

# Main Street Skowhegan Promoting Committee Work Plan 2010-11

last updated April 2010

**The Main Street Skowhegan mission is to preserve small town charm, promote economic revitalization and historic preservation through community building community. The Promotion Committee's purpose(s) are to:**

- **PROMOTE the downtown as the center of commerce, culture and community life for residents and visitors alike.**

**Goal 1: To plan and implement successful retail promotions (cooperative, cross retail, and/or niche).**

**Objective 1:** Recruit volunteers, organize and execute retail promotions which support spending money in the down

Activity	Tasks	Responsibility	Due Date	Completion Date	Budget	Outcome
Tent Days	plan collaboration with annual New Balance Tent Sale plan and execute pr and advertising identify sponsors for Chalk on the Walk plan and execute Plein Air Painting work with Paper Klip for in-kind poster printing educate business about how to attract attention cross promote with Skow State Fair streamline use of logo in business windows	New Balance- Chris A. committee downtown businesses arts council Central Maine Artists Gallery, Snow's ice cream, TaeKwonDo studio	start planning in Spring	early summer August 12-22 2010	\$400	participating stores report increased sales; increased foot traffic in the downtown
'Go Local' fundraising coupons	explore the feasibility of a script for fundraising utilizing purchases from downtown businesses cost of items remitted to business owners, mark up used for fundraising	committee businesses	asap November 2010 if completed for this year's holidays		\$300	goods sold
Men's Shopping Night	Coordinate with Blueberry Cupboard and other participating businesses in a pre-Christmas tradition of a men's retail event	committee, Blueberry Cupboard	November 2010	December 2010	0	cash registers ring
Maple Promotions	solicit and promote retailer offerings during maple week	Maple Fest subcommittee	end of Feb.	end of March	0	cash registers ring
Disseminate Retail Promotion Ideas	Share retail promotion ideas with downtown merchants through Constant Contact e-newsletter  Bounce Back Coupons, Win the Window, cross-promotion ideas, Men's Shopping Night, etc.  Disseminate ideas to Roundtable and to Kaite O. for Ch 11 spots	committee  businesses  Roundtable Katie O.		ongoing	0	business initiate organizing cooperative retail promotions

*positioning statement :*

"The underlying goal of Main Street Skowhegan is to: encourage economic development in the heart of Skowhegan; reinvigorate our infrastructure and promote locally owned businesses; identify opportunities for new business to fill market voids needed to improve service to the community. Binding our public and private interests is a desire to accentuate local self reliance, personable service, and Skowhegan's unique assets."

**Goal 2: To plan and implement successful special events (community heritage, special holidays, social events).**

**Objective 1:** Recruit volunteers, organize and execute special events which highlight the downtown.

Activity	Tasks	Responsibility	Due Date	Completion Date	Budget	Outcome
Maple Week and Pancake Breakfast	organize and plan events: ice cream social- library maple breakfast downtown promotions printed on place mat at the breakfast cross promote Skowhegan Farmers Market grand spring reopening help advertise the downtown's offerings encourage ME Maple Sunday visitors to stop in the downtown for shopping Mud Season pottery project and sale in the downtown Bus Tour Longaberger basket raffle Seize the Mic at Bloomfield's with Waterville Main Street Southside Tavern open mic and drink specials	subcommittee Veilleux's, farmers market, library, businesses, Farmer's Market, Amber L., Skow. Parks and Rec.	January- February	March 28	\$400  \$300	participation of 1000+ in weeks worth of events; raise funds for MSS at breakfast
Holiday Stroll	subcommittee forms and meets weekly starting in September plan parade- community center marketing and cooperative advertising communicate retail activities via bag stuffer and flier coordinate special activities in retail locations- Santa's Village coordinate window decoration and sponsorship	subcommittee Parks and Rec downtown businesses	September- December	December 5	Total: approx. \$3,000	participation of 1000+; 25 parade entries

*positioning statement :*

"The underlying goal of Main Street Skowhegan is to: encourage economic development in the heart of Skowhegan; reinvigorate our infrastructure and promote locally owned businesses; identify opportunities for new business to fill market voids needed to improve service to the community. Binding our public and private interests is a desire to accentuate local self reliance, personable service, and Skowhegan's unique assets."

**Objective 2:** Provide support by **linking with other organizations who execute special events** that support the mission, and goals of MSS.

Activity	Tasks	Responsibility	Due Date	Completion Date	Budget	Outcome
Farmer's Market	cross promotion use of bounce back coupons redirect application inquiries to market manager	committee market	year round	year round	0	increased sales + shoppers downtown and at market
KNEADING Conference	distribute press releases re: promotion MSS fundraising presence at Bread Fair and Trade Show cross promote downtown businesses	KNEADING committee organization committee MSS Board	year round	July 31	0	225 conference attendees; get attendees into downtown businesses
Opera House performances	cross promote performances *help coordinate a contact folder for interested promoters including area businesses that compliment services needed for an opera house show; paid for through advertisements in the folder provide MSS rep to advisory council at direction of John Doucette	All MSS	ongoing	*to be determined	0	events opera house; visitors eat and shop downtown
Skowpendous Family Fun Night- KVCAP	distribute materials for bike/ped safety campaign, appear with the surray	committee	April 2010	April 2010	0	kids participate in safe crossing at walks and surray riding
River Fest	send MSS materials, float, or supportive activity to promote the mission and message of MSS Button and bumper sticker campaign for bike/ped safety	All	July		0	increased attendance , funds raised; educate about MSS, recruit volunteers

*positioning statement :*

"The underlying goal of Main Street Skowhegan is to: encourage economic development in the heart of Skowhegan; reinvigorate our infrastructure and promote locally owned businesses; identify opportunities for new business to fill market voids needed to improve service to the community. Binding our public and private interests is a desire to accentuate local self reliance, personable service, and Skowhegan's unique assets."

**Goal 2: To plan and implement successful *image building campaigns*.**

Activity	Tasks	Responsibility	Due Date	Completion Date	Budget	Outcome
Mascot/Float Surrey	sell temporary ads on the float for parades and downtown appearances	committee	ongoing	ongoing	0	Laughter; sales of advertising space, goal~ \$1000+
Bike Pedestrian safety campaign	implement short and long term strategic activities and marketing to promote bicycle and pedestrian safety in the downtown; see list from meeting minutes 12/2/08	committee Road Com., Town Mgr., Police	ongoing	Skowpendous April event, River Fest, ongoing	0	increased foot traffic and use of cross walks; more pedestrians and bicyclists downtown
	Educate with 'number of steps campaign'~ promote downtown as a walkable community	committee with help from Somerset Heart Health, Ch. 11	ongoing			
	Implement weekly 5K starting at the farmers market, utilizing downtown routes	committee, market	June 1	July 31		utilize Som. Hear Health downtown exercise routes, raise \$ for the market
Email Blasts	forward Constant Contact updates to designated Board member for monthly blasts	Promotions chair	ongoing	ongoing	0	public and businesses report better communication; increased volunteer recruitment and event attendance

**TOTAL PROMOTIONS BUDGET: \$4,400**

**(before considering proceeds from income generating events; pancake breakfast, pictures with Santa, etc.)**

*positioning statement :*

"The underlying goal of Main Street Skowhegan is to: encourage economic development in the heart of Skowhegan; reinvigorate our infrastructure and promote locally owned businesses; identify opportunities for new business to fill market voids needed to improve service to the community. Binding our public and private interests is a desire to accentuate local self reliance, personable service, and Skowhegan's unique assets."