

Historic Stoughton Work Session Notes – 2/27/09

Historic Stoughton Mall is:

1. A collection of unique stores primarily serving nearby residents.
2. Art and coffee, steeped in tradition, has unique gifts for women / special people. An inclusive community of people, who value personal relationships.
3. "Hit or miss" shopping for a wide range of people. Sort of a mystery. Husband asks "Do we have it in Stoughton? Selection is always changing, sometimes available sometimes not.
4. Impractical items, not mandatory items.
5. Slow the pace, relieve the stress, come and spend the whole day. Stoughton, where you leave with a smile. An experience to come here! Sort of nostalgic. (14 votes)
6. Creative shopping for people who know it is here (or are recruited by ambassadors).
7. Unique, gift-shopping, more special offering. Gift to YOURSELF when you shop for others. GIFT YOURSELF! (8 votes)
 - Give yourself the gift of shopping in Stoughton! (14 votes)
 - Gift – shift mindset to an experience (4)
8. Artistic, educational experiences for all ages – kids, friends, partners. Extends the uniqueness of the place. (12 votes)
 - Idea: Stoughton University – all kinds of educational opportunities for kids to learn/classes.
9. A distinguishing experience for the distinguished shopper. For people with discretionary income (5 votes)
10. A friendly, homey family place for customers wanting to escape the typical mall. Stoughton – let yourself go. (9 votes)

Other comments and ideas:

- "Historic" – may not be the best description. Think old musty buildings.
- People who know Stoughton or are recruited shop here
- Don't say we are luxury shops – get local people here – vacation close to home
- Be careful of specialty shopping; think they are overpriced. Merchants have a range of pricing
- Shop closer to home – back to basics. Economy right now affects us.
- Friendly, family, homey style for customers
- Don't want perception of exclusive, unique, expensive shops
- Great price range in our individual shops
- What are perceptions of Stoughton? An old place with musty old buildings and antique malls?

Historic Stoughton Aspires to Be (Winning ideas briefly):

1. A place where you leave with a smile! Relieve the stress and come and spend the whole day. An experience.
2. An artistic and educational experience for all ages.
3. A gift. Give yourself the gift of shopping in Stoughton.
4. A therapeutic escape. Treat yourself to a fun Stoughton day.
5. A fun destination for creative-minded women.

HVC Options:

- Influential female decision makers. Like to sample experiences and tastes. Lifelong learner.
- Female 30-50, established income and means to shop. Thrill of seeking things out. Shopping experience is special.
- Female, older 40-60, have money. Thrill of hunt. Pretentious (bragging rights).
- Over 30 woman, distinguished with discretionary income. Wants to relax and thinks shopping is fun. Focus on family and friends. 60 miles radius.
- All ages women who value quality over price. Creative connoisseurs. Creative bent. Fun shopping.

High Value Customer Key Words:

- Creative connoisseur
- Inclusive / approachable / interactive
- Lifelong learner
- Likes to sample experiences and tastes
- Likes the thrill of the hunt
- Enjoys life, likes to have fun
- Likes experiences
- Appreciates small pleasures
- Out of the box - \$2 or \$20
- Savvy
- Values herself
- Wants to be treated special
- May not know she's looking for the pleasures

Marketing Objective – what we want her to do?

- Bring friends
- Spread the word
- Mull us over as an option to the mall
- Experience more of Stoughton
- Move car and stay longer – 2 hour parking! Need a day pass for Stoughton
- Spend more money in the store
- Be more loyal – shop here first.
- Become more aware of Historic Stoughton
- Entertain in Stoughton.

Groups of Stores to Leverage in Stoughton:

- Art galleries
- Tattoo parlors
- Jewelry
- Quilting
- Yarn
- Cinema
- Opera
- Antiques
- Gifts
- Grocery co-op
- Hair salons
- Spa
- Specialty foods
- Haberdashery
- Restaurants
- Framing
- Clothing
- Library
- Insurance

Task force:

Dan Mcglin
Dave Phillips
Randy McLarly
Etc.

6 month short term focus

Idea: Identify role of each current team; merge some together with steering team.

HSBA
Preserve America
Chamber
Retail
Economic development