

Attachment #1

PBIA Marketing Strategy for Twinklefest 2018

Budget: \$7,000

Key components of the marketing strategy include:

- Advertising (Print, Radio, web)
- Business and Community engagement
- Downtown Ambassador Promotions

Online Voting and Support

- Creation of handouts to merchants outlining the event and encouraging participation
- Electronic version of the handout to be available for distribution via PBIA/ODA list serve
- Administration of voting through survey monkey

Other advertising

Community engagement (possible options include holiday family photos with corresponding website for retrieval, promoted after hours shopping, etc.)

Budget

PBIA has devoted \$7,000 of its budget to Holiday Support including Twinklefest. This year the board is looking into the possibility of purchasing additional holiday snowflake LED installations. Research indicates these LED installations are 4 Ft and roughly 500 dollars

Additional Notes:

1. Sign up times and dates: The Event Starts on (TBD) - (Final determination) - (Display Deadline 12/1) – benefits for early adoption are additional advertisements. Ambassadors will take photographs
2. Online Voting: Survey Monkey (12/1 – 12/31)
3. Accolades and certificates could be provided to participating businesses as encouragement
4. PBIA/ODA could coordinate with Ratepayers for “holiday swags” on Downtown buildings – (This has traditionally been done by Tim Kohler of Seldon’s Home Furnishings)
5. Voting survey could be used to populate a database of folks to receive future correspondence
6. Twinklefest GC is optional for participation
8. Discussion of publications for advertising (Thurston Talk, Ranger, OP&L, Mason Co. Journal, NVN, etc...) may be managed in partnership with the ODA
9. Mark and DTA will make sure that light “starter packs” are available for businesses interested in participating