



PROMOTIONS COMMITTEE
2026 WORKPLANS

Chairperson:	Harmony
Concert Chair:	Joe
Farmers Market:	Jamie
Committee:	Roscoe
	Cassie
	Andy
	Elaine

Updated 8/2025

\$38,000 Projected 2026 Budget

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 2026:

1. Summer Concert Series
2. Farmers Market
3. Holiday Tree Lighting, Kris Kringle Market and the Festival of Trees
4. Community Festivals and Placemaking Events
5. CART 2026 and DIA Project for 2029
6. Multi-Cultural Event
7. Outdoor Movies

1. Project/Activity: Summer Concert Series

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

Tasks	Measurable	Person Responsible	Start/End Dates 2026		No. of Volunteers	Budget
Evaluate Summer Concert series	List of strengths & opportunities to improve	Missy/Joe	Sept 2025	Nov 2025	2	
Develop budget for 2026 series	Completed budget	Committee	Aug 2025	Sept 2025		
Identify potential sponsors	List of potential sponsors	Committee	Oct 2025	July 2026		
Recruit Banner Sponsorships	Sponsors identified and recruited	Cathy/Joe	Jan	Dec		
Select & Schedule Performers	Event List	Joe/Missy/Cassie/Elaine	Jan	March	6	\$12,000
Coordinate with Library - kids classical concert outdoors	Event arranged for Veteran Park	Missy/Joe/Brenda Dunseth	March	June		\$1,000
Sound	Sound Booked	Missy/volunteer	June	Aug		\$3,000
Develop marketing approach	Advertising methods, costs, timelines and save the dates	Harmony	March	August		
Create Save the Date Materials	Use Township E-Blast, DDA newsletter, County Times online	Harmony	March	April		
Create advertising pieces/signs	Postcards, flyers for series	Harmony	March	April		\$1,000
o Print	Contact print shop	Harmony	May			
o Distribution	Coordinate mail and hand distribution	Cathy/Harmony	June	Aug	2	

Licensing	Ascrap Permit/BMI	Missy	4/25	4/25		\$1,000
Email reminder to Township regarding outdoor concerts	Notify Township (Sprinklers/porta potties)	Missy	May			
Back up refreshments	Refreshments for sale	Missy/Cathy	July	Aug		\$200
Total Budget for project #1						\$18,200

2. Project/Activity: Farmers Market
Projected Outcome: Celebrate Spring, involving our children and families, bringing visitors downtown and increasing awareness of the DDA.

Tasks	Measurable	Person Responsible	Start/End Dates 2026		Volunteers	Budget
Create Save the Date materials (Setup special events schedule too)	Materials created and distributed. Social media, existing newsletters etc.	Jamie/Harmony	Jan	Feb		\$1,500
Update vendor application and post on website and social media	Farmers Market	Jamie	Jan	June		
Acquire Farmers Market Sponsor	Minimum \$1,000 Sponsor	Jamie	Jan	May	\$1000	
Renew MIFMA, Taste the Local Difference Memberships and Website	Items renewed	Jamie	Jan	Feb		\$400
Order special event items (Sidewalk Chalk, Monarch Festival, Fall Festival, Halloween at the Market)		Jamie	June	Oct		\$2,000
Book specialty vendors, face painters, cotton candy, magicians, etc.		Jamie	May	June		\$2,000
Work with Jamison to book Live Music	Music Booked and schedule finalized.	Jamie	Jan	May		\$3,500
Setup and Track Petty Cash, Make Vendor Deposits bi-weekly		Jamie	June	Oct		

Request signage permits from MDOT and ask Kris K. to install signage		Cassie	May	June		\$600
Market Manager	200 hours X \$21.74 10 hrs X 20 wks	Jamie	June	Oct	PT Seasonal budget line not Farmers Market	\$4,348
Market Assistant	104 hours X \$21.74 8 hrs X 13 wks	Caden	June	Oct	PT Seasonal budget line not Farmers Market	\$2260
Total Budget for Project #2	Farmers Market budget line not included in Promotions budget	\$10,000			PT Seasonal \$6,608	TOTAL \$16,608

3. Project/Activity: Holiday Tree Lighting, Kris Kringle Market and Festival of Trees
Projected Outcome: To kick off the holiday season, involving our children and families, bringing them to the downtown and increasing awareness of the DDA

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Tree Lighting Event	Plan event location, activities, decorations, food, Cocoa, Wagon/Horses	Missy/Cathy/Cassie	Oct	Dec		
Advertise	Create, distribute materials Social media, existing newsletters, OC Times	Missy/Harmony	Oct	Oct		
Christmas Decorations	Rental company installs, removes lights, ornaments. Tree, Veterans Pk, Steeple Hall	Missy/Cassie	Aug	Nov	\$3800	Budgeted in Design Project #2
Kris Kringle Market	Location, vendors	Events Team	Sept	Sept		

Contact Township Elected Officials, Police and Fire	Email reminder sent to clerk	Missy	Oct	Oct		
Street closure	Request letter to Twp	Cassie	Oct	Nov		
Contact Spring Mills/Highland Elementary/Oxbow Music Teachers	Teachers contacted	Missy	Oct			
Sound system	Schedule with Mario or Tom Percha	Missy	Sept			\$1,000
MC	Secure date	Perter Werthman	Sept – Oct			\$200
Mr. & Mrs. Santa	Secure date – Contact Santa	Missy/Cassie	Sept	Oct		\$200
Hot chocolate cart	Hot Chocolate/Popcorn	Cassie	Sept	Oct	Possible Sponsorship	\$1200
Horse Carriage	Secure Horse/carriage	Cassie	Sept	Oct	Possible Sponsorship	\$1200
Ornaments from Santa	Chose, order ornaments Stock cups and napkins	Missy/Cathy	Oct	Nov		\$500
Recruit sponsors	Sponsors identified and recruited/committed	Committee, Board, staff	Jan	Nov		
Create advertising materials	Marketing created, Posters, ad with schools	Harmony	Sept	Oct		\$1000
Contact volunteers	List of volunteers, create schedule, direct people, serve refreshments, assist children & Santa	Missy/board/ volunteers/staff	Oct	Nov	6	
Evaluate Event	List of Strengths and Opportunities to improve	Missy/Cassie/ Jenny/Cathy	Dec	Jan 2027		

Festival of Trees	Trees, lights, install, remove	Cassie/Cathy/Harmony	Sept	Sept	3	\$3000
Total Budget for project 3.						\$8300

4. Project/Activity: Community Festivals and Placemaking Events						
Projected Outcome: Organize and fund community festivals to help Celebrate Highland, involving our children and families, bringing visitors downtown and increasing awareness of the DDA						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Live Highland/Shop Highland	Discuss Marketing and selling plan, Shop OC Market, storefront	Harmony/Cathy	March	Oct		\$1,000
Founders Day	Organize and secure funding	Festival Committee	Feb	May		\$3,000
Red, White, & Blues	Organize and secure funding	Festival Committee	Feb	June		\$3,000
Haunted Highland	Set up skeletons, photo spots, remove everything	Cassie/Kris	Aug	Nov		\$2,500
Total Budget for project 4.						\$9,500

5. Project/Activity: C Art Outside Art Stroll (2026) or Detroit Institute of Art (2029)

Projected Outcome: Display Art by local artists or the DIA and create a walking tour around our downtown

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Contact DIA	submit DIA application, work with DIA on dates, installation	Cassie	Nov 2028	Dec 2028		
C Art to be pursued in 2026 with HVCA or HVS Schools	Meet with HVCA and HVS to plan for 2026 art in downtown	Cassie/Missy/HVCA HVS	March	May		
Establish Work Plan	Details, such as size of art, location etc. Discussed	Missy/Cassie	March	April		
Permission requested to place art	Property owners and businesses contacted for permission	Missy	May	May		
Organize an opening reception	Logistics secured	Events Team	March			
Brochure and Maps	Create and print	Harmony	May	July		
Total Budget for project 5.	CART budget Line Item Not in Promotions Budget					\$2,500

6. Project/Activity: Multi Cultural Event

Projected Outcome: Bring Cultural events to our downtown

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Meet with Executive Director HVCA & HVS art program	Discuss Budget, activities, Date	Missy/Cassie	Jan	March		
Work into Farm Market Schedule	Scheduled	Missy/Jamie	Feb	June		Farm Market Budget
Total Budget for project 6.						0

7. Project/Activity: Outdoor Movie

Projected Outcome: Have an outdoor movie in June or October to bring families downtown

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Contact Oakland County Parks	Is movie screen and pop grant available	Missy/Cassie	Jan	May		
Plan Outdoor Movie	Work plan and volunteers	Missy/Promo Team Cassie				
Reserve Veterans Park	Township contacted	Missy				
Sponsors	Sponsors researched Possibly free popcorn for families	Promo Team				
Refreshments	Contact vendor	Missy/Cassie				
Advertise Event	Marketing Plan Developed/newspaper and posters	Missy/Cassie				\$2000
Chose movie and contact Licensing Company	Swank Motion Pictures contacted and hired movies chosen and	Missy/Promo Team Cassie			*Included in pop Grant	\$1375
*Movie screen and sound company	Great Outdoor movies contacted and secured	Missy			*Included in Pop Grant	\$3500
Total Budget for project 7.						\$2000