during these events and from talking with them, they have gained numerous new customers and great sales during these events.

I just want to encourage and ask you to open your doors, utilize the great evening weather and put merchandise out on the sidewalks, and take full advantage of the opportunity to show off your business and merchandise. These events, although small, help encourage the community to come downtown, enjoy downtown, and help support downtown.

Hobbs August Nites is quickly arriving again this year and I am hoping that you will also choose to take advantage of this event as well. I noticed that at most events in other communities that I attend, the downtown merchants order specialty merchandise for said event and really market their business. They do this through different memorabilia items, quick sale items, and even specialty items. Shot glasses, stained glass, t-shirts, hats, pens, glow bracelets, and other such event merchandise really help to market your business as well as the community as a whole. These items may not be feasible throughout the year, but during this event many out of town guests would love to purchase memorabilia to memorialize their experience and excite them to come back! I encourage each of you to search for that unique item that will help draw the customers into your stores and bring you new business throughout the year!

MainStreet Hobbs is working very hard to bring in promotional events this year and we need downtown business support and participation. I would like to see a street wide sidewalk sale or street wide discount day taking place once a month.

...Director's Chair continued, Page 3

MainStreet HOBBS Inc

Tisha Kizziar, Executive Director
105 W. Broadway
Hobbs, New Mexico 88241
575-391-7651
www.mainstreethobbs.org

Our Vision...

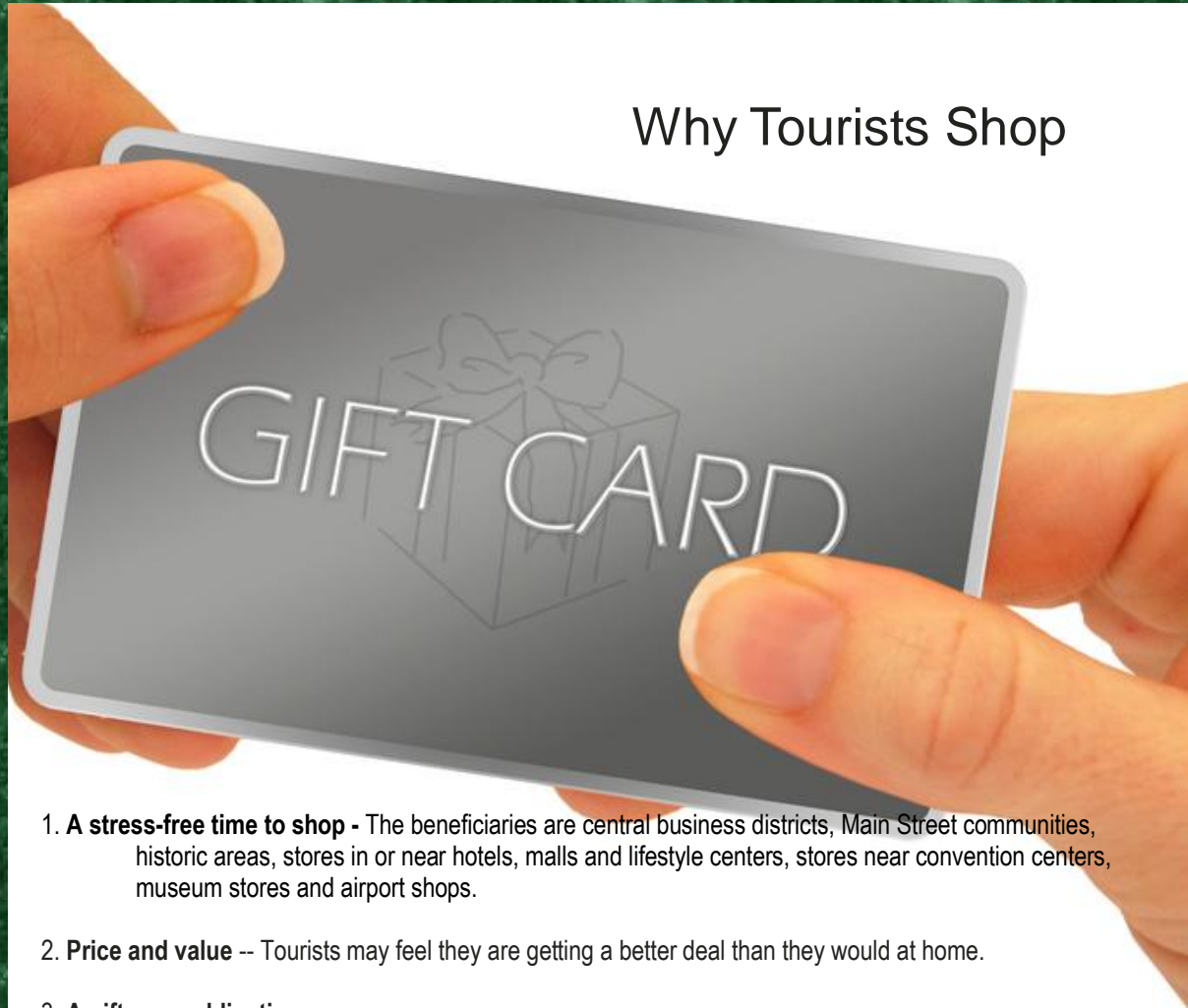
To develop the "Heart of Hobbs" into a beautiful, restored and rejuvenated historic area that invites and encourages the development of current and future business through professional and cultural endeavors.

Our Mission...

MainStreet Hobbs will revitalize the "Heart of Hobbs" to enhance the quality of life in our community.

MainStreet Hobbs Thanks You...

Thank you for all of your support through memberships and donations! MainStreet Hobbs could not continue the great work this organization does without all of your support! Thank you to all our members, sponsors and partners!



Why Tourists Shop

1. **A stress-free time to shop** - The beneficiaries are central business districts, Main Street communities, historic areas, stores in or near hotels, malls and lifestyle centers, stores near convention centers, museum stores and airport shops.
2. **Price and value** -- Tourists may feel they are getting a better deal than they would at home.
3. **A gift or an obligation**
4. **Extending the travel experience** - They shop to remember the destination or trip.
5. **Planned purchase** - Tourists budget for souvenirs, especially families with children.
6. **A time to shop with family and friends** - Sometimes they are encouraged to treat themselves and buy more.
7. **Unique and interesting merchandise with impulse appeal.**
8. **Appealing environment** - Attractive shopping destination, good retail mix and great food.

Get in on the tourist trade by merchandising your tourist-targeted offerings with the traveler in mind. Make them easy to spot, attractively displayed and nicely priced -- an irresistible little something as a remembrance from their visit or a gift for the folks back home.

Let the tourist know your services through signage, such as complimentary gift wrap, special orders and UPS or Fed-X shipping. Verbally let the traveler know they don't have to squeeze the item into their suitcase, it can be shipped and on their doorstep when they return home -- this may encourage them to buy a larger or fragile item.

Today's definite trend in tourism is that extended and multi-generational families are increasingly traveling together and are bringing the little ones along.

Small-town destinations and attractions are of particular interest to this growing market.

Top 10 Reasons to Become a Member of MainStreet Hobbs



1. Provide a central, historic community center for the rich cultural heritage that belongs to Hobbs.
2. Protect the historic center of the Hobbs community.
3. Enhance one of the key gateways into our community.
4. Protect the financial investment of existing structures.
5. Encourage small business development and the growth of community entrepreneurs.
6. Protect the local economy by encouraging local retail activities.
7. Stop the physical deterioration of the historic shopping center of Hobbs.
8. To protect the point of intersection for all people of Hobbs.
9. Help strengthen the community's local economy.
10. Encourage an entire community to prosper and grow.

Help your community thrive by joining MainStreet Hobbs, Inc. today. Your tax deductible membership dues will help your whole community.

...Director's Chair continued

These types of events help build your customer base and help grow your business. Although these events can be challenging, I hope that each of you will consider participating so that more events can continue to happen in downtown. Without the involvement or participation of the downtown businesses, these events only draw customers and shoppers to a district where there is no shopping to be had! Please consider the opportunities from these promotional events that are taking place in downtown and utilize these times to market and grow your business.

Sincerely,
Tisha Kizziar

This Month's Small Business Tip

5 Tips for Effective Business Planning

1. Clearly define your business idea and be able to succinctly articulate it. Know your mission.
2. Examine your motives. Make sure that you have a passion for owning a business and for this particular business.
3. Be willing to commit to the hours, discipline, continuous learning and the frustrations of owning your own business.
4. Conduct a competitive analysis in your market, including products, prices, promotions, advertising, distribution, quality, service, and be aware of the outside influences that affect your business.
5. Seek help from other small businesses, vendors, professionals, government agencies, employees, trade associations and trade shows.

Would you like to be a volunteer for MainStreet Hobbs?...

Make a difference in your community by becoming a volunteer for MainStreet Hobbs. For more information, please contact Tisha at 575-391-7651.

Please continue to support your downtown and become a member! Membership is still open! Thank you to all of you that have renewed and those who have become new members!