



Chairperson: Harmony Patterson
 Concert Chair: Joe Gaglio

Work Plan 2024 Promotions Committee **Updated 2/2024**

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 2024:

1. Organize a 2024 Summer Concert Series
2. Organize the 2024 Highland Station Holiday Tree Lighting
3. Fundraising Events Cross Over with Organization
4. Banner Program Crossover with all Committees
5. DIA Project for 2024
6. Multi-Cultural Event 2024. (Possible partnership with HVCA)
7. Outdoor Movies (If funding is available)

1. Project/Activity: Organize a 2024 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 2023 summer concert series	List of strengths & opportunities to improve Completed	Missy/Joe	09/23	11/23	2	
Develop budget for 2024 series	Completed budget Done	Missy/Cassie	08/23	09/23		
Identify potential sponsors	List of potential sponsors	Committee	10/23	11/23		
Recruit Banner sponsorships	Sponsors identified and recruited	Jamie/Joe/Missy	01/24	12/24		

1. Project/Activity: Organize a 2024 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	Joe/Missy/Jenny/Cassie	01/24	03/24	6	\$10,000
Coordinate with Library - kids classical concert outdoors	Event arranged for vets park	Missy/Cassie/Brenda Dunweth	03/24	6/24		\$500
Refreshments possible pizza for entertainers	Water and food if requested	Missy or volunteer	07/24	08/24		\$400
Develop marketing approach	List of advertising methods, costs, timelines and save the dates	Missy/Harmony	03/24	08/24		
Poster/post card design	Material design created	Harmony	03/24	04/24		\$500
o Arrange for duplication	Contact print shop	Harmony	05/24	05/24		
o Distribution	Coordinate mail and hand distribution	Cathy/Volunteer	06/24	06/24	2	
Newspaper ads	High School Newspaper, HVS Peach Jar and research other opportunities	Harmony/Missy	4/24	7/24		\$1000
Licensing	Ascap Permit/BMI	Missy	4/24	4/24		\$800
Email reminder to Township regarding outdoor concerts	Appropriate notification to Township completed. (Sprinklers and such)	Missy	5/24	5/24		
Back up refreshments	Refreshments purchased for sale	Missy/Cathy	7/24	8/24		\$200
Total Budget for this project						\$13,400

2. Project/Activity: Organize the Highland Station Tree Lighting Event (December 2024)
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
Create Save the Date materials 2024	Materials created and distributed. Social Media, existing newsletters etc	Missy/Harmony	10/24	10/24		See Page 5 Advertising for Budget
Plan event activities, arrange for decorations, activities, food, other logistics. Cocoa Wagon/Horses	Successful Tree Lighting Event	Missy/Cathy/Cassie	10/24	12/24		
Rental Company for Decorations	Rental company, installs, takes down and takes away ornaments. Tree and Station House decorated	Missy/Cassie	8/24	11/24		This comes out of Design Work Plans Line item.
Contact Township review plans	Speak with Supervisor	Missy	09/24	09/24		
Kris Kringle Market	Logistics secured (create workplaces of its own)	Events Team	9/24	9/24		
Arrange for space	Contact Township	Missy	5/24	09/24		
Contact Township Elected Officials, Police and Fire	Email reminder sent to clerk	Missy	10/24	10/24		
Arrange for Street closure	Requested letter written – approval obtained	Cassie	10/24	11/24		
Contact Spring Mills/Highland Elementary/Oxbow Music Teachers	Teachers contacted	Missy	10/24	10/24		
Contact/Arrange for Sound system Mario or Tom Percha	Secure date and contract pay day of event	Missy	09/24	09/24		\$500
MC –	Secure date	Perter Werthman	9/24	10/24		\$100

2. Project/Activity: Organize the Highland Station Tree Lighting Event (December 2024) **CON'T**
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
Contact Mr. & Mrs. Santa	Secure date – Contact Santa	Missy/Cassie	9/24	10/24		\$100
Arrange for hot chocolate cart	Howdy Popcorn	Heidi Olson/ Cassie	9/24	10/24	Possible Sponship	\$850
Arrange for Horse Carriage	Horse/carriage secured	Cassie	9/24	10/14	Possible Sponship	\$1000
Choose ornaments from Santa & Order make sure cups and napkins are on hand	Ornaments chosen and ordered. Stock of cups and napkins	Missy/Harmony/ Cathy	10/24	11/24		\$400
Recruit sponsors	Sponsors identified and recruited/committed	Organization Committee	1/24	11/24		
Create advertising materials	Marketing created	Harmony	9/24	10/24		\$600
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)	10/24	11/24	6	
Evaluate 2024	List of Strengths and Opportunities to improve.	Missy/Cassie/ Jenny	12/24	12/24		
Total Budget for this project						\$3550

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/Cathy/Harmony	09/24	09/24	3	\$1,000
Live Highland/Shop Highland	Discuss Marketing and selling plan - MS OC E Commerce	Harmony/Cathy	03/24	10/24	TBD	\$1,000
Founders Day	Festival Funding Secured		2/24	5/24		\$3,000
RW&B	Festival Funding Secured		2/24	6/24		\$3,000
Haunted Highland	Fun photo spots increasing traffic to our downtown	Cassie/Kris	8/24	11/24		Funding taken from C Art this year
Total Budget for projects						\$8,000

4. Project/Activity: Banner Program Cross Over with all Committees

Projected Outcome: Have art displayed by local artist around downtown.

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Maintenance replacements if necessary	Banners in place on Streetscape	Cassie/Kris K				
Schedule set for year for banner rotation	Schedule is established and installations arranged for	Cassie/Kris K				
Total Budget for Project						Committe & Streetscape Line Items

5. Project/Activity: DIA Outdoor Art Exhibit C Art Outside Art Stroll

Projected Outcome: Have art displayed by local artist around downtown.

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Contact DIA and submit application. <i>(completed)</i>	DIA application submitted and accepted DIA date chosen	Cassie	11/23	12/24		
Details, such as size of art, location etc. Discussed	Work plan established	Missy/Cassie	12/23	04/24		
Permission requested to place art	Property owners and businesses contacted for permission	Missy	05/24	05/2024		
Organize an opening reception	Logistics secured	Events Team	03/24			
Duplication of Brochure and Maps more is needed than provided..	Duplication	Harmony	05/24	05/24		
C Art to be pursued in 2025 if HVCA is able to partner	On hold 2024					
Total Budget for these projects	Budget obtained through CART budget Line Item					\$2500.00

6. Project/Activity: Multi Cultural Event 2024. (Possible partnership with HVCA)

Projected Outcome: Farmers' market Day dedicated.

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Initial Discussion with Executive Director HVCA	Meeting Set Discuss Budget, activities, Date	Missy/Joe/Cassie	1/2024	2/2024		0
Work into Farm Market Schedule	Scheduled	Missy/Jamie	2/2024	03/2024		Farm Market Budget
Total Budget for these projects						0

The above projects 1-6 result in a projected budget of \$27,450 for Promotion Committee activities for the 2024

7. Outdoor Movies (if POP GRANT IS AVAILABLE AND AWARDED)						
Projected Outcome: Have 1 outdoor movie in June or October. 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	05/24	08/24		
Details discussed	Work plan and volunteers established	Missy/Promo Team and Cassie	6/24	8/24		
Notification for use of vets park	Township contacted	Missy	06/24	6/24		
Potential Sponsors Contacted	Sponsors researched Possibly free pop corn for families	Team	10/24	3/24		
Refreshments	Vendor contacted and contracted	Missy/Cassie	6/24	8/24		
Advertise Event	Marketing Plan Developed/ newspaper and posters	Missy/Cassie	3/2022	05/22		\$1000
*If pop is obtained the following lines items are moot.						
*Licensing Company contacted and movies chosen	Swank Motion Pictures contacted and hired movies chosen and	Missy/Promo Team and Cassie	12/21	6/2024	*Included in pop Grant	\$1375
*Movie screen and sound company	Great Outdoor movies contacted and secured	Missy	12/21	6/2024	*Included in Pop Grant	\$3500
Total Budget for these projects						\$1000

***This event will result of an additional budget of \$5,575 at least and \$1,000 for advertisement**