



Work Plan 2012

Promotions Committee

Chairperson: Triscia Pilchowski

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 2012:

1. Organize a 2012 Summer Concert Series
2. Organize a 2012 Street Square Dance/Highland Hey Days
3. Organize the 2012 Highland Station Holiday Tree Lighting

1. Project/Activity: Organize a 2010 Summer Concert Series

Projected Outcome: To have a well attended event, bringing the community to the downtown, increase awareness of the DDA.

Actual Outcome:

Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Evaluate 2011 summer concert series	List of strengths and opportunities to improve	Committee	01/11	01/11		
Create Save the Date materials	Use Township and DDA newsletter and Hometown connections ad.	Missy/Trish	02/11	02/11		
o Design material	Material design created	Missy/Dorothy Kane	02/11	02/11		\$100
o Arrange for duplication	Taken to print shop	Missy	02/11	02/11		
o Distribution	Coordinate mail and hand distribution	Missy/Wendy	02/11	02/11	2	
Develop budget for 2012 series	Completed budget	Missy/Wendy/Trish	02/11	03/11		\$3,600
Identify potential sponsors for concert series	List of potential sponsors	Committee & Staff	02/11	04/11		
Create sponsorship materials	Letter and sponsorship packet	Committee & Staff	02/11	03/11		
Recruit sponsorships	Sponsors identified and recruited	Committee, Board, & Staff	02/11	04/11		
Select & Schedule performers	Event List	Missy/HVCA/Wendy	02/11	04/11		

Develop marketing approach	List of advertising methods, costs, timelines and magents	Committee	05/11	06/11		\$225
Create advertising pieces & signs	Ads, postcards, flyers for series	Trish/Missy/Wendy	05/11	06/11		\$125
Formal Request Letter to Township	Appropriate reservations and permits completed	Missy	06/11	06/11		
Contact volunteers needed for concert setup/take down	List of volunteers with dates they are available	Triscia/Missy	04/11	06/11	2	
Total Budget for this project						\$4050

2. Project/Activity: Organize a 2012 Street Square Dance (Horsin Around Festival) Highland Hey Days-Joint Effort

Highland White Lake Business Association (HWLBA)

Projected Outcome: Work with the HWLBA to put a well organized, well attended event.

Actual Outcome:

Tasks	Measurable	Person Responsible	Start/End Dates		Budget
Determine if Event will take place 2013	Joint meeting with Board – Decision made	HWLBA /HDDA	10/12	10/12	
HDDA Board to determine level of financing.	Motion made based on budget	HDDA Board	10/12	10/12	
Renew/Update MFEA membership, research joining Convention & Visitors Bureau	Renew MFEA membership and give event dates. Review promotion options for Convention & Visitors Bureau	HDDA/Missy	01/12	02/12	
Oversee the Event planning	The event managed by HWLBA	HWLBA	02/12	02/12	
Volunteer time for the event if possible	Volunteer for the day of the event.	HDDA Board & Committees	09/12	09/12	
Attend the Highland HeyDays planning meetings with HWLBA & other associate organizations	Attend the meetings to assist with the planning process.	Missy	05/12	09/12	
Total Budget for this project					\$5,500 to be contributed toward festival

3. Project/Activity: Organize the Highland Station Tree Lighting Event (December 2012)
Projected Outcome: To kick off the holiday season, involving our children and families and bringing them to the downtown and increasing awareness of the DDA.
Actual Outcome:

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Evaluate 2011 Tree Lighting	List of Strengths and Opportunities to improve	Committee	01/12	01/12		
Create Save the Date materials	Materials created and distributed	Committee & Staff	02/12	02/12		
Plan event activities, arrange for any additional lights if needed & Banners	Activity list created decorations and lights planned.	Committee	10/12	11/12		\$1750
Contact performers/schools/Santa	Performers contacted and scheduled created	Missy	10/12	10/12		
o Arrange for space	Contact Township/fire dept.	Missy	11/12	11/12		
o Contact Fire Department	Speak with Chief	Missy	11/12	11/12		
o Contact Township requesting use of Vet's park – if used	Letter Written and given to clerk	Missy	10/12	11/12		
o Arrange for Street closure –if need be	Requested letter written – approval obtained	Missy	11/12	11/12		
o Contact Spring Mills/Highland Elementary Music Teachers	Teachers contacted	Missy/Triscia	10/12	10/12		
o Contact/Arrange for Sound system	Secure date and contract pay day of event	Missy	09/12	09/12		\$200
o Rock It Audio						
o Contact Horse and Carriage to bring in Santa	Secure date and contract - Pay day of event	Missy	09/12	09/12		\$400
o Contact MC – Dave Armstrong	Secure date – Pay day of event	Missy/Wendy	10/12	10/12		\$100
o Contact Mr. & Mrs. Santa	Secure date – arrange for suites	Missy/Wendy	10/12	10/12		\$100
o Arrange for refreshments	Cookies, hot chocolate or cider, cups and napkins arranged	Missy/Volunteer	11/12	11/12		\$100/possible sponsor

Recruit sponsors	Sponsors identified and recruited/committed	Committee, Board, & Staff	09/12	10/12	
Create advertising materials	Ads, postcards, posters designed and printed	Missy/Triscia/Wendy	11/12	11/12	\$200
Contact volunteers to direct flow of people/help with event	List of volunteers and schedule created	Triscia/Missy	10/12	11/12	
Total Budget for this project					\$2450

The above projects result in a projected budget need of \$6,500.00 for Promotion Committee activities for the 2012 fiscal/calendar year excluding the Horsin Around in Highland festival which has a separate budget.