From MainStreet NJ:
Great idea to utilize the Pokemon Go fad to help businesses

Remember Beanie Babies? It was good for a 2-year or so mega-trend that sold something like 1.5 Billon cheap toys (for not cheap prices) all over the US during that time. It became, before the Internet was really a thing, a commercial marketing meme that many small businesses took advantage of where those products in some way fit with the business type. They were sold at retail, given away as prizes and incentives, and otherwise used to lure casual consumers into stores to 1) expose them to that business, and 2) lead to actual in-store commerce.

As I am sure that most if not all of you know by now, the exploding virtual mobile-device-enabled craze of Pokemon GO has been live for the past several days and "this augmented reality mobile exploration game has been installed on twice as many phones as Tinder, it has double the engagement of Snapchat, and it is eclipsing Twitter in its percentage of daily active users."

Here is a great article on how to operationalize your downtown and its businesses to tap into this trend while it is hot, bring people to your district, expose them to it, generate organic PR, and, if you play your virtual cards right, get those who come to actually buy from your businesses. http://www.inc.com/walter-chen/pok-mon-go-is-driving-insane-amounts-of-sales-at-small-local-businesses-here-s-h.html
Here's another article as well:
https://www.alignable.com/insights/lure-poke-mon-to-lure-new-customers?utm_campaign=discussion&utm_medium=email&utm_source=visitor

Think of Pokemon GO as an alternative to Ad Manager in FaceBook in that it is "pay to play", but instead of garnering virtual exposure, you are literally getting live people in your district and ultimately its businesses, for a potentially minimal investment. It's summer, and the current data shows that the kinds of folks playing Pokemon GO range from the pre-teen/teen set (and their families - aka drivers) during the day and a ton of millennials who are doing this after work and on weekends. Here's a punch list of activities you can do without a ton of work:
• (Intern alert!) Sign up for both Pokemon GO and Ingress (both Free) from your app store.
• Walk your district;
• The "Portals" in Ingress appear to line up exactly with where Gyms and PokeStops are geo-located. Map out where the Gyms and PokeStops are and start sharing all of that using your media channels;
• Promote Pokemon "Lures" (paid Pokemon character attractors) on targeted days through your social media feeds;
• If you want to make an event out of it, coordinate "Lure" buys via your organization and/or by businesses over a targeted time period (say 72 hours, Thursday-Saturday)
• Do your press releases and social media to get the word out
• Make sure players hashtag photos/selfies in the downtown/business locations (#yourtownpokemongo) so you can track the impacts
• Engage your businesses so that they have Pokemon GO meetup specials and incentives (see article);

You can also upload your Pokemon GO locations to a NJ map via NJ.com
http://www.nj.com/news/index.ssf/2016/07/help_us_build_njs_ultimate_pokemon_go_map.html

 Here is the map, in process:
http://www.nj.com/entertainment/index.ssf/2016/07/plan_your_hunt_with_the_nj_pokemon_go_interactive.html#incart_most-read_entertainment_article

 If you are already doing something to capture mind share and market share from this trend, please let us know, and give us feedback if you do try to take advantage of it!