

Main Street Skowhegan

Promoting Committee Work Plan 2008-9

last updated March 2009

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 downtown.

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 plan and execute tent activities and tent distribution plan and execute Chalk on the Walk plan and execute Plein Air Painting	Becky, Chris A. committee downtown businesses committee, WAC Central Maine Artists Gallery, committee		early summer August 1 August 7-16 August 6 August 9	\$400	participating stores report increased sales; increased foot traffic in the downtown
Late Night Thursdays	surrey appearances calendar encourage Thursday nights as a gathering night for other events/meetings dinner and movie deals fliers and Hannaford paper bag marketing	committee	October	ongoing		participating stores report increased sales; increased stores open late

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 maple breakfast fundraiser downtown promotions marketing	subcommittee library Veilleux's, farmers market committee Charlotte, KVTC	January February Jan-Feb January	February March March January	\$400 \$100	participation of 1000+ in weeks worth of events; raise funds for MSS at breakfast
Holiday Stroll	meet weekly starting in September plan parade marketing and cooperative advertising communicate retail activities via bag stuffer and flier coordinate special activities in retail locations coordinate window decoration and sponsorship	committee Parks and Rec downtown businesses committee committee committee	September Oct-Nov Oct-Nov Oct-Nov November November	December December 5 variable October 10 December 5 December 1	Total: approx. \$3,000	participation of 1000+; 25 parade entries

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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	book entertainment and special events redirect application inquiries to market manager help coordinate promotion between market and MSS coordinate market with MSS events (KNEADING, Block Party, Maple Breakfast) write press releases re: promotion loan MSS tents as needed		April-October	April-October		increased sales and shoppers at the downtown market
KNEADING Conference	attend monthly organizing meetings help coordinate promotion between KNEADING and MSS mailing list and contacts distribute press releases re: promotion organize volunteers at event raise funds to sponsor conference @ \$1000 MSS presence at Bread Fair and Trade Show	MSS rep MSS rep, Directors Director committee, Director MSS, coordinator, committee organization committee organization committee	ongoing ongoing Jan-August ongoing June January August 1	July-August January July 30	\$1000	125 attendees; positive testimonials about Skowhegan
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	ongoing	ongoing-goal? summer 2009		monthly use of opera house?
River Fest	send MSS materials, float, or supportive activity (ie: snow cones, surrey, etc.)	All	Spring-Summer		\$100	increased attendance and funds raised; distribute MSS material and recruit volunteers

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

Activity	Tasks	Responsibility	Due Date	Completion Date	Budget	Outcome
Mascot/Float	organize and execute fish cut outs assemble and mount fish raise funds through: selling fish to paint, sell temporary ads on the float, sell live 'broadcasting' with float in front of stores or at events, etc.	committee	ongoing	ongoing	\$0	Laughter; sales of fish mascots and advertising space, goal~ \$1000+
Bike Pedestrian safety campaign	discuss strategic activities and marketing to create a plan meet with Road, Town Mgr., Police	committee	April 1	Skowpendous April event	\$125	increased foot traffic and use of cross walks; more pedestrians and bicyclists downtown
Email Blasts	gather info on e-marketing services; Constant Contact get Board approval	Amber	asap	Spring 2009	\$420/yr.	public and businesses report feeling better informed; increased volunteer recruitment and event attendance

TOTAL PROMOTIONS BUDGET: \$5,545

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

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