



Work Plan 2020 Promotions Committee

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 2020:

1. Organize a 2020 Summer Concert Series
2. Organize the 2020 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. C Art Program

1. Project/Activity: Organize a 2019 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 2019 summer concert series (Already Completed)	List of strengths and opportunities to improve	Wendy	10/19	10/19	6	
Create Save the Date materials	Use Township E-blasts and DDA newsletter and Hometown connections ad.	Missy/Wendy	03/20	04/20	1	
More detailed material designed	Material design created	Missy Dorothy Kane	03/20	04/20		\$100
○ Arrange for duplication	Contact print shop	Missy	05/20	05/20		

○ Distribution	Coordinate mail and hand distribution	Bree/Wendy	05/20	05/20	2	
Develop budget for 2020 series	Completed budget	Wendy	02/20	03/20		
Identify potential sponsors	List of potential sponsors	Committee & Missy	02/20	04/20		

Recruit sponsorships	Sponsors identified and recruited	Wendy/Committee	09/19	02/20	6	
Select & Schedule performers	Event List	Wendy/Committee	01/20	03/19	6	\$4200
Develop marketing approach	List of advertising methods, costs, timelines and save the dates	Missy	03/20	05/20		
Create advertising pieces & signs	Postcards, flyers for series	Brian/Missy	05/20	06/20		\$300
	Huron Valley Magazine	Missy	4/20	5/20		\$500
	Two Spinal Col Ads		6/20	7/20		\$790
	Ascap Permit	Missy	4/20	4/20		\$362
Formal Request Letter to Township	Appropriate reservations and permits completed	Missy	05/20	05/20		
Contact volunteers needed for concert setup/take down	List of volunteers with dates they are available	Brian/Missy	04/20	06/20	2	
Total Budget for this project						\$6252

2. Project/Activity: Organize the Highland Station Tree Lighting Event (December 2020)
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 2019 Tree Lighting – Completed	List of Strengths and Opportunities to improve. Research outside source to decorate and store ornaments.	Missy, Wendy	01/20	05/20		
Create Save the Date materials	Materials created and distributed	Missy/Dorothy Kane	02/20	09/20		
Plan event activities, arrange for decorations, activities, food, other logistics	Successful Tree Lighting Event	Missy	6/20	11/20		
Rental Company for Decorations	Rental company, installs, takes down and takes away ornaments. Tree and Station House decorated	Missy	6/20	11/20		\$3,150
Contact performers/schools/Santa	Performers contacted and scheduled created	Missy/Brian	8/20	10/20		
o Arrange for space	Contact Township/fire dept.	Missy	8/20	11/20		
o Contact Fire Department	Speak with Chief	Missy	11/20	11/20		
o Contact Township requesting use of Vet's park – if used	Letter Written and given to clerk	Missy	9/20	9/20		
o Arrange for Street closure –if need be	Requested letter written – approval obtained	Missy	9/20	11/20		
o Contact Spring Mills/Highland Elementary/Oxbow Music Teachers	Teachers contacted	Missy/Brian	9/20	10/20		
o Contact/Arrange for Sound system	Secure date and contract pay day of event	Missy	09/20	09/20		\$300
o Rock It Audio						

○ MC –	Secure date	Perter Werthman	9/20	10/20		
○ Contact Mr. & Mrs. Santa	Secure date – arrange for suites	Missy/Wendy	9/20	10/20		\$100
○ Arrange for refreshments	Cookies, hot chocolate or cider, cups and napkins arranged	Missy/Bree	11/20	11/20		\$220/possible sponsor
Recruit sponsors	Sponsors identified and recruited/committed	Committee, Board, & Staff	01/20	10/20		
Create advertising materials	Ads Newspapers and Huron Valley Magazine, posters	Missy/Dorothy Kane	10/20	11/20		\$900
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)	10/20	11/20	6	
Total Budget for this project						\$4670

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	Cassie, Dale,	08/20	12/20	3	Pays for itself
Community Festivals (2) Red White and Blues and Highland Fall Festival	HDDA booth – Sell Pickles	Chris H. and Karen Beardsley	02/20	12/20	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	04/20	12/20	TBD	
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 Meeting regularly	Attend monthly meetings	Missy/Rick/Wendy	02/2020	12/2020	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	03/2020	6/2020		0
Research potential of having a veteran banners sponsorship or art banners.	Banners in place	Cassie & HVCA if Art Dale if Veterans	03/2020	03/2020		Self Funded
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 Artist, Diane Woods who will coordinate the program	Meet with Artist and discuss Task list involved.	Missy	03/2019	03/2019		
Details, such as size of art, location etc. Discussed	Work plan established	Diane and Missy	03/19	04/2019		
Permission requested to place art	Property owners and businesses contacted for permission	Missy	05/19	05/2019		
Call for Artists	Artists contacted and secured	Diane	05/19	05/19		
Create Brochure and Maps	Maps and brochures created	Diane	05/19	05/19		
Arrange for art to be printed	Allegra contacted	Diane	06/19	06/19		
Arrange for art to be installed	Kris K. Contacted	Dale/Trevor	07/19	07/19		
Total Budget for these projects	Budget obtained through CART budget Line Item					\$2500.00

The above projects result in a projected budget need of \$10,250.00 for Promotion Committee activities for the 2020 fiscal/calendar year. **Sponsorship will reduce the amount spent on the above activities.**