



Chairperson: Wendy
Willihnganz
CoChair Joe Gaglio

Work Plan 2021 Promotions Committee **Updated 8/21**

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 2021:

1. Organize a 2021 Summer Concert Series
2. Organize the 2021 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 2021 summer concert series (Already Completed)	List of strengths and opportunities to improve	Missy/Joe/Wendy	10/20	10/20	3	
Create Save the Date materials	Use Township E-blasts and DDA newsletter and Hometown connections ad.	Missy/Cassie	03/21	04/21	1	
More detailed material designed	Material design created	Missy/Cassie	03/21	04/21	\$200 New logo desin	\$100

○ Arrange for duplication	Contact print shop	Missy	05/21	05/21		
○ Distribution	Coordinate mail and hand distribution	Wendy/volunteer	05/21	05/21	2	
Develop budget for 2021 series	Completed budget	Missy	02/21	03/21		
Misc Expense Refreshments	Ice, pop chips to sell or for band	Missy			1	\$100
Identify potential sponsors	List of potential sponsors	Committee & Missy	02/21	02/20		

Recruit sponsorships	Sponsors identified and recruited = No sponsors this year due to pandemic	Wendy/Joe/Missy	09/20	03/21	6	
Select & Schedule performers	Event List	Wendy/Joe/Committee	01/21	03/21	6	\$4700
Develop marketing approach	List of advertising methods, costs, timelines and save the dates	Missy	03/21	05/21		
Create advertising pieces & signs	Postcards, flyers for series	Brian/Missy	05/21	06/21		\$368
	Huron Valley Magazine*=No longer exists	Missy	5/21	5/21		
	Two Spinal Col Ads		6/21	7/21		\$910
	Ascapi Permit/BMI	Missy	4/21	4/21		\$737
Formal Request Letter to Township	Appropriate reservations and permits completed	Missy	05/21	05/21		
Contact volunteers needed for concert setup/take down	List of volunteers with dates they are available	Brian/Missy	04/21	06/21	2	
Total Budget for this project						\$7015.00

2. Project/Activity: Organize the Highland Station Tree Lighting Event (December 2021)
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 2020 Tree Lighting was cancelled in 2020	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	09/21	09/21		
Plan event activities, arrange for decorations, activities, food, other logistics	Successful Tree Lighting Event	Missy	8/21	08/21		
Rental Company for Decorations	Rental company, installs, takes down and takes away ornaments. Tree and Station House decorated	Missy	8/21	08/21		This comes out of Design Work Plans Line item.
Contact performers/schools/Santa	Performers contacted and scheduled created	Missy/Cassie	9/21	9/21		
o Arrange for space	Contact Township	Missy	9/21	09/21		
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	Cassie, Dale,	08/21	12/21	3	TBD may be DDA Sponsor ship line items
Community Festivals (2) Red White and Blues and Highland Fall Festival	HDDA booth – Sell Pickles On hold due to pandemic	Chris H. and Karen Beardsley			TBD	
Create a process to have pickle sales available and seek opportunities such as fairs and festivals.	Plan in place ON HOLD	Chris H and Karen Beardlsey			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 Meetings regularly	Attend monthly meetings	Missy	02/2021	12/2021		Money comes out of DDA Sponsorship Line Item

Total Budget for these projects						0
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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 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	On hold because of pandemic					*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 Woods who will coordinate the program	Meet and discuss Task list involved.	Missy	03/2021	03/2021		
Details, such as size of art, location etc. Discussed	Work plan established	Sioux and Missy	03/21	04/2021		
Permission requested to place art	Property owners and businesses contacted for permission	Missy	05/21	05/2021		
Call for Artists	Artists contacted and secured	Sioux/HVCA	05/21	05/21		
Create Brochure and Maps	Maps and brochures created	Sioux/HVCA	05/21	05/21		
Arrange for art to be printed	Allegra contacted	Sioux	06/21	06/21		
Arrange for art to be installed	Kris K. Contacted	Dale	07/21	07/21		
Total Budget for these projects	Budget obtained through CART budget Line Item			This will not take place in 2021	\$0	\$2500.00

The above projects result in a projected budget need of \$11,000 for Promotion Committee activities for the 2021 fiscal/calendar year. **Sponsorship will reduce the amount spent on the above activities.**

This budget was reduced to \$9,206, because of an overstatement in TIF (This reflects a \$391.00 Buffer in case of surprise expense) 8/2021