

Promotion Committee Recruitment Plan

Description: Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the downtown district. By marketing a districts unique characteristics to residents, investors, business owners, and visitors, and effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

Target Audience:

- Person with Marketing Experience
- Individuals with Retail/business experience

Need:

- 1 Committee Chair
- 2 Committee Members
- Committee Volunteers

Location:

- In and surrounding Sutton
- Braxton County Residents

Tools:

- Committee Packets
- PSA's on Radio
- Newspaper Ads
- Facebook

Communication Method and Frequency:

- 1 article in 2 local papers
- 1PS on radio in Jan 2012
- 20 committee packets handed out @ local events and festivals