



# Work Plan 2010

## Promotions Committee

Chairperson: Doreen Kosieracki

**Promotion** sells a positive image of the Highland Station and encourages consumers and investors to live, work, shop, play and invest in the downtown district. By marketing our district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image and confidence in the area through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers.

The Promotions Committee has identified the following projects for 2010:

1. Organize a 2010 Summer Concert Series
2. Organize a 2010 Street Square Dance
3. Organize the 2010 Highland Station Holiday Tree Lighting

| 1. Project/Activity: Organize a 2010 Summer Concert Series |  |                           |                 |       |         |
|--|--|---------------------------|-----------------|-------|---------|
| Tasks  | Measurable                                     | Person Responsible        | Start/End Dates |       | Budget  |
| Evaluate 2009 summer concert series                        | List of strengths and opportunities to improve | Committee                 | 01/10           | 01/10 |         |
| Create Save the Date materials                             | Materials created and circulated               | Committee                 | 02/10           | 02/10 | 500     |
| Develop budget for 2010 series                             | Completed budget                               | Committee                 | 02/10           | 03/10 | \$3,500 |
| Identify potential sponsors for concert series             | List of potential sponsors                     | Committee & Staff         | 02/10           | 04/10 |         |
| Create sponsorship materials                               | Letter and sponsorship packet                  | Committee & Staff         | 02/10           | 03/10 | 500     |
| Recruit sponsorships                                       | Sponsors identified and recruited              | Committee, Board, & Staff | 02/10           | 04/10 |         |
| Select & Schedule performers                               | Event List                                     | Committee                 | 02/10           | 04/10 |         |
| Develop marketing approach                                 | List of advertising methods, costs, timelines  | Committee                 | 05/10           | 06/10 |         |
| Create advertising pieces & signs                          | Ads, postcards, flyers for series              | Committee                 | 05/10           | 06/10 | 500     |
| Formal Request Letter to Township                          | Appropriate reservations and permits completed | Staff                     | 06/10           | 06/10 |         |

|   |  |           |       |       |                   |
|---|--|-----------|-------|-------|-------------------|
| Contact volunteers needed for concert setup/take down | List of volunteers with dates they are available | Committee | 04/10 | 06/10 |                   |
| <b>Total Budget for this project</b>                  |  |           |       |       | <b>\$5,000.00</b> |

**2. Project/Activity:** Organize a 2010 Street Square Dance (Horsin Around Festival)

| <b>Tasks</b>  | <b>Measurable</b>   | <b>Person Responsible</b> | <b>Start/End Dates</b> |       | <b>Budget</b>      |
|---|---|---------------------------|------------------------|-------|--------------------|
| Evaluate 2009 square dance/Horsin Around Festival                           | List of strengths and opportunities to improve  | Committee & Staff         | 02/10                  | 02/10 |                    |
| Renew/Update MFEA membership, research joining Convention & Visitors Bureau | Renew MFEA membership and give event dates. Review promotion options for Convention & Visitors Bureau | Staff                     | 01/10                  | 02/10 | 500                |
| Create Save the Date materials  | Materials created and distributed   | Committee & Staff         | 02/10                  | 02/10 | 500                |
| Develop budget for 2010 Festival  | Completed budget  | Committee                 | 02/10                  | 04/10 | \$10,000           |
| Identify potential sponsors for Series & create sponsorship materials       | List of potential sponsors  | Committee & Event Planner | 02/10                  | 04/10 |                    |
| Recruit sponsors  | Sponsors identified and recruited/committed   | Committee, Board, & Staff | 04/10                  | 06/10 |                    |
| Schedule performers/activities  | Event List  | Committee                 | 06/10                  | 08/10 |                    |
| Develop marketing approach & create advertising Pieces                      | List of advertising methods, costs, timelines   | Committee & Event Planner | 02/10                  | 08/10 | 500                |
| Reserve stage, port-a-johns, etc.   | Appropriate reservations completed  | Event Planner             | 08/10                  | 08/10 |                    |
| Contact volunteers needed for concert setup/take down                       | List of volunteers with dates they are available  | Event Planner             | 04/10                  | 08/10 | 2,500              |
| Request sheriff assistance; seek permits/approvals as necessary             | Formal requests made, sheriff department contacted  | Staff                     | 07/10                  | 08/10 | 1,000              |
| <b>Total Budget for this project</b>  |   |                           |                        |       | <b>\$15,000.00</b> |

| <b>3. Project/Activity: Organize the Highland Station Tree Lighting Event (December 2010)</b>                       |   |                           |                        |       |                |
|---|---|---------------------------|------------------------|-------|----------------|
| <b>Tasks</b>  | <b>Measurable</b>                                       | <b>Person Responsible</b> | <b>Start/End Dates</b> |       | <b>Budget</b>  |
| Evaluate 2009 Tree Lighting   | List of Strengths and Opportunities to improve          | Committee                 | 02/10                  | 02/10 |                |
| Create Save the Date materials  | Materials created and distributed                       | Committee & Staff         | 02/10                  | 02/10 |                |
| Plan event activities, arrange for any additional lights if needed  | Activity list created and materials purchased as needed | Committee                 | 10/10                  | 11/10 | \$4,000        |
| Recruit sponsors  | Sponsors identified and recruited/committed             | Committee, Board, & Staff | 09/10                  | 10/10 |                |
| Contact performers/schools/Santa  | Performers contacted and scheduled created              | Committee                 | 11/10                  | 11/10 | \$250          |
| Create advertising materials  | Ads, postcards, posters designed and printed            | Committee                 | 11/10                  | 11/10 | \$250          |
| Reserve space/arrange for equipment, investigate use of County band shell, arrange for street closure with Township | Appropriate reservations made and approvals received    | Committee & Staff         | 11/10                  | 11/10 |                |
| Contact volunteers to direct flow of people/help with event   | List of volunteers and schedule created                 | Committee                 | 10/10                  | 11/10 |                |
| <b>Total Budget for this project</b>  |   |                           |                        |       | <b>\$4,500</b> |

**The above projects result in a projected budget need of \$9,500.00 for Promotion Committee activities for the 2010 fiscal/calendar year excluding the Horsin Around in Highland festival which has a separate budget.**