



Chairperson: Wendy
Willihnganz
CoChair Joe Gaglio

Work Plan 2023 Promotions Committee 01/23

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 2023:

1. Organize a 2023 Summer Concert Series
2. Organize the 2023 Highland Station Holiday Tree Lighting
3. Fundraising events cross over with Organization
4. Banner Program crossover with all committees
5. C Art Program
6. Discuss Possible Partnership for a Multi-Cultural Festival
7. Outdoor Movies ([If funding is available](#))

1. Project/Activity: Organize a 2023 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 2022 summer concert series	List of strengths and opportunities to improve	Missy/Joe/Cassie	11/22	11/22	3	
Develop budget for 2023 series	Completed budget	Missy	09/22	09/22		
Identify potential sponsors	List of potential sponsors	Committee & Missy	11/22	04/23		
Recruit Banner sponsorships	Sponsors identified and recruited	Wendy/Joe/Missy	01/23	12/23		

1. Project/Activity: Organize a 2023 Summer Concert Series CONT'D

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
Select & Schedule performers	Event List	Wendy/Joe/Committee	01/23	03/23	6	\$6000
Coordinate with Library - kids classical concert outdoors	Event arranged for vets park	Missy/Cassie/Brenda Dunweth	03/23	6/23		\$500
Refreshments possible pizza for entertainers	Water and only food if requested	Missy or volunteer	07/23	08/23		\$400
Develop marketing approach	List of advertising methods, costs, timelines and save the dates	Missy/Cassie	03/23	08/23		
Create Save the Date materials	Use Township E-blasts and DDA newsletter and Hometown connections ad.	Missy/Cassie	03/23	04/23	1	
poster/post card design	Material design created	Missy/Cassie	03/23	04/23		\$300
○ Arrange for duplication	Contact print shop	Missy	05/23	05/23		
○ Distribution	Coordinate mail and hand distribution	Wendy/volunteer	06/23	06/23	2	

1. Project/Activity: Organize a 2023 Summer Concert Series CONT'D
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
Create advertising pieces & signs	Postcards, flyers for series	Brian/Missy	05/23	06/23		\$400
Newspaper ads	Two Spinal Col Ads		6/23	7/23		\$1000
Licensing	Ascap Permit/BMI	Missy	4/23	4/23		\$800
Email reminder to Township regarding outdoor concerts	Appropriate notification to Township completed.	Missy	5/23	5/23		
Back up refreshments	Refreshments purchased for sale	Missy	7/23	8/23		\$120
Create advertising pieces & signs	Postcards, flyers for series	Brian/Missy	05/23	06/23		\$400
Newspaper ads	Two Spinal Col Ads		6/23	7/23		\$1000
Licensing	Ascap Permit/BMI	Missy	4/23	4/23		\$800
Email reminder to Township regarding outdoor concerts	Appropriate notification to Township completed.	Missy	5/23	5/23		
Back up refreshments	Refreshments purchased for sale	Missy	7/23	8/23		\$120
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						\$9510

2. Project/Activity: Organize the Highland Station Tree Lighting Event (December 2023)
Projected Outcome: To kick off the holiday season, involving our children and families, bringing them to the downtown and increasing awareness of the DDA.
Actual Outcome:

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Evaluate 2022	List of Strengths and Opportunities to improve.	Missy/Board	12/22	12/22		
Create Save the Date materials 2023	Materials created and distributed	Missy/Cassie	09/23	10/23		
Plan event activities, arrange for decorations, activities, food, other logistics	Successful Tree Lighting Event	Missy/Karen/Cassie	10/23	12/23		
Rental Company for Decorations	Rental company,installs, takes down and takes away ornaments. Tree and Station House decorated	Missy	8/23	11/23		This comes out of Design Work Plans Line item.
Contact performers/schools/Santa	Performers contacted and scheduled created	Missy/Cassie	9/23	9/23		
o Arrange for space	Contact Township	Missy	9/23	09/23		
o Contact Township	Speak with Supervisor	Missy	09/23	09/23		
o Contact Township requesting use of Vet's park – if used	Email reminder sent to clerk	Missy	10/23	10/23		
o Arrange for Street closure –if need be	Requested letter written – approval obtained	Missy	10/23	11/23		
o Contact Spring Mills/Highland Elementary/Oxbow Music Teachers	Teachers contacted	Missy	10/23	10/23		

<ul style="list-style-type: none"> ○ Contact/Arrange for Sound system ○ Mario 	Secure date and contract pay day of event	Missy	09/23	09/23		\$400
<ul style="list-style-type: none"> ○ MC – 	Secure date	Perter Werthman	9/23	10/23		\$120
<ul style="list-style-type: none"> ○ Contact Mr. & Mrs. Santa 	Secure date – arrange for suites	Missy/Chief	9/23	10/23		\$120
<ul style="list-style-type: none"> ○ Arrange for refreshments 	Cookies, hot chocolate or cider, cups and napkins arranged	Karen	11/23	11/23		\$400
Recruit sponsors	Sponsors identified and recruited/committed	Committee, Board, & Staff	9/23	9/23		
Create advertising materials	Ads Newspapers posters	Missy/Cassie	9/23	10/23		\$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)	10/23	11/23	6	
Total Budget for this project						2040

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,	08/23	11/23	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	01/23	12/23	TBD	
Community Festivals (2) Red White and Blues and Highland Fall Festival	HDDA booth – Sell Pickles	Chris H. and Karen Beardsley	05/23	10/23	TBD	
Purchase Pickles						Fund raising expense
Total Budget for these projects						\$0

4. 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	03/2023	6/2023		0

Research the potential extension of banners going north of milford road.	Research, costs obtained, Installion	Cassie & Design Team	04/2023	12/2023		Funded by Design
Total Budget for these projects	Expense come Design Budget					*\$3500

5. 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	Meetand 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

6. Project/Activity: Possible partnership with HVCA for a Multi Cultural Festival 2023

Projected Outcome: HVCA is the leader and we partner.

Tasks	Measurable	Person Responsible	Start/End		Volunteers	Budget
			Dates			
Initial Discussion with Executive Director	Meeting Set Discuss Budget and Tasks Involved	Missy/Joe/Jennifer	1/2023	2/2023		0
Present to Board	On Board Agenda	Missy/Joe	02/23	03/23		
Total Budget for these projects						

7. Outdoor Movies (if POP GRANT IS AVAILABLE AND AWARDED)

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	05/23	08/23		
Details discussed	Work plan and volunteers established	Missy/Promo Team and Cassie	6/23	8/23		
Notification for use of vets park	Township contacted	Missy	06/23	6/23		
Licensing Company contacted and movies chosen	Swank Motion Pictures contacted and hired movies chosen and	Missy/Promo Team and Cassie	12/21	6/2022	Included in pop Grant	\$1375
Movie screen and sound company	Great Outdoor movies contacted and secured	Missy	12/21	6/2022	Included in Pop Grant	\$3500
Potential Sponsors Contacted	Sponsors researched Possibly free pop corn for families from pop corn and bev from cart	Team	10/23	3/23		
Refreshments	Vendor contacted and contracted	Missy/Cassie	6/23	8/23		
Advertise Event	Marketing Plan Developed/ newspaper and posters	Missy/Cassie	3/2022	05/22		\$700
Total Budget for these projects						\$700

The above projects result in a projected budget of \$12,250 for Promotion Committee activities for the 2022 fiscal/calendar year.

This event would result of an additional budget of \$5,575 with no pop grant

Total of both: \$17,825 for Promotion Committee activities for the 202