



PROMOTIONS COMMITTEE
2025 WORKPLANS

Chairperson:	Harmony
Concert Chair:	Joe
Farmers Market:	Jamie
Committee:	Roscoe
	Cassie
	Andy
	Elaine

Updated 7/2024

\$35,900 Projected 2025 Budget

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 2025:

1. Summer Concert Series
2. Farmers Market
3. Holiday Tree Lighting, Kris Kringle Market and the Festival of Trees
4. Community Festivals and Placemaking Events
5. CART 2025 and DIA Project for 2029
6. Multi-Cultural Event
7. Outdoor Movies

1. Project/Activity: Summer Concert Series Projected Outcome: To have a well-attended event, bringing the community to the downtown, increase awareness of the DDA.						
Tasks	Measurable	Person Responsible	Start/End Dates 2024		No. of Volunteers	Budget
Evaluate Summer Concert series	List of strengths & opportunities to improve	Missy/Joe	09/24	11/24	2	
Develop budget for 2025 series	Completed budget	Committee	08/24	09/24		
Identify potential sponsors	List of potential sponsors	Committee	10/24	7/25		

1. Project/Activity: Summer Concert Series CONT'D						
Tasks	Measurable	Person Responsible	Start/End Dates 2025		No. of Volunteers	Budget
Recruit Banner Sponsorships	Sponsors identified and recruited	Cath/Joe/Missy	01/25	12/25		
Select & Schedule Performers	Event List	Joe/Missy/Cassie/Elaine	01/25	03/25	6	\$12,000
Coordinate with Library - kids classical concert outdoors	Event arranged for Veteran Park	Missy/Cassie/Brenda Dunseth	03/25	06/25		\$800
Sound	Sound Booked	Missy/volunteer	06/25	08/25		\$2,900
Develop marketing approach	Advertising methods, costs, timelines and save the dates	Missy/Harmony	03/25	08/25		
Create Save the Date Materials	Use Township E-Blast, DDA newsletter, County Times online	Missy/Cassie/Harmony	03/25	04/25		
Create advertising pieces/signs	Postcards, flyers for series	Missy/Harmony	03/25	04/25		\$1,000
o Print	Contact print shop	Harmony	05/25	05/25		
o Distribution	Coordinate mail and hand distribution	Cathy/Harmony	06/25	06/25	2	
Licensing	Ascapi Permit/BMI	Missy	4/25	4/25		\$1,000
Email reminder to Township regarding outdoor concerts	Notify Township (Sprinklers/porta potties)	Missy	5/25	5/25		
Back up refreshments	Refreshments for sale	Missy/Cathy	7/25	8/25		\$200
Total Budget for project #1						\$17,900

2. Project/Activity: Farmers Market

Projected Outcome: Celebrate Spring, involving our children and families, bringing visitors downtown and increasing awareness of the DDA.

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Create Save the Date materials 2025 (Setup special events schedule too)	Materials created and distributed. Social Media, existing newsletters etc.	Jamie/Harmony	1/25	2/25		\$1,500.00
Update vendor application and post on website and social media	Farmers Market	Jamie	1/25	1/25		
Acquire Kids Zone Sponsor	Minimum \$1,000.00 Spon.	Jamie	1/25	5/25		
Renew MIFMA, Taste the Local Difference Memberships and Website	Items renewed	Jamie	1/25	2/25		\$400.00
Order special event items (Sidewalk Chalk, Monarch Festival, Fall Festival, Halloween at the Market)		Jamie				\$2,000.00
Book specialty vendors, face painters, cotton candy, magicians, etc.		Jamie	4/25	6/25		\$2,000.00
Work with Jamison to book Live Music	Music Booked and schedule finalized.	Jamie/Missy/Cassie	1/25	5/25		\$3,500.00
Setup and Track Petty Cash, Make Vendor Deposits bi-weekly		Jamie/Missy	6/25	10/25		
Request signage permits from MDOT and ask Kris K. to install signage		Cassie	5/25	6/25		\$600.00
Total Budget for Project #2	Not included in Promotions budget					\$10,500

3. Project/Activity: Holiday Tree Lighting, Kris Kringle Market and Festival of Trees
Projected Outcome: To kick off the holiday season, involving our children and families, bringing them to the downtown and increasing awareness of the DDA

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Tree Lighting Event	Plan event location, activities, decorations, food, Cocoa, Wagon/Horses	Missy/Cathy/Cassie	10/25	12/25		
Advertise	Create, distribute materials Social media, existing newsletters, OC Times	Missy/Harmony	10/25	10/25		
Christmas Decorations	Rental company installs, removes lights, ornaments. Tree, Veterans Pk, Steeple Hall	Missy/Cassie	8/25	11/25		Budgeted in Design Project #2
Kris Kringle Market	Location, vendors	Events Team	9/25	9/25		
Contact Township Elected Officials, Police and Fire	Email reminder sent to clerk	Missy	10/25	10/25		
Street closure	Request letter to Twp	Cassie	10/25	11/25		
Contact Spring Mills/Highland Elementary/Oxbow Music Teachers	Teachers contacted	Missy	10/25			
Sound system	Schedule with Mario or Tom Percha	Missy	09/25			\$600
MC	Secure date	Perter Werthman	9/25 – 10/25			\$200

3. Project/Activity: Holiday Tree Lighting, Kris Kringle Market and Festival of Trees **CON'T**

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Mr. & Mrs. Santa	Secure date – Contact Santa	Missy/Cassie	9/25	10/25		\$200
Hot chocolate cart	Howdy Popcorn	Heidi Olson/Cassie	9/25	10/25	Possible Sponsorship	\$1000
Horse Carriage	Secure Horse/carriage	Cassie	9/25	10/25	Possible Sponsorship	\$1000
Ornaments from Santa	Chose, order ornaments Stock cups and napkins	Missy/Cathy	10/25	11/25		\$500
Recruit sponsors	Sponsors identified and recruited/committed	Committee, Board, staff	1/25	11/25		
Create advertising materials	Marketing created, Posters, ad with schools	Harmony	9/25	10/25		\$1000
Contact volunteers	List of volunteers, create schedule, direct people, serve refreshments, assist children & Santa	Missy/board/volunteers/staff	10/25	11/25	6	
Evaluate Event	List of Strengths and Opportunities to improve.	Missy/Cassie/Jenny	12/25	01/26		
Festival of Trees	Trees, lights, install, remove	Cassie/Cathy/Harmony	09/25	09/25	3	\$3000
Total Budget for this project						\$7500

4. Project/Activity: Community Festivals and Placemaking Events

Projected Outcome: Organize and fund community festivals to help Celebrate Highland, involving our children and families, bringing visitors downtown and increasing awareness of the DDA

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Live Highland/Shop Highland	Discuss Marketing and selling plan, Shop OC Market, storefront	Harmony/Cathy	03/25	10/25		\$1,000
Founders Day	Organize and secure funding	Festival Committee	2/24	5/24		\$3,000
Red, White, & Blues	Organize and secure funding	Festival Committee	2/24	6/24		\$3,000
Haunted Highland	Set up skeletons, photo spots, remove everything	Cassie/Kris	8/24	11/24		\$2,500
Total Budget for projects						\$9,500

5. Project/Activity: C Art Outside Art Stroll (2025) or Detroit Institute of Art (2029)

Projected Outcome: Display Art by local artists or the DIA and create a walking tour around our downtown

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Contact DIA	submit DIA application, work with DIA on dates, installation	Cassie	11/28	12/28		
C Art to be pursued in 2025 with HVCA or HVS Schools	Meet with HVCA and HVS to plan for 2025 art in downtown	Cassie/Missy/HVCA HVS	3/25	5/25		
Establish Work Plan	Details, such as size of art, location etc. Discussed	Missy/Cassie	03/25	04/25		
Permission requested to place art	Property owners and businesses contacted for permission	Missy	05/25	05/25		
Organize an opening reception	Logistics secured	Events Team	03/25			
Brochure and Maps	Create and print	Harmony	05/25	07/25		
Total Budget for these projects	CART budget Line Item Not in Promotions Budget					\$2,500

6. Project/Activity: Multi Cultural Event

Projected Outcome: Bring Cultural events to our downtown

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Meet with Executive Director HVCA & HVS art program	Discuss Budget, activities, Date	Missy/Cassie	1/25	2/25		
Work into Farm Market Schedule	Scheduled	Missy/Jamie	2/25	03/25		Farm Market Budget
Total Budget for these projects						0

7. Project/Activity: Outdoor Movie						
Projected Outcome: Have an outdoor movie in June or October to bring families downtown						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Contact Oakland County Parks	Is movie screen and pop grant available	Missy/Cassie	01/25	05/25		
Plan Outdoor Movie	Work plan and volunteers	Missy/Promo Team Cassie				
Reserve Veterans Park	Township contacted	Missy				
Sponsors	Sponsors researched Possibly free popcorn for families	Promo Team				
Refreshments	Contact vendor	Missy/Cassie				
Advertise Event	Marketing Plan Developed/newspaper and posters	Missy/Cassie				\$1000
Chose movie and contact Licensing Company	Swank Motion Pictures contacted and hired movies chosen and	Missy/Promo Team Cassie			*Included in pop Grant	\$1375
*Movie screen and sound company	Great Outdoor movies contacted and secured	Missy			*Included in Pop Grant	\$3500
Total Budget for these projects						\$1000

Projected Promotions 2025 Budget of **\$35,900**; doesn't include Farmers Market or C ART separate line items in budget