

Main Street Virtual Visitors Center

Patchwork Virtual Visitor Center – for perfect Main Street Promotion

Main Street succeeds by encouraging customers and investors to live, work, shop, play and invest in the Main Street district. National Trust for Historic Preservation keys on helping local communities with three elements of the Main Street Four-Point Approach: design, economic restructuring, and organization. Patchwork proposes to provide the fourth Main Street Approach, namely, Promotion.



Patchwork's proposal will show immediate visible results from high quality promotional products that capitalize on the Main Street's unique features. Patchwork will create a stand-alone promotion package that sells a positive image of the commercial district. The Promotion Package starts with a splash and incrementally increases consumer and investor interest through constant updates and revitalization.

The Patchwork Main Street Promotion Package consists of three elements: the Patchwork Virtual Visitor Center, Web site, and comprehensive public relations. The Virtual Visitor Center and Web site are driven by Penta Paradise Pro© software. Patchwork principals will work with Main Street staff to custom tailor the Patchwork Virtual Visitor Center and the web page content, and will contract for routine maintenance and trouble shooting of hardware and software and periodic upgrading of content.

The Patchwork Main Street Promotion Package operates on the Main Street philosophy: getting the customer who is already in town to stay, shop, dine, explore, stay overnight, and then tell their friends about their very positive experience. This customer is not only the best word-of-mouth advertisement; this customer is likely to return again and again.

What will the Patchwork Main Street Promotion Package do for your Main Street?

Draw Out-of-Town Customers—the Patchwork main Street Promotion Package will promote your community by preparing and distributing press releases and audio and video press releases to newspapers, magazines, radio stations and television stations within a 250-mile radius. The primary goal: to lure visitors to your Main Street.

Court Local Customers—Reintroduce local citizens to downtown. Invite local citizens to experience the Patchwork Virtual Visitor Center and web page. Treat local folks as valued guests. With participating merchants and cultural organizations, offer local citizens discounts for special promotions. Not only do Main Street businesses and cultural organizations experience an upswing in sales, but the Main Street program creates pride in the town's history and support for revitalization.

Keep Them All Here--the Patchwork Virtual Visitor Center and web page show local folks and out of town visitors alike good places to eat, shop, enjoy culture and adventure, and sleep. Let them know all you have to offer. Let them know they can do it all, right here. Get them to stay longer and enjoy more of what your Main Street has to offer. The Patchwork Virtual Visitor Center and web page provide visitor-friendly browsing through business and attraction listings.

Answer Even Unasked Questions—Customers and visitors have questions. The Patchwork Virtual Visitor Center and web page store information about everything in your town. The Patchwork Virtual Visitor Center and web page remembers to say, "Oh, by the way, don't forget to check out such-and-such." The Patchwork Virtual Visitor Center and web page can "bundle" opportunities for shopping, touring, recreation, cultural events, and other special opportunities.

Make Visitors Feel Special—Make local customers and out of town visitors alike feel like part of your community. Share your history and special features. The more they learn about your town, the more they will tell friends far and near who are making shopping and travel plans. When they touch the Patchwork Virtual Visitor Center screen and web page, touch them back. Patchwork team includes filmmakers, writers, and oral historians who can capture your rich past and living history.

Expand Their Experience—the Patchwork Virtual Visitor Center and web page show local citizens and visitors the sites, attractions and activities they can enjoy during a day trip from your town – show the advantages of using your town as their anchor for lodging and dining.

Advertising and Underwriting Pay for the Patchwork Virtual Visitor Center and web page—the Patchwork Virtual Visitor Center and web page offer Main Street a prestigious opportunity for local businesses to contribute to your Main Street. This powerful system gives them the opportunity to provide enhanced information about their businesses and attractions to a targeted audience: local citizens, tourists already lured to your town, and web browsers looking for good places to go. The Patchwork Virtual Visitor Center and web page has a database to create screens for each business based on the business' level of financial support, and can even offer Virtual Video Tours of businesses and attractions.

Attract New Businesses—your Main Street support for local businesses will attract new business investment in your town. The Patchwork Virtual Visitor Center and web page allow you to immediately show prospects the benefits of operating their business in your Main Street town. The Patchwork Virtual Visitor Center and web page lets prospects know they are welcome and that they will find friendly help. Boast about some of the local success stories. Tell prospects how to get started in your town.

Where does Main Street locate its Patchwork Virtual Visitor Center?

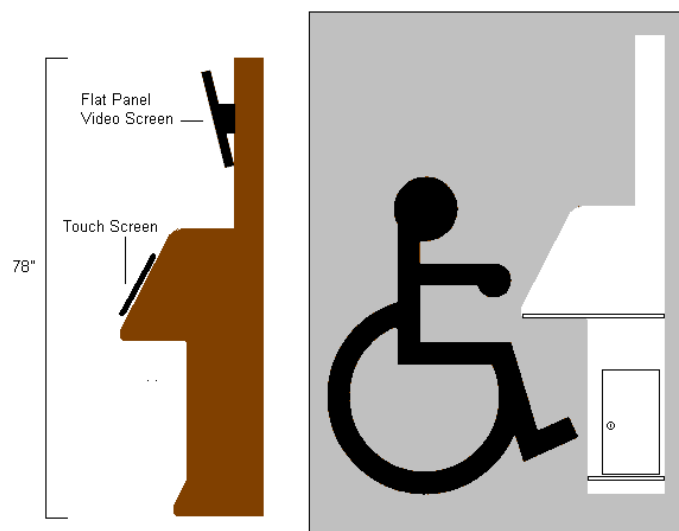
Almost any space is a good space for the Patchwork Virtual Visitor Center. It is perfect for government office lobbies, hotel lobbies, parks, resorts, churches, schools, museums, visitor centers, airports, tourist attractions and any other locations where people need information about your town.

For example, the Lewisburg Living History Exhibit is located in the Lewisburg, West Virginia City Hall Lobby. Lewisburg Living History founders (members of Patchwork), collaborated on the prototype for the Patchwork Virtual Visitor Center and web page. The Patchwork Virtual Visitor Center in Lewisburg's City Hall is a computerized touch screen virtual visitor center that gives visitors information about attractions, accommodations, restaurants and activities across the Greenbrier Valley of West Virginia. It is a virtual concierge with maps, digital brochures, local history, and full-screen live videos covering everything from tourism sites to virtual tours of local businesses to local history excerpts.

With minimal promotion, the Lewisburg Living History Project now includes about sixty downtown businesses with maps, hours, products and services offered. It has tourism videos on subjects such as Lewisburg, the Midland Trail, the Greenbrier River Trail, and too much more to list here. That's the value of the Patchwork Virtual Visitor Center – it is cram packed with information about your Main Street!

Patchwork Virtual Visitor Center – Virtual Visitor Guide

- ✓ Durable custom built wood finish cabinet enclosure designed to meet or exceed Americans with Disabilities Act (ADA) compliance standards.
- ✓ Dual screen. Touch screen for visitor menu navigation and content selection. Larger screen for full screen overhead display of video and/or text.
- ✓ Powerful multi-media computer system securely housed inside of cabinet enclosure--accessible only to staff.
- ✓ Stereo audio with external volume control for ADA compliance.
- ✓ Capable of storing up to ten (10) hours of high quality video.
- ✓ On-screen touch-screen keyboard, plus external environmentally protected keyboard and trackball for optional navigation and for collection of visitors' names.
- ✓ Uninterruptible power supply and cooling system.
- ✓ Network interface for remote updates of content and access to selected addresses on the web.
- ✓ Customized software that includes touch screen interface, full screen video splitter, database system for organizing content, secure remote connection software, statistical program to track usage and page views and filtering software to control which outside websites can be accessed. Interface with Penta Paradise so web site content can be loaded on Virtual Visitor Guide.
- ✓ Setup, programming, testing, delivery, installation and training included.



What else can Patchwork do for Your Main Street Program?

The Web Page—a companion to the **Patchwork Virtual Visitor Center** will be a web site as an extension of the Virtual Visitor Center. The web site will be rich in content, aggressive in its mission, and updated constantly with announcements of upcoming programs, photographs, video excerpts, and opportunities for maximum participation in strengthening the Main Street program. It will be a web page that invites repeat visits and even becomes bookmarked on many computers. A key feature will be the opportunity for receiving and responding to visitors' enquiries.

The Patchwork Virtual Visitor Center and web page will be driven by Penta Paradise Pro© software. Penta Paradise Pro© is a website management system designed specifically for libraries, museums, visitor centers, fairs and other similar non-profit entities. It is extremely user friendly and allows the organization to maintain a consistent professional look and feel to its world wide presence. The Penta Paradise Pro Management System includes Collection Manager, Page Manager, Site Manager, Menu Maker, Link Manager, Volunteer Page, Policies, Programs, etc., Kids Page, Events, Feedback Page, Donor Page and Paradise Gallery.

Comprehensive Public Relations—Let the Patchwork team provide your Main Street with comprehensive public relations. The Patchwork team will work with your staff to develop three-, six- and 12-month public relations campaigns. Content developed for the Patchwork Virtual Visitor Center and web page, as well as seasonal or other special promotions, will be the primary source for a scheduled stream print press releases, press briefings and tours, radio public service announcements, and television video public service announcements. This approach helped a recent customer, the Lewisburg House and Garden Club Homes Tour, double previous attendance – and profits.

Video – DVD Production—Under the direction of award winning film producer, BJ Gudmundsson we can create Videos / DVDs that you can distribute to invite tourists, new movers, businesses or shoppers to your town. Multi-media promotion works. Let's invite the world to West Virginia.



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