



Point Pleasant, West Virginia

“An American Beginning”

Featuring West Virginia's largest outdoor art and history presentation.

Our Vision

Main Street Point Pleasant's **Vision** is to see Main Street Downtown, a street full of history, once again bustling with business and the activities of the city's central business district.

Main Street Point Pleasant has achieved many accomplishments as it relates to economic restructuring. Main Street Point Pleasant is an energetic and vital part of the Revitalization Program of Point Pleasant, WV. In the past eight years we have brought in over \$8 million in investments to the community.



Assets and Early Wins

- West Virginia's largest outdoor art and history presentation
 - Floodwall murals
 - Five history lessons
 - World class art
 - Narrated with sound effect and musical score
- Point Pleasant Riverfront Park and Pavilion
- Tu-Endie-Wei State Park
- Point Pleasant River Museum
- Mothman Museum
- Gallery at 409
- Fort Randolph
- Tourism and Visitors Center
- Downtown improvements - main street repaved, benches, flowers, streetscape
- Various festivals and events

Main Street Point Pleasant has a pulse on its past and an eye on its future. Many assets and attractions are already being developed or are on the slate to be developed and implemented in the coming years.

Future Assets and Attractions in the Making

- Town Square/Clock
- Facade Work
- Side Streets Paved
- City signs - beautification
- A.F. Kisar House/Memorial Garden
- Tram to take visitors on a ride through history on the way to the future
- Conference center with hotel facilities
- Niche restaurants and shops

While we have achieved many accomplishments to date, it is now time to take the **NEXT BIG STEP** and move our community forward!

We have done a pretty good job of marketing and promoting our achievements and attractions, but we have identified a need for a comprehensive, integrated approach in developing and implementing a consistent brand, and marketing our community using a holistic approach.

The *next big step* in moving our community forward is the development and implementation of an **Integrated Marketing Communications Campaign**.





Point Pleasant West Virginia

Integrated Marketing Communications Campaign *...moving us closer to our future*



Our Goals

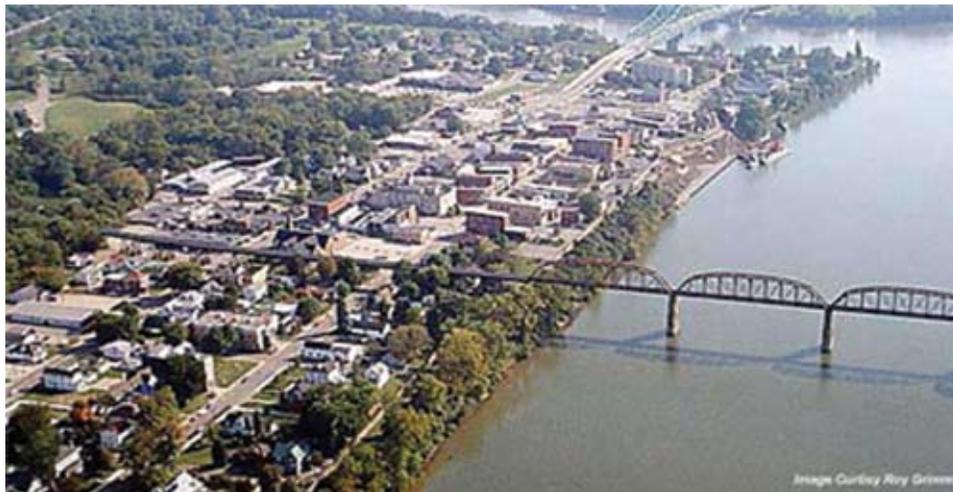
- Develop and implement an integrated marketing communications package to promote Point Pleasant and it's many attractions in a holistic approach
- Promote West Virginia's Largest Outdoor Arts and History Presentation
- Continue to build a creative downtown community
- Recruit niche businesses for downtown
- Share our assets with our friends - local, regional, national, and international
- Remember our history while strategically moving toward our future

Proposed Integrated Marketing Communications Campaign

- Interactive website
- Mobile Application
- Attractions map
- Video, Billboard, Radio PSA's, Banners, Brochures, etc.
- Social Media tactics- Facebook, Twitter , etc.
- City "Wayfinder" Signs
- Business Recruitment Package on branded flash drive
 - Opens with HTML splash page
 - Welcome video
 - Facts and statistics about Point Pleasant and surrounding area
 - Reasons to bring your business to Point Pleasant
 - Reasons to bring your family to Point Pleasant
 - Resources for bringing relocating businesses to Point Pleasant
 - Attractions map
 - Local business resource directory



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Main Street Point Pleasant, Inc. was formed in 1988 by a group of concerned citizens dedicated to the preservation and revitalization of downtown Point Pleasant, WV. We are the oldest associate of Main Street West Virginia and a member of National Main Street/National Trust for Historic Preservation.