

## Work Plan 2015

### Promotions & Marketing Committee

#### Downtown LaGrange Development Authority

**Goal:** To promote downtown as the center of commerce, culture and community life for residents and visitors

**Objectives:**

- To focus attention on downtown's best assets and potential
- To create unifying marketing efforts for the retail and restaurants in the downtown district
- To recruit/retain community support through the Downtown Partners program
- To enhance a positive quality of life through community events

**Projects:**

Establish a calendar of events that will attract visitors/shoppers downtown

Partner with other organizations to co-host downtown events

Recruit downtown businesses to become members of the Downtown Partners program

Provide opportunities for area musicians to perform at downtown events

**Tasks:**

Organize & manage monthly events

Hire a professional photographer to document downtown events

Create press releases, advertisements and promotional items as needed

Keep the Downtown LaGrange website current

Update and/or create new brochures as needed

**Timetable: July 1, 2015 - June 31, 2016**

**Committee members:**

2015 - Amy Warren, Melinda Clair, Kesha Edwards, Kathy Latimer, Holly Ann Phillips, Angie Bradley, Catherine Rodriguez, Marlene Rhodes, Lynne Holle

**Staff liaison:** Barbie Watts

**Budget:**

Promotions - \$20,000.00

Advertising - \$ 10,000.00

