



Partners working together to cultivate an attractive and thriving downtown

Promotion Committee Profile Sheet

Team Leaders: Rosemary Dolatowski and Mary Lynch

Objective: The Promotion Committee is charged with researching and recommending opportunities to engage civic organizations and the downtown business owners on the promotion of its special events, the development of new special events and other programming to encourage more commerce activity in downtown.

Promotion	Engage civic organizations to help market and enhance downtown. Host quarterly meetings to discuss/plan events. (Could be done on the same schedule as Organization's quarterly meetings).
	Create shared event calendar and centralized hosting site.
	Explore coordinated downtown/community cleanup days or other community-wide events to better connect residents with downtown.
	Create a formal organization, or part/full time staff position dedicated to coordinating revitalization activities.

Goals: The Strategic Plan (see excerpt from Plan above) identified several possible goals along with a schedule of implementation for the Profile Committee, which includes the following:
(Completion dates in bold)

- Engage civic organizations to help market and enhance downtown. Host quarterly meetings to discuss/plan events. (Could be done on the same schedule as Organization's quarterly meetings).
(Quarter 4 – 2017)
- Create shared event calendar and centralized hosting site. **(Quarter 3 – 2017)**
- Explore coordinated downtown/community cleanup days or other community-wide events to better connect residents with downtown. **(Quarter 1 – 2018 and ongoing)**
- Create a formal organization, or part/full time staff position dedicated to coordinating revitalization activities. **(Quarter 4 – 2018)**

Action Items:

- Engage civic organizations to help market and enhance downtown:
 - Develop a marketing plan that results in increased commerce traffic to downtown. The plan should include partners such as the Chamber, Downtown businesses, Real Racine and others.
 - Work the Design Committee to identify the Burlington brand for marketing materials that should include the message to draw the community to local businesses, events and resources (Live, Work and Play).

- Create shared event calendar and centralized hosting site.
 1. Update the Chamber website to create buttons to allow sharing of events.
 2. Promote website calendar to community groups, organizations, and civic clubs.
 3. Advertise calendar features in City newsletter.
- Explore coordinated downtown/community cleanup days or other community-wide events to better connect residents with downtown.
 1. Identify existing successful events which could be combined with similar events or expanded on.
 2. Determine a target audience to provide sessions for each of the four seasons.
 3. Work with community groups to gather data on what works and what did not work with an event they held.
 4. Work with community groups to encourage successful events in or near the downtown area to increase retail activity.
 5. Advertise events with business owners to increase promotion and volunteerism.
 6. Increase reoccurring events that bring customers downtown.
 7. Develop a platform for business marketing and promotion to maximize reach.
- Engage civic organizations to help market and enhance downtown:
 3. Develop a marketing plan that results in increased commerce traffic to downtown. The plan should include partners such as the Chamber, Downtown businesses, Real Racine and others.
 4. Work the Design Committee to identify the Burlington brand for marketing materials that should include the message to draw the community to local businesses, events and resources (Live, Work and Play)
- Create a formal organization, or part/full time staff position dedicated to coordinating revitalization activities.

How is success measured?

- Retail traffic downtown is increased (measured with a survey to business owners and/or one on one meetings with business owners).
- Positive feedback is received from business owners regarding increased patronage (measured with a survey to business owners and/or one on one meetings with business owners).
- Increased community engagement and volunteerism.
- Overlapping community events are reduced due to shared event calendar.
- Attendance doubled for main activities and events.

What resources/support is needed to ensure success?

- Partner with civic clubs and community groups to assist with event planning and market.
- Partner with the City and RCEDC to assist in marketing material review, promotion of events and advertising of the event calendar.
- Other support needed?