



Work Plan 2018

Promotions Committee

Chairperson: Wendy Willihnganz

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 2018:

1. Organize a 2018 Summer Concert Series
2. Organize the 2018 Highland Station Holiday Tree Lighting
3. Fundraising events cross over with Organization
4. Community Festivals Involvement
5. Banner Program cross over with all committees
6. Branding

1. Project/Activity: Organize a 2018 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 2018 summer concert series (Already Completed)	List of strengths and opportunities to improve	Wendy	02/18	03/18	6	
Create Save the Date materials	Use Township E-blasts and DDA newsletter and Hometown connections ad.	Missy/Wendy	03/18	04/18	1	
More detailed material designed	Material design created	Missy Dorothy Kane	03/18	04/18		\$100
o Arrange for duplication	Contact print shop	Missy	05/18	05/18		
o Distribution	Coordinate mail and hand distribution	Bree/Wendy	05/18	05/18	2	
Develop budget for 2018 series	Completed budget	Wendy	02/18	03/18		*\$3,600
Identify potential sponsors for concert series	List of potential sponsors	Committee & Missy	02/17	04/17		
Create sponsorship materials	Letter and sponsorship packet	Missy	02/18	02/18		

1. Project/Activity: Organize a 2018 Summer Concert Series – **CONTINUED**

Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Recruit sponsorships	Sponsors identified and recruited	Wendy/Committee	02/18	02/18	6	
Select & Schedule performers	Event List	Wendy/Committee	02/18	03/18	6	
Develop marketing approach	List of advertising methods, costs, timelines and magnets	Missy	03/18	05/18		\$225
Create advertising pieces & signs	Ads, postcards, flyers for series	Brian/Missy	05/18	06/18		\$125
Formal Request Letter to Township	Appropriate reservations and permits completed	Missy	05/18	05/18		
Contact volunteers needed for concert setup/take down	List of volunteers with dates they are available	Brian/Missy	04/18	06/18	2	
Total Budget for this project						\$4050

2. Project/Activity: Organize the Highland Station Tree Lighting Event (December 2018)

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 2018 Tree Lighting – Completed	List of Strengths and Opportunities to improve. Research outside source to decorate and store ornaments.	Missy, Wendy	01/18	05/18		
Create Save the Date materials	Materials created and distributed	Missy/Dorothy Kane	02/18	09/18		
Plan event activities, arrange for any additional lights if needed & Banners	Activity list created decorations and lights planned.	Wendy and Missy	9/18	11/18		\$1250
Contact performers/schools/Santa	Performers contacted and scheduled created	Missy/Brian	10/18	10/18		

○ Arrange for space	Contact Township/fire dept.	Missy	10/18	11/18		
○ Contact Fire Department	Speak with Chief	Missy	11/18	11/18		

2. Project/Activity: Organize the Highland Station Tree Lighting Event (December 2018) – CONTINUED

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
○ Contact Township requesting use of Vet's park – if used	Letter Written and given to clerk	Missy	9/18	9/18		
○ Arrange for Street closure – if need be	Requested letter written – approval obtained	Missy	9/18	11/18		
○ Contact Spring Mills/Highland Elementary/Oxbow Music Teachers	Teachers contacted	Missy/Brian	9/18	10/18		
○ Contact/Arrange for Sound system ○ Rock It Audio	Secure date and contract pay day of event	Missy	09/18	09/18		\$200
○ Contact Horse and Carriage to bring in Santa	Secure date and contract - Pay day of event	Missy	09/18	09/18		\$400
○ MC – Mike Maher	Secure date – Pay day of event	Mike M.	10/18	10/18		
○ Contact Mr. & Mrs. Santa	Secure date – arrange for suites	Missy/Wendy	10/18	10/18		\$100
○ Arrange for refreshments	Cookies, hot chocolate or cider, cups and napkins arranged	Missy/Bree	11/18	11/17		\$100/possible sponsor
Recruit sponsors	Sponsors identified and recruited/committed	Committee, Board, & Staff	01/18	10/18		
Create advertising materials	Ads, postcards, posters designed and printed	Missy/Dorothy Kane	10/18	11/18		\$200
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)	10/18	11/18	6	
Total Budget for this project						\$1700

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

Projected Outcome: Well organized, well attended events **Icecream social** will be put on hold possibly eliminated, as this event did not prove to be profitable in the new founder's day format.

Actual Outcome:

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Plan ice-cream Social Event (Joint effort with Organization)	Order food, purchase ice-cream And supplies.					On hold
Festival of Trees	Work Plan steps created and assigned	Cassie, Dale,	07/18	12/18	3	Pays for itself
Community Festivals (2) Red White and Blues and Highland Fall Festival	HDDA booth – Sell Pickles	Chris H. and Karen Beardsley	02/18	12/18	TBD	
Create a process to have pickle sales available and seek opportunities such as fairs and festivals.	Plan in place	Chris H and Karen Beardlsey	04/18	12/18	TBD	
Total Budget for these projects						\$0

4. Project/Activity: Community Festival Involvement – Red White and Blues and Fall Festival

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 Meeting regularly	Attend monthly meetings	Missy/Rick/Wendy	02/2018	12/2018	At least one at each meeting	0
Total Budget for these projects						0

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	03/2017	6/2017		0
Research potential of having a veteran banners sponsorship or art banners.	Banners in place	Cassie & Erin Sabo if Art Dale if Veterans	03/2017	03/2017		Self Funded
		Committee	03/2017	04/2017		
Total Budget for these projects	Budget obtained through program					*3144.00 Approx

6. Project/Activity: Branding

Projected Outcome: Work with Township Community Round Table and all committees)

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Branding program kick-Off	Introduced to public Will be published in February Spinal Column	Rick	02/2018	12/2018		
Arrange for website color design change	Website changed	Michael Z.	03/18	05/2018		
Stationary, cards, envelopes etc	Ordered	Missy	03/18	05/2018		
Marketed	Website, community signs, articles, newsletters	All committees involved led by Missy	03/18	12/18		
Total Budget for these projects	Budget obtained through program					Applied to advertising budget.

The above projects result in a projected budget need of \$6,250.00 for Promotion Committee activities for the 2017 fiscal/calendar year. HDDA to provide \$6000. *The Promotions Committee wishes to obtain more expensive acts, to draw a larger crowd. Their goal is to obtain at least an additional \$1500.00 in Sponsorship to address the extra expense. Their goal is to have a \$5,100 budget for six concerts.

