

Goal: To promote downtown Canal Winchester as a great place to live, work, shop, and invest.

Objectives:

- Develop and promote the **IMAGE** for downtown (Note: include MSCW mission statement in all promotional material)
- Develop and promote **RETAIL ACTIVITIES**
- Procure funding for **SPECIAL EVENTS** advertising
- Develop and promote **HERITAGE TOURISM**

Objective 1: To promote a positive image of downtown CW

Projects:

➤ **Complete a visitors guide (membership directory)**

Tasks:

- Get pricing for printing and layout
- Send info to printer
- Proof
- Print
- Distribute Guides

Person Responsible	Start Date	End Date	Budget	Acct#
Committee Chair	Jan 1		\$2000	(Grant)
Committee Chair				
Committee Chair				
Committee Chair				
Committee Chair		April 1		

Anticipated Results: Yearly Visitors Guide and membership list to increase customers in stores.

➤ **Create a newsletter highlighting events of the organization and news of interest downtown**

Tasks:

- Write and publish via email

Person Responsible	Start Date	End Date	Budget	Acct#
Gaynell Garrett	Feb 1	Dec 1		

Anticipated Results: Newsletter is published to membership.

➤ **Advertise all events**

○ **Farmers Market**

Tasks:

- Create ads for local papers
- Create and submit press releases for local papers
- Press Release for Country Living “Happenings” at least 90 days out
- Decide on advertising (signs, banners, paid ads) for next years market in Sept so we can include in CVB grant write up.
- Ad in PTO School calendar
- Contact Schools, DQ, and other marquee owners For advertisement

Person Responsible	Start Date	End Date	Budget	Acct#
Committee Chair	March 1	3 rd week April	\$1200	(GF)
Committee Chair	as necessary	as necessary		
Committee Chair	Jan 1	Jan 31		
Committee Chair			\$70	(Grant)
Committee Chair				

Anticipated Results: Good crowds at Farmer’s Market with happy vendors and more customers downtown.

Objective 1 continued: To promote a positive image of downtown CW

Projects:

○ **Christmas in the Village Business Bazaar**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
○ Press releases to local papers about event	Gaynell Garrett	Oct 1	Dec 1		
○ Solicit the sponsor businesses for merchandise to go in Sponsor Gift Basket	Gaynell Garrett	Oct 1	at event		

Anticipated Results: Good crowd at business bazaar and more customers in stores downtown.

Projects:

○ **Christmas in the Village**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
○ Meet with Village and plan event	Bob Garvin	July 1	Dec 1		
○ Meet with other involved organizations to identify their role and tasks	Bob Garvin	August 1			
○ Create Postcard and press release	Garvin, Kim Tremains	Sept 1			
○ Mail out postcard	Kim Tremains	Nov 1		\$2,750	
○ Advertisement in local paper	Kim Tremains	Nov 15		\$250	
○ Press release for event	John Garrett	Nov 1			

Anticipated Results: Good crowd at business bazaar and more customers in stores downtown.

Objective 2: To conduct retail activities which increase pedestrian traffic and generate business in downtown

Project

- Encourage business promotions through special in-store events/workshops
- Develop cross promotion with other events i.e. Bob McDorman's Corvette show

Objective 3: To procure funding in the form of grants and income earned by the events to pay for the cost of promoting the events

Project

○ **Utilize grant funding and event income for advertising budget of the committee**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
○ Write CVB Grant	Program Manager	Sept 1	Sept 30		

Anticipated Results: Grant is written yearly.

Objective 4: To promote and celebrate downtown CW's unique heritage to the community and visitors in the region

Projects

- Identify resources, i.e. Canal, Historical Society, Museums, B & B, etc.
- Identify partners
- Evaluate opportunities and constraints

Promotions Committee's Current Projects:

- Volunteer FM T-Shirts
- Christmas in the Village
- Giveaways – Merchandise
- Farmers Market
- Visitor's Guide
- Online e-Newsletter to members