

Work Plan FY-2016-17

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 and event posters as needed

Manage Downtown Facebook page

Timetable: CY 2016 / FY July 1, 2016-June 31, 2017

Committee members:

20165 - Amy Warren, Melinda Clair, Kesha Edwards, Kathy Latimer, Al Brannon, Angie Bradley, Marlene Rhodes, Lynne Holle

Staff liaison: Barbie Watts

Budget:

Promotions - \$20,000.00

Advertising - \$ 10,000.00