

## **Marketing Committee Strategy for Twinklefest 2017**

**Key components** of the marketing strategy include:

- Advertising (Print, Radio, web)
- Photo Gallery and hosting location
- Photography by the Ambassadors
- Business and Community engagement
- Downtown Ambassador Promotions

### **Online Voting and Support**

- Creation of handouts to merchants outlining the event and encouraging participation
- Hosted online version of the handout
- Administration of voting through survey monkey

### **Other advertising**

- Special Event (possible options include snow machine, photos with Santa, promoted after hours shopping, etc.)

### **Budget**

PBIA has historically devoted \$10,000 of its budget to Holiday support including Twinklefest, however given the expansive nature of Twinklefest, The Marketing Committee has suggested that these allocations should be increased to help promote the event, the Downtown shopping core and the PBIA

### **Additional Notes:**

1. **Sign up times and dates: The Event Starts on 11/22** – (Final determination) - (Photo Deadline 12/4) – benefits for early adoption are additional advertisements. Ambassadors will take photographs (DSLR)
2. Online Voting: Survey Monkey (12/1 – 12/31) – staged dates of entry with encouragement toward benefits for “early adopters”
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
5. Voting survey could be used to populate a database of folks to receive future correspondence
6. Twinklefest GC ask should be optional for participation
7. Who will handle back end graphics administration formerly handled by the ODA?
8. Discussion of publications for advertising (Thurston Talk, Ranger, OP&L, Mason Co. Journal, NVN, etc...)
9. Mark and DTA will make sure that light “starter packs” are available for businesses interested in participating