



Work Plan 2022 Promotions Committee 9/21

Chairperson: Wendy
Willihnganz
CoChair Joe Gaglio

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 2022:

1. Organize a 2022 Summer Concert Series
2. Organize the 2022 Highland Station Holiday Tree Lighting
3. Fundraising events cross over with Organization
4. Community Festivals Involvement
5. Banner Program crossover with all committees
6. C Art Program
7. Outdoor Movies [\(If funding is available\)](#)

1. Project/Activity: Organize a 2022 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 2021 summer concert series	List of strengths and opportunities to improve	Missy/Joe/Wendy	10/21	10/21	3	
Develop budget for 2021 series	Completed budget	Missy	09/21	10/21		
Identify potential sponsors	List of potential sponsors	Committee & Missy	10/21	02/22		
Recruit Banner sponsorships	Sponsors identified and recruited	Wendy/Joe/Missy	02/22	04/22		

Select & Schedule performers	Event List	Wendy/Joe/Committee	01/22	03/22	6	\$4700
Develop marketing approach	List of advertising methods, costs, timelines and save the dates	Missy/Cassie	03/22	05/22		
Create Save the Date materials	Use Township E-blasts and DDA newsletter and Hometown connections ad.	Missy/Cassie	03/22	04/22	1	
poster/post card design	Material design created	Missy/Cassie	03/22	04/22		\$200
o Arrange for duplication	Contact print shop	Missy	05/22	05/22		
o Distribution	Coordinate mail and hand distribution	Wendy/volunteer	06/22	06/22	2	
Misc Expense Refreshments	Ice, pop chips to sell or for band	Missy			1	\$100
Create advertising pieces & signs	Postcards, flyers for series	Brian/Missy	05/22	06/22		\$400
Newspaper ads	Two Spinal Col Ads		6/22	7/22		\$910
Licensing	Ascap Permit/BMI	Missy	4/22	4/22		\$740
Formal Request Letter to Township	Appropriate reservations and permits completed	Missy	5/22	5/22		
Back up refreshments	Refreshments purchased for sale	Missy	7/22	8/22		\$100
Contact volunteers needed for concert setup/take down	List of volunteers with dates they are available	Brian/Missy	04/22	08/22	2/3	
Total Budget for this project						\$7050

2. Project/Activity: Organize the Highland Station Tree Lighting Event (December 2022)
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 2021 Tree Lighting was cancelled in 2020, Not finalized as of yet for 2021	List of Strengths and Opportunities to improve. Research outside source to decorate and store ornaments.					
Create Save the Date materials	Materials created and distributed	Missy/Cassie	09/22	09/22		
Plan event activities, arrange for decorations, activities, food, other logistics	Successful Tree Lighting Event	Missy	8/22	08/22		
Rental Company for Decorations	Rental company,installs, takes down and takes away ornaments. Tree and Station House decorated	Missy	8/22	08/22		This comes out of Design Work Plans Line item.
Contact performers/schools/Santa	Performers contacted and scheduled created	Missy/Cassie	9/22	9/22		
o Arrange for space	Contact Township	Missy	9/22	09/22		
o Contact Township	Speak with Supervisor	Missy				

○ Contact Township requesting use of Vet's park – if used	Letter Written and given to clerk	Missy	9/21	9/21		
○ Arrange for Street closure –if need be	Requested letter written – approval obtained	Missy	9/21	09/21		
○ Contact Spring Mills/Highland Elementary/Oxbow Music Teachers	Teachers contacted	Missy	9/21	09/21		
○ Contact/Arrange for Sound system ○ Rock It Audio	Secure date and contract pay day of event	Missy	09/21	09/21		\$300
○ MC –	Secure date	Perter Werthman	9/21	10/21		\$100
○ Contact Mr. & Mrs. Santa	Secure date – arrange for suites	Missy/Wendy	9/21	10/21		\$100
○ Arrange for refreshments	Cookies, hot chocolate or cider, cups and napkins arranged	Missy	11/21	11/21		\$300
Recruit sponsors -Pandemic may affect this	Sponsors identified and recruited/committed	Committee, Board, & Staff	9/21	9/21		
Create advertising materials	Ads Newspapers posters	Missy/Cassie	9/21	10/21		\$1000
Contact volunteers to direct flow of people/help with event Serve refreshments and assist with children and Santa	List of volunteers and schedule created	Brian/Missy (high school honor students)	10/21	11/21	6	
Total Budget for this project						\$1800.00

3. Project/Activity: Fundraising/Event Cross over with Organization and Promotion Committees

Projected Outcome: Well organized, well attended events

Actual Outcome:

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Festival of Trees	Work Plan steps created and assigned /Possible lead sponsor	Cassie, Dale,	08/22	12/22	3	TBD may be DDA Sponsor shop line items
Create a process to have pickle sales available and seek opportunities such as fairs and festivals.	Plan in place	Chris H and Karen Beardsey	01/22	12/22	TBD	
Community Festivals (2) Red White and Blues and Highland Fall Festival	HDDA booth – Sell Pickles	Chris H. and Karen Beardsley	05/22	10/22	TBD	
Purchase Pickles						Fund raising expense
Total Budget for these projects						\$0

4. Project/Activity: Community Festival Involvement – Founders Day and Red White and Blues
Projected Outcome: Work with the other organizations to have a well organized, well attended event.

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Attend Meetings regularly	Attend monthly meetings	Missy	02/2022	12/2022		Money comes out of DDA Sponsorship Line Item
Fall Contest Event	Book patio block contest	Cassie	07/2022	10/2022		450
Total Budget for these projects						450

5. Project/Activity: Banner Program – continue this program
Projected Outcome: Work with other committees to put a banner program in place.

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Continue the sounds like summer concert banner sponsorship	Recruit sponsors arrange for installation.	Missy/Cassie	03/2021	6/2021		0
Research of potential of extension of banners down south milford road.	Research, costs obtained, Installation	Cassie & Design Team	04/2022	12/2022		Funded by Design
Total Budget for these projects						*3144.00 Approx

6. Project/Activity: C Art Outside Art Stroll**Projected Outcome:** Have art displayed by local artist around downtown.

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Meet with HVCA Director Sioux Trujillo who will coordinate the program	Meet and discuss Task list involved.	Missy	03/2022	12/2022		
Details, such as size of art, location etc. Discussed	Work plan established	Sioux and Missy	03/22	03/2022		
Permission requested to place art	Property owners and businesses contacted for permission	Missy	05/22	05/2022		
Call for Artists	Artists contacted and secured	Sioux/HVCA	Up to sioux			
Create Brochure and Maps	Maps and brochures created	Sioux/HVCA	05/22	05/22		
Arrange for art to be printed	Allegra contacted	Sioux	06/22	06/22		
Arrange for art to be installed	Kris K. Contacted	Dale	07/22	07/22		
Total Budget for these projects	Budget obtained through CART budget Line Item					\$2500.00

The above projects result in a projected budget of \$11,800 for Promotion Committee activities for the 2022 fiscal/calendar year.

PLEASE SEE BELOW PROJECT 7 IF SPONSORSHIPS FOR THIS COMMITTEE ARE RECEIVED

7. Outdoor Movies (if funding is available)

Projected Outcome: Have a trial of 2 outdoor movies in June. Service providers estimations based on another community's costs..

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Promo Team meet to discuss what is involved	Meet and discuss Task list involved.	Missy/Promo Team and Cassie	10/21	3/2022		
Details discussed	Work plan and volunteers established	Missy/Promo Team and Cassie	10/21	03/2022		
Permission requested for use of vets park	Township contacted	Missy	10/21	3/2022		
Licensing Company contacted and movies chosen	Swank Motion Pictures contacted and hired movies chosen and	Missy/Promo Team and Cassie	12/21	6/2022		\$1375
Movie screen and sound company	Great Outdoor movies contacted and secured	Missy	12/21	6/2022		\$3500
Potential Sponsors Contacted	Sponsors researched	Team	10/22	3/22		
Event Logo created/marketing piece	Marketing created	Missy/Promo Team and Cassie	3/2022	4/2022		\$200
Refreshments	Vendor contacted and contracted	Missy/Cassie	2/22	6/22		
Advertise Event	Marketing Plan Developed/ newspaper and posters	Missy/Cassie	3/2022	05/22		\$500
Total Budget for these projects						\$5575

This event would result of an additional budget of \$5,575

Total of both: \$17,375 for Promotion Committee activities for the 2022

