

# Marketing Committee



## Program Areas Focus:

- Marketing
- Beautification
- Communications

## Lead Commercial Marketing Program:

- Determine best methods for marketing, e.g. social media, website options, flyers distributed by Downtown Ambassadors
- Market to general public and businesses to educate and promote events and activities supported by PBIA
- Consider more special events (big and small), coordinate with VCB regarding branding project to ensure Downtown is represented
- Partner with other Downtown Groups on events and sponsorships
- Maintain an inventory of Downtown vacancies and connect with small business owners to infill Downtown retail spaces
- Work with Property Owners to support the marketing of their properties

## Lead Downtown Beautification Program:

- Continue hanging flower baskets, perhaps with goal for additional baskets and native perennial baskets
- Educate and promote role of Downtown beautification, i.e. beautification is for all of the people who come to Downtown, as well as (or not just) for businesses
- Add more benches, maintain and repair current benches and add more art and interactive areas to Downtown. Consider opportunities for use of empty spaces for interesting events. Establish an "Equipment Library" for businesses to check out major supplies, e.g. power washers, paint supplies, ladders, etc.

## Goals:

- Revamp Website – Coordination with Leadership Team, staff and Communications Committee. Options for website will need further discussion
- Add and outdoor event to encourage more visits and activities Downtown
- Send welcome packet/postcard to new businesses